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WoDiLab

BUILD YOUR FIRST MINI FUNNEL

Create a simple and human path that guides people from curiosity to client.

ACTION CHECKLIST

☐ **Step 1 – Define your invitation**
Clarify how you will invite people into your free session and what first step you are offering.

☐ **Step 2 – Create your session name**
Choose a name that reflects a clear and simple outcome your client wants.

☐ **Step 3 – Define the session outcome**
Decide what small but meaningful result your client will gain in the session.

☐ **Step 4 – Outline your offer**
Prepare a simple and clear next step for those who want to continue working with you.

☐ **Step 5 – Create your follow-up**
Write a simple message to keep the connection open if the person is not ready yet.

Step 1 – Define Your Invitation

Every client journey begins with an invitation.

This can be:
- a message
- a social media post
- a conversation
- or a referral

The goal is not to convince someone.
The goal is to offer a safe and simple first step.

People say yes when they feel:
- safe
- understood
- not pressured

Ask yourself:
- Who could benefit from this session?
- What problem am I speaking to?
- Where will I share this invitation?

Write your invitation:

_____
_____
_____
_____
_____
_____
_____

Step 2 – Create Your Session Name

Your session name creates the first impression.

Generic names like “Free Consultation” feel unclear.
Clear, simple names help people quickly understand what they will get.

Think about:
What result does your client want help with?

Examples:
- Getting Started with Project Management — Clarity Call
- Supporting a Child Through Big Emotions — Parent Support Session
- Finding Your Next Step After Loss — Support Conversation
- Setting Healthy Boundaries in Everyday Life — Clarity Session
- Managing Your Time as a Busy Parent — Focus Call
- First Steps to Organising Your Workday — Planning Session

Now write 2–3 ideas:

Session name idea 1:

_____

_____

Session name idea 2:

_____

_____

Session name idea 3:

_____

_____

Circle the one you want to use first.

Step 3 – Define the Session Outcome

A free session is not meant to solve everything.

Instead, it should give one clear insight or small step forward.

This helps the person feel progress and builds trust.

Think about:
- What will the person understand after the session?
- What will they be able to do differently?
- What small win will they leave with?

Write your session outcome:

_____
_____
_____
_____

Step 4 – Outline Your Offer

Your offer is the natural next step.

You only share it when there is a clear fit.

You are not pushing.
You are offering support.

Keep it simple and clear.

Structure:

I help [TRIBE] to [RESULT] by helping them:

- _____
- _____
- _____

Write your version:

_____
_____
_____
_____

Step 5– Create Your Follow-Up

Not everyone will say yes immediately.

A follow-up keeps the connection open.

A good follow-up is:
- kind
- simple
- respectful
- non-pushy

Think about:
- What insight did they gain in the session?
- How can you reflect it back to them?
- How can you keep the door open?

Example:
“Thank you for our conversation today.
I really appreciated your openness about [TOPIC].
If you’d like to continue this later, I’d be happy to support you.”

Now write your follow-up message:

_____
_____
_____
_____

Reflection

What feels clear about your funnel?

_____
_____

What feels uncertain or needs more practice?

_____
_____

For this session

Write your mini funnel and take one real step:
• send your invitation
• or have one conversation

You don’t need to do everything.
One step is enough.

Your points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet
- 2 XP – Send your invitation or run one session

Total: 5 XP

✨ Your business does not begin with a system.

It begins with one conversation.

And one small step forward.