

FREE GUIDE · [FUNNELSQUICKSTART.COM](https://funnelsquickstart.com)

# The Funnel Starter Kit

Everything you need to understand, plan, and launch your first funnel without wasting money on tools you don't need yet

- 01** The 5-step funnel framework
- 02** Top tools compared honestly
- 03** Book reading order
- 04** Mistakes to avoid

## BEFORE YOU START

---

# What this guide is, and what it isn't

Most funnel guides are written to sell you something. This one isn't. It's written for the person who has heard the word "funnel" a hundred times and still isn't sure what it means in practice, or whether they need one at all.

This guide won't teach you how to click buttons inside software. It will teach you how to think about funnels, the strategy, the tools worth considering, the books worth reading, and the mistakes that kill most beginner funnels.

### A note on this guide

This guide is published by FunnelsQuickStart.com, an independent resource for people learning about funnels before investing in tools. This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

## What you'll find here:

Section	Topic	Page
<b>Part 1</b>	<b>The 5-Step funnel Framework</b>	3
<b>Part 2</b>	<b>Tool comparison, which to use and when</b>	5
<b>Part 3</b>	<b>Book reading order that saves you time</b>	7
<b>Part 4</b>	<b>5 Mistakes that kill funnels before launch</b>	9

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

## PART 1 OF 4

## The 5-Step Funnel Framework

Every profitable funnel, regardless of what it sells or which platform it's built on, follows this same underlying structure. Understand this before touching any tool.

### 01

#### Attract the right people

Traffic is not your goal, the right traffic is. A funnel that attracts everyone converts no one. The first step is defining exactly who you're trying to reach and where they already spend their time. Russell Brunson calls these people your "dream customers."

**Key question: Who specifically are you trying to help, and what problem are they actively trying to solve right now?**

### 02

#### Capture attention with a hook

Your potential customer is overwhelmed with content. You have roughly three seconds to answer the question they're silently asking: "Is this for me?" A hook is a headline, image, or opening line that makes it obvious the answer is yes. Most funnels fail here, not because the offer is bad, but because the hook is generic.

**Key question: What's the most specific, compelling reason your ideal customer should keep reading?**

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

## 03

### Build trust with a story

People don't buy products, they buy transformations, and they buy them from people they trust. Before you ask for money, you need to close the gap between where your reader is now and where they want to be. A story does this faster than any list of features ever could.

**Key question: What's the story that connects your customer's current frustration to the result you deliver?**

## 04

### Present one clear offer

The biggest mistake beginners make is asking for too many things at once. Each page in a funnel has one job: ask for one action. One button. One decision. No navigation menu. No links to other pages. Clarity converts. Confusion doesn't.

**Key question: What is the single action you want this page to produce?**

## 05

### Follow up until they decide

Most visitors won't buy on the first visit. This is normal, and recoverable. Email follow-up is where the majority of funnel revenue actually comes from. A sequence of 5 to 7 emails that continue the story, address objections, and renew the offer is the difference between a funnel that breaks even and one that compounds over time.

**Key question: What would you say to someone who was interested but not yet convinced?**

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

## PART 2 OF 4

## Tool Comparison: Which to Use and When

The tool does not make the funnel work. The strategy does. That said, choosing the wrong tool can slow you down significantly. Here's an honest comparison, organized by where you are, not by which one pays the biggest affiliate commission.

Tool	Best For	Limitation
<b>Systeme.io</b>	Complete beginners. First funnel, email list, automations.	Less polished UI. Fewer templates.
<b>Clickfunnels</b>	Scaling what already works. OFA students. Established offers.	Expensive to start. Overkill before you have sales.
<b>Leadpages</b>	Simple landing pages. Lead capture only.	Not a full funnel builder. No cart or upsells.
<b>GoHighLevel</b>	Agencies managing multiple clients.	Complex. Steep learning curve.
<b>Kartra</b>	All-in-one: funnels, email, video.	Price. Interface can feel heavy.

### The recommendation

If you're just starting: use **Systeme.io** free. Build your first funnel. Get your first sales. Only upgrade to **ClickFunnels** when the monthly cost of this platform is small compared to what your funnel earns.

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

## Try ClickFunnels free

Already have a validated offer and ready to scale? ClickFunnels includes a free trial that gives you enough time to build and test your first funnel.

→ [Start the free trial at clickfunnels.com](https://clickfunnels.com)

## ClickFunnels 3-month deal: \$99 for 3 months

If you're committed and past the trial stage, ClickFunnels offers 3 months for \$99 saving \$492. Only makes sense once you're ready to build seriously:

→ [Get the three months deal here.](#)

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

## PART 3 OF 4

---

# The Book Reading Order That Saves You Time

Russell Brunson's three main books are all offered free, you pay only for shipping. Each covers a distinct part of the funnel equation. Reading them in the wrong order means absorbing answers to questions you haven't asked yet.

