

Simple Funnel Review Guide

● What is a Funnel?

A funnel is the journey someone takes from discovering your business to becoming a customer.

Think of it like this:

- ✓ Top of Funnel (TOFU): They find you (via ads, Google, social media).
- ✓ Middle of Funnel (MOFU): They get interested (they read, watch, or download something).
- ✓ Bottom of Funnel (BOFU): They take action (book a call, sign up, or buy something).



● Quick Questions to Review Your Funnel

- ✓ Can people find you easily online (Google, social, etc.)?
- ✓ Do you give people a reason to stay and learn more (a free guide, video, or tool)?
- ✓ Is it clear what you want them to do (Book a call? Download something? Buy now?)
- ✓ Is your website easy to use on a phone?



● What Can You Improve?

- ✓ If people aren't clicking your buttons → check if your message is clear.
- ✓ If no one is signing up → try offering something valuable for free.
- ✓ If people leave fast → your site might be too slow or confusing.



NEED HELP?

If you're not sure where the problem is, we can help you check your funnel and give you simple fixes.

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