THE STEP-BY-STEP WEEKEND BLUEPRINT

The $0 Funnel

How to Build a Complete Lead-Generating System This Weekend – Without Paying for a Single Tool

The landing page, popup, email follow-up, link tracking and traffic setup most beginners pay a monthly fortune for – done for free, in one place.

No website · No hosting · No credit card

5
funnel parts, built one simple step at a time

2
days to a working system you can grow

$0
needed to start – today or ever

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SECTION 01

The Tool Trap: Why Most Beginners Never Build a List

Every online marketer hears the same advice on day one: **"The money is in the list."** And it's true. An email list is the one asset you own. Social platforms change their rules, search rankings come and go – but the people who asked to hear from you stay reachable.

So why do so many beginners never get past a handful of subscribers? In most cases it isn't lack of effort. It's the **tool trap**.

How the tool trap works

1. You learn you need a landing page → you sign up for a page builder.
2. You need somewhere to host it → hosting and a domain.
3. You need to email people → an autoresponder.
4. Someone says "use popups" → another subscription.
5. You want to know what works → a link tracker.
6. Then you need traffic → paid ads.

Before you've collected a single email address, you're juggling six logins and a pile of monthly bills. Most people quit right here – not because the plan was wrong, but because the setup was too expensive and too confusing.

The way out: one free platform, five tools

This guide shows you how to build the whole system – all five parts – inside one free platform: **LeadsLeap**. It has been running since 2009 and offers a **lifetime free membership** that includes:

✓ Page builder
10 pages, hosting included – no website needed.

✓ Popup creator
10 popups, hosting included.

✓ Autoresponder
10 lists, unlimited subscribers.

✓ Link tracker
199 trackers and 10 rotators, with bot detection.

✓ Traffic
Real human visitors through the ad network and credit system.

✓ Ways to earn
Optional programs that reward you for activity and referrals.

☞ Do this now (2 minutes)

One login, no credit card. Open your free account so you can follow along step by step:
https://leadsleap.com/?r=mariansweb dotcom

SECTION 02

The 5 Parts of Every Funnel That Works

"Funnel" sounds technical, but it's a simple idea: a path that takes a stranger and turns them into a subscriber who knows, likes and trusts you. Every working funnel – from a solo blogger's to a big company's – has the same five parts.



Visitors arrive → the page offers a free gift → the popup catches those about to leave → emails build the relationship → tracking shows what's working.

Part	Its one job	LeadsLeap free tool
Traffic	Bring real people to your page.	Ad network + credits
Landing page	Swap a free gift for an email address.	Page Builder
Popup	Give leaving visitors a second chance.	PopupXpert
Email	Deliver the gift, then build trust over time.	SendSteed autoresponder
Tracking	Show which traffic and ads actually work.	The Real Tracker

The secret ingredient: your free gift

Nobody hands over an email address "to get updates". They hand it over in exchange for something useful right now. This is your **lead magnet**, and it decides whether your funnel works more than any tool does.

The best lead magnets for beginners are **small, specific and quick to use**:

- **A checklist** – "The 12-Point Blog Post Launch Checklist"
- **A short guide** – 10 to 20 pages, one problem solved
- **A video lesson** – 10 minutes, one clear result
- **A cheat sheet** – "50 ChatGPT Prompts for Etsy Sellers"
- **A swipe file** – templates people can copy
- **A PLR ebook** – rebranded as your own gift

> **Rule of thumb:** if your gift can be used in under 15 minutes and gives a quick win, it will out-convert a 200-page ebook every time.

SECTION 03

Before You Start: The 20-Minute Setup

Get these four things ready on Friday evening and the weekend will go smoothly.

① Create your free account (2 minutes)

Sign up at leadsleap.com. Use an email address you check daily – this is where notifications and new subscriber alerts will arrive. Confirm your email, log in and take a quick look around the member area menu.

② Pick ONE audience (5 minutes)

Fill in this sentence. Be specific – "everyone who wants to make money" is not an audience.

```
I help [who] who struggle with [problem] to [result they want].
```

Example: "I help busy moms who struggle with blogging to publish their first post in a weekend."

③ Choose your free gift (10 minutes)

Pick one idea from the list in Section 02. Don't over-think it – you can test a different gift later. Save the file (PDF is best) somewhere you can link to: Google Drive, Dropbox or your own hosting.

