

Building Your Marketing Funnel

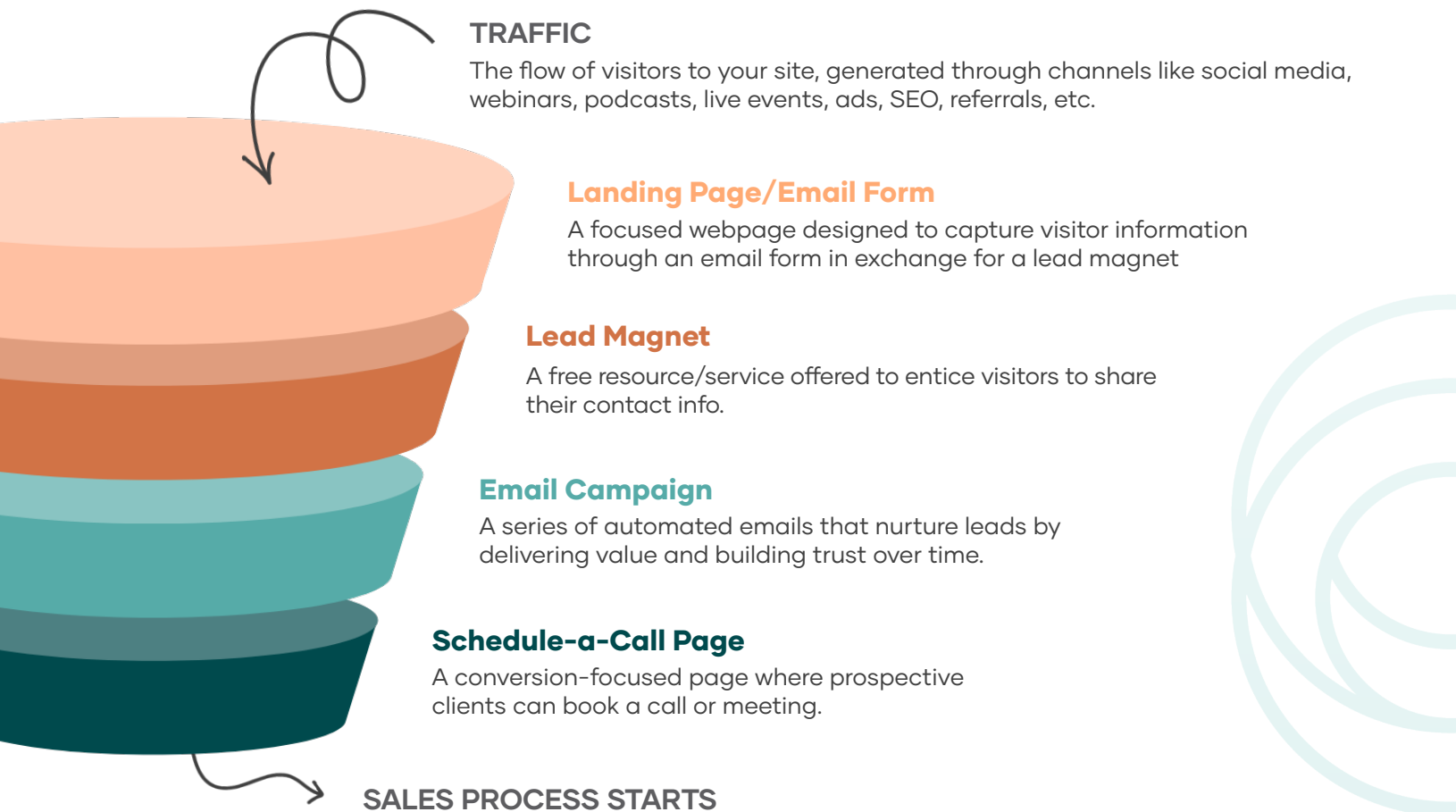
This worksheet will guide you through the process of customizing your email marketing funnel based on your lead magnet.

Quick note:

These materials are a great starting point, based on strategies that have worked before. But keep in mind, they might not hit the mark right away—you'll need to test and see how your audience reacts. Today's AI tools aren't great at strategy, so don't be surprised if you need to tweak or even revamp things as you go.

HOW TO USE

This exercise will prompt you to visit wilnaudesign.com/aitool to brainstorm and create content. Copy and paste the "instruction text" each time to guide the tool to the right workbook and section. AI streamlines the writing process, but it doesn't replace experience and hands-on testing.



STEP 1 Define Your Lead Magnet

What is your lead magnet concept?

Copy your response from the "Develop Your Lead Magnet" Worksheet.

What is the format?

This could be a toolkit, blueprint, guide, e-book, checklist, etc.w

What are three ways it could help your ideal prospect?

Copy your response from the "Develop Your Lead Magnet" Worksheet.

1. _____
2. _____
3. _____

STEP 2 Prime the Custom AI Tool

Copy and paste the below prompt into the custom AI tool (wilnaudesign.com/aitool). Nothing else yet!

