

The Coach Funnel Blueprint

The Five Step System that turns Instagram followers into booked clients and product sales. With tools that cost less than \$20 a month.

WRITTEN BY

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I'm not a marketing guru. I'm an athlete who had to learn to sell.

I spent my youth on the track. 400 metres, the 4x400 relay, the Polish national team, the World Junior Championships. I know your world from the inside: the 6am sessions, the client who cancels at 9pm, the feeling that your income has a ceiling made of hours.



400m, Polish
Championships

Then I stopped competing and had to build a business from nothing. I opened my own online supplement store. I learned payments, email automation, ads, and how to sell to people I had never met. Later I built the same systems for other businesses, and today I run Funnelado, an agency that builds sales systems for coaches and trainers.

This guide is the exact system I build for paying clients. Nothing is held back.

You can build all of it yourself with the steps in these pages. Or, if you would rather spend your time coaching, I can build it for you and you will see it working before you pay anything. Both paths are fine with me. The only bad option is staying where you are.

How to use this guide

- 1 Read the map on page 4 once. That is the whole system.
- 2 Build one step per day using pages 5 to 9. Each has a "do this" list.
- 3 Use the 7-day checklist on page 11 to keep yourself honest.

The coach's trap: fully booked and still stuck.

Does this sound familiar?

Your entire business lives in your DMs. Someone finds you on Instagram, sends a message, and you go back and forth for two days about pricing and availability. Maybe they book. Maybe they disappear.

Your "website" is a Linktree. Your booking system is a screenshot of your calendar. Your income stops the moment you stop showing up.

The maths nobody says out loud

30 sessions a week, 52 weeks a year. That is the ceiling. There is no 31st hour. The only ways up are raising your prices (hard when you look like everyone else) or selling something that is not your time (impossible without a system).

What it costs you every month



Hours lost in DMs.

Selling by hand, one conversation at a time, to people who often ghost.



Income like a sine wave.

Empty in the summer, overbooked in September, no way to smooth it out.



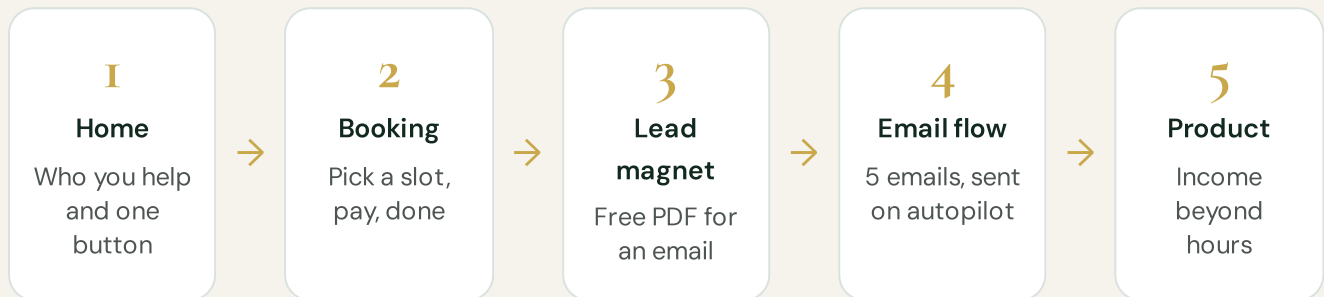
An audience you don't own. 8k followers, zero emails. One algorithm change and they are gone.

The coaches who broke through did not get more followers. They built a system that works while they coach. That system has five steps, and you can see all of it on the next page.

The Five Step System.

This replaces your Linktree.

Five steps, each one a page on your site. A visitor moves through them from left to right. Everything else is decoration.



Two visitors, two paths

Ready now: Home → Booking. They pay, you train them. No DMs.

Not ready yet: Home → Lead magnet → Email flow → Booking or Product. They warm up on their own time, then buy.

What each step gives you

- ✓ **Step 1** makes you look like a specialist, not one more trainer.
- ✓ **Step 2** ends the pricing conversation. No shows drop the moment money is involved.
- ✓ **Step 3** turns followers into a list you own. Nobody can take it away.
- ✓ **Step 4** sells while you coach. Written once, working every day.
- ✓ **Step 5** earns money when you are not in the room. This is the one that changes everything.

Order matters. Build 1 and 2 first. Even without the rest, they already take the DM ping-pong out of your life. Add 3, 4 and 5 over the following days.



Sell one thing.

