



Creating Your Business Funnel

Use this worksheet to go through each part of the funnel.

At each phase note down what your target market needs to know about you, your brand, products, etc. e.g. they need to know Bali is a safe destination

What Does My Target Market Need to Know At This Point Of My Funnel?

Awareness

Interest

Decision

Action

Advocate



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Now outline elements of your funnel for each phase.

They should align with what your target market needs to know from the prior worksheet.
e.g. Podcast appearances, Instagram promoted posts, eBook they have to opt in for, etc.

What Are The Elements of My Funnel?

Awareness

Interest

Decision

Action

Advocate



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Now that you saw what you currently have for your funnel, use this worksheet to fill in ideas where you saw pieces of your funnel are missing. They should align with what your target market needs to know from the prior worksheet.

What Are Elements I Can Add to My Funnel?

Awareness

Interest

Decision

Action

Advocate