



The Starter Funnel Playbook for turning attention into leads and leads into customers



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Important note

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1. The simplest funnel that works

A funnel is not a “tech thing.” It is a guided sequence: one clear next step at a time. The simplest useful funnel has two pages:

- **Opt-in page:** a focused promise and a single action (give your email).
- **Thank-you page:** deliver the resource and offer the next step (book a call, watch a short training, or start a low-risk offer).

This structure is referenced directly in the Dotcom Secrets supplemental material when describing lead “squeeze” funnels: a squeeze page and a thank-you page that offers the next step.

2. Hook-Story-Offer: the three elements every page needs

Your funnel does not convert because it is “pretty.” It converts because it communicates. A practical conversion formula is Hook-Story-Offer:

- **Hook:** the first impression that signals relevance and earns the next second of attention.
- **Story:** context that builds trust and makes the prospect feel understood.
- **Offer:** the clear ask, with a specific next step and outcome.

Traffic and Expert Secrets both reinforce that every piece of marketing, and every funnel page, should include these components.

3. Your offer stack: value, clarity, and price resistance

If you want a prospect to say “yes,” make the choice feel obvious. Your offer stack is a structured list of what they get, why it matters, and what it is worth.

- Core promise (one sentence).
- Deliverables (3-7 bullets).
- Constraints (who it is for / not for).
- Proof (results, examples, or credibility signals).
- Risk reversal (guarantee, clear expectations).
- Call to action (one button, one next step).

4. Your value ladder: what to sell next

The easiest way to grow revenue is not “new products.” It is sequencing: give value, then offer the next step. A value ladder is simply the set of offers that naturally follow each other as trust increases.

Dotcom Secrets illustrates that each step of a value ladder has different goals and can use different funnels to achieve them.



5. The two-page lead funnel (opt-in + thank-you)

Build this first. It is your conversion foundation. Keep the opt-in page short and focused; your only ask is an email address. Then, on the thank-you page, deliver the asset and offer the next step.

6. Messaging alignment: 5 stages of awareness

Your funnel copy should match your prospect's awareness level. The Pack & Profit "5 Stages of Awareness" guide emphasizes rotating messaging and meeting people where they are, instead of forcing a hard pitch too early.

- **Problem aware:** speak to pain and friction; do not pitch yet.
- **Solution aware:** introduce the category of solution (digital products, packaging knowledge, online income).
- **Product aware:** explain why your path is simple and realistic.
- **Most aware:** remove friction and activate action with clarity and support.



Worksheets: build your first funnel today

A. Funnel promise (one sentence)

B. Hook options (write 7)

C. Offer stack (fill in)

Component	Your draft
Core promise	
Deliverables (3-7 bullets)	
Proof / credibility	
Constraints (for / not for)	
Risk reversal	
Call to action	

D. Follow-up emails (5)

Write five short follow-ups that deliver value and move the reader one step closer to the next action. Use the awareness stage you are targeting to decide tone and CTA.

Email #1

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Email #2

Email #3

Email #4

Email #5





Next steps: Rise & Rebuild

If you want a guided implementation of your first funnel, your first lead magnet, and your first conversion sequence, join Rise & Rebuild.

- Build the assets (lead magnet + opt-in + follow-up).
- Learn an affiliate-marketing launch path while you develop your own offer.
- Use AI to speed up research, drafting, and iteration without losing authenticity.

Email springer@springer-digital.com with “Funnel Playbook” in the subject line to get the next steps.