

Funnel Step	Visitors	Opt-ins	Booked Calls	Purchases	Conversion %	Notes / Actions					
Lead Magnet	200	50	10	5	2.50%	Test CTA					
Email Nurture Sequence	50	40	8	4	10%	Update email 3					
Call / Offer	10	10	10	5	50%	Improve booking process					
Formulas: - Conversion %: (Next Step / Previous Step) * 100 - Conditional formatting: - Green for growth (>30%) - Yellow for stagnant (10%-30%) - Red for drop-offs (<10%)											
Tips for Use: - Replace example numbers with real client data. - Update weekly to see trends. - Use Notes/Actions column to record tweaks or observations.											