

AI-POWERED ORGANIC SAAS FUNNEL KIT

Pages, emails, webinar script, onboarding, content, prompts, and
measurement

**Working funnel: The 7-Day AI SaaS Demand Test → The Passive SaaS Growth Engine → AI-Powered
Organic SaaS Sales System**

Created for experimentation. Replace placeholders, policies, prices, and proof before publishing.

AI SaaS Funnel Kit — Start Here

This kit turns the **The 7-Day AI SaaS Demand Test** into a complete organic sales funnel for the **AI-Powered Organic SaaS Sales System**.

Funnel path

1. Organic content attracts the right person.
2. The free demand-test guide captures their email.
3. The thank-you page invites them to the webinar.
4. The email sequence builds trust and increases attendance.
5. The webinar teaches the core framework and presents the course.
6. The sales page, follow-up emails, and checkout convert buyers.
7. Onboarding creates an immediate win and reduces refunds.

Recommended working offer

- Free guide: ****The 7-Day AI SaaS Demand Test****
- Webinar: ****The Passive SaaS Growth Engine****
- Course: ****AI-Powered Organic SaaS Sales System****
- Core price test: ****\$197****
- Early adopter price: ****\$97****
- Premium implementation bundle: ****\$397****

Replace every bracketed placeholder before publishing.

Files

- Landing pages and thank-you bridge copy
- Webinar registration copy, full talk track, and workbook
- Delivery, nurture, reminder, replay, and sales emails
- Course sales page and checkout copy
- Customer onboarding sequence
- 30-day organic content calendar
- Analytics implementation guide
- Case-study capture template
- AI prompt library
- Funnel performance workbook

Funnel Map and Offer Ladder

Core promise

Build a repeatable organic SaaS promotion system that uses AI to turn one customer problem into useful content, qualified leads, webinar registrations, and course or software sales.

Audience

Solo SaaS founders, small product teams, creators building software, agencies productizing services, and non-marketers who need a simple promotion process.

Offer ladder

Stage	Offer	Goal
Awareness	Helpful organic content	Earn attention from problem-aware prospects
Lead capture	The 7-Day AI SaaS Demand Test	Help the prospect clarify and test demand
Education	The Passive SaaS Growth Engine	Reveal the complete growth-system framework
Core sale	AI-Powered Organic SaaS Sales System	Help the buyer install the system step by step
Upsell	Implementation Template Vault	Save time with copy, prompts, automations, and dashboards
Recurring	Growth software/community	Maintain execution, accountability, and optimization

Recommended pricing test

- Webinar: Free evergreen training
- Course early adopter: \$97
- Course standard: \$197
- Course + templates: \$397
- Future recurring software/community: \$29–\$79 per month

Value boundary

The freebie helps the prospect identify a clear offer and run a basic seven-day demand test. The webinar explains the full system and shows how the pieces connect. The paid course provides complete implementation instructions, advanced prompts, automations, templates, optimization, and feedback loops.

Lead Magnet Landing Page Copy

Page title

Find Out Whether People Want Your SaaS Before You Spend Months Promoting It

Subtitle

Download the free **The 7-Day AI SaaS Demand Test** and turn one SaaS idea into a clear offer, five useful posts, a simple landing page, and measurable demand signals in seven days.

Primary button

Send Me the Free Demand Test

What is inside

- A one-sentence offer worksheet
- The minimum sales assets you need
- A five-post AI content plan
- A seven-day action checklist
- A simple scorecard for judging real demand
- Three follow-up emails that turn interest into conversation

Who it is for

This guide is for SaaS founders, creators, and small teams who have a useful product but do not want to rely entirely on paid ads, cold spam, or daily manual promotion.

Why this works

Most SaaS promotion fails because the founder publishes random feature announcements before confirming which problem and promise attract buyers. This test starts with customer pain, creates helpful content around that pain, and measures actions that show intent.

Form fields

- First name
- Email address
- Optional: What are you building?

