



FUNNEL FUNDAMENTALS - V1

The OSP Funnel Patterns Library

27 durable principles for matching the message, reducing friction, building belief, following up, and protecting the entire funnel path.

01	Traffic to Page (Message Match)	3 patterns
02	Landing Page (Attention & Clarity)	5 patterns
03	Opt-in / Form (Friction)	4 patterns
04	Persuasion Body (Belief)	5 patterns
05	Checkout / Sales Step	2 patterns
06	Follow-up (The Money Is in the Sequence)	5 patterns
07	Whole-Funnel Health	3 patterns

Every entry begins as a first-principles fundamental. Win rates and lift claims are attached only after OSP-owned or properly attributed evidence exists.

STAGE 01

Traffic to Page (Message Match)

FP-01

Scent Match

PRINCIPLE

The headline on the page must repeat the promise of the ad that brought the click. Visitors bounce when the page smells different from the ad.

TEST IT Ad-matched headline vs. generic brand headline.

TRACKER SIGNAL Compare UTM campaign name/ad copy keywords against page H1 text; flag low overlap.

COPY HOOK Ask for the ad promise in the brief; mirror its key phrase in the headline.

FP-02

One Traffic Temperature Per Page

PRINCIPLE

Cold traffic needs problem-first copy; warm traffic needs offer-first copy. One page can't serve both well.

TEST IT Problem-led opening vs. offer-led opening, split by traffic source.

TRACKER SIGNAL Multiple UTM sources with very different engagement hitting the same page.

COPY HOOK Brief asks who the reader is and how they arrive; hook is written to that temperature.

FP-03

Speed Is a Copy Decision

PRINCIPLE

Every second of load time bleeds conversions before a single word is read. The best headline in the world converts at 0% on a page that never loads.

TEST IT Compressed/lean page vs. current page.

TRACKER SIGNAL Step load time over threshold; large asset detection.

COPY HOOK n/a (tracker-owned pattern).

STAGE 02

Landing Page (Attention & Clarity)

FP-04

Clarity Beats Cleverness

PRINCIPLE

A visitor should be able to say what you offer, who it's for, and what to do next within seconds. Clever wordplay that obscures the offer loses to plain speech.

TEST IT Descriptive headline vs. clever/abstract headline.

TRACKER SIGNAL n/a (copy-side pattern).

COPY HOOK Generator drafts headlines under a word cap with the offer named explicitly.

FP-05

One Page, One Job

PRINCIPLE

Every additional goal on a page (follow us, read the blog, three different CTAs) taxes the primary conversion. Navigation links on a paid-traffic landing page are exit doors.

TEST IT Nav removed vs. nav present; single CTA vs. multiple CTAs.

TRACKER SIGNAL Count of outbound links / distinct CTAs on a monitored step.

COPY HOOK Generator produces exactly one CTA action, repeated, never introduces secondary asks.

FP-06

The Above-the-Fold Contract

PRINCIPLE

Headline + subheadline + one visual + one CTA must communicate the entire value exchange before any scrolling. Everything below the fold is reinforcement, not introduction.

TEST IT CTA above the fold vs. first CTA after the pitch.

TRACKER SIGNAL Detect whether a form/CTA element renders in initial viewport.

COPY HOOK Pre-headline/headline/subheadline block is written to stand alone.

FP-07

Specificity Sells

PRINCIPLE

Concrete numbers and named outcomes outperform vague superlatives. "31% more booked calls in 60 days" beats "dramatically grow your business."

TEST IT Specific-number headline vs. general-benefit headline.

TRACKER SIGNAL n/a.

COPY HOOK Brief demands numbers (results, timeframes, client counts); generator refuses vague claims when specifics exist.

FP-08

Talk About Them, Not You

PRINCIPLE

Copy that opens with the reader's problem outconverts copy that opens with the company's story. "You/your" density is a cheap proxy for reader focus.

TEST IT Problem-first hook vs. company-first hook.

TRACKER SIGNAL n/a.

COPY HOOK Hook block always names the reader's pain before the solution appears.

