

Bridge Page Funnel Worksheet

Page Goal

What is the ONE action this page should lead to?
(Click to offer, watch training, join list)

→ _____

1. Traffic Source Check

Where is this traffic coming from?
(ad, social post, email, video, blog)

→ _____

Main promise or hook used before the click:
(This must match your headline)

→ _____

2. Headline (Message Match)

Desired result your visitor wants:

→ _____

Main frustration they want to avoid:

→ _____

Draft headline:

How _____ without

3. Subheadline (Set Expectations)

What will this page explain or help them understand?
(One sentence only)

→

4. Pain & Recognition

What have they already tried that did not work?

→ _____

Why did it fail or feel frustrating?

→ _____

Draft pain sentence:

If you've tried _____ and felt
_____, you're not alone.

5. Short Story or Context

Your connection to this problem:
(honest, simple, no hype)

→

→

→

6. The Bridge Insight

The key realization they are missing:
(This explains why the next page exists)

→

Draft insight sentence:

What I learned is simple: _____.

7. Soft Proof (Optional)

One proof point you can share:
(result, experience, feedback, observation)

→ _____

8. What Happens Next

What will they see or learn on the next page?
(Be clear and calm)

→ _____

Draft clarity sentence:
On the next page, you'll see _____.

9. Call to Action

Best button text:
(Short and clear)

→ _____

Reassurance line under button:
(ex: nothing to buy, short video, free info)

→ _____

10. Optional Email Capture

Reason someone would want to join your list here:

→ _____

Simple opt-in line:

→ _____

11. Final Page Check

Answer YES or NO:

- One clear goal only? **Yes/No**
- Matches the traffic message. **Yes/No**
- Easy to read on mobile? **Yes/No**
- No extra links or distractions? **Yes/No**
- Trust feels natural, not forced. **Yes/No**

Final Reminder

A bridge page funnel does not sell hard.
It explains, aligns, and earns the next click.

Fill this worksheet once, and you can reuse the structure for any niche, offer, or traffic source.