



Mini-Funnel Audit Checklist for Coaches

Use this checklist to audit your funnel and spot areas for improvement.

1. Landing Page

- Headline is clear and benefit-driven
- Copy speaks directly to ideal client pain points
- Single, focused call-to-action (CTA)
- Page is mobile-friendly and loads fast
- Forms are short and easy to complete

2. Lead Magnet

- Valuable and relevant to your audience
- Solves one specific problem
- Delivered seamlessly after signup
- Introduces your coaching style subtly

3. Email Nurture Sequence

- Emails are personal, helpful, and engaging
- Objections addressed; proof of results included
- Clear CTA in every email
- Emails are timed appropriately (not too frequent or sparse)

4. Sales Page & Offer

- Headline and copy focus on transformation
- Benefits and results are clear and specific
- Pricing is clear and justified
- Testimonials and social proof are displayed

5. Funnel Analytics & Tracking

- Analytics installed (Google Analytics or platform analytics)
- Key metrics tracked: landing page conversion, email engagement, sales conversions
- Technical issues fixed (broken links, forms, etc.)
- Review analytics regularly

6. Overall Funnel Flow

- Funnel is simple and intuitive
- Guides audience naturally to CTA (call, webinar, purchase)
- No roadblocks causing drop-offs
- Steps simplified or automated where possible

Final Step

- Review the checklist and mark areas that need improvement
- Implement changes in priority order (highest impact first)
- Re-audit after changes to track improvement

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