

FREE TEMPLATE PACK

# Free Funnel Template Pack

Six ready-to-copy funnel blueprints, each with a page-by-page outline, fill-in-the-blank copy templates and a 3-email follow-up skeleton. Build them free.

## INSIDE

- Lead magnet funnel
- Webinar funnel
- Tripwire funnel
- Course sales funnel
- Coaching application funnel
- Affiliate bridge funnel
- Which funnel to build first
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## START HERE

# How to use this pack

A funnel is a short series of pages and emails with one job: move a stranger one step closer to a decision. Each blueprint in this pack gives you the page order, what goes on each page, copy you can adapt, and three follow-up emails. Copy the structure, replace the brackets with your own words, and keep every claim true.

| Your goal                                               | Start with                     | Pages                                       |
|---------------------------------------------------------|--------------------------------|---------------------------------------------|
| Grow an email list                                      | 1. Lead magnet funnel          | Opt-in, thank-you                           |
| Sell a course, program or service that needs explaining | 2. Webinar funnel              | Registration, confirmation, session, offer  |
| Turn subscribers into first-time buyers                 | 3. Tripwire funnel             | Sales page, checkout, upsell, thank-you     |
| Sell an online course                                   | 4. Course sales funnel         | Free lesson, lesson, sales page, checkout   |
| Book calls for coaching or services                     | 5. Coaching application funnel | Landing, application, booking, confirmation |
| Promote products as an affiliate                        | 6. Affiliate bridge funnel     | Bridge opt-in, bridge page                  |

**Not sure?** Build the lead magnet funnel first. Every other funnel works better when you already have a list of people who know you.

## Build these free on Systeme.io

We recommend Systeme.io's free plan for these blueprints because pages, checkout and email live in one account, with no credit card needed to start. Per its pricing page and help center (checked October 29, 2026), the free plan includes:

- **3 sales funnels**, 2,000 contacts, unlimited email sends, 1 course, 1 blog and 1 custom domain.
- **No Systeme.io transaction fees** when you sell through Stripe or PayPal (the processor's own fees still apply).
- **Limits to plan around:** 1 automation rule and 1 email campaign, so start with one funnel and one follow-up sequence. Free accounts also have a \$10,000 lifetime sales limit before you must upgrade. Evergreen webinars are on the Webinar plan.

### Start your free Systeme.io account

Free plan, no credit card required. Build blueprint 1 today.

[Create a free Systeme.io account](#)

Paid link: we may earn a commission if you sign up for Systeme.io through it, at no extra cost to you. BestFreeFunnels is independent and is not affiliated with or endorsed by Systeme.io.

# Lead magnet funnel

Trade a genuinely useful free resource for an email address, then build trust by email. This is the funnel to build first: it is short, it works for almost any business, and every other blueprint can be fed by its list.



## Page by page

1. **Opt-in page.** Headline that names the result, three bullets on what is inside, an image of the resource, a form with first name and email only, and a privacy line under the button. Remove the site menu so the form is the only action.
2. **Thank-you page.** Confirm the resource is on its way (or give the download button right here), tell them to watch for your emails, and offer one next step: a short video, a community link or a low-price offer.
3. **Optional: one-time offer.** A small paid product that goes one step further than the freebie. Add it only after the first two pages convert.

## Plan your version

|                                  |  |
|----------------------------------|--|
| Who it is for                    |  |
| The one result they want         |  |
| Your offer (free or paid)        |  |
| Where the traffic will come from |  |
| Your headline draft              |  |
| Target for the number above      |  |
| Launch date                      |  |

## Lead magnet funnel: copy and emails

### Copy templates (fill in the blanks)

#### HEADLINE OPTIONS

"Free [checklist/guide/template]: [number] [steps/ideas] to [specific result] without [common pain]"

"The [Name] [Checklist] for [audience] who want [result]"

"Stop [frustrating thing]. Get the free [resource] that shows you how to [result]."

#### BULLETS

- The [number]-minute [task] that [benefit]
- Why [common belief] is costing you [thing]
- A ready-to-use [template/script] for [situation]

#### BUTTON AND PRIVACY LINE

"Send me the free [resource]" / "We will email you the [resource] and occasional tips. Unsubscribe any time."

#### THANK-YOU PAGE

"Check your inbox: your [resource] is on its way. While you wait, [watch this 3-minute video / grab this bonus]."

