



DAY 3

Build Your Funnel With AI

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Five copy-and-paste prompt templates

Everything you need to build a complete funnel with AI - your lead magnet, your pages, and your emails. Fill in the brackets with your own business, then paste each prompt into Claude.

How to use these

1. Fill in anything in [BRACKETS] with your own details - in the words your customer would actually use.
2. Paste the prompt into Claude. For the pages, Claude will build them for you.
3. Use the prompts in order - they're designed to connect into one funnel.

Tip: *If your brain clone is trained, you can skip most of the brackets - it already knows you.*

Prompt 1 - The Lead Magnet

Creates the free guide your audience opts in for - and ends it by inviting them to your paid offer.

Create a [LEAD MAGNET FORMAT - e.g. checklist, short guide, cheat sheet] for [YOUR IDEAL CUSTOMER] who want [THE RESULT THEY WANT] but are stuck on [THE PROBLEM THEY'RE STUCK ON]. Solve that one problem quickly and make it easy to skim. Give it a compelling title, then write the full content. At the very end, add a short, friendly invitation to [YOUR PAID OFFER]. Write it in this voice: [YOUR BRAND VOICE].

Not sure what to make yet? Start with this:

Give me 5 lead magnet ideas for [YOUR IDEAL CUSTOMER] who want [THE RESULT THEY WANT]. Each should solve one small problem fast.

Prompt 2 - The Opt-In Page

The page that captures their name and email in exchange for your lead magnet.

Create an opt-in page for [YOUR IDEAL CUSTOMER]. Lead with what they really want: [THE RESULT THEY WANT]. Offer them my free [LEAD MAGNET FORMAT], "[YOUR LEAD MAGNET TITLE]," as their first step. Include: a headline that speaks to that desire, 2-3 lines on what they'll get, a sign-up form for name and email, and a button that says "[BUTTON TEXT]". Write it in this voice: [YOUR BRAND VOICE].

Prompt 3 – The Thank You / Confirmation Page

What they see right after signing up - confirms delivery, then makes your first offer.

Create a thank you page for someone who just signed up for my free "[YOUR LEAD MAGNET TITLE]". First, confirm it's on the way to their inbox. Then introduce [YOUR PAID OFFER] as their natural next step - 2-3 lines on how it helps them [WHAT YOUR PAID OFFER HELPS THEM DO]. Keep it warm and helpful, not pushy. End with one clear button to learn more. Write it in this voice: [YOUR BRAND VOICE].

Prompt 4 – The Welcome Series (2 emails)

The first two emails: delivers the lead magnet and starts the relationship.

Write a 2-email welcome series for new subscribers who just downloaded my free "[YOUR LEAD MAGNET TITLE]".
Email 1: deliver the lead magnet, welcome them, tell them who I am ([YOUR NAME / BUSINESS NAME]) and what to expect from my emails.
Email 2: make sure they opened it, give them one quick win related to [THE RESULT THEY WANT], and build trust.
Keep both short and easy to read. Write them in this voice: [YOUR BRAND VOICE].

Prompt 5 – The Follow-Up Series (3 emails)

Three emails that sell the offer from your thank you page.

Write a 3-email follow-up series for subscribers who already got my welcome emails. The goal is to sell [YOUR PAID OFFER] - the same offer from my thank you page.
Email 1: share a story or bust a common myth about [THE PROBLEM THEY'RE STUCK ON].
Email 2: show what's possible - how [YOUR PAID OFFER] helps them [WHAT YOUR PAID OFFER HELPS THEM DO] - and handle one common objection.
Email 3: a clear, friendly invitation to join [YOUR PAID OFFER], with a reason to act now.
Keep them short and in this voice: [YOUR BRAND VOICE].

This is the exact funnel we build, step by step, inside C lonIQ.