

A teal background decorated with colorful confetti (black, white, pink, and red dots). In the foreground, there is a silver-rimmed dark grey cup on the left, a pink spiral-bound notebook in the center, a black pencil with a yellow eraser on the right, and a pink floral patterned wallet with a white polka-dot interior at the bottom left.

Sales Funnel **TRACKING WORKSHEET**

IVORYMIX
ivorymix.com

Sales Funnel Tracking Sheet

SALES FUNNEL CHECKLIST

DETAILS

SOCIAL MEDIA POST / ADVERTISEMENT

BLOG POST

OPT-IN / EMAIL SIGN UP FORM

LANDING / SALES PAGE

AUTOMATED EMAIL SEQUENCE

EMAIL SEQUENCE OVERVIEW

SUBJECT LINE

STEP IN THE FUNNEL

Email 1:

Welcome / Freebie

Email 2:

Follow up

Email 3:

Story about related pain and struggles

Email 4:

Testimonials with offer in the P.S.

Email 5:

Overview of Product/Service with offer

Email 6:

Offer ends Tomorrow

Email 7:

A final reminder

SALES FUNNEL

LAST MONTH

THIS MONTH

DIFFERENCE

LANDING PAGE VIEWS

EMAIL SUBSCRIBERS

% EMAIL OPEN RATE

% EMAIL CLICK THROUGH RATE

TOTAL SALES