

February Clarity Plan

Focus: Simplify Your Funnel

By now you may have started building different pieces of your online business.

This is the stage where many people begin adding more tools, pages, or strategies — thinking complexity will create better results.

Often the opposite is true.

This month we focus on **simplifying your funnel so it actually works.**

This Month's Focus

Look at your system and simplify wherever possible.

A strong beginner funnel usually includes:

- One clear offer
- One lead magnet
- One email follow-up sequence
- One main traffic source

Simplicity makes it easier for both you and your audience.

🚫 What to Ignore

Avoid the temptation to:

- add extra funnels
- chase new traffic platforms
- constantly rebuild your pages
- switch strategies too quickly

Your goal is to **strengthen what already exists.**

✓ Simple Action Steps

- Review your funnel and remove unnecessary steps
- Make sure your main offer is clear
- Continue growing your email list
- Focus your traffic efforts on one main source

A simple, tested, high performing funnel is better than a complex, unproven funnel every time!

Marie