Your home page has one job: make the right person think "this is for me" in five seconds, and show them one thing to do next. Not six links. One.

Do this

- ✓ **One headline:** who you help and what result they get. Write it as a sentence, not a slogan.
- ✓ **One photo of you coaching.** Working with a client, not posing. People book a person, not a physique.
- ✓ **Three results with numbers.** "Lost 12 kg in 16 weeks" beats "amazing transformation" every time.
- ✓ **One button.** "Book a session" for people who are ready. Below it, one line: "Not ready? Get the free guide." That is your second path.
- ✓ **Your story in four lines.** Why you coach, who you were before. Trust comes from this, not from certificates.

COPY THIS AND FILL IN THE BLANKS

Headline: I help [busy professionals in Dubai] [lose 10 kg without living in the gym].

Sub-line: [Online and in-person] coaching. [12-week] programmes. [Real food, no extremes].

Button: Book your first session · **Second path:** Not ready? Grab the free [7-day meal structure].



THE MISTAKE TO AVOID

Listing everything you offer: PT, online coaching, nutrition, group classes, corporate wellness. A confused visitor does not choose. They leave. Pick the one thing you want more of and put only that on the home page.



End the DM ping-pong.

Right now a new client costs you two days of messages: "how much", "when are you free", "where do you train", "do you do packages". Then silence. Booking with payment turns that into ninety seconds and removes the awkward money talk completely.

Do this

- ✓ **Open a free Calendly account.** One event type: "Consultation" or "First session". Pick the length.
- ✓ **Set your real availability.** Only the hours you actually want to work. Calendly hides the rest.
- ✓ **Connect payment.** Calendly links to Stripe or PayPal. The client pays as they book. This one setting cuts no shows more than any reminder ever will.
- ✓ **Add buffers and a cancellation window.** 15 minutes between sessions, 24 hours to cancel. Set it once, forget it.
- ✓ **Turn on automatic reminders.** Email 24 hours before, another 1 hour before. You never chase anyone again.
- ✓ **Put the link on your home page button** and in your Instagram bio.

What changes the first week

Your DM answer to "how much?" becomes one line: "All the details and free slots are here" plus the link. You stop negotiating, and the people who were never going to book stop taking your time.



THE MISTAKE TO AVOID

Free consultations without payment. They fill your calendar with people who are "just curious". Even a small deposit, credited to the first package, filters for people who are serious.



Own your audience.

Instagram can shadowban you tomorrow. Your account can disappear. Your followers are rented. An email list is yours forever, and you can talk to it whenever you want: "Back from holiday, three slots open this week" goes to 300 people instead of into the void.

A lead magnet is simply something useful you give away in exchange for an email. The good news: you already have it.

Pick one you already have

A self-assessment checklist made from the questions you already ask on a first consultation.

A 7-day meal structure you give new clients anyway.

A beginner programme or a 10-minute warm up routine.

Do this

- ✓ **Make it in Canva.** 5 to 10 pages, your colours, your photo on the cover. One evening.
- ✓ **Build the page.** Title, three bullets on what is inside, an email field, a button. Nothing else.
- ✓ **Connect the form to [SendPulse](#)** (free up to 500 subscribers). New email in, PDF goes out automatically.
- ✓ **Link it from your home page** ("Not ready? Grab the free guide") and from your Instagram bio.



THE MISTAKE TO AVOID

Trying to solve ten problems vaguely. A good lead magnet solves one small problem completely. "7 breakfasts under 400 kcal" beats "The complete guide to nutrition".



Sell while you coach.

Someone downloads your guide at 11pm. What happens next decides whether they become a client or forget you by the weekend. Five emails, written once, sent automatically, do the following up for you. Your story does most of the work.

DAY	EMAIL	WHAT IT DOES
0	Here's your guide + who I am	Delivers the PDF and tells your story in six lines. Athlete, injury, comeback, whatever is true. This is the email people remember.
2	The mistake almost everyone makes	One common error you see in new clients. Teach, don't sell. Ends with a question: "What's the one thing stopping you?" Replies are gold.
4	How Sarah did it	A client story told like a story: where she started, what changed, the number at the end.
6	What working with me looks like	The programme, the check-ins, the first session. Remove the unknowns.
8	Ready when you are	The offer, one button to book, one line about how many spots you have this month.

Do this

- ✓ In [SendPulse](#), create an automation: trigger "new subscriber", then five emails with the delays above.
- ✓ **Write like you text.** Short lines. One idea per email. No "Dear valued subscriber".
- ✓ **Every email ends with one link.** Booking page or product page. Never both.
- ✓ **After the five,** send one email a week. Tips, client wins, what you're up to. 80% useful, 20% offers.



