



CREATURES

FUNNEL WORKBOOK

Build the Messages Your Market
Needs to Hear Before They Book
a **SALES MEETING**



BY CREATURES MEDIA



WORKBOOK

PROMISE!

If you are a founder selling a high-ticket service or product, your biggest sales problem may not be your offer.

It may be that your prospects are hearing the right explanation too late

This workbook will help you map the stages your market needs to move through before they are ready to book a serious sales conversation with you.

BY THE END, YOU WILL HAVE:



A clear view of your **buyer's journey**



The **key messages** your market needs before the first call



A founder-led **content map** for lead generation



Your first founder-led **content ideas**



A simple **script-writing structure**



A way to **judge** whether your content is actually good



A **readiness score** to know whether your current content can support lead generation

WHO THIS WORKBOOK IS FOR?

This workbook is for **founders who sell high-ticket offers** where trust, expertise, and explanation matter before the sale.

It is especially useful if you are:



A consultant



A high-ticket expert



An agency founder



A SaaS or tech founder



A B2B service provider



A founder who personally closes important deals



**THIS WORKBOOK IS NOT
ABOUT BECOMING
AN INFLUENCER**

It is about turning your thinking, expertise, and sales logic into a system that helps prospects understand you before the first call.

THE CORE IDEA!

Imagine your ideal market has **500 decision-makers**.

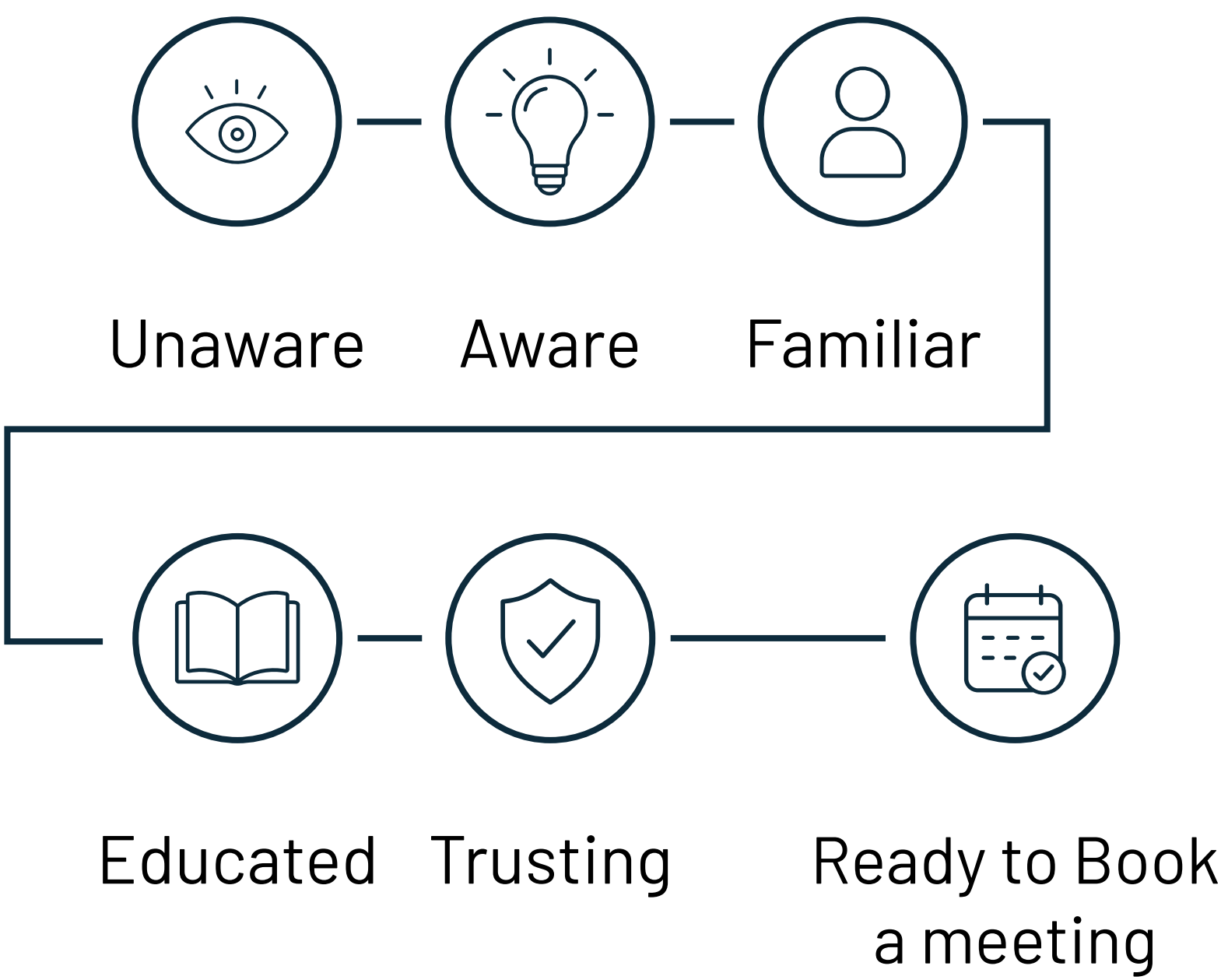
If all 500 of them clearly understood:

