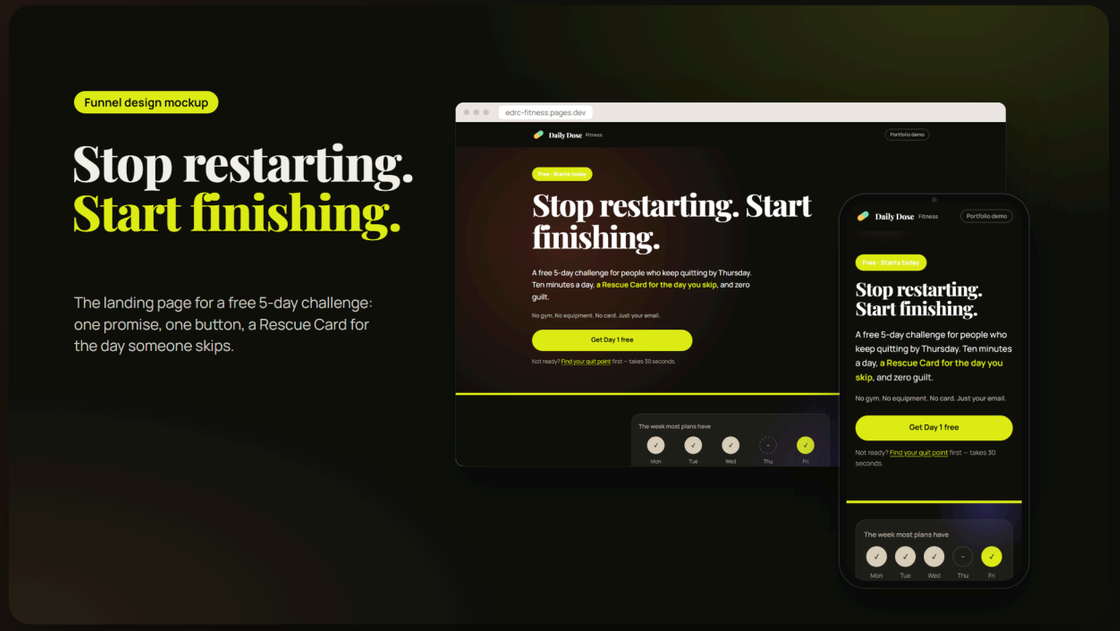
FUNNEL CASE STUDY

Stop restarting. Start finishing.

A free 5-day email challenge funnel: landing page, quiz, confirmation, welcome page, a Rescue Card for the day someone skips, and two automation workflows in GoHighLevel.

Ed Robert Azarcon Fuentes Funnel Designer



THE BRIEF

"I restart every Monday and quit by Thursday."

The Sunday-night plan assumes a perfect week. One missed day feels like failure, then comes quiet guilt and a long break.

The funnel had to answer that shame with a different idea, ask for very little first, and follow up by email without nagging.

> Portfolio demo. There is no real programme, no payments, and no results or testimonials are invented.



A free 5-day challenge funnel

Daily Dose Fitness. Portfolio demo.

THE IDEA

The plan was too big and had no missed-day plan.

