

THE 72-HOUR FUNNEL: A 2025 FIELD GUIDE TO TURN CLICKS INTO CUSTOMERS

How modern businesses structure offers, pages, and follow-up to win—plus the templates to do it this weekend.

Promise: Read this in under an hour. Build your minimum viable funnel in 72 hours. Ship, measure, iterate.

Tooling: Any funnel builder works—this guide assumes ClickFunnels 2.0 for speed and built-ins.

Want the templates shown? Start a free trial of ClickFunnels → [Click here](#)

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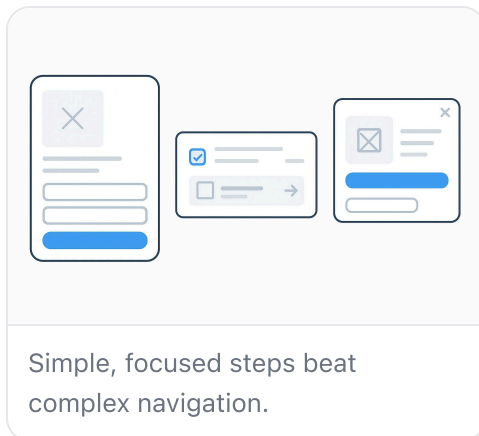
Headline: "What Happens When Every Click Gets a Next Step?"

A website is a lobby. A funnel is a guided path: Opt-In → Sales → Checkout → Upsell → Delivery → Follow-Up.

Why funnels outperform in 2025:

- **Focus:** One job per page, fewer exits.
- **Margin:** Order bump + one-click upsell raise profit per buyer (AOV).
- **Momentum:** Email/SMS automations convert "maybe later" into "bought."
- **Control:** Split tests and analytics make decisions empirical, not emotional.

Your win today: commit to one offer, one funnel, one outcome for this 72-hour sprint.



2) Pick Your Path: 4 Proven Blueprints

Choose the blueprint that best matches your goal. Each includes pages, key copy, and a micro-offer "lever" to move numbers fast.

A) Coach/Consultant – "Booked-Call" Funnel

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- Case-Study Video (10–12 min): problem → mechanism → proof → CTA “Book Strategy Call”
 - Application + Calendar: qualify + schedule
 - Thank You: set expectations, pre-work (“Bring X to call”)

Lever: Add a Paid Diagnostic (\$47–\$97) between the call and proposal to lift revenue and show you’re for serious buyers.

Good targets: 35–55% opt-in, 8–15% application from opt-ins, 40–70% show rate.

B) E-Commerce – “Profit-Per-Customer” Funnel

Hook: “One product. One page. Real margin.”

- Sales Page: problem → promise → product proof → guarantee → CTA
- Order Bump (checkbox): accessory/warranty (+\$9–\$29)
- Upsell #1 (one-click): 2-pack or bundle (20–30% take rate goal)
- Upsell #2: subscribe-and-save (10–20% take rate goal)

Lever: Tighten benefit bullets and add a risk-free trial if feasible.

Good targets: 2–4% main conversion on cold, AOV +25–50% via bump/upsells.

C) Course/Info – “Enroll-Today” Funnel

Hook: “From stranger to student in 30 minutes.”

- Registration: promise + agenda + credibility
- VSL/Webinar (20–30 min): teach → transition → offer + payment plan
- Checkout: order bump (templates), upsell (coaching/VIP)
- Membership Delivery: instant access + quick-start lesson

Lever: Deadline sequence (cart close or fast-action bonus) in follow-up.

Good targets: 25–45% register→watch, 5–10% watch→buy, refund <7%.

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- Opt-In: neighborhood-relevant guide ("Avoid the 5 Costly [Problem] Mistakes")
- Tripwire: \$7–\$49 inspection/intro session + order bump for add-on
- Scheduling: book the visit
- Thank You: expectation-setting and pre-visit checklist

Lever: Follow-up SMS reminder to cut no-shows.

Good targets: 20–40% opt-in, 15–30% tripwire purchase, 60–85% show rate.

3) Offer Architecture (Make "Yes" Easy)

The Offer Stack (fill this):

- Core Promise: Get [PRIMARY RESULT] in [TIMEFRAME] without [COMMON PAIN].
- Mechanism (why it works): Because we [UNIQUE METHOD / ASSET].
- Deliverables: bullets of exactly what they receive.
- Proof: case stats, before/after, screenshots.
- Risk Reversal: guarantee (time-bound or milestone-based).
- Scarcity/Deadline: natural constraint (cohorts/slots/season).
- Price Framing: core price vs. total value; payment plan option.

Bonus Builder

- Speed bonus (get results faster)
- Stick bonus (helps them finish)
- Scale bonus (makes results bigger)

(If a bonus doesn't improve speed, stick, or scale—cut it.)

4) Page-by-Page Wireframes & Copy Prompts

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- **Bullets:** outcomes, not features
 - Form: first name + email. Privacy: "No spam. One-click unsubscribe."

Bridge / Case-Study Page

Hook headline: "How [Avatar] went from [Before] to [After] in 30 Days."

Video (10–12 min): stakes → mechanism → proof → soft transition → CTA

Sales Page (clarity > clever)

- Hero headline: "Get [Primary Result] in [Time]—Even If [Big Objection]."
- Sections: Problem → Mechanism → Offer Stack → Proof → FAQs → CTA
- CTA copy: "Start Now—You Can Cancel Anytime."

Checkout

- Essentials only (name, email, card). Trust badges. Order bump.
- Guarantee restated near button.

Upsell

- Headline: "Want [Bigger Result] Faster? Here's How."
- Value > price framing; one offer per page, no nav.