Privacy note

We will send the guide and practical SaaS growth lessons. Unsubscribe anytime. No spam.

Final CTA

Get the Free 7-Day Test

Small reassurance

No complicated funnel software required. You can complete the first version using tools you already have.

Thank-You and Webinar Bridge Page

Confirmation

Your demand-test guide is on the way.

Check your inbox for the download email. While it arrives, watch the short training below.

Bridge headline

The guide helps you test demand. The next step is building a system that keeps creating demand.

Video script — 90 seconds

Thanks for downloading the The 7-Day AI SaaS Demand Test. Start with Day One and resist the urge to build more features before you clarify the problem and promise.

The guide will help you create the first pieces, but a few questions usually appear next: Which topics should you publish? How do you turn one idea into many useful assets? How do you follow up without sounding robotic? And how do you connect everything so it keeps working when you are busy?

That is what I cover in my free training, **The Passive SaaS Growth Engine**. I will show you the complete organic funnel, the AI-assisted content loop, the email bridge, and the numbers that tell you what to improve.

Register below and bring the SaaS product you want to promote. You will leave with a simple map for turning expertise into consistent interest and sales.

Webinar CTA

Reserve My Free Seat

Webinar bullets

During the training, you will learn:

- The five-part passive SaaS growth engine
- How to create a month of useful content from one customer problem
- How to move people from content to email without aggressive selling
- Which funnel metrics matter before you have large traffic
- How to use AI without publishing generic or untrustworthy content

Secondary action

Prefer to begin now? Open the guide and complete the one-sentence offer worksheet before doing anything else.

Webinar Registration Page

Eyebrow

Free practical training for SaaS founders and creators

Headline

Build an Organic SaaS Sales Engine That Keeps Working After You Log Off

Subtitle

Learn how to use AI to research customer problems, create genuinely useful content, capture leads, nurture trust, and sell your SaaS or digital offer through one connected system.

Webinar title

The Passive SaaS Growth Engine

What attendees will discover

8. Why random posting creates attention but not dependable demand
9. The five stages every organic SaaS funnel needs
10. How one weekly “source asset” can become posts, emails, videos, and sales material
11. The difference between responsible automation and low-quality AI spam
12. A seven-day plan for launching the first working version

Who should attend

- You have a SaaS product, idea, template, or service to sell
- You are tired of creating content that does not connect to revenue
- You have limited marketing time
- You want AI to reduce repetitive work without replacing your judgment
- You want a repeatable process rather than another list of tactics

Registration form

- First name
- Email address
- SaaS or offer name, optional

CTA

Save My Seat

Credibility section placeholder

Add a concise founder story, relevant work history, current experiment, or documented result. Do not exaggerate outcomes. Your strongest credibility is showing the system in public and reporting what actually happens.

FAQ

Is this live or recorded?

Use either a scheduled live session or an evergreen recording. Live sessions are best during early validation because questions become course material.

Do I need a finished SaaS product?

No. The framework can validate an idea, grow a waitlist, or sell an existing product.

Will this require paid advertising?

No. The training focuses on organic distribution. Paid promotion can be added later.

Will a replay be available?

Yes, for a limited period after registration.

Complete Webinar Script

Webinar

The Passive SaaS Growth Engine

Target length

45–60 minutes, including the course invitation and questions.

1. Opening — 0:00 to 4:00

Welcome. Today I am going to show you how to turn a SaaS product or idea into a simple organic sales system that uses AI to reduce repetitive work without filling the internet with generic content.

By the end, you will understand the five parts of the system, what to build first, what to automate, and what to measure during your first seven days.

This is not a promise of instant passive income. The goal is to build assets and automations that continue helping the right people after the initial work is complete.

Audience commitment

Choose one SaaS product or offer for today. Do not try to apply the framework to five products at once.

2. The real problem — 4:00 to 10:00

Most founders begin promotion with feature announcements:

- We added a dashboard.
- We launched an AI tool.
- We have a new pricing plan.

Those statements describe the product but rarely connect to the urgent job the customer needs completed.