-  The Problem they have
-  Why you are
-  What your service or product does
-  Why they should trust you
-  Why they should book a meeting now

 Would your sales increase?

If the answer is **yes**, then your job is not to create random content.
Your job is to build a Funnel.

A **FUNNEL** is a content system
that moves decision-makers from:



HOW TO USE THIS WORKBOOK?

This workbook is not just for writing notes.
It is designed to help you build the raw material for your
Founder Funnel.



By the end,
you should have three things:



1 YOUR FUNNEL MAP

You will know **what your market needs to hear** at each stage:

- ✓ Problem Awareness
- ✓ Founder / Company Awareness
- ✓ Offer Understanding
- ✓ Proof and Trust
- ✓ Meeting Conversion



2 YOUR CONTENT MESSAGES

You will turn each stage into **founder-led content ideas**.

These ideas should come from your real sales conversations, not from generic marketing trends.



3 YOUR FIRST SCRIPTS

You will use the writing templates to turn your strongest ideas into **short founder-led videos**.

After you write each script, use the Content Scorecard to judge whether it is clear, useful, and strong enough to publish.

THE BEST WAY TO COMPLETE THIS WORKBOOK?



Do not try to sound impressive.

Write the way you would explain the idea to a serious prospect sitting in front of you.



For every section, ask yourself:

Would this help a prospect understand, trust, or move closer to booking a call?



If the answer is no, rewrite it.



RECOMMENDED WORKFLOW

STEP 1



Complete Sections 1-5
to map
what your market needs
to hear.

STEP 2



Use Section 6
to organize your Founder
Funnel Map.

STEP 3



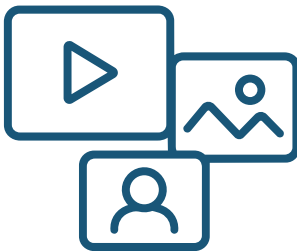
Use Section 7
to write your first
founder-led scripts.

STEP 4



Use Section 8
to score and improve
each script.

STEP 5



Use Section 9
to repurpose one strong
founder idea into
multiple content assets.

STEP 6



Use Section 10
to score your overall
Founder Funnel
readiness.

STEP 7



If you want help **turning
this workbook into a real
Founder Funnel**

BOOK A FREE CONSULTATION MEETING WITH CREATURES MEDIA.

BY CREATURES MEDIA

THE MARKET PROBLEM



GOAL

Help your market understand the problem before you talk about your offer.

At this stage, your job is not to sell.

Your job is to make the right people say:
“This is a real problem, and I may have it.”



