

Free Guide: Generating Funnels With AI

(End-to-End)

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Step 1: Choose the funnel type (match goal to funnel)

- **Lead magnet funnel:** grow list fast, nurture to sale
- **Tripwire funnel:** small purchase → upsell ladder
- **Webinar/VSL funnel:** registration → presentation → close
- **High-ticket funnel:** application → call → enroll

Rule: pick the simplest funnel that can hit your revenue goal.

Step 2: Build your “AI inputs” (this is 80% of success)

Feed AI a clean brief:

- ICP: who they are, pains, desires, objections, language they use
- Offer: outcome, timeframe (realistic), deliverables, price, guarantee (if any)
- Proof: testimonials, results, demos, credentials, case studies
- Voice rules: tone, banned words, claim boundaries, disclaimers required

Step 3: Use a Master Funnel Blueprint Prompt

Ask AI to output in one pass:

- Funnel map (pages + emails + triggers)
- Page copy (headline, subhead, bullets, sections, FAQ, CTAs)
- Lead magnet outline + delivery email
- Nurture sequence (7–14 days)
- Sales sequence (3–7 days)
- Ad angles + creative briefs

Then run a second prompt: “Critique this funnel for clarity, proof gaps, and compliance risks.”

Step 4: Offer engineering (make it easy to say “yes”)

- Convert features → outcomes → measurable benefits
- Create an offer stack (core + bonuses) tied to objections
- Write a clean “promise”: *what they get + how + for whom*
- Build an objection library (cost/time/trust/“tried before”)

Step 5: Generate the pages (use proven structures)

- **Opt-in page:** Hook → benefits → simple form → CTA → trust markers
- **Sales page:** Big promise → story → problem agitation → solution → proof → offer → FAQ → CTA
- **Checkout:** Remove friction, reinforce value, add testimonials, simple guarantee language
- **Thank-you page:** Next step (book, watch, download, join community)

Step 6: Build nurture + conversion sequences

- **Welcome + quick win** (deliver lead magnet + “what to do next”)
- **Belief shift** (why previous attempts failed, new approach works)
- **Proof** (case study / demo)
- **Objection crusher** (answer the hard questions)
- **Direct offer** (clear CTA + ethical urgency)

Step 7: Generate ads & traffic messaging with AI (angles first)

- Create 10–20 angles: pain, desire, curiosity, authority, proof, contrast
- Turn best 3 angles into:
 - 3 ad copies
 - 3 short video scripts
 - 3 creative briefs (what to show on screen)

Step 8: Build, QA, launch

- Connect forms, emails, tags, pixels, redirects, delivery
- Mobile check + speed check + broken link check
- Launch with a simple test: small traffic → validate opt-in → validate sales

Step 9: Optimize weekly (AI becomes your CRO assistant)

- Track: opt-in rate, CPL, email CTR, sales conversion, AOV, refunds

- Use AI to propose tests ranked by impact:
 - Headline → hero section → CTA → proof → offer stack → emails
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Checklist: AI Funnel Build (Copy/Paste)

A) Strategy checklist

- Clear goal (leads / low-ticket / high-ticket / webinar)
- One primary avatar (no “everyone”)
- One core offer with a single dominant outcome
- Proof collected (at least 3 items: testimonial, case, demo, credentials)
- Claims policy set (what you will NOT promise)

B) AI brief checklist (what you paste into ChatGPT)

- ICP pains (top 5) + desired outcomes (top 5)
- Objections (top 10) + responses (your position)
- Offer details (deliverables, timeline, price, guarantee if any)
- Voice guidelines (tone, length, banned words)
- Compliance notes + required disclaimers

C) Funnel assets checklist

Pages

- Opt-in page
- Thank-you page (next step)
- Sales page / VSL script
- Checkout page (or application page)
- Confirmation page + onboarding instructions

Lead magnet

- Lead magnet created (quick win + actionable)
- Delivery email written + tested
- File/URL delivery works

Emails/SMS

- Welcome email (Day 0)
- Nurture sequence (7–14 emails)
- Sales sequence (3–7 emails)
- Abandoned checkout / no-show follow-up (if applicable)

Traffic

- 3–5 ad angles selected
- 3 ads built (copy + creative brief)
- Retargeting message created

D) QA checklist (do this before sending traffic)

- All links work (pages, buttons, email links)
- Form captures correctly (tags/segments applied)
- Deliverability basics (from name, subject, plain-text version)
- Pixel/analytics installed and firing
- Mobile layout clean (no broken sections)
- Clear CTAs (one primary CTA per page)
- Compliance/disclosures included where needed

E) Launch + optimization checklist

- Soft launch test (small traffic)
- Baseline metrics captured:
 - Opt-in rate
 - CPL
 - Email open + CTR
 - Sales conversion
 - Refund rate
- Weekly test plan:
 - 1 headline test
 - 1 proof/CTA test
 - 1 email subject/CTA test
- AI “post-mortem” prompt run weekly using real metrics