Thank-You / Delivery

- Confirmation + Next Step (login, schedule, "start here" video).
- Ask for micro-commitment (reply to email, join group).

5) Follow-Up That Sells While You Sleep

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- **Mechanism & Myth-Busting (Day 2)** — Subject: "You don't need [common belief]. Do this instead."
 - **FAQ & Objections (Day 3)** — Subject: "Is this for [avatar]? What if I [objection]?"
 - **Deadline / Scarcity (Day 4 or 5)** — Subject: "Ends tonight: [bonus/price/slot]"

Branching: Clicked, no buy → send "case-study deep dive" and "lite offer." No opens → resend with new subject at +24h. Bought → switch to onboarding.

6) Funnel Math (Know Your Breakeven)

Inputs (fill-in): Visitors (V), Opt-In Rate (O%), Sales Conversion (S%), Base Price (P), Bump (B% × \$), Upsells (U1%, U2%).

Formulas:

- Leads = $V \times O\%$
- Buyers = $V \times S\%$
- AOV = $P + (B\% \times BP) + (U1\% \times U1\$) + (U2\% \times U2\$)$
- Revenue = Buyers × AOV
- EPC = Revenue ÷ V
- If running ads: Max CPC to breakeven = EPC

Benchmarks: Opt-In 30–50% (lead magnet), Sales 2–4% (cold) / 5–10% (warm), Bump 20–40%, Upsell #1 10–30%.

7) 7-Day Test Plan (Tiny Levers, Big Lifts)

- Day 1–2: Headline A/B (benefit vs. benefit+curiosity)
- Day 3: Hero image/video (product in use vs. customer outcome)
- Day 4: CTA copy ("Start Now" vs. "See It Work for You")
- Day 5: Order bump framing (rename + add outcome)

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8) Pre-Launch Checklist (30 Items)

Offer & Compliance

- One avatar, one problem, one promise
- Clear guarantee & refund terms match policies
- Testimonials permitted & attributed

Pages

- Fast load (<3s) mobile-first
- Above-the-fold headline = result in timeframe
- Single CTA per page
- Checkout frictionless, trust seals present
- Bump/upsell copy promise outcomes, not features

Tracking

- Events set: opt-in, checkout viewed, purchased, bump, upsells
- Goal dashboards show O%, S%, AOV, EPC

Automation

- 5-email core live
- Branching for click/no-click/buy
- Post-purchase onboarding and cross-sell

Legal/Brand

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- Fallback payment method
- “We’re live” checklist for the team

9) Copy & Creative Swipe Bank

Headlines (paste & adapt)

- “Get [Primary Result] in [Timeframe]—Even If [Big Objection]”
- “The 3-Page Funnel That Turns [Browsers] into [Buyers] (Template Inside)”
- “From [Zero] to [First 100 Customers] With One Offer”
- “Stop Guessing: The Checklist That Doubled Our [Metric] in 14 Days”
- “Add This 60-Second Upsell and Watch AOV Jump”

Bullets (benefit > feature)

- Do [Outcome] without [Pain]
- Shortcut [Process] with [Template]
- Avoid the [Hidden Cost] almost everyone pays

CTAs

- “Start Now—See It Work for You”
- “Get the Plan, Build This Weekend”
- “Unlock Your Funnel & Follow-Up”

Guarantees

- “30-Day ‘Decide After You Try’ Guarantee”
- “Finish the Checklist—If You Don’t See [Micro-Result], Get a Refund”

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perceived value of lead magnet.

- Clicks but No Buys: move proof higher; add FAQ block; test payment plan.
- Low AOV: clarify bump outcome; reposition Upsell #1 as “best value” bundle.
- High Abandon: reduce checkout fields; restate guarantee near button; add express pay.
- Emails Not Opened: rewrite subject lines; resend to non-openers at +24h.
- Calls Not Showing: add SMS reminder + pre-call worksheet; confirm timezone.

11) Worksheets (Printables)

A. Offer Scorecard (0–3 each; aim $\geq 18/24$)

- Clarity of Promise (0–3)
- Timeframe Specificity (0–3)
- Mechanism Uniqueness (0–3)
- Proof Depth (0–3)
- Risk Reversal Strength (0–3)
- Bonus Relevance (0–3)

Total: ____ / 24

B. Message Map

Avatar: _____

Pain: _____

Desired Result: _____

Mechanism (why it works): _____

Myth to Bust: _____

Proof (1 stat, 1 story, 1 screenshot): _____

C. Funnel Math (fill-in)

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D. Email Planner (5-day)

Day 0: Asset + Quick Win → CTA _____

Day 1: Mistake + Tip → CTA _____

Day 2: Mechanism → CTA _____

Day 3: FAQ/Objections → CTA _____

Day 4/5: Deadline → CTA _____

Where ClickFunnels 2.0 Fits (and Why It's in This Guide)

- Drag-and-drop pages & funnel flow
- Smart checkout (bump/upsells)
- Workflows (email/SMS)
- Membership/course delivery
- Analytics & A/B testing
- Site/blog, simple CRM, collaboration

If speed matters, start a free trial and load the templates from this guide:

ClickFunnels 2.0 → [Start free](#)

After You Read This—Do This Next (Your 72-Hour Plan)

Today (60–90 min)

- Pick one blueprint above.
- Fill the Offer Scorecard; fix weak items.
- Draft headline + 5 bullets using the swipe bank

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- Add order bump, Upsell #1.
 - Connect 5-email sequence.

Day 3 (2–3 hrs)

- QA on mobile, set events, publish.
- Share to your warm channels (list, socials, partners).
- Start the 7-day test plan.

You'll finish with a live funnel, live numbers, and a clear next lever to pull. That's "closer to your goal" by definition.

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