REFLECTION

What problem does your service or product solve?
Write it simply:

SECTION 1



Exercise 1
Explain the Problem

What is happening in your prospect's business before they work with you?

List 3-5 signs that the problem exists

- 1
- 2
- 3
- 4
- 5



Exercise 2
Make the Problem Costly

What does this problem cost them?
Think in terms of:

Think in terms of:

- Money
- Time
- Lost opportunity
- Team performance
- Growth
- Stress
- Risk

This problem costs them because:



Exercise 3
Founder-Led Content Ideas

Write 5 educational content ideas that would help your market understand the problem.

Example formats:

- "3 signs your sales process is leaking qualified leads"
- "Why your team keeps explaining the same thing on every call"
- "The hidden cost of relying only on referrals"

Your ideas:

- 1
- 2
- 3
- 4
- 5



Stage 1 Output

My market needs to understand that:

FOUNDER AND COMPANY AWARENESS

GOAL

Make the right prospects know who you are before you contact them.
At this stage, you are not hard-selling.

You are making sure your market connects your name with a specific problem, result, or point of view.

REFLECTION

What should people associate your name with?
Complete this sentence:

I want the market to see me as the founder who understands:

SECTION 2



Exercise 1
Your Founder Positioning

Choose the strongest positioning angle for yourself:

- ☐ The strategic expert
- ☐ The operator who has done the work
- ☐ The specialist in a specific industry
- ☐ The trusted advisor
- ☐ The technical expert
- ☐ The growth partner
- ☐ The problem solver for a specific audience
- ☐ Other: _____



Exercise 2
Why Should They Listen to You?

List your credibility points.

This can include experience, clients, results, mistakes you learned from, market understanding, or a unique method.

- _____
- _____
- _____
- _____
- _____



Exercise 3
Founder Story Content

Write 5 content ideas that introduce your thinking, story, or expertise without directly selling.

- _____
- _____
- _____
- _____
- _____



Stage 2 Output

The market should know me for:

OFFER

UNDERSTANDING

 GOAL

Help prospects understand what you actually do, who it is for, and why it matters.

This is where many founders lose leads.

The prospect may know they have a problem, and they may know your name, but they still may not understand your offer clearly enough to take action.

 REFLECTION

In one sentence, what do you sell?
We help:

Achieve:

Through:

SECTION 3



Exercise 1
Explain The Offer

Answer these questions simply.

What does your offer do?

Who is it for?

Who is it not for?

What result does it help create?

Why is your approach different?



Exercise 2
What Do You Explain Repeatedly?

What do you find yourself explaining again and again in sales calls or demos?

1 _____

2 _____

3 _____

4 _____

5 _____



Exercise 3
Offer Understanding Content Ideas

Write 5 content ideas that explain your offer clearly.

Examples:

- “What actually happens when you work with us”
- “Who this service is right for – and who it is not right for”
- “Why this approach works better than doing it manually”
- “The 3 parts of our process”

Your ideas:

1 _____

2 _____

3 _____

4 _____

5 _____



Stage 3 Output

Before booking a meeting, prospects need to understand:

PROOF AND TRUST



GOAL

Make prospects feel safer before taking the next step.

At this stage, your prospect may understand the problem, know your company, and understand the offer.

But they still need proof.
They need to believe:
“This person can actually help someone like me.”



REFLECTION

What proof do you currently have?

Check all that apply:

- ☐ Client results
- ☐ Case studies
- ☐ Testimonials
- ☐ Before/after examples
- ☐ Client logos
- ☐ Founder experience
- ☐ Team experience
- ☐ Process walkthroughs
- ☐ Behind-the-scenes proof
- ☐ Industry knowledge
- ☐ Other: _____

SECTION 4



Exercise 1
Proof Inventory

List 5 proof assets you already have or can create.

- 1
- 2
- 3
- 4
- 5



Exercise 2
Trust Gaps

What might stop a prospect from trusting you?