④ Know what you'll recommend (3 minutes)

Your list is valuable because you can later recommend helpful products, your own offers or affiliate offers. Write down one or two products you genuinely believe in that suit your audience. You won't promote them hard – you'll mention them inside helpful emails.

YOUR FRIDAY CHECKLIST

- ☐ Free LeadsLeap account created and email confirmed
- ☐ Audience sentence written
- ☐ Free gift chosen and saved with a shareable link
- ☐ One or two products you'd happily recommend

Step 1 – Your Landing Page in 30 Minutes

A landing page (also called a squeeze page or capture page) has just one job: **get the email address**. No menu, no sidebar, no links to elsewhere. The fewer choices visitors have, the more of them sign up.

The 5-block layout that converts

1	**Headline** – the result they get. Big, bold, at the top.
2	**Sub-headline** – who it's for and how quickly it works.
3	**3–5 bullet points** – what's inside, phrased as benefits.
4	**Email box + button** – the button says what they get ("Send Me The Checklist"), not "Submit".
5	**Trust line** – "100% free. No spam. Unsubscribe any time."

Fill-in-the-blank headline formulas

`FREE [Checklist]: How to [Result] in [Time] – Even If [Objection]`
FREE Checklist: How to Publish Your First Blog Post in a Weekend – Even If You're Not Techy

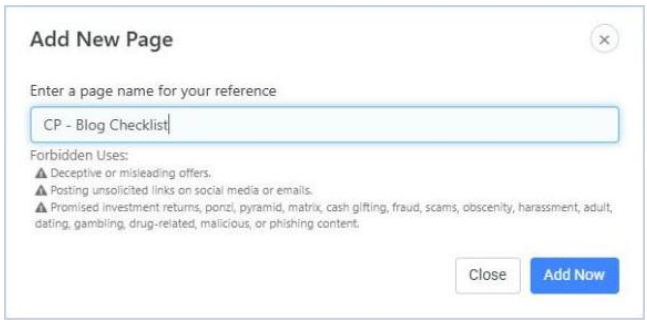
`[Number] [Tools/Prompts/Templates] That [Result] Without [Pain]`
50 ChatGPT Prompts That Write Your Product Listings Without Staring at a Blank Page

`The [Simple/Lazy/5-Minute] Way to [Result]`
The 5-Minute Way to Plan a Week of Healthy Family Dinners

SECTION 04 · CONTINUED

Build it in LeadsLeap

1. In the member area, open the **Page Builder** and add a new page. Give it a clear name like "CP – Blog Checklist" (CP = capture page).



Page Builder → Page Manager → "Add a new page campaign". The name is only for your reference.

2. Click **Launch Editor**. Start from a template or a blank design. Templates are faster – you only swap the text and colours.

3. Drop in your 5 blocks: headline, sub-headline, bullets, form and trust line. Add an image of your gift (a simple cover mock-up works great).

4. Connect the form to your list. You can choose **SendSteed** (the built-in autoresponder – easiest, set it up in Step 3) or a **3rd-party autoresponder** you already use.

5. Preview on **mobile** as well as desktop. Most of your visitors will be on a phone.

6. Save and publish. Your page is hosted for free – copy its link; you'll need it for the tracker in Step 4.



The Page Builder editor: setup steps on the left (Template, List, Page & Canvas, Rows), elements to drag in on the right.