Tired

quits because the day already took everything

All-or-nothing

quits after one missed day ruins the streak

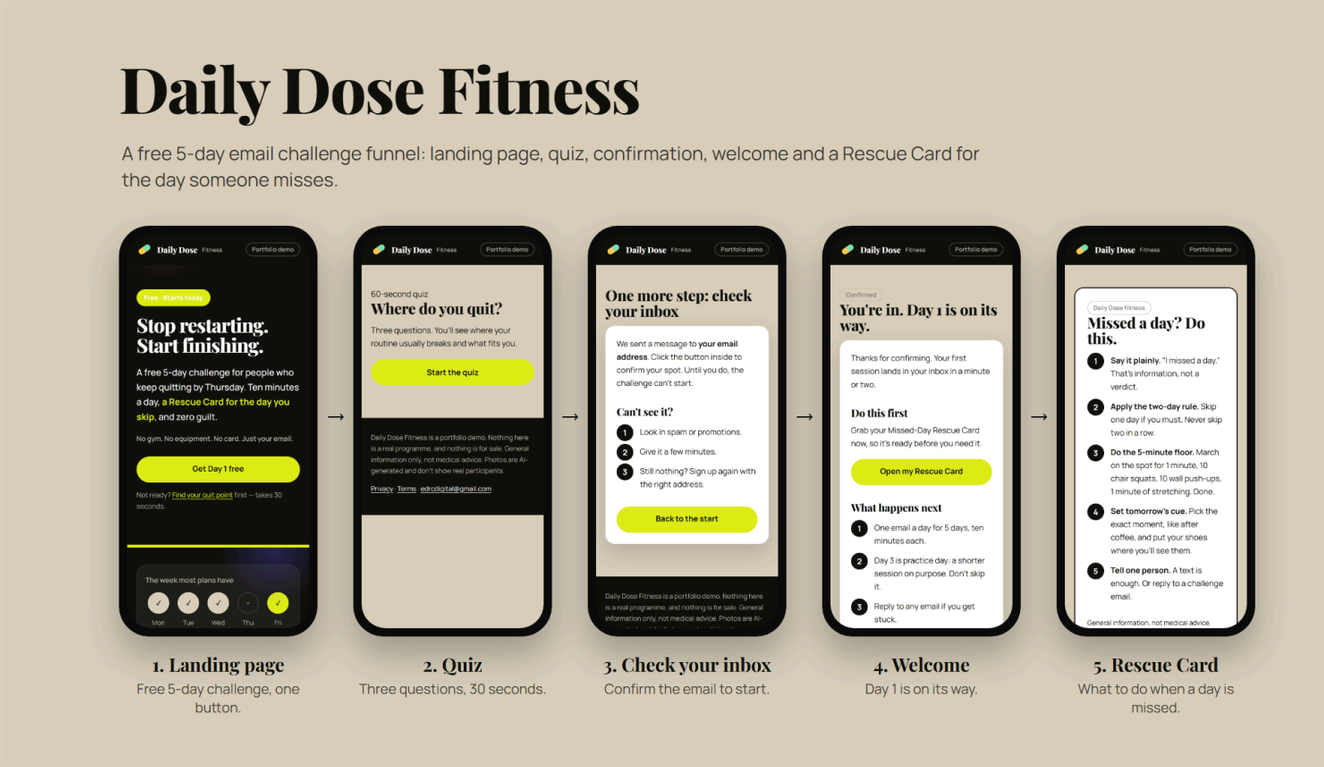
Big plan

quits because the first session was too large

A 3-question quiz sorts each visitor into one of these quit types and gives a matching fix. The challenge itself is 10 minutes a day, one email a day, with a printable Missed-Day Rescue Card for the day someone skips.

THE FUNNEL

Five pages, one button each.



Ad → Landing page or quiz → Check your inbox → Confirm the email → Welcome + Rescue Card

THE LANDING PAGE

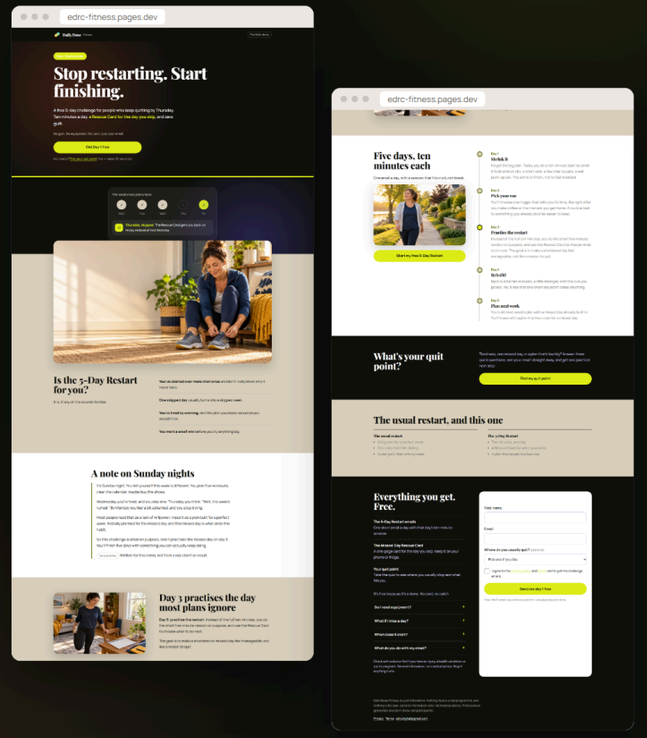
One promise, one button, repeated.

A pre-headline, the promise, then the form. Below it: who it is for, the week most plans have, five day cards, a sample letter clearly labelled as a sample, the quiz link, FAQ and a pop-up form after each section.

Photos are AI-generated and labelled. Illustrations are hand-made SVGs. On a phone, a sticky button keeps the sign-up one tap away.