### READ FIRST

## Dotcom Secrets

What to build and why

- The value ladder, the business model behind every profitable funnel.
- The 7 funnel types and which to use for which offer.
- Hook, Story, Offer, the structure of every converting page.
- Traffic temperature, why cold and hot audiences need different messages.

This is the foundation. Everything Russell teaches starts here. Read it first, even if you think you already understand funnels.

→ [Get it free at dotcomsecrets.com](https://dotcomsecrets.com) (pay shipping)

### READ SECOND

## Expert Secrets

How to communicate your offer

- How to position yourself as an expert without a big audience.
- The Epiphany Bridge, stories that create belief, not just interest.
- The Perfect Webinar framework overview.
- How to build a movement around an idea or product.

Read this after DotCom Secrets. It answers the question the first book raises: "I know what to build, but how do I get people to believe in it?"

→ [Get it free at expertsecrets.com](https://expertsecrets.com) (pay shipping)

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

## READ THIRD

## Traffic Secrets

How to fill your funnel

- The Dream 100, finding where your audience lives and showing up there.
- SEO, social media, paid ads, as a coherent strategy, not random tactics.
- How to create content that attracts buyers, not just readers.
- How to build traffic assets that compound over time.

Read this last, once you have something worth sending traffic to. Sending traffic to an untested funnel is expensive. To a proven one, it's passive income.

→ [Get it free at trafficsecrets.com](https://trafficsecrets.com) (pay shipping).

### **All three books are free, you pay only shipping.**

This is itself a funnel. You're entering Russell's value ladder at the bottom. The books are excellent regardless. Understanding the model behind how they're sold is part of the education.

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

**PART 4 OF 4**

## 5 Mistakes That Kill Funnels Before They Launch

These mistakes don't happen inside the funnel builder. They happen in the thinking before any page is built. Fixing them costs nothing. Ignoring them costs months.

### 01 Building before validating

The most common and expensive mistake. You spend weeks building pages, writing copy, and setting up automations, then launch to silence. Validation means finding at least 3 people who say they would pay for what you're offering before you build anything. If you can't sell it in a conversation, a funnel won't sell it automatically.

**Fix:** Pre-sell before you build. Get a yes before you write a single page.

### 02 Trying to sell to everyone

A funnel that speaks to everyone converts no one. The more specific your target customer, the more your copy resonates and the higher your conversion rate. "People who want to make money online" is not a target customer. "A 35-year-old consultant who wants to productize her services and stop trading time for money" is

**Fix:** Define your dream customer in one specific sentence before writing a word of copy.

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

### 03 One page, ten goals

Every extra element on a page that isn't the call to action reduces conversion. Navigation menus, social media links, multiple offers, a second button that goes somewhere different, each one gives the visitor a reason to leave without buying.

**Fix:** Each page has one goal and one call to action. Remove everything else.

### 04 Ignoring the follow-up

Most funnel builders spend 90% of their time on the landing page and 10% on the email sequence, despite the fact that most revenue comes from follow-up. A visitor who didn't buy on day one isn't a lost sale. They're a sale that needs more context, more trust, or a different moment.

**Fix:** Write your 5-email follow-up sequence before you launch. Day 1 through Day 7.

### 05 Choosing tools before strategy

ClickFunnels does not make a bad offer good. Systeme.io does not make a weak hook strong. The tool is infrastructure. The strategy is what converts. Most beginners spend their first month learning software instead of learning what to say and who to say it to.

**Fix:** Write your offer, hook, and story on paper first. Then pick the tool.

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.

## WHAT TO DO NEXT

---

# Your First 30 Days. A Practical Sequence

You now have the framework, the tools comparison, the reading order, and the mistakes to avoid. Here's how to put it together into a sequence that moves you from zero to a live funnel within a month.

### Days 1-7

#### Read DotCom Secrets

Order it free at [dotcomsecrets.com](https://www.dotcomsecrets.com) (pay shipping). Read the whole book. Write down: your dream customer, your value ladder sketch, and one offer idea. Don't build anything yet.

<https://www.dotcomsecrets.com>

### Days 8-14

#### Validate your offer

Talk to 5 people who match your dream customer. Tell them what you're building and ask if they'd pay for it. Not "would you be interested", "would you pay \$X for this right now?" Two yeses is enough to keep going.

### Days 15-21

#### Build your first funnel. One page

Use **Systeme.io** free. Build one opt-in page with a lead magnet, one landing page, one thank-you page, and one 5-email sequence. Nothing else. Launch before it feels ready.

### Days 22-30

#### Send traffic and measure

Share the funnel in your personal network, in relevant communities, and where your dream customer spends time. Measure clicks, opt-ins, and replies to your emails. Adjust the weakest number first.

#### **The only thing that matters now: start.**

Every day spent planning instead of testing is a day you don't learn what actually works. The funnel you launch imperfectly today teaches you more than the perfect funnel you're still building next month.

More articles at [funnelsquickstart.com](https://funnelsquickstart.com)

Affiliate Disclosure: This guide contains affiliate links, meaning that if you purchase through them, we may earn a small commission at no additional cost to you.