Common examples:

- They think the service is expensive
- They are not sure it will work for their industry
- They had a bad experience before
- They do not understand your process
- They do not know whether you can handle their case

Your trust gaps:

- 1
- 2
- 3
- 4
- 5



Exercise 3
Proof Content Ideas

Write 5 content ideas that build proof.

Examples:

- “How we helped a client solve X”
- “What changed before vs after working with us”
- “A walkthrough of our process”
- “Common mistakes we fix for clients”
- “What clients usually misunderstand before working with us”

Your ideas:

- 1
- 2
- 3
- 4
- 5



Stage 4 Output

The proof my prospects need before they book is:

MEETING CONVERSION



GOAL

Move the most ready prospects into a sales conversation.

This is where you stop educating and start guiding them toward action.

Your job is to make the next step feel clear, useful, and relevant.



REFLECTION

What makes someone ready for a meeting with you?
A good-fit prospect usually has:

●

SECTION 5



Exercise 1
Define A Qualified Meeting

What does a qualified meeting look like?

Industry:

Company size:

Problem:

Budget range:

Timeline:

Decision-maker role:



Exercise 2
Meeting Trigger Messages

What messages would make the right prospect think:
“I should speak to this company”?
Write 5 direct meeting angles.

Examples:

- “If your team keeps explaining the same thing every call, we should talk.”
- “If referrals are slowing down and outbound is not enough, we can help.”
- “If your offer is strong but prospects do not understand it early enough, book a meeting.”

Your meeting angles:

- 1
- 2
- 3
- 4
- 5



Exercise 3
Final CTA

Write your main meeting CTA.

My CTA:



Stage 5 Output

The message that should push prospects to book is:

YOUR FUNNEL MAP

Now combine everything. This is your simple Funnel map.

Stage 1



PROBLEM AWARENESS

The problem my market needs to understand:

CONTENT IDEAS

- 1
-
- 2
-
- 3
-
- 4
-
- 5
-

Stage 2



FOUNDER / COMPANY AWARENESS

What the market should know about me:

CONTENT IDEAS

- 1
-
- 2
-
- 3
-
- 4
-
- 5
-

Stage 3



OFFER UNDERSTANDING

What prospects need to understand about the offer:

CONTENT IDEAS

- 1
-
- 2
-
- 3
-
- 4
-
- 5
-

Stage 4



PROOF AND TRUST

What proof they need to see:

CONTENT IDEAS

- 1
-
- 2
-
- 3
-
- 4
-
- 5
-

Stage 5



MEETING CONVERSION

What should make them book:

CONTENT IDEAS

- 1
-
- 2
-
- 3
-
- 4
-
- 5
-

WRITE YOUR FUNNEL CONTENT



GOAL

Now that you have mapped the messages your market needs to hear, this section will help you turn those messages into actual founder-led content.

This is where your Founder Funnel stops being a strategy and starts becoming content your audience can watch, understand, and respond to.



A good Founder Funnel video is not just a founder speaking on camera.

It has a job.

Every piece of content should help the prospect move one step closer to understanding the problem, trusting you, understanding your offer, believing your proof, or booking a meeting.

THE 5 CONTENT JOBS BEFORE WRITING ANY PIECE OF CONTENT, CHOOSE ITS JOB.



PROBLEM CONTENT

Use this when the prospect does not fully understand the problem yet.

The goal is to make them think:
“This is happening in my business.”

EXAMPLE:

“Why your sales team keeps explaining the same thing in every call.”



FOUNDER / TRUST CONTENT

Use this when the prospect needs to understand who you are and how you think.

The goal is to make them think:
“This person understands my problem.”

EXAMPLE

“How I think about fixing lead quality for high-ticket businesses.”



OFFER CONTENT THAT EXPLAINS

Use this when the prospect already knows the problem, but still does not fully understand your solution.

The goal is to make them think:
“Now I understand what they do, who it is for, and why it matters.”

EXAMPLE

“What we actually do for founders before they start creating content.”



PROOF CONTENT

Use this when the prospect understands the offer but needs confidence.

