

E – MAIL COURSE

# CRAFTING FUNNEL

STRATEGIES THAT  
CONVERT

*The*  
GrowthSphere

# MINI – COURSE

## E-MAIL N.0

**Subject: Why Most Ad Campaigns Fail □And How to Fix Yours)**

**Body text:**

Hi (First Name),

Ever feel like you're throwing money into a black hole with your advertising?

You're not alone. Here's a shocking stat: 96% of visitors who land on your website for the first time aren't ready to buy.

Yet most businesses still try to sell immediately - and wonder why their ads aren't working.

Over the next 6 days, I'm going to show you how to transform your advertising approach with a proven system that actually works: Strategic Ad Funnels.

Here's what you'll discover in this mini-course:

- ✓ Why traditional "direct sale" advertising is dying (and what's replacing it).
- ✓ The psychology behind capturing attention in under 3 seconds .
- ✓ How to nurture leads when 47% of buying decisions happen before any contact.
- ✓ Secrets to beating the average 2.86% e-commerce conversion rate.
- ✓ Advanced optimization strategies most marketers miss.
- ✓ The mindset shift that separates successful advertisers from the rest.

But before we dive in tomorrow, here's a quick action step: Take a moment to write down your biggest advertising challenge right now.

What's the one thing that frustrates you most about your current ad results?

Having this clear in your mind will help you get the most out of what's coming.

Watch your inbox tomorrow - I'll show you exactly how to build the foundation of an ad funnel that consistently turns strangers into customers.

Best regards,  
(Your name)

P.S. - Tomorrow's email reveals a counterintuitive truth about awareness campaigns that most advertisers get wrong. You won't want to miss it!!!

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# E-MAIL N.1

**Subject:** Master Your Ad Funnel: Why 96% of Visitors Don't Buy (And How to Fix It) Body text:

**Body text:**

Hi (First Name),

Did you know that most businesses are trying to sell to people who aren't ready to buy?

It's true - 96% of first-time visitors to your website aren't in "buying mode" yet.

That's why I'm excited to guide you through the world of strategic ad funnels over the next 6 days.

This isn't just another marketing course - it's your roadmap to transforming casual browsers into loyal customers.

Here's what makes modern ad funnels different (and more powerful) than traditional advertising:

- ✓ They match your message to where people are in their buying journey.
- ✓ They build relationships instead of just pushing for immediate sales.
- ✓ They work even when attention spans are shorter than ever.
- ✓ They create predictable results that you can scale.

Throughout this mini-course, you'll discover:

- How to capture attention in less than 3 seconds.
- The secret to nurturing leads through compelling content.
- Ways to beat the average 2.86% e-commerce conversion rate.
- Advanced optimization strategies most marketers miss.
- The mindset shift that separates successful advertisers from the rest.

Quick Action Step: Take a moment to write down your current conversion rate (if you know it) and your target conversion rate.

This will be your baseline as we explore how to create a funnel that consistently turns strangers into customers.

Tomorrow, we'll dive deep into crafting an attention-grabbing awareness strategy that stops the scroll and captures interest. You won't want to miss it!

Best regards,  
(Your name)

P.S. - Watch your inbox tomorrow for practical tips on creating scroll-stopping content that fills the top of your funnel with qualified prospects.

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# E-MAIL N.2

**Subject:** 3 Seconds to Stand Out: Mastering Your Ad's First Impression

**Body text:**

Hi (First Name),

Remember what we talked about yesterday - those 96% of visitors who aren't ready to buy?

Today, we're tackling an even bigger challenge: capturing their attention in the first place. Here's a sobering reality: you have less than 3 seconds to make an impression before someone scrolls past your ad. That's shorter than the time it took you to read this sentence!

