

# Bridge Page Funnel Template (High-Converting)

## 1. Headline (Message Match Comes First)

**Goal: Confirm the visitor clicked the right link.**

**Template:**

> How [Desired Result] Without [Main Frustration]

Examples:

- How to Build Passive Income Without Paid Ads
- How to Lose Weight Without Starving Yourself

Tip:

Match this to your ad or post word for word when possible. This lowers bounce rates fast.

## 2. Subheadline (Set Expectations)

**Goal: Explain what the page does in one clear sentence.**

**Template:**

> This short page explains why most people fail and what actually works before you see the full solution.

Why it works:

It slows the reader down and removes pressure.

## 3. Opening Hook (Relatable Pain)

**Goal: Show you understand their problem.**

**Template:**

> If you've tried [common solution] and felt stuck, you're not alone. Most people struggle because they skip one key step.

Keep it real:

No hype. No big claims. Just recognition.

#### 4. Short Story or Context (Build Trust)

**Goal: Create connection and authority.**

**Template:**

> I ran into the same issue when I first tried [goal]. I followed the advice, watched the videos, and still saw weak results.

> The problem wasn't effort. It was the path I was sent down.

Guidelines:

- 3-5 short sentences
- Use plain language
- Be honest, not polished

#### 5. The Insight (The "Bridge" Moment)

**Goal: Shift their thinking.**

**Template:**

> What I learned is simple. Sending people straight to an offer rarely works anymore. Trust has to come first.

This is the bridge:

You are explaining why the next page exists.

#### 6. Soft Proof (Optional but Powerful)

**Goal: Reduce doubt without pressure.**

**Template options:**

- A short result you experienced

- A quote or comment
- A simple before/after statement

Example:

> Once I added this step, engagement improved and conversions became more consistent.

Rule:

One proof point only. Keep it light.

## 7. What Happens Next (Clarity Section)

**Goal: Remove fear and confusion.**

**Template:**

> On the next page, you'll see a full breakdown of how this works, who it's for, and how to get started.

Why this matters:

People hesitate when they feel tricked. This removes that feeling.

## 8. Call to Action (Single Focus)

**Goal: Move them forward with confidence.**

**Button Text Examples:**

- Watch the Free Training
- See How It Works
- Continue to the Next Step

CTA Copy Under Button:

> Click below to continue. Nothing to buy on this page.

Tip:

Avoid aggressive words. Calm confidence converts better.

## 9. Optional Email Capture (Cookieless Boost)

**Goal: Collect first-party data.**

**Template:**

> Want a copy of this walkthrough sent to your inbox? Enter your email below.

Important:

This should be optional. Never block the main CTA.

## 10. Footer Trust Notes (Simple Reassurance)

**Goal: Reduce resistance at the last second.**

**Template:**

- No spam. Ever.
- Your info stays private.
- You can leave anytime.

Page Structure Summary (Quick View)

- Headline
- Subheadline
- Pain-based hook
- Short story
- Key insight
- Light proof
- What happens next
- CTA button
- Optional email capture
- Trust footer

One page. One goal. No distractions.

## Tools That Work Well for Bridge Pages

You don't need fancy software.

Simple options:

- WordPress
- [Systeme.io](#)
- [Kit](#)

Brought to you by: [Danko Marketing](#)

Choose what you already know. Speed matters more than features.

## Final Setup Tips

- Keep the page under one scroll if possible
- Use short paragraphs and white space
- Avoid sidebars and extra links
- Test one change at a time

A bridge page funnel works because it respects the visitor. It explains. It guides. It earns the click.