Organic promotion works better when every asset starts with a customer problem, teaches a useful next step, and naturally connects that step to the product.

The second problem is fragmentation. A post, free guide, email sequence, webinar, and sales page may each be good, but they do not produce dependable results unless they are connected.

3. The five-part growth engine — 10:00 to 25:00

Part 1: Problem intelligence

Collect the actual questions, frustrations, failed attempts, desired outcomes, and objections expressed by the target customer. Sources include support messages, sales calls, reviews, search queries, communities, and competitor comments.

AI can organize this evidence. It should not invent customer research.

Part 2: A source asset

Create one substantial piece each week that solves part of the problem: a guide, demonstration, teardown, checklist, case study, or tutorial.

The source asset becomes the raw material for smaller content.

Part 3: Repurposed distribution

Turn the source asset into channel-native pieces:

- Short educational posts
- A founder lesson
- A short video script
- A comparison post
- An email
- A question or poll

Each piece should be understandable on its own. The call to action directs interested people to the free guide rather than immediately demanding a sale.

Part 4: The conversion bridge

The free guide gives a quick win. The thank-you page and email sequence reveal the larger problem and invite the prospect to the webinar.

The webinar teaches the complete framework. The course provides guided implementation.

Part 5: Measurement and iteration

Track meaningful movement between stages:

- Content views to landing-page visits
- Visits to email opt-ins
- Opt-ins to webinar registrations
- Registrations to attendance
- Attendees to sales-page visits
- Sales-page visits to purchases

Do not interpret low sales as a single problem. Find the stage where the largest drop occurs.

4. Live demonstration — 25:00 to 34:00

Use one SaaS example and complete this sequence live:

13. Write the target customer's urgent problem.
14. Convert it into a one-sentence promise.
15. Generate five content angles.
16. Choose one free resource that creates a quick win.
17. Draft one transition from the free resource to the webinar.

Example

Product: Website generator for local service businesses.

Problem: The owner knows the current website looks outdated but does not know what to write or how to rebuild it.

Promise: Create a clear, lead-ready local business website without hiring a designer or writing every page from scratch.

Content angles:

- Five homepage mistakes costing local businesses calls
- What every service page must answer
- Before-and-after homepage teardown
- A 20-minute website audit checklist
- Why a beautiful website can still fail to generate leads

5. Responsible AI automation — 34:00 to 39:00

Automate repetitive transformation, routing, scheduling, tracking, and first drafts.

Keep human review for:

- Claims and facts
- Customer promises
- Personal perspective
- Sensitive topics
- Final publishing decisions
- Replies that require empathy or judgment

A useful rule: AI may accelerate your expertise, but it should not impersonate expertise you do not have.

6. Seven-day implementation plan — 39:00 to 44:00

Day 1: Define one audience, problem, and promise.

Day 2: Build the lead magnet landing page and thank-you bridge.

Day 3: Create one source asset and five derivative posts.

Day 4: Install delivery and nurture emails.

Day 5: Publish and engage where the audience already gathers.

Day 6: Deliver or record the webinar.

Day 7: Review the funnel numbers and improve the weakest step.

7. Course invitation — 44:00 to 52:00

You now have the map. The hard part is turning the map into a working system with strong copy, consistent assets, automations, and a review process.

That is why I created **AI-Powered Organic SaaS Sales System**.

The course walks you through:

- Customer-problem research
- Offer positioning
- Lead magnet creation
- Landing pages and bridge pages
- AI-assisted content production
- Email automation
- Webinar creation and delivery
- Course or SaaS sales pages
- Funnel analytics and optimization
- Responsible scaling

Offer

Join today for the early adopter price of **\$97**. As the course develops from real student feedback, the standard price will increase to **\$197**.

Bonuses

- Funnel copy template vault
- AI prompt library
- 30-day content calendar
- Webinar workbook and script templates
- Funnel performance dashboard
- Case-study capture system

Risk reversal

Complete the first three implementation lessons and use the included worksheets. If the program is clearly not a fit, request a refund within 14 days. Replace this language with your actual policy and follow all payment-platform requirements.

