



ABK FUNNEL FIX KIT

4 Fixes for a Funnel that converts

ABK
ATOMIC BUSINESS KIT

The ABK Funnel Fix Kit: 4 Fixes for a Funnel that converts

If you've been building for a while but you're not getting leads, sales, or traction, chances are your funnel is leaking. This guide gives you 4 high-impact fixes to plug the gaps, rebuild trust, and turn clicks into clients.

Fix #1: Clarify Your Funnel Goal

Question to Ask: What is the one thing I want a visitor to do?

Common Mistake: Too many CTAs. Confusing next steps.

Fix:

Pick ONE conversion goal per page or stage (e.g., "Book a Call")

Align everything to that: headlines, buttons, testimonials

Fix #2: Reposition the Offer

Question to Ask: Is your offer solving a painful problem now?

Common Mistake: Selling features or benefits without urgency.

Fix:

Update copy to highlight pain → solution → result

Add urgency triggers: "Spots limited" or "Results in 30 days"

Insert social proof that shows transformation

Fix #3: Add Nurture Points

Question to Ask: Are you educating and following up?

Common Mistake: No lead magnet, no email sequence, no retargeting.

Fix:

Create a lead magnet (PDF, checklist, video)

Set up a 3-email welcome sequence (Value > Story > CTA)

Use retargeting ads to bring back warm leads

Fix #4: Simplify the Tech

Question to Ask: Can someone move through your funnel in under 60 seconds?

Common Mistake: Overbuilt funnels with 4+ tools, broken steps, or friction.

Fix:

Use all-in-one tools like Systeme, ConvertKit, or Squarespace

Test your funnel with someone non-technical

Track 3 metrics: visits > leads > sales

 Ready to fix your funnel? Book a [Free Clarity Call](#) or let our [Domination Plan](#) Team clean up and rebuild it for you.