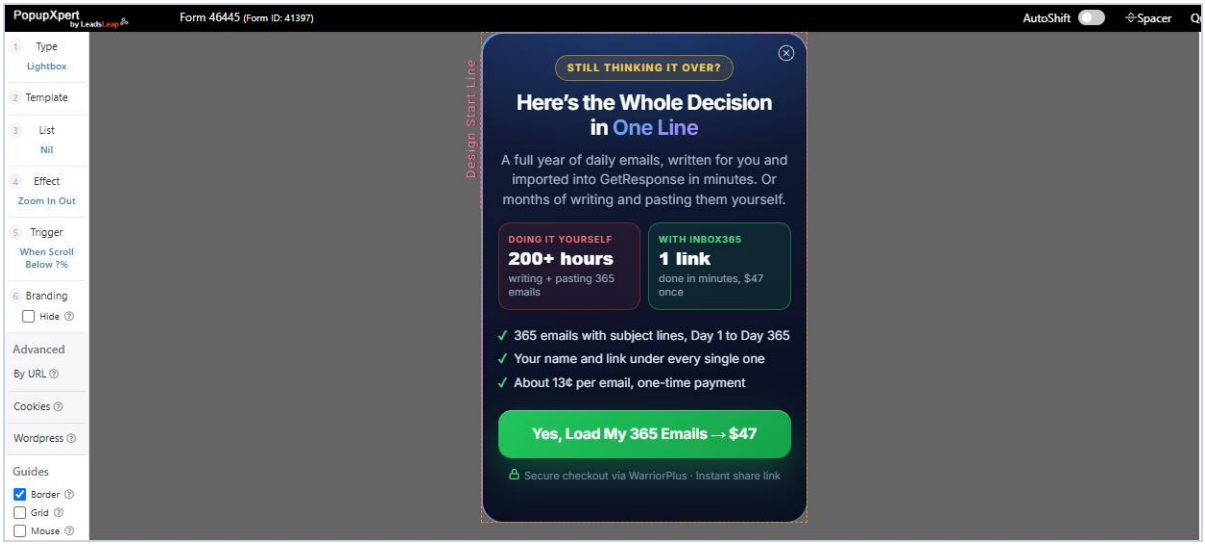
> **Make a thank-you page too.** After someone signs up, send them to a second page: "Thanks! Check your inbox – your checklist is on its way." It's the perfect spot to recommend one helpful product while attention is at its highest.

Step 2 – Catch the Visitors Who Leave

Most visitors leave without signing up. A well-timed popup gives them one more chance – and it often becomes one of the biggest sources of new subscribers in the whole funnel. LeadsLeap's **PopupXpert** lets free members create 10 hosted popups.

Pick the right popup style

Style	What it does	Best used for
Lightbox	A box in the centre, page dimmed behind it.	Exit-intent offers – the classic.
Screenfill	Takes over the whole screen.	One strong, irresistible offer.
Slidebar	A bar that slides in at the top or bottom.	Gentle reminders on content pages.
Cornerblock	A small box in the corner.	Long articles – it doesn't interrupt reading.



PopupXpert editor: pick the Type, Template, List, Effect and Trigger on the left, then design the popup on the canvas.

The 3 popup rules

1. Offer something different – or the same thing, said differently. If they ignored your page, repeating the headline word for word won't change their mind. Try: "Wait! Before you go – grab the 1-page version of the checklist."

2. Time it well. Showing a popup the instant a page loads annoys people. Use **exit intent** (when the mouse heads for the close button), a delay of 20–30 seconds, or a scroll trigger (the editor's "When Scroll Below %" option) set to about halfway.

3. Keep it tiny. One headline, one line of text, an email box and a button. That's it.

The hidden superpower: popups on links you don't own

This is the trick most people never discover. When you track a link with LeadsLeap's **Real Tracker** (Step 4), you can attach an **opt-in popup or an ad bar** to it – **even if the link points to a website you don't own**.

Example

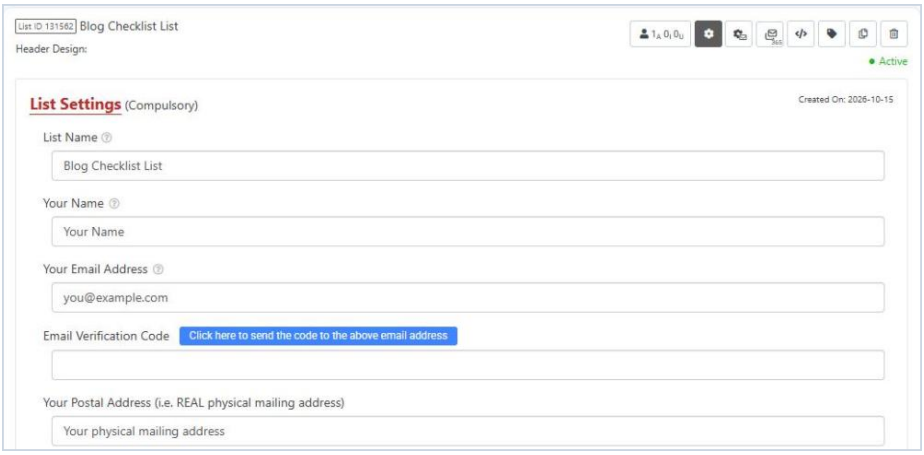
You share a great YouTube video or news article with your followers. With a tracked link, your popup with your free gift appears on top of it. You share useful content *and* collect subscribers at the same time – without creating anything new.

