

THE FUNNEL JOURNAL: PROJECT PLANNER

"Each day is a gift and every chosen action is a chance to create connection."

NAME THIS PROJECT OR CAMPAIGN

DATES TO REMEMBER

Launch Date: _____

Key Milestones:

THINGS & PEOPLE TO CELEBRATE ALONG THE WAY

☐ _____

☐ _____

☐ _____

THE INTENTION CHECKLIST

(Jot quick answers to ground yourself
before you build)

What's the real problem we are solving?

Who exactly is this for?

What do we want them to feel?

WHILE INTENTIONALLY MAKING TIME FOR:

- ☐ SKETCHING SESSIONS
- ☐ TEAM BRAINSTORM
- ☐ CUSTOMER POV CHECK
- ☐ DEBRIEF & REFLECTION

NOTES & REMINDERS

FUNNEL SKETCH

(Think of this as your blueprint boxes — one or two notes per stage is plenty)

AWARENESS

HOW WILL PEOPLE FIRST HEAR ABOUT THIS?

CURIOUS

HOW WILL YOU INVITE THEM TO TAKE A STEP FORWARD?

CONSIDERING

HOW WILL YOU MOVE THEM FROM UNKNOWN TO KNOWN?

CONVERSION

WHAT COUNTS AS SUCCESS HERE?

ENGAGEMENT

HOW WILL YOU NURTURE THEM AFTER THE FIRST YES?

ADVOCATING

HOW WILL YOU EQUIP THEM TO SHARE AND INVITE OTHERS?