AI Prompt



"You are an expert marketer specializing in writing good emails. Your job is to help me create my first email marketing funnel. I'm going to provide you with email templates that I want you to update based on some information I give you. The information will include my idea for the topic of a new lead magnet I'm creating and three ways I think the lead magnet will help my ideal prospect. You're going to take that information and use it to update four email templates based on the instructions and placeholder content in the emails. You can use the topic and the three ways it'll help my ideal prospect to update the email templates based on the placeholder content. Let me know you understand and when you're ready for the information and email templates."

1

Encourage them to use the lead magnet, let them know what to expect from your email list, and ask them to reply to the email. Send immediately.

2

Give them a tip, encourage them to use the lead magnet, and ask to connect on LinkedIn. Send on day 2.

3

Give them a tip, encourage them to use the lead magnet, and invite them to book a call. Send on day 3.

4

Give them a tip, encourage them to use the lead magnet, and invite them to book a call. Send on day 4.

STEP 3 Craft Your Email Campaign

Once the AI tool acknowledges it understands and is ready, copy and paste everything from Step 1 (include the instructions and your responses) and all the email templates below into the tool and submit them all at once.

AI Prompts



Email 1: Welcome template (send immediately)

Subject: Welcome! [toolkit, blueprint, guide, etc.] inside

Hi [Name],

First things first, here's [Lead Magnet Name]. Just click here to download: [LINK]

Before we start, thanks for trusting me with your inbox – I promise to make it worth your while.

Now, you might be wondering, "What's next?" Over the next few days I'm going to send you some actionable tips to help you get the most out of your [toolkit, blueprint, guide, etc.]. You can expect to hear from me [frequency] with [the type of content you will send them].

I'd love to hear what you think! Hit reply and let me know your biggest [topic] challenge. I read every email (yes, really), and your input helps shape our future content.

Chat soon,
[Your Name]

P.S. Keep an eye out for tomorrow's email. You'll learn [something they'll learn about in the next email] You won't want to miss it!

Email 2: Tip and LinkedIn Connection (send on day 2)

Subject: Quick tip for your [toolkit, blueprint, guide, etc.]

Hey [Name],

Hope you're getting value from the [toolkit, blueprint, guide, etc.]. Download it here [insert link] if you haven't already.

Here's a quick tip:

[Insert specific, actionable tip related to lead magnet]

This tip helped me [specific benefit], and it pairs perfectly with the strategies in your [Lead Magnet Name].

If you're on LinkedIn, let's connect. I share extra tidbits there that don't make it into emails.

Here's my profile: [LinkedIn URL]

Cheers,
[Your Name]

P.S. Tomorrow, I'm going to [the tip you'll share tomorrow].

STEP 3 (CONTINUED)

Craft Your Email Campaign

Once the AI tool acknowledges it understands and is ready, copy and paste everything from Step 1 (include the instructions and your responses) and all the email templates below into the tool and submit them all at once.

AI Prompts



Email 3: Another Tip and Call Invitation (send on day 3)

Subject: Thought this would be helpful

Hello [Name],

I hope you've had a chance to review your [toolkit, blueprint, guide, etc.]. As promised, here's another helpful tip:

[Insert another specific, actionable tip related to lead magnet]

This insight should help you [benefit of using the tip].

If you still need help, I'm offering one-on-one consultations next week. During our call, we can discuss your specific challenges and develop a tailored strategy for your needs.

Book a time slot here: [Booking Link]

Looking forward to potentially speaking with you,

[Your Name]

Email 4: Final Tip and Last Call for Consultation (send on day 4)

Subject: One last tip

Hello [Name],

As we wrap up this email series, I wanted to share one last valuable tip to help you [thing they want help with/why they signed up for the lead magnet]:

[Insert final specific, actionable tip]

This insight should provide you with a solid foundation to [specific area related to lead magnet topic].

I hope you've found the [toolkit, blueprint, guide, etc.] and tips helpful.

If you have questions or want help, book time on my calendar here: [Booking Link]

Best,
[Your Name]

P.S. You can expect to hear from me [frequency] with [the type of content you will send them].

STEP 4 Edit and Update

Once the AI tool delivers your response, follow the steps below to edit and improve the content based on your needs.

- 1 Review for Accuracy**
 - Ensure all placeholders are correctly filled
 - Verify lead magnet details are consistent
- 2 Enhance Relevance and Value**
 - Replace generic advice with specific, valuable insights
 - Ensure each email builds on the previous one
- 3 Adjust Voice and Tone**
 - Align language with your brand's style
 - Make sure it resonates with your audience
- 4 Optimize for Engagement**
 - Strengthen calls-to-action
 - Improve subject lines for better open rates
- 5 Refine and Test**
 - Proofread for errors
 - Send test emails and adjust based on feedback

Thoughts to Finish With

These exercises are just the start. Creating an effective marketing funnel and lead magnet is a process. It requires experimentation, persistence, and a deep understanding of your ideal clients. But having a marketing funnel that works is worth the effort!

* Want the Marketing Funnel templates? Send an email to greg@wilnaudesign.com and include "Send me the stuff" in the subject line!

Visit wilnaudesign.com/limitless to discover how we could help you market your firm.