Let's break down the three essential elements of scroll-stopping content:

## 1. Visual Impact

- ✓ Use high-contrast colors that pop in the feed
- ✓ Incorporate movement (but avoid overwhelming motion)
- ✓ Lead with your strongest visual asset
- ✓ Keep text overlay minimal and punchy

## 2. Message Clarity

- ✓ Front-load your value proposition
- ✓ Address a specific pain point immediately
- ✓ Use power words that trigger emotional responses
- ✓ Make benefits crystal clear within seconds

### 3. Platform Optimization

- ✓ Adapt content format for each platform (Instagram vs. LinkedIn vs. Facebook)
- ✓ Match platform-specific user behaviors
- ✓ Time posts for peak engagement windows
- ✓ Use platform-native features for better reach

Here's a powerful framework for crafting your awareness message: Problem → Promise → Proof → Proposition

Example: "Tired of ads that don't convert? (Problem) Learn how to double your ROAS in 30 days (Promise) like our clients who averaged 127% improvement (Proof). Join our free workshop to discover how (Proposition)."

Quick Action Steps:

1. Pick your best-performing ad
2. Time how long it takes to understand the main message
3. Rewrite it using the Problem → Promise → Proof → Proposition framework
4. Cut any words that aren't absolutely necessary

Remember: The goal at this stage isn't to sell - it's to stop the scroll and capture interest.

Tomorrow, we'll dive into how to nurture that interest with content that builds trust and authority.

Best regards,  
(Your name]

**P.S. Tomorrow's email reveals the secret behind why 47% of buying decisions happen before any direct contact with your business. You won't want to miss these insights!**



# E-MAIL N.3

**Subject:** From Interest to Action: The Art of Lead Nurturing That Actually Works

**Body text:**

Hi (First Name),

Yesterday we talked about capturing attention in those crucial first 3 seconds.

But what happens next? Today, we're diving into the most overlooked part of ad funnels - the consideration phase.

Here's something fascinating: 47% of buying decisions are made during content engagement, before any direct contact with your business.

Yet most advertisers rush straight to the sale, missing this crucial opportunity.

Let's break down the three pillars of effective lead nurturing:

## 1. Content That Builds Trust

- ✓ Educational content that solves specific problems
- ✓ Behind-the-scenes glimpses of your process
- ✓ Case studies and success stories
- ✓ Expert interviews and industry insights

## 2. Strategic Retargeting

- ✓ Segment audiences based on engagement level
- ✓ Show different messages to different segments
- ✓ Progress from education to soft sells
- ✓ Use dynamic content to maintain relevance



### 3. Engagement Escalation

- ✓ Start with low-commitment offers (free guides, checklists)
- ✓ Move to medium-commitment (webinars, challenges)
- ✓ Graduate to high-commitment (consultations, trials)
- ✓ Track engagement signals to time your offers

Here's a proven content sequence that nurtures leads effectively:

1. Value-First Content (Problem awareness)
2. Solution Education (Your approach)
3. Social Proof (Others' success)
4. Overcome Objections (Address concerns)
5. Soft Call-to-Action → Next steps

Quick Action Steps:

1. Audit your current nurture content - does it follow this sequence?
2. Identify gaps in your content journey
3. Plan one piece of content for each stage.
4. Set up engagement tracking to measure results

Remember: The goal isn't to rush the sale - it's to build trust and demonstrate value consistently.

When done right, your prospects will be pre-sold before they ever see your offer.

Best regards,  
(Your name)

P.S. Tomorrow, we're diving into conversion optimization - I'll show you how to turn these nurtured leads into paying customers with conversion rates that blow past the industry average of 2.86%

# E-MAIL N.4

**Subject:** From Click to Customer: Double Your Conversion Rate Today

**Body text:**

Hi (First Name),

Yesterday we explored how to nurture leads effectively.  
Today, we're tackling the moment of truth: turning those warm leads into happy customers.

With average e-commerce conversion rates stuck at 2.86%, most businesses are leaving money on the table. Let's change that with proven strategies that actually work.

