

# Bonus: Coaching Funnel Starter Map

***Turn Your Videos Into a Simple Funnel That Builds Your List, Warms Your Audience, and Leads Into Your Offers***

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# What This Helps You Do

Most people create videos...  
but never turn them into a system.

This guide helps you do something much more powerful:

Turn your 5-day video training into a **simple, working funnel** that consistently brings in leads, builds trust, and guides people toward your offers.

Instead of having:

- Videos sitting on your drive
- Content posted without direction
- No clear next step for your audience

You'll build a **connected path** where every piece has a purpose.

With this, you'll be able to:

- Turn your videos into a **lead-generation entry point**
- Use email to **guide and reinforce learning**
- Create a **natural progression into your main product**
- Package everything into a **starter product or funnel asset**
- Test and validate your niche with real users

In simple terms:

You move from "content creator"...  
to **system builder**.

## Why This Matters (The Real Gap Most Creators Miss)

Let's look at what typically happens.

Someone creates:

- A few videos
- Some helpful content
- Maybe even a mini-course

But then...

- There's no structured entry point
- No follow-up
- No progression
- No connection to an offer

So even good content produces:

- Low engagement
- No consistent growth
- No predictable results

That's not a content problem.

That's a **system problem**.

## The Shift You're Making

Instead of:

Content → hoping people figure it out

You build:

Content → guided path → next step

That's what a funnel does.

And this guide shows you how to build a simple version — without complexity.

## What Is a Coaching Funnel (Simple, Practical View)

A coaching funnel sounds advanced...

But at its core, it's very simple.

It's just a structured experience where you:

1. Attract someone
2. Guide them through content
3. Help them make progress
4. Show them the next step

That's it.

## Why It's Called a "Coaching" Funnel

Because it feels like:

- You're guiding them step by step
- You're helping them understand
- You're giving direction
- You're not just throwing information at them

Even if you're not offering coaching yet...

This structure builds the **same level of trust and clarity**.

## The Coaching Funnel Starter Map (Full Breakdown)

Let's walk through how everything connects.

### Step 1 — Entry Point (How People Enter Your World)

This is where your audience first interacts with you.

It could be:

- A 5-day challenge
- A micro-course
- A free training
- A low-ticket starter product

#### What This Step Should Do

- Feel easy to join
- Promise a clear outcome
- Remove hesitation

- Attract the right audience

### Example Positioning

- “5-Day Blog Quick-Start Series”
- “5-Day Content Improvement Challenge”
- “Simple Blogging Starter Course”

### Key Insight

This is not where you teach everything.

This is where you **start the journey**.

## Step 2 — Core Content (Your 5 Video Lessons)

This is the heart of your funnel.

Your 5 videos create:

- Understanding
- Clarity
- Small wins
- Momentum

### What Each Video Should Do

- Focus on one key idea
- Be easy to follow
- Lead to a simple action
- Connect to the next lesson

### What Happens Here

Your audience starts to think:

- “This makes sense”

- “I can actually do this”
- “This is different from what I’ve seen before”

This is where **trust is built**.

## **Step 3 — Email Follow-Up (Where Most Funnels Fail — and You Won’t)**

Most people skip this step.

That’s a mistake.

Because your videos alone are not enough.

People:

- Get distracted
- Forget to continue
- Don’t always watch everything

### **What Email Does for You**

Your email sequence:

- Reminds them to continue
- Reinforces what they learned
- Adds clarity
- Encourages action
- Keeps your presence consistent

### **What Each Email Should Do**

- Reference the lesson
- Highlight one key idea
- Encourage a simple action
- Build connection
- Lead into the next day

### **Key Insight**

Your email is not just delivery.

It is **continuity**.

## **Step 4 — Transition Point (Where You Introduce the Next Step)**

By the time your audience reaches Day 5:

They have:

- Learned from you
- Taken small actions
- Seen some progress
- Built trust in your approach

This is the perfect moment to guide them forward.

### **What This Step Should Do**

- Acknowledge their progress
- Show what's still missing
- Introduce your next offer
- Keep the tone natural

### **Important**

You are not pushing.

You are showing:

“Here’s what comes next if you want to go further.”

## **Step 5 — Offer Layer (Where Your Funnel Leads)**

This is where your funnel connects to your business.

Depending on your setup, this could be:

- Your blogging toolkit
- Your Accelerator System
- A deeper training
- A future coaching offer

## Why This Works

Because your audience is no longer cold.

They are:

- Engaged
- Informed
- Ready

## This Changes Everything

Instead of trying to sell from zero...

You are guiding someone who already trusts you.

## Turning This Into a Starter Product (High-Leverage Move)

Here's where things get powerful.

Instead of only using this funnel as free content...

You can package it into a **low-ticket starter product**.

## What You Already Have

You likely already have:

- 5 video lessons
- Structured content
- Supporting material (Module 1 & 3)

You don't need more.

## **What to Package**

- 5-Day Video Series
- Simple workbook (or extracted notes)
- Clear lesson structure

That's enough to create a product.

## **How to Position It**

Frame it as:

- A “Starter System”
- A “Quick-Start Program”
- A “5-Day Blogging Foundation”

## **Why This Works**

It gives your audience:

- A low-risk entry point
- A clear experience
- A fast win

And gives you:

- Real buyers
- Real feedback
- Real validation

# **Using This to Validate Your Niche**

Before scaling...

You want proof.

This funnel helps you answer:

- Are people interested in this topic?

- Do they engage with the content?
- Do they complete the sequence?
- Do they move to the next step?

### **What to Look For**

- Email opens
- Lesson completion
- Replies or engagement
- Clicks into your offer

### **Why This Is Powerful**

You are not guessing.

You are learning from real behavior.

## **Simple Funnel Example (Putting It All Together)**

Here's how it looks in practice:

1. Someone joins your **5-Day Blog Challenge**
2. They receive **Day 1 video + email**
3. They continue through Days 2–4
4. They reach **Day 5 (recap + next step)**
5. They are introduced to your **main system**

That's your funnel.

Simple. Clean. Effective.

### **How to Keep This Simple (This Is Critical)**

Do not overbuild.

You do NOT need:

- Complex automation

- Multiple funnels
- Advanced tools
- Perfect setup

### **You Only Need:**

- A clear entry point
- 5 structured lessons
- A simple email sequence
- A next-step offer

That's enough to make this work.

### **Common Mistakes to Avoid**

Avoid:

- Trying to make everything perfect before launching
- Adding too many steps
- Overloading your lessons
- Not including a clear next step

### **Remember**

Simple and connected beats complex and unfinished.

## **Final Thoughts**

Your videos are not just content.

They are the foundation of a:

- Funnel
- System
- Growth path

When connected properly, they help you:

- Attract the right audience
- Build trust faster
- Guide people step by step
- Create natural conversions

## Your Next Step

Start simple:

- Map your 5 videos
- Add a basic email flow
- Define your next-step offer
- Launch

Then improve as you go.

## Final Reminder

You don't need a perfect funnel.

You need a **working path**.

This Coaching Funnel Starter Map gives you exactly that.