CTA

Visit [**CourseURL.com**] or click the button below the video to join.

8. Objection handling — 52:00 to 57:00

I do not have an audience.

The course begins with problem-led content and borrowed distribution channels. You do not need a large following to test whether a message earns clicks and conversations.

I am not good at writing.

You will use structured prompts and examples. Your job is to supply real customer context and approve the final message.

My product is not finished.

Use the framework to build a waitlist, validate positioning, and recruit early adopters.

I do not have much time.

The system is designed around one weekly source asset and controlled repurposing rather than constant original posting.

9. Close and Q&A — 57:00 onward

Restate the outcome, show the enrollment link, answer questions, and avoid pressuring people who are not a fit. Record every repeated question; it becomes an FAQ, future lesson, email, or post.

Webinar Action Workbook

1. Choose one product

Product or offer: _____

Target customer: _____

2. Define the urgent problem

The customer is struggling to: _____

They have already tried: _____

The cost of leaving it unresolved is: _____

3. Write the one-sentence promise

This product helps **[customer]** achieve **[result]** without **[painful alternative]**.

Draft: _____

4. Choose a quick-win free resource

The prospect can complete this small win in less than one hour:

5. Build five content angles

18. Mistake: _____

19. How-to: _____

20. Comparison: _____

21. Story or lesson: _____

22. Teardown or example: _____

6. Funnel map

Content → _____ → _____ → Webinar → _____

7. Seven-day commitments

Day	Action	Complete
1	Finalize audience, problem, and promise	☐
2	Publish lead magnet and thank-you page	☐
3	Create source asset and five posts	☐
4	Install email delivery and nurture	☐
5	Publish and start conversations	☐
6	Deliver or record webinar	☐
7	Review data and improve one bottleneck	☐

8. First success metric

During the first week, I will consider the test promising if I achieve:

- Landing-page visits: _____
- Email opt-ins: _____
- Webinar registrations: _____
- Qualified replies or conversations: _____
- Sales or preorders: _____

Complete Funnel Email Sequences

Replace bracketed placeholders. Keep claims aligned with real results.

A. Lead Magnet Delivery and Nurture

Email 1 — Deliver the guide

Subject: Your 7-Day AI SaaS Demand Test

Hi [First Name],

Here is your copy of the **The 7-Day AI SaaS Demand Test**:

[Download the guide]

Start with the one-sentence offer worksheet. A clear customer, problem, and result will make every later step easier.

Tomorrow, I will send you a simple way to tell whether your message is creating useful interest or only collecting empty views.

—[Your Name]

Email 2 — Create a quick win

Subject: Do this before creating more SaaS content

Hi [First Name],

Before asking AI to create posts, write down three things:

23. The customer you want to help
24. The urgent problem they are trying to solve
25. The result they can realistically achieve

Then use this sentence:

“My product helps [customer] achieve [result] without [painful alternative].”

Reply with your sentence. Writing it clearly is often the first useful demand test.

—[Your Name]

Email 3 — Reframe the problem

Subject: Why useful SaaS posts still fail to sell

A helpful post can earn attention and still produce no business result.

The missing piece is usually a bridge. The reader learns something, but there is no natural next step that continues solving the same problem.

A simple bridge looks like this:

Useful post → focused free resource → email lesson → webinar → implementation offer

Each step should continue the same conversation rather than changing subjects.

I explain the full system in **The Passive SaaS Growth Engine**.

[Register for the webinar]

—[Your Name]

Email 4 — Founder experiment or case study

Subject: What happened when I connected the assets

Hi [First Name],

[Insert a short, honest account of your experiment. Include the product, what you published, the number of visits, opt-ins, registrations, conversations, and sales.]

The most useful lesson was not simply the final sales number. It was seeing exactly where people stopped moving through the funnel.

That made the next improvement obvious.