## The Three Pillars of High-Converting Ads:

### 1. Perfect Timing

- ✓ Track engagement signals (email opens, content views)
- ✓ Identify buying intent triggers
- ✓ Use behavioral scoring to time your offers
- ✓ Automate follow-ups based on activity

### 2. Personalized Pathways

- ✓ Segment audiences by behavior and interests
- ✓ Create custom landing pages for each segment
- ✓ Adjust offers based on previous interactions
- ✓ Use dynamic content to increase relevance

### 3. Risk Reversal

- ✓ Offer strong guarantees

- ✓ Provide social proof at decision points
- ✓ Address objections proactively
- ✓ Make the first step small and easy

Here's your conversion optimization checklist:

## 1. Clear Value Proposition

- ☐ Can prospects understand your offer in 5 seconds?
- ☐ Is the benefit immediately obvious?

## 2. Frictionless Experience

- ☐ How many clicks to purchase?
- ☐ Are forms optimized for mobile?
- ☐ Is the checkout process smooth?

## 3. Trust Signals

- ☐ Recent testimonials visible?
- ☐ Security badges displayed?
- ☐ Clear contact information?

## 4. Urgency Elements

- ☐ Limited time offers?
- ☐ Scarcity indicators?
- ☐ Clear deadline communication?

Quick Action Steps:

1. Review your last 10 conversions - what was their journey?
2. Identify your highest-converting traffic sources
3. Test your purchase process on mobile and desktop
4. Add at least one new trust element to your landing page

Pro Tip: The best converting ads often aren't the flashiest - they're the ones that match user intent and remove friction from the buying process.

Tomorrow, we're diving into advanced optimization strategies that can help you squeeze even more ROI from your ad spend. I'll show you exactly how to track, measure, and improve every step of your funnel.

Best regards,  
(Your name)

P.S. Get ready for tomorrow's deep dive into ROI optimization - including the three metrics most marketers completely overlook

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# E-MAIL N.5

**Subject:** The Hidden Metrics That Actually Matter (And How to Track Them)

**Body text:**

Hi (First Name),

Did you know that 97% of marketers are drowning in data but starving for insights? Today, we're going to change that for you.

Let's dive into the metrics that truly matter for your ad funnel success - and I promise, it's not just about clicks and conversions!

The Three Levels of Funnel Metrics:

1. Primary Metrics (The Big Picture)

- ✓ Return on Ad Spend (ROAS)
- ✓ Customer Acquisition Cost (CAC)
- ✓ Customer Lifetime Value (CL)
- ✓ Funnel Velocity (time to conversion)

2. Supporting Metrics (The Journey)

- ✓ Content engagement rates
- ✓ Email open and click-through rates
- ✓ Landing page conversion rates
- ✓ Ad frequency and fatigue metrics

3. Diagnostic Metrics (The Warning Signs)

- ✓ Drop-off points in your funnel
- ✓ Cart abandonment rates
- ✓ Audience saturation levels

✓ Ad relevance scores

Here's your optimization framework:

The R.O.I. Method:

Review

- Track metrics across all funnel stages
- Identify bottlenecks and drop-off points
- Compare against industry benchmarks

Optimize

- Test one variable at a time
- Focus on high-impact opportunities
- Document what works (and what doesn't)

Implement

- Scale winning strategies
- Automate successful processes
- Monitor for consistent results

Quick Action Steps:

1. Set up tracking for all three levels of metrics
2. Identify your biggest funnel leak
3. Create a hypothesis for improvement
4. Design an A/B test to validate it

Pro Tip: Focus on trends rather than absolute numbers. A 10% improvement in funnel velocity often matters more than a 50% spike in clicks.

Tomorrow, in our final email, we'll bring everything together with the mindset shifts that separate successful funnel managers from the rest. You'll learn how to think strategically about your entire funnel ecosystem.

Best regards,  
(Your name)

P.S. Our final email reveals the #1 mental model that top performers use to consistently outperform their competition. You won't want to miss it!

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# E-MAIL N.6

**Subject:** The Million-Dollar Mindset: Think Like a Funnel Master

**Body text:**

Hi (First Name),

We've reached the final day of our journey together, and I've saved the most powerful lesson for last:

The mindset that separates average marketers from funnel masters.

Here's a truth that took me years to learn:

The tools, tactics, and techniques we've covered this week are important, but they're not what makes the biggest difference. It's how you think about them.