The goal is to make them think:
“This can work for someone like me.”

EXAMPLE:

“How we turned repeated sales explanations into lead generation videos.”



ACTION CONTENT

Use this when the prospect is warm enough to take the next step.

The goal is to make them think:
“I should speak to this company.”

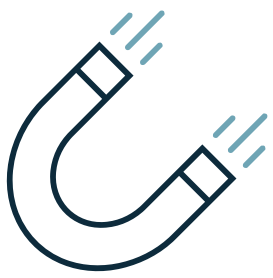
EXAMPLE

“If your leads reach the sales’ call unprepared, we should talk.”



CONTENT WRITING FORMULA

USE THIS SIMPLE STRUCTURE TO WRITE ANY FUNNEL VIDEO.



1 HOOK

Start with the problem, number, question, mistake, or uncomfortable truth.

Your hook should make the right prospect stop and think:
“This is about me.”

Write your hook:



3 FOUNDER INSIGHT

Add your point of view.

This is where the founder’s thinking matters.

What do you believe about this problem that your market needs to hear?



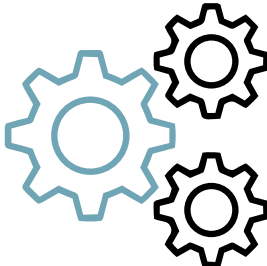
2 CONTEXT

Explain why this matters.

Do not jump into selling.

Show the cost of the problem.

What is happening because of this issue?



4 MECHANISM

Explain how the problem can be solved.

This does not need to be a full pitch.

It should show your approach.



5 CTA

Tell the viewer what to do next.

- Examples:
- Register for a free consultation meeting
 - Download the workbook
 - Send us your current funnel
 - Book a discovery call
 - Leave your details and we will contact you

Write your CTA:



FUNNEL SCRIPT TEMPLATE

USE THIS TEMPLATE TO WRITE
YOUR FIRST SCRIPT.

Stage



CONTENT JOB

This video should make the viewer:

HOOK

WHY THIS MATTERS

FOUNDER POINT VIEW

WHAT THE VIEWER NEEDS TO UNDERSTAND

CTA



EXAMPLE SCRIPT STRUCTURE

HOOK
"70% of the B2B buying journey happens before the first sales call."

WHY THIS MATTERS
"If the prospect does not understand your product before the demo, you may lose them before your team gets the chance to explain it."

FOUNDER POINT OF VIEW
"The founder is often the best person at explaining the product, but that explanation usually happens too late."

MECHANISM
"Founder Funnel turns the founder's sales explanations into lead generation videos that prepare prospects before the call."

CTA
"If you want leads to reach the demo already understanding the product, register for a free consultation meeting."

SECTION 8

IS YOUR CONTENT ACTUALLY GOOD?



GOAL

This section helps you judge whether the content you wrote is strong enough to use.

A lot of founder-led content fails because it sounds smart but does not move the buyer forward.

Good Funnel content should be clear, specific, useful, and connected to a sales outcome.

Use this checklist before publishing any piece of content.

THE FUNNEL CONTENT SCORECARD

Score each item from 1 to 5.
1 = weak 5 = strong

1

IS THE HOOK SPECIFIC?

Score: ____ / 5

Does the first line clearly speak to a real problem, number, fear, mistake, or desire?

WEAK EXAMPLE

"Content is important for business."

STRONG EXAMPLE

"If every sales call starts with the same explanation, your content is not preparing the buyer."

2

DOES THE CONTENT SPEAK TO ONE CLEAR AUDIENCE?

Score: ____ / 5

Can the viewer tell this was made for someone like them?

WEAK EXAMPLE

"This is useful for all business owners."

STRONG EXAMPLE

"This is for tech founders whose demos keep starting with basic product questions."

3

DOES IT EXPLAIN WHY THE PROBLEM MATTERS?

Score: ____ / 5

Can the viewer tell this was made for someone like them?