During the webinar, I will show you how to track the same stages without a complicated analytics setup.

[Save your seat]

—[Your Name]

Email 5 — Webinar invitation

Subject: Want the complete organic SaaS growth map?

Hi [First Name],

The free guide helps you run a seven-day demand test. The webinar shows you how to turn the successful pieces into a repeatable system.

You will learn:

- The five-part organic SaaS growth engine
- How to repurpose one source asset responsibly with AI
- How to connect content, email, webinar, and sales
- Which numbers tell you what to improve

[Register free]

—[Your Name]

Email 6 — Objection

Subject: “But I do not have an audience”

You do not need thousands of followers to validate a message.

Your first goal is to earn a small number of qualified actions: clicks, opt-ins, replies, registrations, or calls from people who actually experience the problem.

The system begins with useful content distributed where those people already gather. Your owned audience grows from there.

[Join the webinar]

—[Your Name]

Email 7 — Direct invitation

Subject: Build the system with me

Hi [First Name],

You now have the demand-test guide and an overview of the funnel.

The **AI-Powered Organic SaaS Sales System** provides the complete implementation process, templates, prompts, scripts, automations, and tracking tools.

Early adopter enrollment is currently **\$97**.

[See the course]

—[Your Name]

B. Webinar Reminder Sequence

Confirmation

Subject: You are registered: The Passive SaaS Growth Engine

You are registered. Add the session to your calendar here: [Calendar Link]

Bring one SaaS product or offer. Download the action workbook before the session: [Workbook Link]

24-hour reminder

Subject: Tomorrow: bring one SaaS idea

Tomorrow we will map one product through the complete organic funnel. Choose the product before the session so you can complete the workbook with me.

[Join details]

1-hour reminder

Subject: Starting in one hour

We begin in one hour. Open the workbook and join here: [Webinar Link]

10-minute reminder

Subject: We start in 10 minutes

The room is open: [Webinar Link]

C. Replay and Sales Follow-Up

Replay email

Subject: Replay: The Passive SaaS Growth Engine

Here is the replay: [Replay Link]

It will remain available until [Deadline]. The course invitation begins around [Timestamp].

Sales email 1 — Summary

Subject: The five pieces, in one place

The system has five parts: customer-problem intelligence, a source asset, repurposed distribution, a conversion bridge, and measurement.

The course helps you install each part with templates and guided action.

[Review the course]

Sales email 2 — Implementation gap

Subject: Information is not the hard part

Most people do not need more marketing ideas. They need a defined sequence, finished assets, and a small weekly operating rhythm.

That is the gap the course is designed to close.

[Join the course]

Sales email 3 — FAQ

Subject: Course questions answered

Include concise answers about audience size, product readiness, time commitment, tools, refunds, access, and support.

[See all details]

Sales email 4 — Deadline

Subject: Early adopter enrollment closes tonight

Early adopter access at \$97 closes tonight at [Time and Time Zone]. After that, enrollment will [close/increase to \$197].

Only use real deadlines. Do not create false scarcity.

[Enroll now]

D. Purchase and Onboarding Emails

Purchase confirmation

Subject: Welcome to AI-Powered Organic SaaS Sales System

Your enrollment is confirmed. Access the course here: [Course Login]

Begin with the Start Here lesson and complete the product-selection worksheet before opening the prompt library.

Day 1 onboarding

Subject: Your first win

Today, choose one product, one customer, and one urgent problem. Post your one-sentence promise in [Community/Reply].

Day 3 onboarding

Subject: Do not skip the bridge

By now, your lead magnet and first content assets may be taking shape. Make sure each asset points to one logical next step.

Day 7 onboarding

Subject: Review your first funnel signals

Use the dashboard to record visits, opt-ins, registrations, attendance, replies, and sales. Improve the stage with the largest meaningful drop.