Step 3 – The Follow-Up That Builds Trust

Here's a truth many beginners learn the hard way: **most people won't buy anything the first time they meet you.** The emails you send over the following days are what turn a stranger into a fan who opens your emails, clicks your links and trusts your recommendations.

Set up your list in SendSteed

LeadsLeap's built-in autoresponder, **SendSteed**, gives free members **10 lists with unlimited subscribers**. In **Email Marketing → List Manager**, create one list for this funnel, add your sender name and "from" email (you'll verify it with a code), and connect the list to the form on your landing page and popup.



SendSteed list settings. Email laws require a real postal address in every email – a PO box or virtual mailbox works.

> **Free vs. Pro – let's be honest**
>
> On the free plan you get unlimited subscribers, an **automatic welcome email** (perfect for Email 1 below) and **up to 10 broadcasts a month**. A fully **automated email series** (day 1, day 3, day 7… sent by itself) is a **Pro** feature. On free, send Emails 2 and 3 as broadcasts – or connect a free 3rd-party autoresponder to your LeadsLeap page. Either way, your funnel costs $0.

What to send after the first 3 emails

Once the welcome emails are out, keep your list warm with **one helpful email a week**. Easy ideas that never run out:

- **A quick tip** your readers can use in 5 minutes
- **A reader question** answered in public
- **A short story** from your week with a lesson
- **A mistake to avoid** – and what to do instead
- **A tool or resource** you genuinely use
- **A roundup** of 3 useful links

Aim for roughly **4 helpful emails for every 1 promotion**. People stay subscribed to lists that make their life easier.

SECTION 06 · SWIPE FILE

3 swipe emails – copy, tweak, send

EMAIL 1 · IMMEDIATELY · DELIVER THE GIFT (use it as your free welcome email)

Subject: Here's your [gift name] (as promised)

Hi [Name],

Thanks for grabbing [gift name]! You can download it here: [link]

Quick tip: don't try to do everything at once. Start with [step/page X] – it takes about 10 minutes and gives you the fastest win.

Over the next few days I'll send you a couple of short emails with my best tips on [topic]. Keep an eye out for them.

Talk soon,
[Your name]
P.S. Hit reply and tell me: what's your biggest struggle with [topic] right now? I read every reply.

EMAIL 2 · DAY 1 · QUICK WIN + YOUR STORY

Subject: The mistake I made with [topic]

Hi [Name],

When I started with [topic], I [short, honest story of a mistake – 2 or 3 sentences].

What finally worked was [the simple lesson]. Here's how you can use it today: [one concrete action in 2–3 steps].

Try it and let me know how it goes.
[Your name]

EMAIL 3 · DAY 3 · HELPFUL RECOMMENDATION

Subject: The tool that saves me [time/money] every week

Hi [Name],

People often ask what I use for [task]. Honestly? It's [product]. Here's why I like it: [benefit 1], [benefit 2], [benefit 3].

It isn't for everyone – if [who it's not for], skip it. But if you [who it's for], it's worth a look: [link]

[Your name]
P.S. (Disclosure: if you buy through my link I may earn a small commission, at no extra cost to you.)

Step 4 – Track Every Link, Stop Guessing

Without tracking you're flying blind. You don't know which ad, which traffic source or which headline brings subscribers – so you keep paying (in time or money) for the ones that don't. LeadsLeap's **Real Tracker** is free for all members, with **199 trackers and 10 rotators**.