THE MISTAKE TO AVOID

Selling in email one. They just met you. Give first, ask on day eight. The list will still be there.



Income beyond your hours.

The first time you make money while training someone else, you will understand why this step matters. It does not need a camera, a studio or a course platform. It needs one page and one PDF.

Start embarrassingly simple

\$29

A 4-week training plan
for one clear goal

\$39

A nutrition guide with
the meals you already
prescribe

\$49

A "first month back"
programme for people
returning after a break

Do this

- ✓ **Take what you already give clients** and make it a clean PDF in Canva. Cover, intro, the plan, a page on how to progress.
- ✓ **Open a free [Payhip](#) account** and upload it. Payhip handles the payment, the delivery and the receipts.
- ✓ **Sell worldwide without the tax headache.** Payhip acts as merchant of record, which means it collects and pays EU VAT and similar taxes for you. Your followers back home can buy without you registering anywhere.
- ✓ **One product page:** what it is, who it is for, what they get, one price, one button.
- ✓ **Link it from email five,** from your home page and from your bio.



THE MISTAKE TO AVOID

Waiting until you have a full video course. The \$29 PDF you launch this week teaches you more about what your audience buys than the \$299 course you plan for next year.

The whole system for under \$20 a month.

The gurus will tell you that you need ClickFunnels at \$297 a month or Kajabi at \$199. You don't. Everything in this guide runs on tools that are free or close to it, and every account is in your name. If you ever stop working with anyone, including me, it all stays yours.

TOOL	ITS JOB IN THE SYSTEM	COST
Canva Websites	Builds and hosts your pages, no code needed. Free on a canva.site address; your own domain needs Canva Pro. (I host client sites on Netlify, but that needs code.)	\$0
Calendly	Booking with payment, reminders and buffers. Step 2.	\$0
<u>SendPulse</u>	Your email list and the automatic five-email flow. Steps 3 and 4.	\$0 up to 500 subscribers
<u>Payhip</u>	Sells your digital product and handles taxes worldwide. Step 5.	\$0 + 5% per sale
Canva	Your lead magnet, your product PDF, your covers.	\$0
Your domain	yourname.com. The one thing worth paying for.	~\$15 a year

Total: about the price of two protein shakes a month.

Your funnel should never cost more than it makes. When your list passes 500 people or you want more than one product, you upgrade. Not before.

Why not an all-in-one platform? Because you pay every month whether you sell or not, you learn a system you don't own, and when you leave, your pages and your list leave with it. The stack above is boring on purpose. Boring is what keeps working.

Build it in seven days.

One evening per line. Tick as you go. If a day slips, don't skip ahead, just pick up where you left off.

Day 1

Write your positioning. One sentence: who you help and what result. Say it out loud. If it sounds like every other trainer, sharpen it.

Day 2

Set up booking. Calendly account, one event type, real availability, payment connected, reminders on.

Day 3

Build your home page. Headline, photo, three results, one button, four-line story. Publish it even if it feels unfinished.

Day 4

Create your lead magnet from something you already have. Canva, 5 to 10 pages, your face on the cover.

Day 5

SendPulse. Create the list, connect the form, write emails 0 and 2.

Day 6

Write emails 4, 6 and 8. Set the automation live. Send yourself a test and read it on your phone.

Day 7

Go live. Change your Instagram bio link. Post about it. Reply to your next "how much?" DM with the booking link. Then go coach.

Step 5, your product, comes in week two. By then you will have a list, a booking page and a feel for what people ask about. Build the product around that, not around a guess.

Build it yourself, or let me build it for you.



Path 1: Build it yourself

Everything you need is in this guide. Seriously, go build it. When it is live, send me the link on Instagram. I read every one and I will tell you honestly what I would change.



Path 2: I build it for you

In 72 hours to 14 days, depending on how much of the system you want, I build the whole thing: pages, booking, emails, product store. Custom design, in your name, on the same \$20 stack.

And here's the part nobody else does: **you see your website working before you pay a single cent.** I build a free working preview first. You click through it, you judge it, and only then we talk. If you don't love it, you owe me nothing and you keep this guide.

How to start

Message me on WhatsApp with your Instagram handle, so I can see your work before I build anything.

+971 55 121 8852 · or the "Talk to Rado" button on funnelado.com/coaches

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