Course Sales Page

Eyebrow

A practical implementation program for SaaS founders and creators

Headline

Turn Your SaaS Expertise Into an Organic Sales System That Works Every Week

Subtitle

Build the pages, content loop, emails, webinar, automations, and tracking system needed to attract qualified prospects and convert interest into sales—without depending entirely on paid ads or constant manual posting.

CTA

Join the Early Adopter Program — \$97

Problem section

You may have a strong product but still face one or more of these problems:

- You do not know what to publish consistently
- Your posts receive views but few qualified clicks
- Your free resources do not lead naturally to a sale
- Your email list is underused
- AI saves time but makes your content sound generic
- You cannot tell which funnel stage needs improvement

The answer is not more disconnected tactics. You need one system where every asset has a defined job.

Transformation

By the end of the program, you will have:

- A clear customer, problem, promise, and offer
- A focused lead magnet and landing page
- A thank-you bridge and webinar registration flow
- A repeatable AI-assisted source-content process
- A complete nurture and sales email sequence
- A webinar that teaches and transitions naturally to your offer
- A course or SaaS sales page
- A dashboard that identifies the next improvement
- A weekly operating rhythm that can be delegated or automated

Curriculum

Module 1 — Choose the market problem

Research real customer language, prioritize urgent problems, and define a credible promise.

Module 2 — Design the offer ladder

Connect free value, education, the paid offer, bonuses, and recurring opportunities.

Module 3 — Build the lead-capture system

Create the free resource, landing page, form, thank-you bridge, and delivery process.

Module 4 — Install the AI content engine

Create source assets, repurpose responsibly, adapt to each channel, and preserve your perspective.

Module 5 — Build email automation

Write delivery, nurture, reminder, replay, sales, and onboarding sequences.

Module 6 — Create the webinar

Plan the teaching arc, demonstration, offer transition, objection handling, and follow-up.

Module 7 — Sell the course or SaaS

Build the sales page, checkout message, bonuses, guarantee, and ethical urgency.

Module 8 — Measure and optimize

Track stage conversion, diagnose bottlenecks, run focused tests, and document case studies.

Module 9 — Scale responsibly

Add automations, agents, delegation, content governance, and quality controls.

Bonuses

- 26. Funnel Copy Template Vault
- 27. AI Prompt Library
- 28. 30-Day Organic Content Calendar
- 29. Webinar Script and Workbook Templates
- 30. Funnel Performance Dashboard
- 31. Case-Study Capture System

Pricing

Early adopter: \$97 one-time

Planned standard price: \$197

Optional implementation bundle: \$397

Guarantee placeholder

Complete the first three lessons and worksheets. If the program is not a fit, request a refund within 14 days. Replace this with the final policy before publishing.

Who it is for

- SaaS founders and builders
- Creators selling software, templates, or education
- Agencies turning services into repeatable products
- Small teams without a dedicated marketing department

Who it is not for

- Anyone seeking automated spam or fabricated authority
- Anyone unwilling to talk to customers or review AI output
- Anyone expecting guaranteed revenue without testing and iteration

FAQ

How much time should I plan?

Approximately three to five focused hours for the initial seven-day build, then two to four hours per week depending on content depth.

What tools are required?

A landing-page tool, email platform, webinar or video platform, analytics, and an AI assistant. Tool-specific tutorials can be added later.

Can I use this before my SaaS is finished?

Yes. Build a waitlist, validate the message, collect early-adopter applications, or presell when appropriate.

Do I get lifetime access?

Define your access terms before publishing.

Final CTA

Build My Organic SaaS Sales System

[Enroll at CourseURL.com]

Checkout and Customer Onboarding

Checkout headline

You are one step away from building your organic SaaS sales engine.

Checkout bullets

Your enrollment includes:

- The complete AI-Powered Organic SaaS Sales System
- All implementation worksheets
- Funnel copy templates
- AI prompt library
- Webinar script and workbook
- 30-day content calendar
- Funnel tracking dashboard

Order summary

Product: AI-Powered Organic SaaS Sales System

Price: \$97 early adopter access

Billing: One-time payment

Access: [Define access term]

Checkout reassurance

Secure checkout. Immediate access. Support details and the refund policy are provided before purchase.