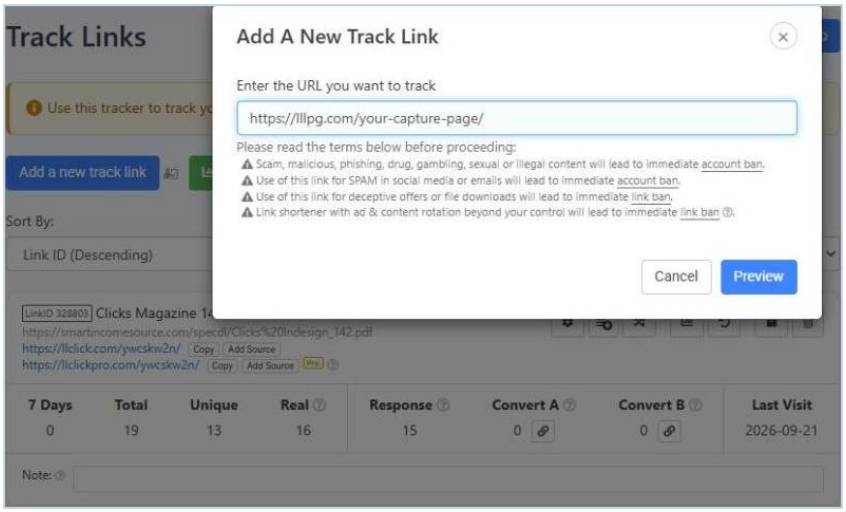
What makes it different

◷ Active surf time
It measures how long visitors actually look at your page – not just that they clicked.

✕ Bot detection
It spots fake, automated clicks, so you know which traffic sources are real.

⇄ Rotators
Send one link to several pages with weights and limits – perfect for split tests.

✚ Popups & ad bars
Add your opt-in to any link you share (see Section 05).



*Link Tracker → Track Links → "Add a new track link". Each tracked link reports total, unique and **real** (human) visits.*

Set it up the smart way

One tracker per traffic source. Don't use the same link everywhere. Create a separate tracker for each place you share your page, and name them consistently:

```
checklist-LL-ad1      checklist-LL-ad2
checklist-facebook   checklist-signature   checklist-youtube
```

Split-test with a rotator. Make two versions of your landing page with different headlines (duplicate the page in Page Builder and change only the headline). Put both in a rotator at 50/50. After 100+ visitors each, keep the winner and test a new challenger.

Step 5 – Free Traffic: The 15-Minute Daily Routine

Your funnel is built. Now it needs visitors. LeadsLeap runs an advertising network where members' ads are shown to real people – and free members pay for their ads with **credits** instead of money.

How the credit system works (in plain English)

YOU EARN CREDITS
by viewing members' ads, through the Traffic Coop, and from the activity of people you refer.

→

YOU SPEND CREDITS
on "Credit Ads" (up to 3 on the free plan). 1 credit = 1 visit.

→

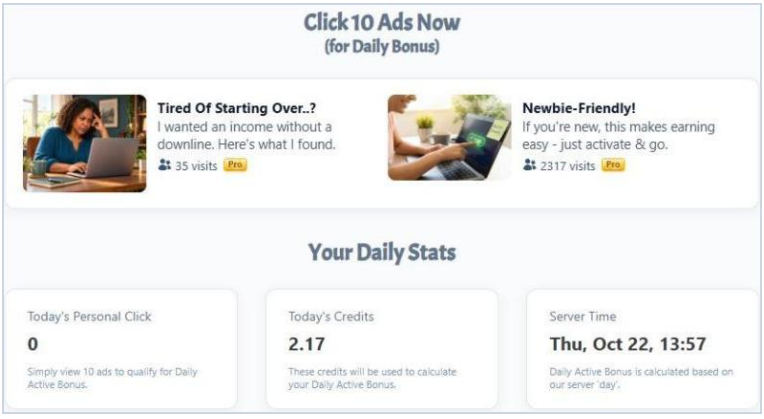
YOU GET VISITORS
who land on your tracked page and join your list.

The Traffic Coop gives you a personal Coop link. When you send visitors to it and they stay at least 5 seconds, you earn ad credits – and LeadsLeap says the Coop earns credits much faster than other methods. Participating members' credit ads are also rotated through Coop links, so the network reaches far beyond LeadsLeap itself.

Your 15-minute daily routine

5 min	**View ads.** Look at members' ads to earn credits. Viewing 10 ads a day also qualifies you for the Daily Active Bonus. Bonus: you'll see which ads catch *your* eye – free copywriting lessons.
3 min	**Share your Coop link once** – in an email footer, a forum signature, a social post or a blog sidebar.
2 min	**Assign credits** to your best-performing ad.
5 min	**Check your trackers.** Which ad got the best sign-up rate? Pause the loser, write a new challenger.