### 3-email follow-up skeleton

#### EMAIL 1: IMMEDIATELY

**Subject: Your [resource] is inside**

- Deliver the link in the first line
- One quick win they can do today
- Tell them what the next emails cover

#### EMAIL 2: DAY 2

**Subject: The mistake most [audience] make with [topic]**

- A short story or example
- The mistake and why it happens
- The fix, with a link to a helpful page

#### EMAIL 3: DAY 4

**Subject: Want help with [next step]?**

- Recap the result they are after
- Introduce your offer or service in plain terms
- One clear link and an easy "reply with questions"

### Email 1, written out (edit to fit)

**Subject:** Your [resource] is inside

Hi [first name],

Here is your [resource]: [link]. It takes about [number] minutes to go through.

If you only do one thing today, do this: [one quick win in one sentence]. It is the step most [audience] skip, and it makes the rest easier.

Over the next few days I will send two short emails: the most common mistake with [topic], and how to take the next step.

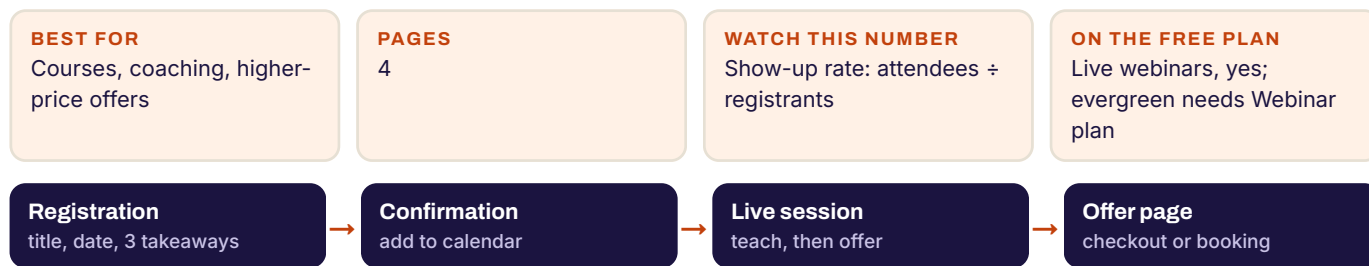
Talk soon,  
[Your name]

[Your business name], [postal address] · Unsubscribe

Full guide with examples: [bestfreefunnels.com/guides/lead-magnet-funnel/](https://bestfreefunnels.com/guides/lead-magnet-funnel/)

# Webinar funnel

Teach something useful live, then make an offer to people who stayed to the end. It suits offers that need explaining, such as courses, coaching programs and services.



## Page by page

1. **Registration page.** A title that names the result, date and time with time zone, three things they will learn, a short presenter line and a name-and-email form.
2. **Confirmation page.** "You are registered", an add-to-calendar link, the join link (or a note that it arrives by email) and one thing to prepare.
3. **Webinar room or replay page.** The live link (Zoom, Google Meet or similar) during the event, then the replay with an end date you will honor.
4. **Offer page.** A written recap of the offer for people who prefer reading: what it is, who it is for, price, what happens after purchase, and checkout or a booking calendar.

## Plan your version

|                                  |  |
|----------------------------------|--|
| Who it is for                    |  |
| The one result they want         |  |
| Your offer (free or paid)        |  |
| Where the traffic will come from |  |
| Your headline draft              |  |
| Target for the number above      |  |
| Launch date                      |  |

## Webinar funnel: copy and emails

### Copy templates (fill in the blanks)

#### REGISTRATION HEADLINE

"Free live training: how to [result] in [timeframe] without [pain]"

"[Date]: the [number]-step plan [audience] use to [result]"

#### THREE TAKEAWAYS

1. Why [common approach] stops working and what to do instead 2. The [number]-step [method] for [result] 3. How to [first action] this week

#### CONFIRMATION PAGE

"You are in. Add [webinar name] to your calendar now, then bring one question about [topic]."

#### OFFER RECAP HEADLINE

"Ready to [result] with help? Here is how [offer name] works."

### 3-email follow-up skeleton

#### EMAIL 1: ON SIGN-UP

**Subject: You are registered:**  
[title], [date]

- Date, time with time zone, join link
- Add-to-calendar link
- One sentence on what to prepare

#### EMAIL 2: 1 HOUR BEFORE

**Subject: We start in 1 hour**

- The join link in the first line
- One reason not to miss it
- Optional: a "starting now" text or email at start time

#### EMAIL 3: AFTER THE EVENT

**Subject: Replay + the offer**  
(until [date])

- Replay link and the real end date
- Offer recap in three lines
- Link to the offer page, and "reply with questions"

### Email 1, written out (edit to fit)

**Subject:** You are registered: [title], [date]

Hi [first name],

You are in. [Title] is live on [day, date] at [time and time zone], and it runs about [length].

