FREE GUIDE

GOLIATH GROWTH SYSTEMS

FUNNELS AI

The First Funnel

5 Pages Every Business Needs

The capture page, the offer page, the checkout page, the follow-up, and the booking page — in the right order, with the steps to build each one.

Funnels AI — Your whole funnel, built by AI.

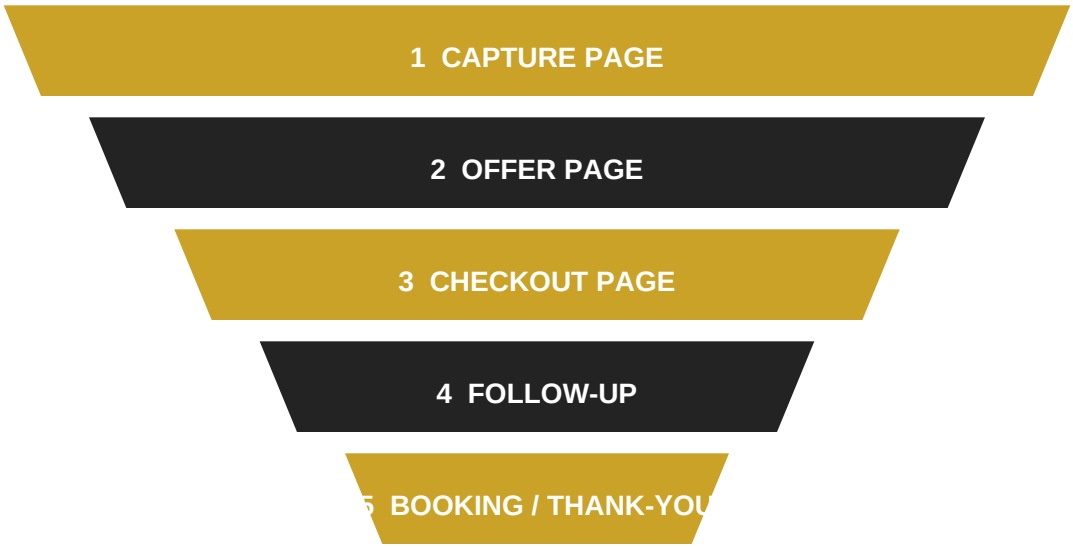
Start here

The Bottleneck This Kills

Most owners do not have a traffic problem first. They have a **path** problem.

A visitor lands on your page, sees no clear next step, and leaves. You never hear from them again. Not because your offer was bad — because there was no road for them to walk down.

These 5 pages are that road, in order. Build them once, in this order, and every post, ad, and email you send has somewhere to go. Skip one, and the road has a hole in it.



How to use this guide: one chapter per page of your funnel. Each chapter gives you the steps in order, the mistakes that cost you sales, and what "done" looks like — so you can check your own build as you go.

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The Capture Page

The job of this page: trade something small and useful for a name and an email. Nothing else.

Your capture page offers one free thing — a checklist, a sampler, a short guide like this one — in exchange for contact details. That free thing is the front door of your whole business. Treat it that way.

Build it like this:

1. **One offer only.** One free thing, one headline, one form. Two offers on one page cut your signups down hard.
2. **Headline = the result of the free thing, in plain words.** Not "Download our resource." Say what they get. If a stranger cannot tell what they get in five seconds, rewrite it.
3. **Form = name + email.** Add a phone field only if you will truly text them. Every extra field costs you signups — ask for the least you can follow up with.
4. **One big button.** The button says what happens next: "Send My Free Guide." Not "Submit."
5. **Save every signup, even if the email fails to send.** A saved lead you email tomorrow beats a lost lead forever. Your list is the one asset no platform can take from you.

> **Mistakes that kill this page**
>
> A menu, three offers, and your life story. Asking for an address, company size, and blood type. Making people dig through their inbox before they get anything — deliver fast; the next pages handle the rest.

> **Done looks like**
>
> A stranger can land, understand the offer in five seconds, and be signed up in under a minute.

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The Offer Page

The job of this page: present your paid offer so clearly that the only decision is "yes" or "not yet."

This is where most funnels leak. Owners list features, stack ten options, and hope the visitor figures it out. A confused mind never buys. Your offer page leads with the customer's problem — and the time it costs them — then shows exactly what your product does about it.

Build it like this:

1. **Open with the pain, not the product.** Name the bottleneck your buyer feels every week. "You're losing leads because there's no path after the click" beats "Our software has 40 features."
2. **Say EXACTLY what is included — and what is not.** A simple list: "You get" / "Not included." Honest pages sell better than hyped ones, and they refund less.
3. **One product, one price, one buy button.** Repeat the button after each section. No menu of ten options, no "contact us for pricing" on a product you can price.
4. **Answer the top three questions right on the page.** How do I get it after I pay? How fast? What if it is not for me? Short, plain answers build trust.
5. **Show the next step, not a dead end.** If there is a bigger version, name it and price the step-up simply. Buyers who can see the ladder climb it.

Mistakes that kill this page

Feature lists with no payoff — every feature must answer "so what does that do for me?" Vague bundles like "and much more!" And hiding the price until checkout: people who feel tricked do not buy twice.

Done looks like

A buyer can read the page once and tell a friend exactly what it is, what it costs, and what happens after they pay.