Order bump option

Implementation Template Vault — \$47

Add editable page templates, advanced prompts, automation maps, content templates, and test plans.

Thank-you page after purchase

Welcome. Your first goal is clarity, not automation.

32. Open the course dashboard.
33. Watch the ten-minute Start Here lesson.
34. Choose one SaaS product.
35. Complete the customer-problem worksheet.
36. Submit or save your one-sentence promise.

Course Start Here lesson outline

- What the program will help the student build
- What “passive” means and does not mean

- The one-product rule
- How to use the worksheets
- How to use AI prompts responsibly
- How to track progress
- Where to get support

Onboarding checklist

- ☐ Access confirmed
- ☐ Product selected
- ☐ Customer selected
- ☐ Problem statement written
- ☐ Promise drafted
- ☐ Seven-day build scheduled
- ☐ Dashboard copied
- ☐ Support channel identified

Refund-reduction practices

- Deliver an immediate quick win
- Set realistic time and outcome expectations
- Keep the first module short
- Show exactly where to begin
- Send progress reminders
- Invite questions before frustration becomes a refund

30-Day Organic Content Calendar

Use one customer problem each week. Create one substantial source asset and derive the remaining pieces from it.

Day	Content type	Prompt/angle	CTA
1	Problem post	Describe the costly problem in the customer's language	Free guide
2	Quick tip	One action the customer can complete today	Save/share
3	Founder lesson	What you misunderstood about the problem	Free guide
4	Teardown	Review a common weak example	Webinar
5	Question	Ask how the audience currently solves it	Reply
6	Checklist	Five signs the problem exists	Free guide
7	Weekly email	Summarize the week's most useful insight	Webinar
8	Myth	Challenge a popular but incomplete belief	Free guide
9	Tutorial	Show a small process step by step	Save/share
10	Comparison	Manual approach versus system approach	Webinar
11	Behind the scenes	Show the asset or automation being built	Free guide
12	Objection	Address "I do not have an audience"	Webinar
13	Mini case study	Report honest early signals	Free guide
14	Weekly email	Share result, lesson, and next test	Webinar
15	Mistakes	Three common promotion mistakes	Free guide
16	Template	Share a one-sentence framework	Save/share
17	Demo clip	Show one AI-assisted transformation	Webinar
18	Opinion	Explain what should not be automated	Reply
19	FAQ	Answer a repeated prospect question	Course page
20	Resource list	Minimum tools required	Free guide
21	Weekly email	Teach the five-part engine	Webinar
22	Before/after	Show disconnected versus connected assets	Webinar
23	Workflow	Visualize the funnel steps in plain language	Free guide
24	Objection	Address limited time	Webinar
25	Story	Share why the system was created	Course page
26	Audit	Invite readers to score	Free guide

		their current funnel	
27	Proof	Share real numbers with context	Course page
28	Weekly email	Explain the largest lesson from the test	Course page
29	Invitation	Announce webinar or enrollment clearly	Register/enroll
30	Recap	Summarize what was built and learned	Free guide or course

Weekly creation rhythm

- Monday: Customer research and source-asset outline
- Tuesday: Create source asset
- Wednesday: Repurpose and review
- Thursday: Schedule distribution and email
- Friday: Engage and collect questions
- Weekend: Review data and document lessons

Funnel Analytics Implementation Guide

Events to track

37. Content link click
38. Lead magnet page view
39. Lead form submission
40. Webinar registration
41. Webinar attendance or meaningful replay view
42. Course sales-page view
43. Checkout start
44. Purchase
45. Refund
46. Course activation or first lesson completion

Required URL parameters

Use consistent UTM parameters:

```
`?utm_source=[platform]&utm_medium=organic&utm_campaign=[campaign]&utm_content=[asset]`
```

Example:

```
`?utm_source=linkedin&utm_medium=organic&utm_campaign=demand-test&utm_content=mistakes-post`
```

