# Sales Funnel Planning Checklist

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| **Purpose of  Funnel** |  |
| **Target  Audience** |  |
| **Opt-In  Offer** |  |
| **One-Time  Offer** |  |
| **Additional Products to Promote** |  |
| **High-Ticket  Upsells** |  |

# Funnel Content to Create

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| **Page** | **Notes** | **Check** |
| Opt-In Page with Free Offer   * Video, text or audio? * Who will Create it? |  |  |
| Thank You Page   * Additional offers or information on page |  |  |
| Download Page   * Additional offers or information on page |  |  |
| Additional One-Time-Offer Page   * Limited time * Limited number * Temporary price reduction * Other |  |  |
| Sales Page   * Text, video or audio * Who will create it? * Email follow-up series |  |  |