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The Checkout Page

The job of this page: take the payment cleanly. The total they see is the total they pay.

Checkout is where trust is won or lost in about ten seconds. Surprises here — a fee that appears at the last step, a forced add-on, a total that changed — are the top reason buyers abandon and never come back.

Build it like this:

1. **Show the full total before they confirm.** Product, bumps, and taxes, plainly listed. No fine-print games.
2. **Put ONE order bump here.** A bump is a small add-on that fits the main product — offered on the checkout page, in the open, easy to say no to. One bump, clearly priced. Not hidden, not pre-checked, not forced.
3. **Keep the form short.** Name, email, payment. That is the whole list. Every extra field is a chance to quit.
4. **Deliver the second they pay.** The product link goes on screen right after payment AND out by email at the same time. Delivery that waits on a human is delivery that loses buyers.
5. **Plan the step-up and the step-down.** After checkout, offer the buyer the next level up. A buyer who leaves can be offered a smaller first step. Accept goes up, decline goes down — the path never dead-ends. (The next chapter handles the people who leave.)

> **Mistakes that kill this page**
>
> Pre-checked add-ons and surprise fees — that is how you buy a chargeback. A blank "thanks" screen with no product and no next step. And manual delivery: if you email files by hand, your funnel is a job, not a system.

> **Done looks like**
>
> Pay, get the product on screen and in the inbox within a minute, total exactly what was shown.

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The Follow-Up

The job of this page: keep the conversation going after the visit ends. Most sales happen after the first visit — this is where they happen.

Follow-up is a short sequence of emails and texts that go out on a schedule. It runs one way for people who signed up but did not buy, and a different way for people who did. Set it up once; it works every day after that.

The minimum sequence — three emails:

1. **Delivery / welcome (Day 0).** The free thing or the product link again, plus the ONE first step to take with it. People lose emails. Being easy to find again is a service, not a nuisance.

2. **The question email (Day 1–2).** One simple, open-ended question: "What's the one thing you're stuck on right now?" Replies start conversations, and conversations lead to sales. Read and answer these yourself at first — the answers tell you exactly what to offer next.

3. **The step-up email (Day 3–7).** For buyers: the next rung of your ladder, priced plainly as the step up. For non-buyers: the free thing again from a new angle, or the smaller first step. Never pressure, never fake urgency, never invent a deadline that is not real.

Add texts where you have permission: one short text a few hours after signup if they gave a phone number and agreed to texts — the delivery link again, one line, that's it. One more before a real deadline, like a booked call time — only when the deadline is true.

Mistakes that kill this step

One email and done — a single message is a coin flip, not a sequence. Every email a pitch: deliver, ask, then offer, in that order. And no exit for buyers: people who already bought should stop getting "buy now" emails the day they pay.

Done looks like

Every lead gets delivered, asked one real question, and shown the next step — automatically, whether they bought or not.

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The Booking / Thank-You Page

The job of this page: hand over what they bought, immediately — then put the right people on your calendar while their attention is highest.

The thank-you page is the most wasted page in most funnels. Owners show a bare "Thanks!" and stop. But this is the one moment your buyer is happiest and most focused. Use it well — without being pushy.

Build it like this:

1. **Deliver first, big and obvious.** A clear download button or access link at the top: "Download Your Guide." Not "check your inbox and wait." The same link also goes out by email as a backup.
2. **Confirm what happens next.** Two or three short lines: what they got, where it is, and what to do first. Certainty is a gift — give it.
3. **Offer the call to the right people.** Under the delivery, one clear block: who the call is for, what you will cover on it, and a booking calendar. Buyers of your bigger offers and people with a real project — say who it is for, plainly.
4. **Keep the step-up visible, once.** One line about the next level, with its price or its door. Once. This page delivers and invites — it does not ambush.
5. **Connect it back to the follow-up.** The delivery email repeats the link, and the question email keeps the conversation alive after this page is closed.

> **Mistakes that kill this page**
>
> A dead-end "Thanks!" with no product and no next step. Making buyers wait for a human to send what they paid for. Hiding the booking behind three more pages — if the call matters, the calendar is right here.

> **Done looks like**
>
> The buyer has their product in hand within a minute, knows their first step, and the right buyers can book a call without hunting for it.

Your next step

Build It Yourself — Or Have It Built

You can build these 5 pages yourself, one at a time, with the steps in this guide. That works — it is how most owners start.

Or you can have the path built for you. That is what Funnels AI is: tell it your offer, and it drafts the pages, the checkout with its bump, the step-ups, and the follow-up sequence — you approve it, you launch it.

Funnels AI	What you get	Price
Starter	Your first funnel, built: the 5 pages from this guide, connected and live.	**$297**
Pro	More funnels, deeper follow-up sequences, and room to grow the path.	**$1,500**
All-Access	The full Funnels AI system across your offers.	**$2,500**

The next level up starts at $5,000 — book a call, and we will scope it with you.

Start where you are. The important thing is that the road exists — so every post, ad, and email you send from today on lands on a path instead of a dead end.

Funnels AI — Your whole funnel, built by AI. A Goliath Growth Systems product.

A short, honest note: this guide teaches a structure — the 5 pages and the order they go in. It does not promise results, income, or sales numbers; what any funnel does depends on your offer, your market, and the work you put in. Prices above are the current Funnels AI ladder and can change.