# 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
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| Download Page* Additional offers or information on page
 |  |  |
| Additional One-Time-Offer Page* Limited time
* Limited number
* Temporary price reduction
* Other
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| Sales Page* Text, video or audio
* Who will create it?
* Email follow-up series
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