Join here: [link] · Add it to your calendar: [calendar link]

To get the most from it, bring one question about [topic]. I will answer as many as I can at the end.

See you there,

[Your name]

[Your business name], [postal address] · Unsubscribe

**Plan note.** Systeme.io lists evergreen (pre-recorded, automated) webinars with its Webinar plan, not the free plan. On the free plan you can build the registration, confirmation and offer pages and present live in a separate meeting tool.

Full guide with examples: [bestfreefunnels.com/guides/webinar-funnel/](https://bestfreefunnels.com/guides/webinar-funnel/)

# Tripwire funnel

Turn new subscribers into first-time buyers with a small, specific offer, an order bump at checkout and one optional upsell. The goal of a tripwire is a first purchase, not profit on day one.



## Page by page

1. **Sales page.** One problem, one product. Headline, what they get, a picture of it, who it is for and not for, price, refund terms and a buy button repeated two or three times.
2. **Checkout with order bump.** Name, email and payment, plus one checkbox add-on that is closely related and priced well below the main product.
3. **One-click upsell page.** Offer the next logical product, buyable without re-entering card details, with a clear "No thanks" link.
4. **Thank-you and access page.** Confirm the purchase, list everything they bought with access links, and say what to do first.

## Plan your version

|                                  |  |
|----------------------------------|--|
| Who it is for                    |  |
| The one result they want         |  |
| Your offer (free or paid)        |  |
| Where the traffic will come from |  |
| Your headline draft              |  |
| Target for the number above      |  |
| Launch date                      |  |

## Tripwire funnel: copy and emails

### Copy templates (fill in the blanks)

#### SALES PAGE HEADLINE

"[Product]: the [format] that helps [audience] [result] this week"

"Get [specific deliverable] for [problem] for just [price]"

#### ORDER BUMP LINE

"Yes, add the [companion item] for [price]. It [specific benefit] so you can [result] faster."

#### UPSELL HEADLINE

"Wait: want the [bigger product] that takes you from [first result] to [bigger result]?"

#### NO-THANKS LINK

"No thanks, I will stick with my order."

### 3-email follow-up skeleton

#### EMAIL 1: RIGHT AFTER PURCHASE

**Subject: Your [product] is ready**

- Access links for everything bought
- The first step to take, in one line
- Where to get help

#### EMAIL 2: DAY 2

**Subject: Did you try [first step]?**

- A quick check-in and one tip
- Answer the most common question
- Invite a reply

#### EMAIL 3: DAY 5

**Subject: What to do after [product]**

- The result they should have now
- The next problem they will hit
- Introduce your core offer with one link

### Email 1, written out (edit to fit)

**Subject:** Your [product] is ready

Hi [first name],

Thank you for your order. Here is everything you bought:

- [Product]: [access link]
- [Order bump item, if purchased]: [access link]

Start with [first step]. It takes about [number] minutes and gets you to [first result].

Any trouble getting in? Just reply to this email and I will help.

[Your name]

[Your business name], [postal address]

**Plan note.** Systeme.io lists one-click upsells and order bumps in its funnel builder and charges no transaction fees on any plan (your payment processor still charges its own fees). Its help center says free accounts have a \$10,000 lifetime sales limit, with a warning banner at \$8,000; after that, payment pages stop taking sales until you upgrade.

Full guide with examples: [bestfreefunnels.com/guides/tripwire-funnel/](https://bestfreefunnels.com/guides/tripwire-funnel/)

# Course sales funnel

Give away a real first lesson, then sell the full course to people who found it useful. Sampling the teaching does more selling than any headline.



## Page by page

1. **Free lesson opt-in.** Headline naming the skill, what the lesson covers, how long it takes, and a name-and-email form.
2. **Lesson page.** The video or written lesson, a worksheet, and a short invitation to the full course at the end.
3. **Sales page.** Who it is for, the result, module-by-module curriculum, what is included, price, refund policy, and a frequently asked questions section. Use real student results only, with permission.
4. **Checkout and course welcome.** Checkout, then a welcome page with login details, how to start module 1 and where to ask questions.