ASK

Is this costing them time?

Is it hurting trust?

Is it costing them leads?

Is it making the team repeat the same explanation?

Is it slowing sales?

4

DOES IT INCLUDE FOUNDER INSIGHT?

Score: ____ / 5

Does the content sound like a real founder with experience, or could anyone say it?

STRONG FOUNDER CONTENT SHOULD INCLUDE

A belief

A pattern you have noticed

A lesson

A mistake you see in the market

A repeated sales insight

5

IS IT SIMPLE ENOUGH TO UNDERSTAND QUICKLY?

Score: ____ / 5

Can the viewer understand the main point without replaying the video?

IF THE CONTENT NEEDS TOO MUCH EXPLANATION, SIMPLIFY IT.

6

DOES IT MOVE THE VIEWER TO THE NEXT STAGE?

Score: ____ / 5

Every piece of content should move the buyer somewhere.

CHOOSE ONE:

☐ From unaware to aware

☐ From aware to familiar

☐ From familiar to educated

☐ From educated to trusting

☐ From trusting to ready to book

7

DOES IT ANSWER A REAL SALES QUESTION?

Score: ____ / 5

The best content usually comes from repeated sales conversations.

Does this content answer something prospects already ask?

EXAMPLES:

"What do you do?"

"Why are you different?"

"Why should I trust you?"

"Is this right for me?"

"Why now?"

"What happens if I work with you?"

8

IS THERE A CLEAR NEXT STEP?

Score: ____ / 5

The viewer should know what to do after watching.

TOTAL SCORE

Add your scores:

Total: ___ / 40

RESULT

32–40: Strong Content

This piece is ready to use. It is clear, specific, useful, and connected to the funnel.

22–31: Needs Improvement

The idea is useful, but it may need a stronger hook, clearer audience, sharper insight, or better CTA.

Below 22: Rewrite

This content is probably too generic, too broad, or not connected to a clear buyer stage.



REWRITE CHECKLIST

If your score is low, improve the content by answering these questions:

1. Who exactly is this for?

2. What problem does it address?

3. Why does this problem matter?

4. What founder insight makes this valuable?

5. What should the viewer do next?

REPURPOSING PLAN



GOAL

A strong Funnel does not rely on one video.

One strong founder idea can become multiple assets.

Use this section to turn one message into content that can support your funnel across different channels.



EXERCISE

Choose one important message from your Funnel.

Main message:

TURN THIS MESSAGE INTO:

Short-form video

LinkedIn post

Email

WhatsApp follow-up

Retargeting ad

Sales deck slide

FUNNEL

READINESS SCORE

Score yourself from 1 to 5.
1 = weak / not clear 5 = strong / very clear

SCORECARD

- My market understands the problem: ____ / 5
 - My market knows who I am: ____ / 5
 - My offer is easy to understand before the call: ____ / 5
 - I have proof that builds trust: ____ / 5
 - My content pushes qualified prospects to book: ____ / 5
 - My founder message is clear: ____ / 5
 - My sales team receives informed leads: ____ / 5
 - My current content supports sales: ____ / 5
- Total score: ____ / 40**



RESULT

- 32-40:**
You already have strong Founder Funnel foundations.
Your next step is to turn them into structured content assets and scale through ads, retargeting, organic content, and follow-up.
- 22-31:**
You have some pieces, but your funnel is probably incomplete.
You may be creating content, but prospects are not moving clearly from awareness to trust to meeting.
- Below 22:**
Your expertise may be trapped inside sales calls.
You likely need a clearer Founder Funnel before creating more random content.

TURN THIS WORKBOOK INTO A REAL FUNNEL

If you completed this workbook, you now have something most founders do not have:

A clearer view of what your market needs to hear before they are ready to book a serious sales conversation.