Daily Dose Fitness

Landing page for a free 5-day challenge. Dark and lime on sand, one button repeated down the page.



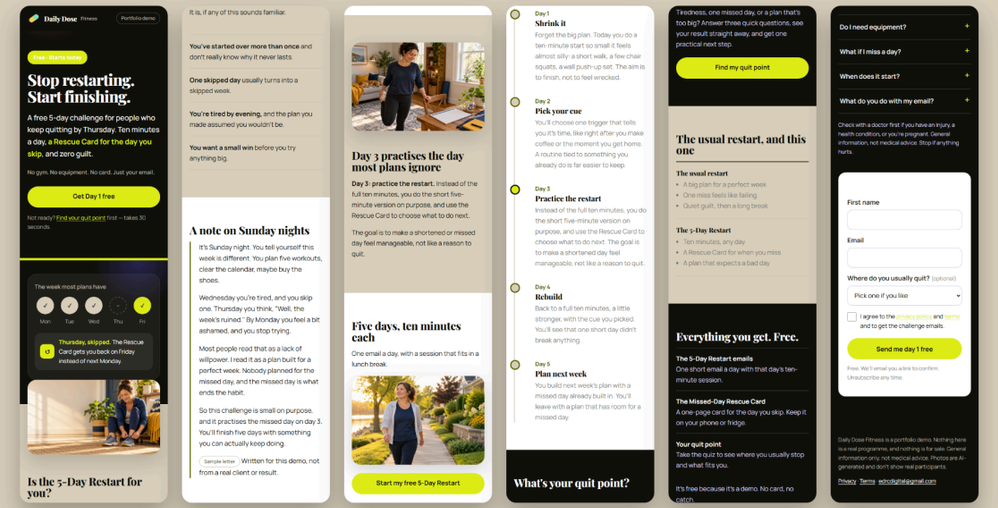
Portfolio demo. Photos are AI-generated and the sample letter is labelled.

QUIZ AND SIGN-UP

What each sign-up saves.

The whole landing page, on a phone

One continuous page, read left to right: promise, the week most plans have, five days, a sample letter, the quiz, and the sign-up form.



Name and email, with a consent box

Quit type: tired, all-or-nothing or big plan

Signup source: landing page or quiz

Stage: Lead

THE CHALLENGE

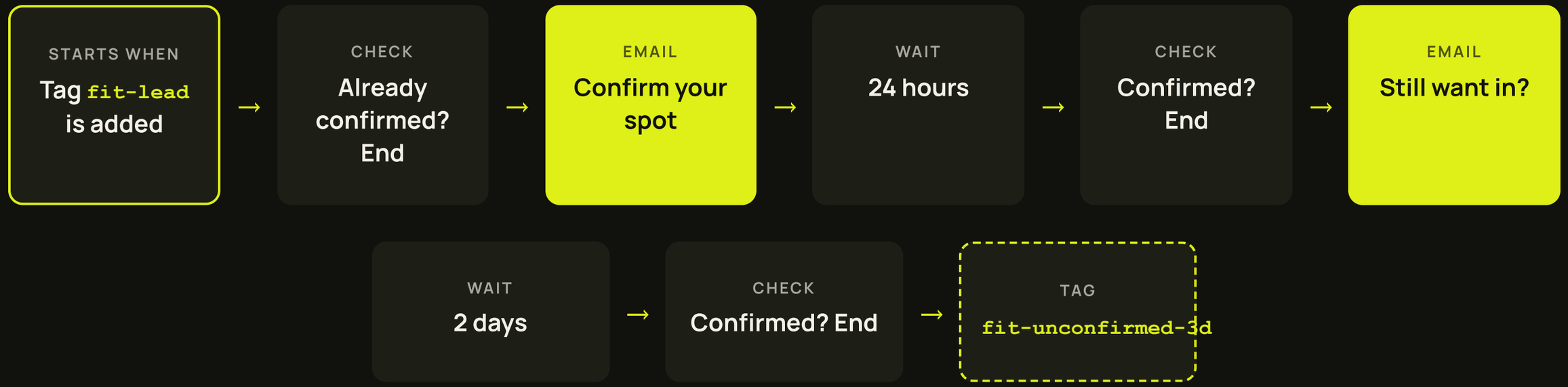
Five days, ten minutes each.

1	2	3	4	5
Shrink it	Pick your cue	The missed-day test	Rebuild	Plan next week

Day 1 links to the Rescue Card: say it plainly, apply the two-day rule, do the 5-minute floor, set tomorrow's cue, tell one person. One job and one button per email.