## Plan your version

|                                  |  |
|----------------------------------|--|
| Who it is for                    |  |
| The one result they want         |  |
| Your offer (free or paid)        |  |
| Where the traffic will come from |  |
| Your headline draft              |  |
| Target for the number above      |  |
| Launch date                      |  |

## Course sales funnel: copy and emails

### Copy templates (fill in the blanks)

#### OPT-IN HEADLINE

"Free lesson: how to [skill] in [timeframe], even if [common worry]"

#### LESSON CLOSE

"That was lesson 1 of [number]. In [course name], we go from here to [result], step by step."

#### SALES PAGE HEADLINE

"[Course name]: learn to [result] in [number] modules"

"For [audience] who are ready to [result], without [pain]"

#### CURRICULUM LINE

"Module [n]: [outcome-focused title]. You will [specific thing they can do after]."

### 3-email follow-up skeleton

#### EMAIL 1: ON SIGN-UP

**Subject: Your free lesson: [title]**

- The lesson link first
- How long it takes and what to have ready
- Tell them a second email is coming

#### EMAIL 2: DAY 2

**Subject: Questions people ask about [course]**

- Answer the top two objections honestly
- Who the course is not for
- Link to the sales page

#### EMAIL 3: DAY 4

**Subject: Enrollment for [course] (and what happens next)**

- What they get and the price
- A real deadline or bonus only if it is true
- One link, plus "reply if you are unsure"

### Email 1, written out (edit to fit)

**Subject:** Your free lesson: [title]

Hi [first name],

Here is your free lesson: [link]. It takes about [number] minutes. Have [worksheet / notebook / tool] ready.

By the end you will be able to [specific thing they can do]. It is the first of [number] lessons in [course name], and it stands on its own.

In two days I will answer the questions people ask most about the full course.

Enjoy the lesson,

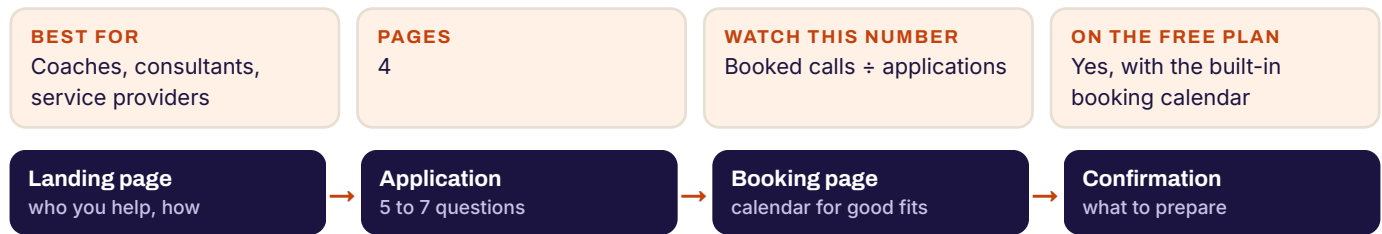
[Your name]

[Your business name], [postal address] · Unsubscribe

Full guide with examples: [bestfreefunnels.com/guides/course-sales-funnel/](https://bestfreefunnels.com/guides/course-sales-funnel/)

# Coaching application funnel

Coaching and services sell on a call, so this funnel books calls with people who are a good fit and filters out people who are not. There is no checkout page.



## Page by page

1. **Landing page.** Who you help, the result you work toward, how the process works, what it costs or a "from" price, and a button to apply.
2. **Application form.** Five to seven questions: current situation, goal, timeline, what they have tried, budget range, and why now.
3. **Booking page.** A calendar for qualified applicants. Route "just exploring" answers to a free resource and your newsletter instead.
4. **Confirmation page.** The date and time with time zone, how to join, and two things to think about before the call.

## Plan your version

|                                  |  |
|----------------------------------|--|
| Who it is for                    |  |
| The one result they want         |  |
| Your offer (free or paid)        |  |
| Where the traffic will come from |  |
| Your headline draft              |  |
| Target for the number above      |  |
| Launch date                      |  |

## Coaching application funnel: copy and emails

### Copy templates (fill in the blanks)

#### LANDING HEADLINE

"I help [audience] [result] in [timeframe] through [method]"

"Ready to [result]? Apply for a free [length]-minute [strategy/fit] call."

#### APPLICATION INTRO

"This short application helps me see whether I can help. It takes about [number] minutes."