Track your Daily Active Bonus



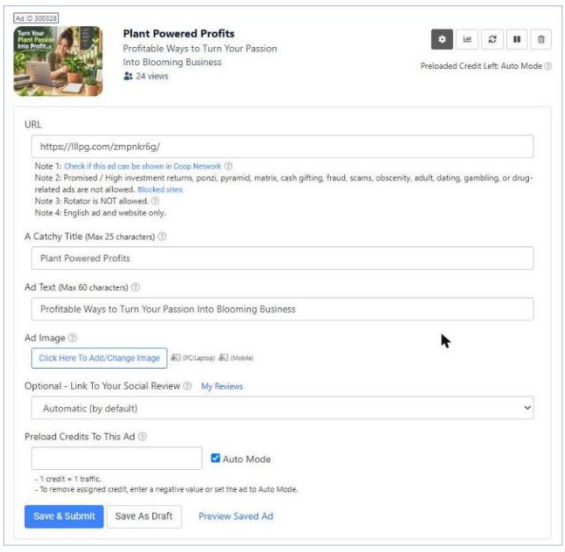
Your dashboard shows the "Click 10 Ads Now" box and today's progress toward the Daily Active Bonus.

Write ads people actually click

Network ads are short: the title can be **25 characters** and the text **60 characters**, so every word counts. Use this formula and point the ad to your **tracked** landing page link (rotator links aren't allowed in ads):

```
Headline: FREE [gift] for [audience]
Text: [Result] in [time]. No [pain]. Instant download.
```

Example – title: "FREE Blogging Checklist" (23) · text: "Publish your first post this weekend. No tech skills." (53)



Advertising → Post Credit Ads: URL, a 25-character title, 60-character text and an image. Tick "Auto Mode" to keep feeding credits to the ad.

> **Why advertise a free gift, not a product?** Network visitors are browsing, not shopping. "Free and useful" gets the click; your follow-up emails do the selling later.

SECTION 09

Your First 7 Days – Day-by-Day Checklist

Print this page and tick things off. Small, daily actions beat one big burst of effort every time.

DAY 1	☐ Account, audience sentence, free gift ready (Section 03) ☐ Landing page + thank-you page built and tested on mobile
DAY 2	☐ SendSteed list created and connected to the form ☐ Email 1 ready; Emails 2 & 3 drafted ☐ Sign up yourself with a second email to test the whole flow
DAY 3	☐ One exit popup created ☐ Trackers created for each traffic source ☐ First network ad written and credits assigned
DAY 4	☐ 15-minute routine ☐ Coop link added to your email signature and one social profile
DAY 5	☐ 15-minute routine ☐ Write a second ad with a different headline (A/B test)
DAY 6	☐ 15-minute routine ☐ Share one useful article via a tracked link with your popup on it
DAY 7	☐ Fill in the weekly scorecard below ☐ Keep the winners, replace the weakest ad or headline ☐ Plan next week's emails – one helpful email a week keeps your list warm

Set the right expectations

Your first subscribers may come slowly – that's normal. Results depend on your gift, your audience and how consistently you follow the routine. The good news: everything you build keeps working, and every test you run makes the funnel a little better.

Your weekly scorecard

Tracker	Visitors	Avg. time	Sign-ups	Rate %	Keep / change?

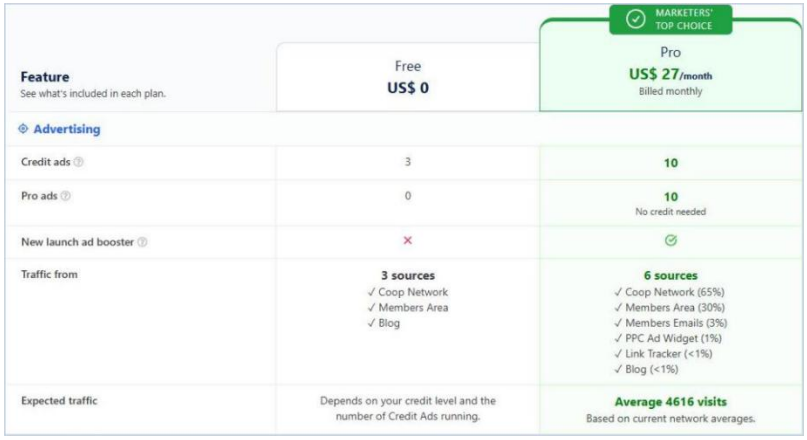
Sign-up rate = sign-ups ÷ visitors × 100. Judge sources by this rate and by average time on page, not by raw clicks.