The Three Mindset Shifts of Successful Funnel Managers:

1. Systems Thinking vs. Campaign Thinking

- ✓ View your funnel as an ecosystem, not isolated campaigns
- ✓ Focus on improving processes, not just results
- ✓ Look for compound effects and synergies
- ✓ Think long-term relationship, not quick sales

2. Customer-Centric vs. Product-Centric

- ✓ Start with customer problems, not your solutions
- ✓ Map customer journeys before building funnels
- ✓ Let data inform decisions, not assumptions
- ✓ Focus on value delivery at every step

3. Testing vs. Knowing

- ✓ Embrace experimentation over expertise
- ✓ Learn from failures as much as successes
- ✓ Question "best practices" regularly
- ✓ Stay curious and adaptable

## Your Funnel Master's Framework:

Remember these principles:

1. Every touchpoint is an opportunity to add value
2. Your funnel is only as strong as its weakest link
3. What gets measured gets improved
4. Test small, scale winners, kill losers fast
5. Always be optimizing, but one thing at a time

## Common Mindset Traps to Avoid:

- ✗ Chasing tactics without strategy
- ✗ Optimizing for vanity metrics
- ✗ Copying competitors blindly
- ✗ Rushing to scale before proving concept
- ✗ Forgetting the human element

## Final Action Steps:

1. Review your biggest funnel wins and losses - what mindset led to each?
2. Map out your current funnel decision-making process Identify areas where you're making assumptions instead of testing
3. Create a 90-day plan for systematic funnel improvement

Before you go, here's a powerful reflection exercise:

Write down your answers to these questions:

- What's the biggest mindset shift you've had during this course?
- Which old assumptions about advertising have been challenged?
- What's one thing you'll do differently tomorrow?

Remember: The most successful funnel managers aren't necessarily the ones with the biggest budgets or the latest tools. They're the ones who think differently about the entire process.

It's been an honor guiding you through this journey. You now have all the tools, strategies, and mindset shifts needed to create and optimize powerful ad funnels that actually work.

Best regards,  
(Your name)

P.S. Want to continue this journey? Reply to this email with your biggest takeaway from the course - I read and respond to every message personally!

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# How to Use Email Mini-Course

This mini-course is designed as an email sequence that you can automate. It can be triggered when someone submits a form. The emails are written to be sent daily in a row, but the timing ultimately depends on your email marketing strategy. I recommend adding a 2-day gap between each email (don't forget to update the email content accordingly).

Consider making small edits to each email to personalize them and align them with your brand. Include CTAs in your product or service, but not in every email. Keep it subtle—integrate your product or service naturally within the content so it doesn't come across as overly sales-focused. The goal is to provide value, not just to sell.

If you have templates or other digital products, consider including them as free bonuses in the emails. For instance, you could use an ebook as your main product (your lead magnet) and offer additional formats as free bonuses in the sequence. This approach not only builds trust and authority but also helps you create a relationship with potential customers, warming them up before conversion.

Make these emails feel like they're coming from a friend. This type of conversational, personal tone resonates better with readers and increases engagement. People are more likely to trust and respond to emails that feel genuine, rather than overly polished or corporate.

Additionally, include your own success stories and case studies—people love them! These real-world examples add credibility and help your audience see how your product or service can solve their problems. If you have testimonials, add them as well; they are powerful trust-building tools that can reinforce your message.

While you can use these emails as they are, I recommend adjusting them to fit your communication style and brand voice. Make the emails more engaging by adding emojis, emphasizing key points with bold text, and

breaking up longer sentences into shorter ones for readability.

The emails in this document are in a raw format. It's a good idea to write them at a 7th-grade reading level for better accessibility. Use tools like "Hemingway" to ensure the text is simple and easy to understand. Adjust sentences, make them shorter, and use clear, conversational language. Avoid overwhelming readers with overly complex writing.

Feel free to skip some emails or use only the ones that make sense for your strategy. You can also add product-specific emails in between to explain your services, address common problems, and highlight why your audience should choose your solution.

For example, you could start with four emails from this series, insert an upselling email, and then continue with the rest of the sequence. The structure is flexible—tailor it to what works best for your business.

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