

Simple Funnel & Workflow Planner

This premium planner is designed to help you organize your online business foundation, content systems, funnel structure, email workflow, lead magnets, and long-term growth strategy into a simple workflow you can realistically maintain and continue building over time.

SECTION 1: YOUR FOUNDATION

Your Main Direction

What type of content, business, or niche do you want to focus on?

Examples:

- fitness
- photography
- affiliate marketing
- digital products

Who Do You Want To Help?

What audience are you trying to serve?

Examples:

- beginners
- small businesses
- creators
- freelancers

Problems You Want To Help Solve

What struggles or problems can you help simplify?

SECTION 2: CONTENT PLANNING

Content Categories

Choose several content categories you want to consistently create around.

Examples:

- tutorials
- tips
- workflows
- educational content

Content Ideas Brainstorm

Write down content ideas related to your niche.

Weekly Content Planning

Outline a simple weekly content workflow.

SECTION 3: LEAD MAGNET PLANNER

Lead Magnet Brainstorm

Choose a lead magnet idea you want to build around.

Examples:

- checklist
- guide
- template pack
- mini course

Lead Magnet Title

Create a working title for your free resource.

What Problem Does It Solve?

Explain the problem your resource helps simplify.

SECTION 4: SIMPLE FUNNEL PLANNER

My Funnel Structure

Map out your content, free resource, emails, and offer.

Email Follow-Up Ideas

Plan educational emails, workflow tips, and recommendations.

SECTION 5: WORKFLOW & ORGANIZATION

Folder Structure

Create folders for content, emails, products, promotions, and planning.

Weekly Workflow

Outline your realistic weekly workflow.

SECTION 6: LONG-TERM GROWTH

Ways To Expand Later

List possible future growth opportunities.

Examples:

- coaching
- memberships
- courses
- affiliate marketing

Repurposing Ideas

How can you repurpose your content into multiple formats?

SECTION 7: CONSISTENCY PLANNER

What Usually Causes Overwhelm?

Identify areas that slow you down or create overwhelm.

What Can You Simplify?

List areas where simpler systems would help.

Main Goal Right Now

What is the biggest thing you want to focus on currently?

Reminder:

You are not trying to build everything overnight. The goal is building systems, organization, workflows, and momentum that can continue growing over time.