

Build This Funnel for Your Business

You watched me draw four boxes on a whiteboard and then build them. This is that, for your business: the four boxes, a prompt that fills them in with YOUR business in about five minutes, and the six steps to build it.

Twenty minutes to plan it, about an hour to build it. You do not need to know how to code. Three of the six steps cost money: the address people type, the email address, and the last one.

1. Draw the four boxes before you build anything

This is the whole funnel. Four boxes, one arrow between each.



Here is what each box is actually for, because the shape only works if you know why the boxes are in that order.

- **Short videos.** Free, posted where your people already scroll. Their only job is to make someone want the next thing.

- **Free guides.** The thing your video promised, written down. No email wall, no signup. Somebody who takes one has raised their hand.
- **Your website.** One page. Every guide lives on it, and every guide has the same button underneath it.
- **The waiting list.** That button. This is the box people skip, and it is the only one that tells you whether the thing you want to build is worth building.

Notice what is not in there. There is no product, no course, no community. That is deliberate. You build the road to the thing before you build the thing, so that if nobody walks down the road, you find out in three weeks instead of six months.

Skip for now: ads. They sit above the first box on purpose. Paid traffic makes a working funnel bigger and it makes a broken funnel expensive, so it comes after you can see which content people actually watch.

✓ **You will know it worked when** you can draw your own four boxes on paper and say out loud what each one is for, without using the word "and" between them.

Now get YOUR version, before you read another word

Those four boxes are what worked for me. Your business is not mine, so this prompt interviews you first, then builds the version that fits what you actually have and what you are actually good at.

It takes about five minutes and it is allowed to disagree with the page you are reading.

Copy the whole box into Claude, or any AI chat, and answer one question at a time like you are talking to someone who is good at this.

The six steps after it are the same funnel explained by hand, so read those if you want to understand what the prompt is asking you, or if you would rather work it out yourself.

You are my funnel planner. Interview me one question at a time, then design the funnel that actually fits MY business. Not a template with my name in it.

Here is the funnel I am working from. It is a STARTING POINT, not a rule:

1. Content, posted free where my buyers already are
2. A free guide that the content promises, with no email required
3. A one page website where the guides live
4. A waiting list button under every guide, to test demand before building

You are expected to change it. Drop a piece that does not apply to me, add one that does, reorder it, or replace it outright if my situation calls for something different. Every change must come from something I actually told you, never from a general opinion about marketing. If the four pieces above genuinely do fit me as they are, say so and say why.

Rules for the interview:

- Ask ONE question at a time. Short questions, plain words, no jargon.
- Start with what I sell and who actually pays me.
- Then find out what I ALREADY HAVE: a website, an email list, social accounts, existing customers, anything published, any audience anywhere.
- Then what I am GOOD at and what I am BAD at. On camera or not. Writing or not. Talking to people or not. Consistent or not.
- Then what I can realistically DO: hours a week, money a month, whether I am alone, and what I am willing to learn versus what I will never touch.
- Then where my buyers actually spend time, and what they ask me before they buy.
- Ask as many questions as you need to be confident. Every question must change your final answer. No filler questions.
- If I give you a vague answer, ask again more specifically instead of moving on.
- Do not flatter me. If something I said is a problem, say it is a problem.

When you have enough, give me:

1. MY funnel: each piece, one line each, in the order I should build it.
2. WHAT YOU CHANGED from the starting point and why, in plain words. If you changed nothing, say that and defend it.
3. My first free thing: what it is, who it is for, and what it must cover.
If a written guide is wrong for my audience, say what to make instead.
4. Ten content ideas that would each make someone want that thing.
5. What my waiting list, or whatever replaces it, is actually testing. Name

the one thing I would build if enough people asked, and say how many signups would make me confident it is real.

6. What to SKIP entirely for now, and the honest reason.

7. The one thing most likely to make this fail for someone like me.

Then stop. No extra options, no upsells, no lectures.

Start now with your first question.

What you get back: the funnel that fits you, which may not be the one above, plus what it changed and why. Your first free thing already outlined, ten things to post, an honest number that tells you whether to build or walk away, and the one thing most likely to sink it.

Skip for now: rewriting the prompt. Run it exactly as it is the first time, then change it.

✓ **You will know it worked when** it asks you a question you were not expecting to have to answer, and you have to stop and think before you reply.

2. Content first, ads later

Pick the one place your buyers already spend time and post there. One place, not five. If you sell to local people that is probably Instagram or TikTok. If you sell to businesses it is probably LinkedIn.

Post the things you already know. The question a customer asked you last week is a video. The mistake you watch people make is a video. You do not need a content strategy, you need a list of twenty things you are tired of explaining.

Then watch which ones people actually finish, because that list is what you would eventually pay to promote and you cannot know it in advance.

Skip for now: posting on every platform, editing software you have to learn, and a schedule you cannot keep. Three posts a week on one platform beats daily posts on four platforms for two weeks and then nothing.

✓ **You will know it worked when** you have posted for two or three weeks and you can point at one post and say "that one did better, and I think I know why."

3. One free guide per promise

Every time a video promises something useful, make the written version and give it away.

Keep it to one page. One guide answers one question, and somebody should be able to read it in two minutes and do it in half an hour.

