Build your growth playbook

Choose one funnel, one or more strategies, and one workflow. Click the circles and boxes on screen (or tick them after printing). Then note your choices on the worksheet on the last page.

1. Pick your funnel

How a stranger becomes a customer. Choose one.

- [ ] **Lead magnet funnel**
  Free resource in exchange for contact details, then nurture.
  Stages: Ad or post > Landing page > Free resource > Welcome sequence > Offer
  - Create one free resource that solves one small problem
  - Build a one-field opt-in page
  - Write a 5-message welcome sequence ending in your offer

- [ ] **Low-ticket funnel**
  A small first purchase, then an upsell.
  Stages: Ad or post > Sales page > Low-price offer > Order bump > Upsell
  - Price a starter product under a no-brainer threshold
  - Add one order bump at checkout
  - Write a post-purchase upsell message

- [ ] **Live or webinar funnel**
  Teach live, then invite people to buy.
  Stages: Sign-up > Reminder > Live session > Offer > Replay
  - Pick one topic and a fixed date
  - Send reminders 1 day and 1 hour before
  - Share a replay with a deadline

- [ ] **Direct sale funnel**
  A product page that sells on its own.
  Stages: Traffic > Product page > Checkout > Thank-you page > Follow-up
  - Rewrite the page around one buyer and one result
  - Add proof: reviews, samples, guarantee
  - Send a follow-up asking for a review

- [ ] **Booking funnel**
  Qualify people, then book a call or appointment.
  Stages: Traffic > Short form > Booking page > Reminder > Call
  - Write 3 qualifying questions
  - Connect a booking calendar
  - Send automatic reminders and a no-show follow-up

2. Pick your strategy

Where attention comes from. Choose one or more.

- [ ] **Organic content**
  Regular posts, short videos, and useful tips.
  - Post 3 times a week on one platform
  - Reuse each idea in 3 formats
  - End every post with one clear next step

- [ ] **Email or SMS list**
  Message people who already opted in.
  - Send 1 value message per week, 1 offer every 3
  - Keep texts short with one link
  - Reply to every response within a day

- [ ] **Paid ads**
  Buy attention and test fast.
  - Start with a small daily budget and 3 ad variations
  - Judge by cost per lead or sale, not clicks
  - Retarget visitors who did not buy

- [ ] **Partnerships and affiliates**
  Borrow trust from people with your audience.
  - List 10 creators or businesses with your audience
  - Offer a simple commission or swap
  - Give partners a ready-made link and copy

- [ ] **Live and community**
  Show up live and talk to people.
  - Go live weekly at a set time
  - Answer questions in comments and capture leads
  - Pin one link and one offer

3. Pick your workflow

How much runs on its own. Choose one.

- [ ] **Manual**
  You do each step yourself. Lowest cost, most control.
  - A spreadsheet or Notion board to track leads
  - Saved message templates
  - A weekly 60-minute review

- [ ] **Semi-automated**
  Templates and scheduling handle the repeats.
  - Email or SMS tool with scheduled sequences
  - Social scheduler
  - A form that feeds one list automatically

- [ ] **Fully automated**
  Tools trigger each other. You handle exceptions.
  - A workflow tool (n8n, Zapier or Make) linking form, CRM and messages
  - Tags that move people between stages
  - An alert when someone replies or buys

My playbook worksheet

Type into the fields below, or print and write by hand.

My funnel

My strategy (or strategies)

My workflow

Who I am helping, and what result they want

My offer and price

First 3 actions (with dates)

How I will measure success (leads, sales, replies)

Weekly review day and time