Core conversion formulas

- Opt-in rate = Leads ÷ Lead magnet page views
- Webinar registration rate = Registrations ÷ Leads
- Attendance rate = Attendees ÷ Registrations
- Sales-page click rate = Sales-page visitors ÷ Attendees or nurtured leads
- Purchase conversion = Purchases ÷ Sales-page visitors
- Lead-to-sale conversion = Purchases ÷ Leads
- Refund rate = Refunds ÷ Purchases

Diagnostic order

47. Confirm tracking works.
48. Confirm the audience and source are relevant.
49. Check whether the page promise matches the content promise.
50. Check whether the CTA is visible and specific.
51. Check whether the next step feels logically connected.
52. Review objections and missing proof.
53. Test one meaningful change at a time.

Initial benchmark philosophy

Do not treat generic online benchmarks as promises. Establish your own baseline, compare similar traffic sources, and improve the weakest meaningful stage over time.

SaaS Funnel Case-Study Template

Headline

How [Product] used [specific system] to achieve [verified result] in [timeframe]

1. Starting point

- Product:
- Target customer:
- Offer:
- Existing audience size:
- Existing monthly traffic:
- Main promotion problem:

2. Hypothesis

We believed that [customer] would respond to [promise] because [evidence].

3. What we built

- Lead magnet:
- Landing page:
- Content assets:
- Email sequence:
- Webinar:
- Paid offer:

4. Timeline

Date	Action	Result or observation

5. Results

- Content impressions:
- Link clicks:
- Landing-page views:
- Leads:
- Webinar registrations:
- Attendees/replay viewers:
- Sales-page views:
- Purchases:
- Revenue:
- Refunds:
- Qualified conversations:

6. Conversion rates

- Opt-in rate:
- Registration rate:
- Attendance rate:
- Purchase conversion:
- Lead-to-sale conversion:

7. What worked

8. What did not work

9. What changed next

10. Evidence

Include screenshots, analytics exports, customer quotes with permission, dates, and source links. Never fabricate proof or present estimates as measured results.

AI Prompt Library

Customer-language organizer

You are organizing customer research for a SaaS product. Use only the evidence I provide. Group statements into urgent problems, desired outcomes, failed attempts, objections, triggers, and exact phrases. Identify missing evidence. Do not invent quotations or customer beliefs.

Offer-positioning prompt

Using the customer evidence and product capabilities below, draft five credible one-sentence offers in this structure: “This product helps [specific customer] achieve [specific outcome] without [painful alternative].” Avoid hype, unverifiable claims, and vague words such as revolutionary or effortless. Explain the tradeoff in each option.

Source-asset outline

Create a practical guide outline that helps [audience] solve the first part of [problem]. The guide should deliver a quick win while making the remaining implementation gap clear. Include examples, a checklist, and a natural transition to [webinar or product]. Do not withhold essential safety information or make the free content intentionally useless.

Repurposing prompt

Transform the source asset below into five channel-native assets: a short educational post, founder story, contrarian insight, 60-second video script, and email. Preserve the facts and point of view. Each asset must stand alone, avoid repetitive hooks, and use one appropriate next step.

Landing-page critique

Review this landing page for message clarity, audience specificity, promise credibility, friction, CTA visibility, and continuity with the traffic source. Identify the three changes most likely to improve qualified opt-ins. Do not recommend manipulative scarcity.

Email editor

Edit this email for clarity, usefulness, and natural progression to the next step. Keep the tone direct and human. Remove exaggerated claims, filler, and robotic transitions. Explain any claim that requires proof.

Funnel diagnostic

Using the funnel data below, calculate stage conversion rates, identify the largest meaningful drop, list plausible causes, and propose three tests in priority order. Separate measured facts from hypotheses. Change one main variable per test.

Case-study writer

Turn the supplied timeline and verified results into a transparent case study. Include the starting point, hypothesis, actions, exact dates, results, limitations, lessons, and next test. Do not imply causation beyond the evidence.