

# The Simple Funnel Guide for Waikato Service Businesses

How Funnels Generate Leads and Book More  
Jobs Without Guessing

A practical guide for busy business owners who want  
more enquiries without becoming a marketer.



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# The Real Problem

You're good at what you do,  
but leads come in waves

Most Waikato service businesses don't struggle because they're not skilled.

They struggle because getting new work is inconsistent.

One month you're booked out.  
The next month you're chasing jobs.

And when you're busy, marketing is the first thing that gets pushed aside.

That's why most businesses end up relying on:

- referrals
- word of mouth
- and the hope that next week is better

A funnel fixes this because it gives you a system.  
Not a random marketing plan.



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# What a Funnel Is (Plain English)

A funnel is a simple path that turns attention into enquiries

A funnel isn't complicated.

It's just a clear path that takes someone from:

"I'm interested"

to

"I want to book or enquire."

A simple funnel looks like this:

## **Offer**

One clear promise that solves a real problem.

Landing page

One focused page that explains the offer and makes the next step obvious.

## **Ads**

A way to put that offer in front of the right people.

## **Follow up**

The part most businesses forget. If you don't respond quickly, leads go cold.

If you only remember one thing, remember this:

***A funnel is a system that makes it easier for people to choose you.***



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# What a Funnel Looks Like for a Local Service Business

Here's the simplest version that works

Most local service businesses don't need a complicated funnel.

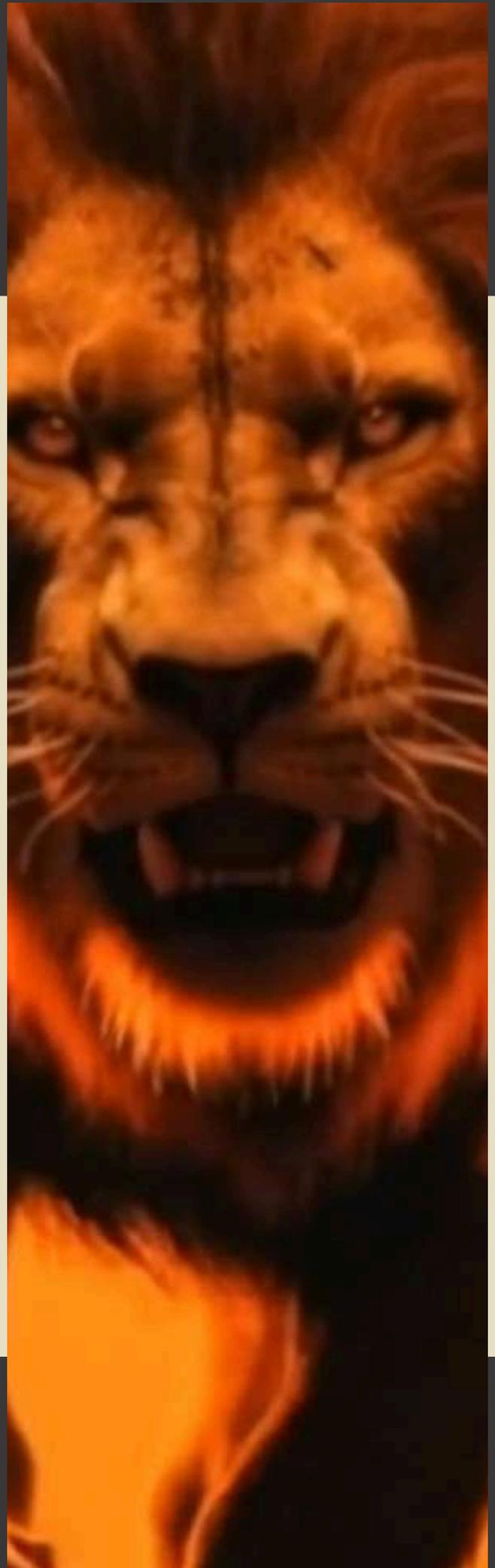
They need a clean lead path that gets people to enquire.

Example funnel:

1. Someone sees your ad  
They're local and they need what you offer.
2. They click to a landing page  
The page is clear, fast, and focussed. No distractions.
3. They take one action  
Call, enquire, or book.
4. You follow up fast  
Same day follow up wins.
5. You do the job  
And you ask for a review.

That's it.

Most funnels fail because one of these steps is unclear or too slow.



# What Makes Funnels Work

## The four things that decide whether a funnel succeeds

Funnels don't work because of clever tricks.

They work because the basics are done properly.

### 1) A clear offer

If your offer is vague, people scroll past.

### 2) Proof and trust

Reviews, photos, results, and credibility. People want to feel safe.