STAGE 03

Opt-in / Form (Friction)

FP-09

Every Field Costs You Leads

PRINCIPLE

Each form field added reduces completion. Ask only for what the follow-up actually needs; everything else can be collected later.

TEST IT Email-only vs. name+email vs. full form.

TRACKER SIGNAL Count visible form fields on opt-in steps; flag high counts.

COPY HOOK n/a (page-structure pattern; workbench applies it to form defaults).

FP-10

The Breadcrumb Form

PRINCIPLE

Multi-step forms that open with a low-commitment question (a dropdown, a yes/no) and ask for contact info last convert better than single walls of fields - micro-commitment builds momentum.

TEST IT Two-step form vs. single-step form.

TRACKER SIGNAL Detect single-page long forms as candidates.

COPY HOOK n/a.

FP-11

Say What Happens Next

PRINCIPLE

Buttons and forms convert better when the reader knows exactly what happens after the click - what they get, how fast, and what it costs (nothing). Uncertainty is friction.

TEST IT CTA with expectation line ("Instant access - no card required") vs. bare CTA.

TRACKER SIGNAL n/a.

COPY HOOK Closing CTA block always states the immediate next step, from the brief's CTA answer.

FP-12

Button Copy Is First-Person Action

PRINCIPLE

CTA text describing the visitor's gain ("Get my free audit") outperforms system verbs ("Submit," "Register").

TEST IT Benefit-verb button vs. generic button.

TRACKER SIGNAL Flag buttons whose text is "Submit," "Send," "Register," etc.

COPY HOOK Generator's cta_button is always a first-person gain statement, 3-6 words.

STAGE 04

Persuasion Body (Belief)

FP-13

Proof Near the Ask

PRINCIPLE

Social proof placed adjacent to the CTA (not quarantined in a testimonial section) lifts conversion - belief must peak at the moment of decision.

TEST IT Testimonial beside CTA vs. testimonials mid-page only.

TRACKER SIGNAL n/a.

COPY HOOK Proof block is positioned directly before the closing CTA in the rendered page template.

FP-14

Name the Objection Out Loud

PRINCIPLE

Addressing the reader's biggest doubt explicitly ("You've been burned by an agency before...") converts better than pretending doubts don't exist. Unspoken objections don't disappear; they just win.

TEST IT Objection-handling section present vs. absent.

TRACKER SIGNAL n/a.

COPY HOOK The brief's misconception + worry answers become a dedicated objection block. This is why those questions are in the brief.

FP-15

Risk Reversal at the Point of Decision

PRINCIPLE

A guarantee stated at the CTA removes the last excuse. The stronger and more specific the guarantee, the harder it works.

TEST IT Guarantee line at CTA vs. guarantee buried in FAQ vs. none.

TRACKER SIGNAL n/a.

COPY HOOK Guarantee answer from the brief is injected into cta_close and the P.S. line.

FP-16

Bullets Sell Curiosity, Paragraphs Sell Logic

PRINCIPLE

Benefit bullets that open a loop ("The 4-word question that disqualifies bad-fit leads...") drive opt-ins; explanatory paragraphs drive considered purchases. Match the format to the commitment being asked.

TEST IT Curiosity bullets vs. descriptive bullets on an opt-in page.

TRACKER SIGNAL n/a.

COPY HOOK Lead-gen pages get curiosity-loop bullets; sales pages get proof-logic paragraphs.

FP-17

Real Urgency Only

PRINCIPLE

Genuine deadlines and capacity limits lift action. Fake countdown timers that reset destroy trust and depress repeat conversion.

TEST IT Authentic deadline framing vs. no urgency (never test fake urgency).

TRACKER SIGNAL Detect countdown scripts that reset per-visitor.

COPY HOOK Generator only writes urgency the brief substantiates; otherwise it uses consequence-of-inaction framing.

STAGE 05

Checkout / Sales Step

FP-18

Don't Introduce New Doubt at Checkout

PRINCIPLE

The checkout step should restate the promise and the guarantee, not present new information. Surprises (fees, fields, upsell walls before payment) kill completed orders.