A twelve page guide is not more generous, it is just less likely to get finished. Write it in the same plain words you used in the video, and if you find yourself explaining a word, take the word out.

Skip for now: design. Get the words right first. A plain page that solves the problem beats a beautiful one that does not, and you can make it look good in an afternoon later.

✓ **You will know it worked when** you can hand the guide to someone who never saw the video and they still know exactly what to do next.

4. A one page site with one button

Now the guides need somewhere to live that belongs to you and not to a platform.

One page. Who you are, what you help with, the guides, and one button. Ask an AI assistant to build it. Give it your colours, your fonts and what you want it to say, ask for a few options, pick one and tell it what to change.

That is what I did on camera, and the honest version is that the first draft was not the one I kept.

Then it needs to go online. Two separate things: hosting, which is where the files sit, and a domain, which is the address people type. Several hosts let you drag a folder onto a page and it is live, and their free level is enough for a site like this.

The domain is bought separately, usually ten to twenty dollars a year, and check the renewal price and not just the first year, because they are very often not the same.

Then you point one at the other by copying two lines your host gives you into your domain settings.

If that sounded like another language, that is the exact moment to paste it into an AI assistant and ask it to walk you through it for your host and your domain provider. That is not cheating. That is the job.

The button needs somewhere to put the names. Ask for a form built into the page itself, not a link out to another site. Every extra tap loses people, and outside forms are unreliable inside the Instagram browser.

Most hosts have a built-in form that emails you every signup, which is all you need in order to count them.

Skip for now: a blog, a shop, a menu with five pages, and anybody's opinion about your logo. One page, one button.

✓ **You will know it worked when** you type your address into your phone, on mobile data with wifi off, and the page loads with the button visible without scrolling twice.

5. An email address that will not land in spam

You need an email address at your own domain, not your personal one. It looks like a business, and it keeps your personal identity out of every message you send.

Buy it as its own account rather than bolting it onto an address you already have, because the cheap version can quietly show your old address in the technical part of the email, which defeats the point.

Your provider gives you a record that routes incoming mail to your new inbox, and three more that prove the mail is really from you. Without those three your messages have a real chance of never being seen. Your provider tells you exactly what to paste for each one.

Skip for now: a newsletter, an email tool, sequences, and anything with the word automation in it. Right now you need one address that works.

✓ **You will know it worked when** you send a message from the new address to a friend on a different email provider and it arrives in their inbox, not their spam folder, and their reply reaches you.

6. The comment to DM automation, last

This is the piece that watches for a word in your comments and sends that person the guide in their messages automatically.

It goes last for a reason. It is the only step whose bill grows with how well your content does, it is useless without the other five, and it is the one people start with.

The entry paid plan for the popular tool in this space starts at about seventeen dollars a month, and that covers only a couple of hundred people a month before you pay for each extra one.

There is a free level, but it covers about twenty five people a month, so one post that lands uses it up on day one. Switch it on once you actually have guides worth delivering.

Two things to get right when you do. Say the condition up front, in the first message, before you ask anyone to tap anything. And never leave a dead end.

If the tool cannot tell whether somebody followed you, and sometimes it genuinely cannot, they still need somewhere to click. A person who did what you asked and got nothing is worse than no automation at all.

Skip for now: all of it, if you are not posting yet. Everything above works with you sending the guide by hand, and sending the first twenty by hand teaches you what people actually ask.

✓ **You will know it worked when** you comment your own keyword from a second account that does not follow you, walk the whole thing through, and the guide still arrives.

Do this now, before you close the tab

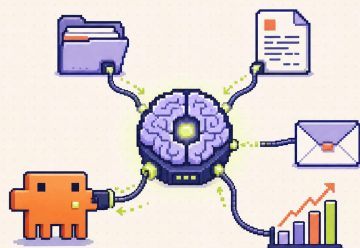
Do not start with the website. Start with the last box.

Write down the one thing you would build if enough people asked for it. Then write down the number of signups that would make you sure. An actual number, not "a lot." That takes two minutes, and everything else on this page exists to get you to a number you can trust.

✓ **You will know it worked when** the number is written somewhere you will see it again, and it scares you slightly.

Ready for the paid step?

The free guides get you started. These are the full systems I run my own work on. One-time prices, plain English, 14-day money-back.



START HERE

The AI OS Kit

Give your AI a second brain: a folder that remembers your business, so every answer starts from you.

\$47 one time • see the AI OS Kit →



11 AGENTS

Your AI Team

Eleven AI agents with real jobs: brief you every morning, review your week, check work before it ships.

\$197 one time • see Your AI Team →

The AI OS Prompt Pack • \$17 • 58 ready-to-paste prompts written for the AI OS Kit. Add it at checkout, or grab it on its own →

buy once, every future update is free, 14 days to change your mind

The Front Row

I am building a community for people learning to use AI to grow their work and their businesses. This funnel is how I am testing whether it should exist, which means the waiting list is not a marketing trick, it is the actual experiment.

Join the Front Row →

Doors aren't open yet. You'll be the first to know when they open.

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Made by Kojak. No code, no jargon, no gatekeeping.

I keep this updated for 12 months from the day you get it, and you'll always be able to grab the latest copy at the same link.