#### NOT-A-FIT MESSAGE

"Thanks for applying. Right now the best next step is [free resource]; I will share more tips by email."

#### CONFIRMATION LINE

"You are booked for [day, time, time zone]. Before we talk, jot down [question 1] and [question 2]."

### 3-email follow-up skeleton

#### EMAIL 1: SAME DAY

**Subject: Thanks for applying: next step**

- Confirm you received it
- Booking link if they have not booked
- What the call is (and is not)

#### EMAIL 2: DAY BEFORE THE CALL

**Subject: Our call tomorrow at [time]**

- Time with time zone and join link
- Two questions to think about
- How to reschedule

#### EMAIL 3: AFTER THE CALL

**Subject: Recap and next step**

- Summary of their goal in their words
- Your recommendation and price
- A clear yes/no next step, no pressure

### Email 1, written out (edit to fit)

**Subject:** Thanks for applying: next step

Hi [first name],

Thanks for your application. I read every one myself.

If you have not picked a time yet, here is my calendar: [booking link]. It shows the next two weeks.

The call is [length] minutes. We will look at where you are now, where you want to be, and whether working together makes sense. If it does not, I will point you to something that fits better.

Speak soon,

[Your name]

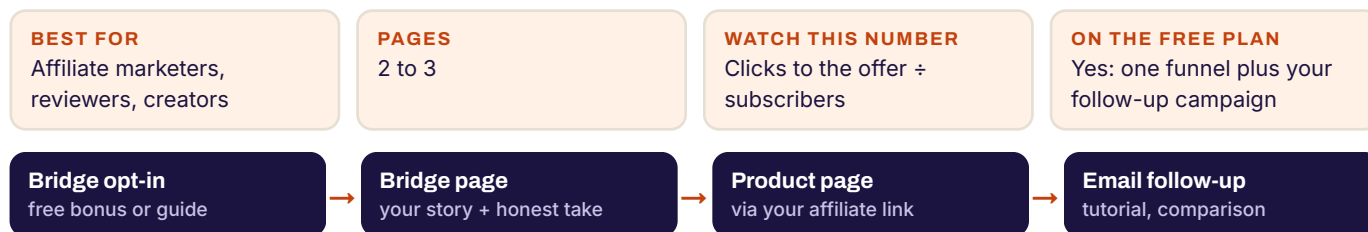
[Your business name], [postal address] · Unsubscribe

**Plan note.** Systeme.io lists a booking calendar among its features, connected to funnels and contacts, so the application, booking and follow-up can live in one account. Check event limits for your plan on its pricing page.

Full guide with examples: [bestfreefunnels.com/guides/coaching-application-funnel/](https://bestfreefunnels.com/guides/coaching-application-funnel/)

# Affiliate bridge funnel

Instead of sending visitors straight to an affiliate link, send them to your own page first. You capture the email, give your honest take, and follow up, so one visit can become several chances to help.



## Page by page

1. **Bridge opt-in page.** Offer something of your own that helps people use or choose the product: a setup checklist, a comparison sheet or a short tutorial.
2. **Bridge page.** A short video or text: who you are, how you use the product, who it suits and who it does not, and your affiliate link with a clear disclosure next to it.
3. **Optional bonus delivery page.** If the program allows bonuses, explain how buyers claim yours, and follow the program's terms exactly.

## Plan your version

|                                  |  |
|----------------------------------|--|
| Who it is for                    |  |
| The one result they want         |  |
| Your offer (free or paid)        |  |
| Where the traffic will come from |  |
| Your headline draft              |  |
| Target for the number above      |  |
| Launch date                      |  |

## Affiliate bridge funnel: copy and emails

### Copy templates (fill in the blanks)

#### BRIDGE OPT-IN HEADLINE

"Before you buy [product]: get my free [setup checklist/comparison] for [audience]"

#### BRIDGE PAGE OPENER

"I have used [product] for [real length of time] to [what you do with it]. Here is what it does well, and where it falls short."

#### DISCLOSURE NEXT TO THE LINK

"Paid link: if you buy through it, I may earn a commission at no extra cost to you."