YOU KNOW:

- What problem your market needs to understand
- What they should know about you
- What they need to understand about your offer
- What proof they need before trusting you
- What message should push them to book a meeting
- What content ideas can move them through each stage
- How to write your first founder-led scripts
- How to judge whether your content is actually strong enough to use



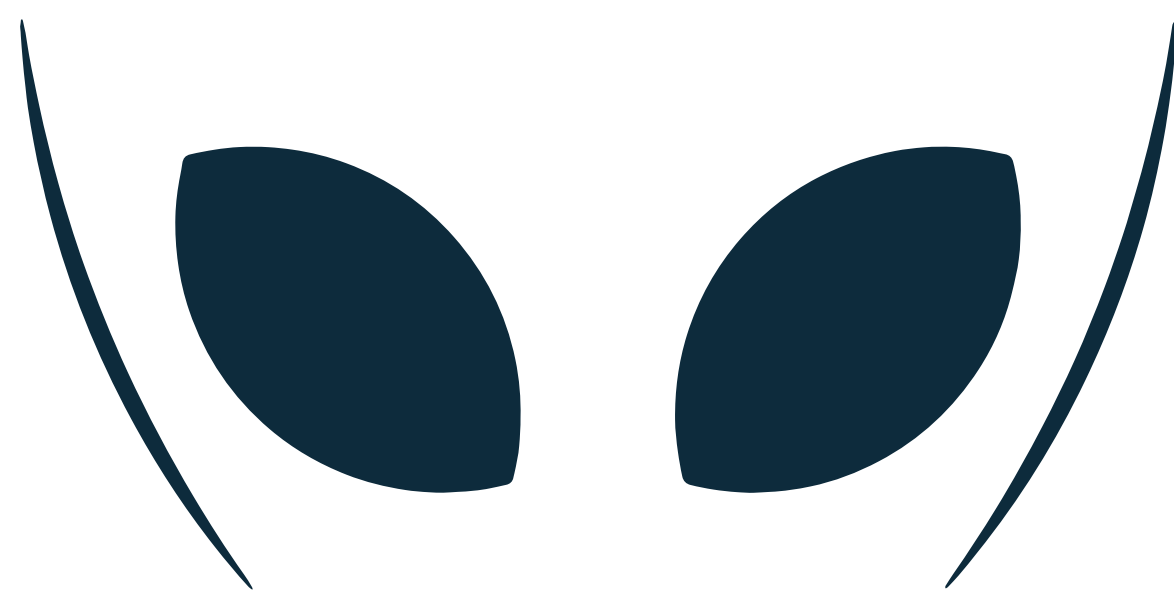
SECTION 11 —

! BUT HERE IS THE IMPORTANT PART:

- A workbook alone will not generate leads.
- The value comes when these ideas are turned into a real system.
- A clear Funnel.
- Founder-led scripts.
- Strong hooks.
- Content that builds trust.
- Videos that explain, qualify, and move prospects closer to the first call.
- Assets that can be used in ads, retargeting, organic content, WhatsApp, LinkedIn, and sales follow-up.
- That is where Creatures Media can help.
- We help founders turn their expertise, point of view, and sales logic into lead generation videos that prepare prospects before the first sales conversation.

- **SO IF THIS WORKBOOK MADE YOU REALIZE THAT YOUR BEST EXPLANATIONS ARE STILL HAPPENING TOO LATE...**
- **IF YOU ARE STILL REPEATING THE SAME IDEAS IN EVERY SALES CALL...**
- **IF YOUR PROSPECTS NEED MORE TRUST, CLARITY, OR CONTEXT BEFORE THEY BUY...**

LET US HELP YOU BUILD YOUR FUNNEL



CREATURES

In a free consultation meeting, we will look at your business and help you identify:

- Which stage of your Funnel is currently missing
- What your prospects need to hear before the first call
- Which founder-led videos you should create first
- How to turn your strongest sales explanations into lead generation content
- Whether Funnel is the right fit for your business

REGISTER FOR A FREE CONSULTATION MEETING

Bring this workbook with you.

We will use it as the starting point to help you turn your ideas into a real Funnel.