TEST IT Order summary with guarantee restated vs. bare payment form.

TRACKER SIGNAL Price mismatch between offer page and checkout step; broken payment embeds.

COPY HOOK n/a for v1.

FP-19

The Post-Purchase Moment Is the Highest-Trust Moment

PRINCIPLE

The thank-you page is the most-read, most-trusting page in the funnel. An immediate next step (book the call, watch the training, one-time offer) converts at rates no cold page can match. A dead-end thank-you page is wasted attention.

TEST IT Thank-you page with one next action vs. plain confirmation.

TRACKER SIGNAL Thank-you step with no CTA/links detected.

COPY HOOK Future generator output: thank-you page copy block.

STAGE 06

Follow-up (The Money Is in the Sequence)

FP-20

Speed to First Touch

PRINCIPLE

The first follow-up email should arrive the moment the lead opts in, while intent is at its peak. Every hour of delay decays response.

TEST IT Instant delivery email vs. batched/daily send.

TRACKER SIGNAL Monitor delivery link in funnel chain; flag if delivery email step fails.

COPY HOOK Email 1 in the sequence is always the instant-delivery email.

FP-21

Deliver Before You Sell

PRINCIPLE

Email 1 delivers the promised thing completely and generously. Selling in the delivery email breaks the exchange and poisons the sequence.

TEST IT Pure-delivery email 1 vs. delivery+pitch email 1.

TRACKER SIGNAL n/a.

COPY HOOK Email 1 template: promise fulfilled, expectations set, soft CTA only.

FP-22

One Idea Per Email

PRINCIPLE

Each follow-up email makes exactly one point and one ask. Emails that try to educate, story-tell, and pitch simultaneously do none of it.

TEST IT Single-CTA emails vs. multi-link emails.

TRACKER SIGNAL n/a.

COPY HOOK Sequence generator enforces one CTA per email.

FP-23

The Objection Email

PRINCIPLE

The middle of a sequence is where doubt lives. An email that names the single biggest false belief and dismantles it with a story or proof point outperforms another benefits recap.

TEST IT Objection email vs. benefits email in slot 2.

TRACKER SIGNAL n/a.

COPY HOOK Email 2 is always built from the brief's misconception answer.

FP-24

End With a Clean Ask

PRINCIPLE

The final email in a short sequence is direct: the offer, the reason to act now, the risk reversal, the link. Politeness padding dilutes it.

TEST IT Direct-ask closer vs. soft-touch closer.

TRACKER SIGNAL n/a.

COPY HOOK Email 3 is always the direct CTA email with urgency + guarantee.

STAGE 07

Whole-Funnel Health

FP-25

Monitor the Path, Not the Page

PRINCIPLE

Funnels break between steps - redirects, tracking params, embeds, integrations - more often than on them. A funnel is only as alive as its weakest link.

TEST IT n/a (operational).

TRACKER SIGNAL This is the core Funnel Tracker product: walk the chain, flag the broken hop.

COPY HOOK n/a.

FP-26

Every Step Must Earn the Next Click

PRINCIPLE

Drop-off between consecutive steps beyond norms means that step's promise-to-payoff is broken. Fix the biggest leak first; upstream optimizations multiply through every step below.

TEST IT Guided by step-level drop-off data.

TRACKER SIGNAL Step-to-step conversion waterfall; flag the largest anomaly.

COPY HOOK Pattern cited when the tracker recommends which page's copy to regenerate.

FP-27

Mobile Is the Default, Not the Variant

PRINCIPLE

For paid social traffic, the mobile rendering IS the funnel. Anything that only works on desktop only works in the demo.

TEST IT Mobile-first layout vs. desktop-designed layout.

TRACKER SIGNAL Run synthetic checks in mobile viewport; flag layout/tap-target failures.

COPY HOOK Headline length caps assume mobile line breaks.

One library. Many consumers.

Split Test Vault teaches the fundamentals. Copy Generator applies them. Funnel Tracker detects and verifies them. As real OSP data accumulates, this library gains measured tests, cohorts, and effects without rewriting the principles underneath.