SECTION 10

When Free Isn't Enough: Going Pro (Honestly)

Everything in this guide works on the free plan, and you can stay free forever – LeadsLeap says upgrading is "100% optional". But once your funnel is running, you'll likely bump into one of the free plan's limits. Here's exactly what Pro changes, taken from the plan comparison inside the LeadsLeap members area, so you can decide for yourself.

Feature	Free	Pro
Credit ads (paid with credits)	3	**10**
Pro ads – shown 24/7	–	**10, no credits needed**
Traffic sources for your ads	3 (Coop, Members Area, Blog)	**6 (adds member emails, PPC widget, link tracker)**
Pages	10 (2 designs each)	**Unlimited**
Popups / opt-in forms	10	**Unlimited**
Email lists	10 (unlimited subscribers)	**Unlimited**
Broadcasts	10 per month	**No monthly cap**
Automated email series	–	**✓**
Blog / YouTube to broadcast	–	**✓**
Custom path & private domain	–	**✓**
Image & PDF hosting	–	**✓ 1,000 files / 100 MB**
PDF link rebrander	–	**✓**
Daily Active Bonus	5%	**10%**
Affiliate commissions	25% recurring	**50% recurring**
Price	$0 forever	**$27/month – no other upsells**



Feature See what's included in each plan.	Free US$ 0	MARKETERS' TOP CHOICE Pro US$ 27/month Billed monthly
Advertising		
Credit ads	3	10
Pro ads	0	10 No credit needed
New launch ad booster	✕	✓
Traffic from	3 sources ✓ Coop Network ✓ Members Area ✓ Blog	6 sources ✓ Coop Network (65%) ✓ Members Area (30%) ✓ Members Emails (3%) ✓ PPC Ad Widget (1%) ✓ Link Tracker (<1%) ✓ Blog (<1%)
Expected traffic	Depends on your credit level and the number of Credit Ads running.	Average 4616 visits Based on current network averages.

The official Free vs. Pro comparison you'll find in your members area (Advertising section).

4 signs it's time to upgrade

1	**Your time is worth more than your credits.** If you're spending time every day earning credits just to keep your ads showing, Pro's 24/7 ads buy that time back – your traffic keeps coming even on days you can't log in.
2	**You're tired of sending follow-ups by hand.** An automated series means every new subscriber gets the right email on the right day, while you sleep. That's when a list really starts working for you.
3	**You're out of pages or popups.** Testing several gifts, niches or offers uses up 10 pages fast. Unlimited pages, lists and popups let you build as many funnels as you want.
4	**You're sharing LeadsLeap with others.** Pro members earn **50% recurring** affiliate commissions instead of 25%, plus a 10% Daily Active Bonus instead of 5%. If you recommend the tools you use, that difference adds up.

Do the math for yourself

Compare $27/month with what you'd otherwise pay for a page builder, page hosting, a popup tool, an autoresponder with automation and an ad budget – each usually billed separately. For many marketers, one plan replacing several subscriptions is the deciding factor. And if you're not there yet, stay free and keep building – the upgrade will make sense when you need it.

Start free today. Upgrade only when it pays for itself.

Open your free LeadsLeap account and build your $0 funnel this weekend:

☞ Get My Free LeadsLeap Account

Features, limits and pricing as listed in the LeadsLeap members area in October 2026. They may change – check the site for the latest details.

SECTION 11

Recommended Tools & Resources

Everything below is optional – your funnel works without any of it. These are the tools I recommend when you're ready to grow.

LeadsLeap – free traffic, page builder, popups, autoresponder & tracker

The all-in-one platform this guide is built on. Free forever; Pro when you're ready.
https://leadsleap.com/?r=mariansweb dotcom

GetResponse – email marketing with automation

A dedicated email platform with autoresponders, landing pages and AI email tools – a strong option as your list grows.
https://www.getresponse.com?a=ebusinessboom

GravityWrite – AI writing assistant

Draft landing page copy, ads and follow-up emails in minutes.
https://gravitywrite.com/?via=marian

CapCut – video & image editor

Create a cover mock-up for your free gift and short promo videos for social media.
https://capcutaffiliateprogram.pxf.io/75Ek6A

InVideo AI – text-to-video creator

Turn your gift into a short video lesson – a lead magnet that stands out.
https://invideo.sjv.io/daEZAq

Hostinger – hosting, domain + AI website builder

When you want your own domain and blog alongside your funnel.
https://hostinger.com?REFERRALCODE=1MARIAN71

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