### 3) A landing page built to convert

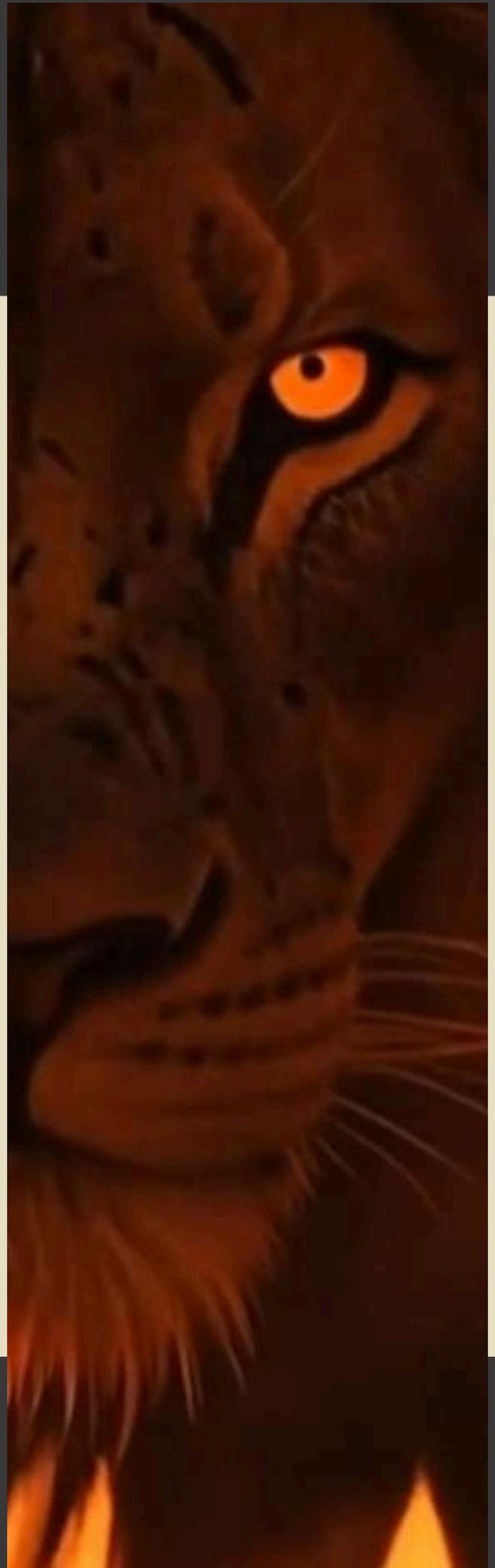
One page. One goal. Clear next step.

### 4) Fast follow up

If you don't respond quickly, your competitor will.

A funnel doesn't replace good service.

It helps good businesses get chosen.



# The Most Common Funnel Mistakes

If you want better leads,  
avoid these

Here's what usually goes wrong:

- The offer is too broad
- The landing page tries to say too much
- There's no proof, no reviews, no photos
- The ad message doesn't match the landing page
- The business is slow to respond
- Nobody tracks what's working
- The funnel runs for a few days, then gets abandoned

Funnels reward consistency.

If you run a funnel for a week, stop, change everything, and start again, you'll never get clean data.

A good funnel is built, tested, improved, then maintained.



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# Funnel Readiness Checklist

Are you ready to run a  
funnel that actually works?

Tick what's true today:

- You know what service you want more of
- You know which areas you want to target
- You can explain what you do in one clear sentence
- You have at least 3 recent reviews
- You have photos of your work
- You can get simple video content if needed
- You can approve copy and creatives within 48 hours
- You can follow up leads the same day
- You have time to handle more enquiries
- You're willing to test for 30 days before judging results

If you ticked 7 or more, you're in a strong position.

If you ticked less than 7, you can still run a funnel, but the best move is to fix the basics first.



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# Closing

## Next Step

If you want a funnel that's simple, trackable, and built to generate enquiries, start with a free discovery call.

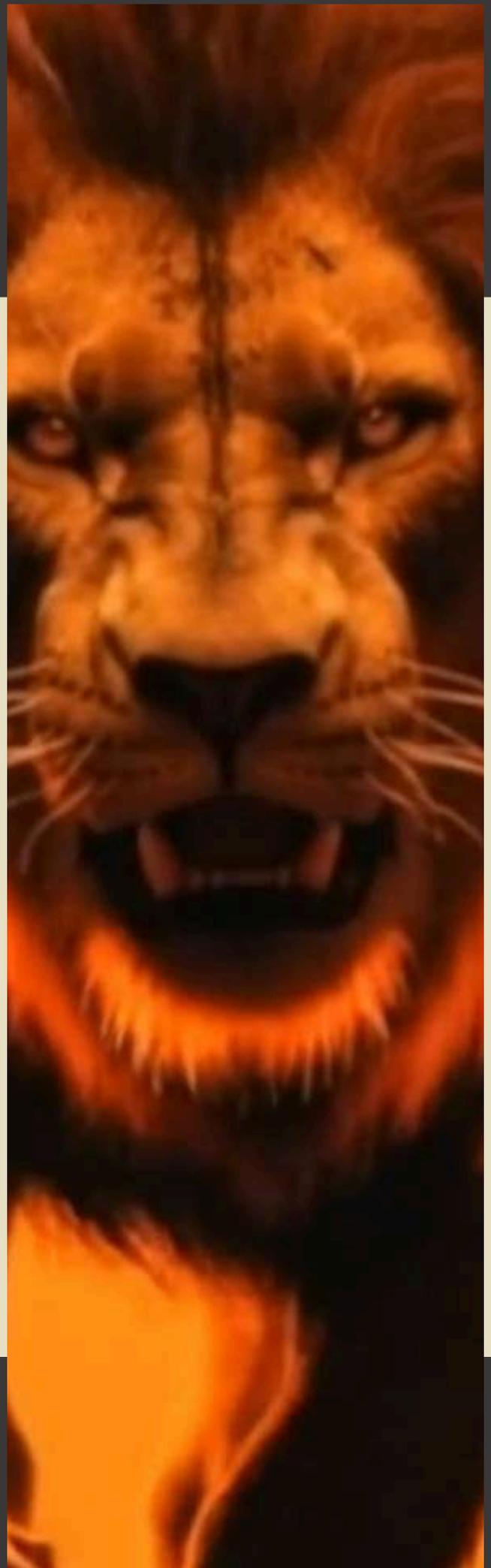
If there's a real opportunity for growth, you may be offered a free 2-hour growth mapping session for qualified businesses.

**Book your discovery call:**

[dnp-marketing.co.nz/free-discovery-call](https://dnp-marketing.co.nz/free-discovery-call)

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