

— The — **Five Pieces** **Every Funnel Needs**

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Most people who try to build an email list stop in the same place. They have one or two pieces and none of the others.

A page with no traffic gets no leads. Traffic with no lead capture page gets no list. A list with no follow-up gets no sales.

This guide covers the five pieces you need. Mark each box as you go. Where you find a gap, fix that gap first.

I'm David Hurley. I have over 20 years' experience of Internet marketing, and I've built a lot of funnels. Some worked. Some didn't. These five pieces are what the working ones had in common.

1. Somewhere to send people

You need one page with one job. It captures an email address and does nothing else.

Cut the menu. Cut the sidebar. Cut the second and third offers. Every extra link gives your visitor a reason to leave.

Can a stranger land on your page and know what to do within five seconds?

☐ **I have this**

2. A way to capture leads

A form is not enough. It has to connect to an autoresponder that stores the address and sends your emails.

Test it yourself. Sign up with your own email address. Then sign up again from your phone. Did the confirmation arrive? Did the first email arrive? Did the links work?

Fix any break before you spend a minute on traffic. Every visitor sent to a broken form is lost.

☐ **I have this**

3. Something useful to offer

People rarely give their email address for nothing. Give them a reason. A short report, a checklist or a small ebook all work.

Solve one small problem. "Five subject lines that get opened" beats "The Complete Guide to Email Marketing." The small promise is easier to keep and easier to finish.

What can your reader do with your free gift in the next 20 minutes?

☐ **I have this**

4. Follow-up emails

Most sales come after the first email. Write at least five emails before you launch.

Send the free gift in email one. Tell a short story in email two. Teach one useful thing in email three. Recommend an offer you use yourself in email four. Follow up in email five for the people who did not act.

The offer matters more than the email. In 2023 I built a funnel for a \$5 monthly program called The Click Engine. I picked it because it helped its users. They stayed subscribed. Three years later I still receive commissions from that funnel, and I have done no promotion for the past two years. That is my own result. Yours will depend on your offer, your traffic and your effort.

☐ **I have this**

5. Traffic

Your funnel does nothing until people see it. Pick two traffic sources and test them for 30 days. Safelists, traffic exchanges, email ads and LeadsLeap ads are good places to start. Articles on your own blog work too.

Track every source. Give each one its own link. After 30 days, keep the one that produced subscribers and drop the other.

Which source sent your last ten subscribers? If you can't answer, you are not tracking yet.

☐ **I have this**

Your first seven days

Do one small task each day. Keep each task under an hour.

Day 1. Choose one offer you would use yourself.

Day 2. Build your lead capture page.

Day 3. Connect your autoresponder and test it.

Day 4. Set up your free gift.

Day 5. Load your five follow-up emails.

Day 6. Create a tracking link for each traffic source.

Day 7. Send your first visitors.

Seven days is tight if you write everything yourself. That is the problem I set out to solve.

You don't have to build all five from scratch

I put my own funnels and marketing assets into the Evergreen Funnel Club so you can start with something that already exists.

Every month you get fresh ready-to-use funnels, lead capture pages, follow-up email sequences, rebrandable lead magnets, blog post templates, traffic training and step-by-step setup instructions. A new, rebrandable lead magnet arrives every month.

Take the Satsman funnel from the club. I used it to introduce 107 people to Satsman, and those people brought in more. My dashboard shows 255 verified members across my first two levels. Those are my numbers, not a promise.

The club does not do the marketing for you. You still choose the offer, get the traffic and follow up. You just skip the build.

Membership costs \$9.97 per month or \$77 for the year, which gives you four months free. The funnels run on [LeadsLeap Pro](#), so you will need an account there.

See what is inside: evergreenfunnelclub.com

All the best,

David Hurley

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