#### CALL TO ACTION

"See [product]'s current plans" (never invent discounts or results)

### 3-email follow-up skeleton

#### EMAIL 1: IMMEDIATELY

**Subject: Your [checklist/guide] + my honest take**

- Deliver the resource
- Two lines on how you use the product
- Link with disclosure

#### EMAIL 2: DAY 2

**Subject: How to set up [product] in [number] steps**

- A practical tutorial
- One common mistake to avoid
- Link with disclosure

#### EMAIL 3: DAY 4

**Subject: [Product] vs [alternative]: who should pick which**

- An honest comparison
- Who should not buy it
- Final link with disclosure

### Email 1, written out (edit to fit)

**Subject:** Your [checklist/guide] + my honest take

Hi [first name],

Here is your [checklist/guide]: [link].

A quick note on [product]: I have used it for [real length of time] to [what you do with it]. It is strong at [real strength]; it is weaker at [real limitation], so it suits [who it suits] better than [who it does not suit].

If you want to look at it: [affiliate link]

Paid link: if you buy through it, I may earn a commission at no extra cost to you.

[Your name]

[Your business name], [postal address] · Unsubscribe

**Rules to follow.** Read each affiliate program's terms before you promote: some ban certain traffic sources, coupon claims or bidding on brand names. Disclose your paid links clearly wherever they appear, including in emails.

Full guide with examples: [bestfreefunnels.com/guides/affiliate-bridge-funnel/](https://bestfreefunnels.com/guides/affiliate-bridge-funnel/)

## BUILD IT

# Free-plan build checklist

Use this list for any blueprint. Menu names change from time to time, so follow Systeme.io's help center if a screen looks different.

- ☐ Create your free account and fill in your sender name, reply-to email and postal address (email laws require a physical address in marketing emails).
- ☐ Connect your custom domain, or use the free subdomain while you test.
- ☐ Create a funnel, choose its type and pick a template for each step; replace the brackets with your copy from this pack.
- ☐ Add the form to your opt-in or registration page and apply a tag that says where the contact came from.
- ☐ Write the three follow-up emails as one email campaign, with the delays shown in the blueprint.
- ☐ Set up your single automation rule so the form subscription starts that campaign.
- ☐ For paid offers, connect Stripe or PayPal and add the product, price and any order bump to the checkout step.
- ☐ Test on your phone: sign up with a second email address, check every email arrives, click every link, and run a test purchase if you sell.
- ☐ Publish, share the link in one channel you already use, and check your numbers after the first 100 visitors.

## Rules every funnel must follow

- **Email law:** marketing emails need your real postal address and a working unsubscribe link, and opt-outs must be honored promptly (the FTC's CAN-SPAM guide says within 10 business days).
- **Truthful copy:** use real results only, with permission; no invented testimonials, income claims or fake countdown deadlines.
- **Paid links:** disclose affiliate links next to the link, on pages and in emails.
- **Privacy:** link a privacy policy from every page that collects an email address.

## Free resources on BestFreeFunnels.com

- Funnel templates hub: [bestfreefunnels.com/funnel-templates/](https://bestfreefunnels.com/funnel-templates/)
- Systeme.io free plan walkthrough: [bestfreefunnels.com/guides/systeme-io-free-plan-walkthrough/](https://bestfreefunnels.com/guides/systeme-io-free-plan-walkthrough/)
- Email automation basics: [bestfreefunnels.com/guides/email-automation-basics/](https://bestfreefunnels.com/guides/email-automation-basics/)
- Funnel calculator and metrics: [bestfreefunnels.com/funnel-calculator/](https://bestfreefunnels.com/funnel-calculator/) · [bestfreefunnels.com/guides/funnel-metrics-explained/](https://bestfreefunnels.com/guides/funnel-metrics-explained/)
- Compare free funnel builders: [bestfreefunnels.com/best-free-funnel-builders/](https://bestfreefunnels.com/best-free-funnel-builders/)

## Ready to build your first funnel?

[Start free on Systeme.io](#)

Paid link: we may earn a commission if you sign up for Systeme.io through it, at no extra cost to you.

**Disclosure and sources.** Some links in this pack are paid (affiliate) links to Systeme.io; if you sign up through them we may earn a commission at no extra cost to you. Plan limits are from [systeme.io/pricing](https://systeme.io/pricing) and the lifetime sales limit from [Systeme.io's help center](https://systeme.io/help-center), both checked October 29, 2026; the opt-out timing is from the [FTC CAN-SPAM compliance guide](https://ftc.gov/can-spam). Vendors change plans; confirm before you rely on a limit. BestFreeFunnels is an independent publication, not affiliated with or endorsed by Systeme.io or any company mentioned, and this pack is not official vendor material. Templates are starting points, not promises of results. General information, not legal advice.

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