

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## Tool #7 - The Funnel Planning Worksheet Getting The Right Four Pieces In Place

Your sales funnel should have four main pieces, as follows:

- ⇒ **Freemium offer.** This is your free lead magnet offer that you give to prospects in exchange for their email addresses.
- ⇒ **Frontend offer.** This is your tripwire offer – a low-cost, high-value offer designed to turn your subscribers into buyers.
- ⇒ **Foundational offer.** This is your core offer, which typically carries a premium price tag of at least \$97.
- ⇒ **Finishing offer.** This is any offer you sell to those who purchased your foundational offer, and it's often something that solves another part of the problem or helps them get faster, better and/or easier results.

The key to a good sales funnel is to plan the entire sales funnel at once. That way each piece in your funnel naturally leads to the next product. And that's exactly what you're going to do in this worksheet.

*Let's get started...*

Determine what your audience wants:

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**NOTE:** Here you need to do your market research in order to find out what your audience is already buying and what they're interested in. You can search marketplaces such as ClickBank and Amazon to see what the bestsellers are in your

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niche. You can gain additional insight by surveying your audience, seeing what they're searching for in the search engines (*use WordTracker to determine this*), and what topics in your niche are popular in niche groups, forums, blog discussions, and Quora.com. Write down your findings above.

Now that you know what your audience wants, your next step is to brainstorm potential foundational offers. Write down ideas here, including both topic and format (e.g., *"weight loss course"*):

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**NOTE:** We're starting with your foundational offer as that product will be the most comprehensive, and then we'll fill in the offers around that product in your sales funnel.

Take a look at the list you just created. *Which ones are big enough to create a comprehensive / high-ticket offer?*

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*Which of the topics you've listed do you know the most about?*

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*Which of the topics you've listed interest you the most?*

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Based on market demand, your own interest, and the topics you know a lot about, pick the topic/product you'd like to create for your foundational offer:

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Now that you know what your foundational offer is, let's fill in the other products in your sales funnel. First, determine if you can splinter off any part of your foundational offer in order to create a freemium and / or frontend offer.

For example, if your foundational offer is a course, then you can splinter off one lesson to offer as a standalone product.

The advantage of splintering is that anything you offer as a freemium or frontend product will naturally lead the customer to purchasing the foundational offer.

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List your ideas for splintering here:

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Next, do some brainstorming to determine what other types of *“useful but incomplete”* products you could offer as a frontend offer. This is the offer that comes directly before the foundational offer in your sales funnel, so it needs to naturally lead people to purchasing the foundational offer. Your ideas:

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**Example #1:** Your core offer is a guide to organic gardening. Your frontend offer might be a useful but incomplete set of organic gardening tips. Anyone who likes these tips will naturally want to buy the in-depth guide.

**Example #2:** Your core offer is a weight loss course. Your frontend offer might be a set of meal plans and recipes. These meal plans and recipes are useful on their own, but customers can make the most of them by purchasing the weight loss course (*foundational offer*).

Based on what you’ve brainstormed in the last two questions above, select the frontend offer that you think your audience will like the best, which also naturally leads to the foundational offer:

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Now that you know what your frontend offer is, we're going to work backwards once more and decide what to offer as a freemium (*lead magnet*). As mentioned above, one possibility is to splinter your core offer. Now you'll want to brainstorm other possibilities. *Namely, what sort of product would attract prospects and be "useful, but incomplete" so that it naturally leads to the frontend offer?*

Ideas:

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Now take a moment and look at what you've chosen as your freemium and frontend offers.

### **Ask yourself:**

*Are both of these products in-demand in your market?*

*Are both of these products high-value?*

*Do both of these products naturally lead to the next step of the sales funnel?*

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**NOTE:** If you answer “no” to any of the three questions above, then go back and work through the process again until you come up with products where you can answer “yes” as they’re good fits in your sales funnel.

Now the last piece – your finishing offer. For this product or service, you want to look for ideas that are a good match for those who purchased your foundational offer. *Ask yourself, what sort of product could create easier, faster and / or better results?*

For example, if the foundational offer is a guide to becoming more productive, a finishing offer might be a productivity app.

List your ideas:

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*Of those ideas, which one is the best fit for your sales funnel? Which one is most related to the rest of the funnel, and is it something your audience really wants as well?*

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Finally, now list out your entire sales funnel:

**Freemium Offer:**

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### **Frontend Offer:**

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### **Foundational Offer:**

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### **Finishing Offer:**

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### **Congrats, you did it – you planned your funnel!**

Now take note that this is a bare-bones funnel. Ideally what you want to do is create multiple freemiums, frontend offers and finishing offers. As such, be sure to take note of which products you intend to add to your funnel over time.