AUTOMATION 1 OF 2

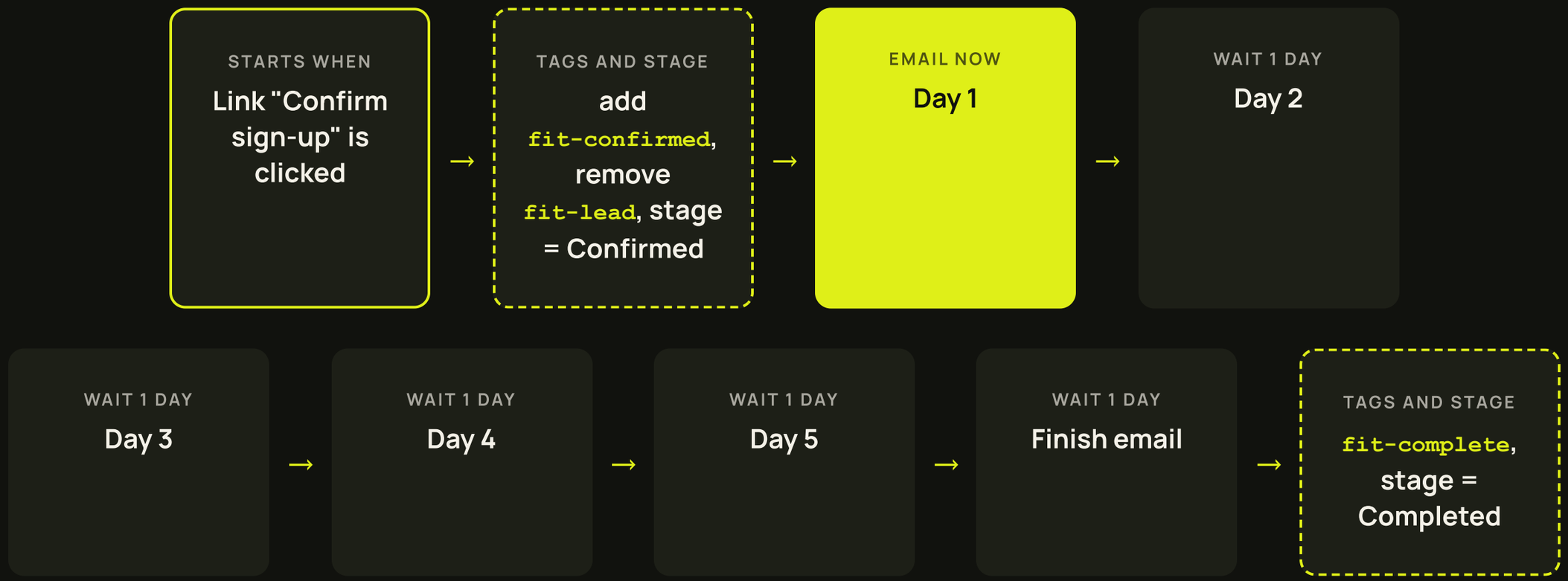
FIT 1: sign-up and reminders



The website creates the contact and its tags first, so the workflow only sends and waits. It uses only free actions and the free trigger "Contact tag added", never a paid webhook.

AUTOMATION 2 OF 2

FIT 2: confirmed, then five days



Eight emails in all, written as one person talking: confirm, reminder, Days 1 to 5 and a finish. The workflow does not allow re-entry, and a contact who already finished is skipped.

CRM

Every contact has a stage.

A custom field called Fitness Stage moves forward only, so nobody slides back.

Lead
signed up

→

Confirmed
clicked the email

→

Completed
finished day 5

Tags, all starting `fit-`

`fit-lead` `fit-confirmed` `fit-unconfirmed-3d` `fit-complete`

`fit-quit-tired` `fit-quit-allornothing` `fit-quit-bigplan`

`fit-source-landing` `fit-source-quiz`

Fields

Quit Type, Signup Source, Fitness Stage, in a folder of their own, plus a smart list so this project's contacts stay apart from the store's.

HOW I TESTED IT

12 years in QA, so I tried to break it.

- Happy path from the landing page and from the quiz.
- Back button, empty fields, a wrong email and a duplicate email.
- The page at phone width (375 px).
- Server-side validation, a hidden honeypot field, a rate limit, an origin check, and no inline scripts.
- Tags and fields checked on the real contact in GoHighLevel after each sign-up.

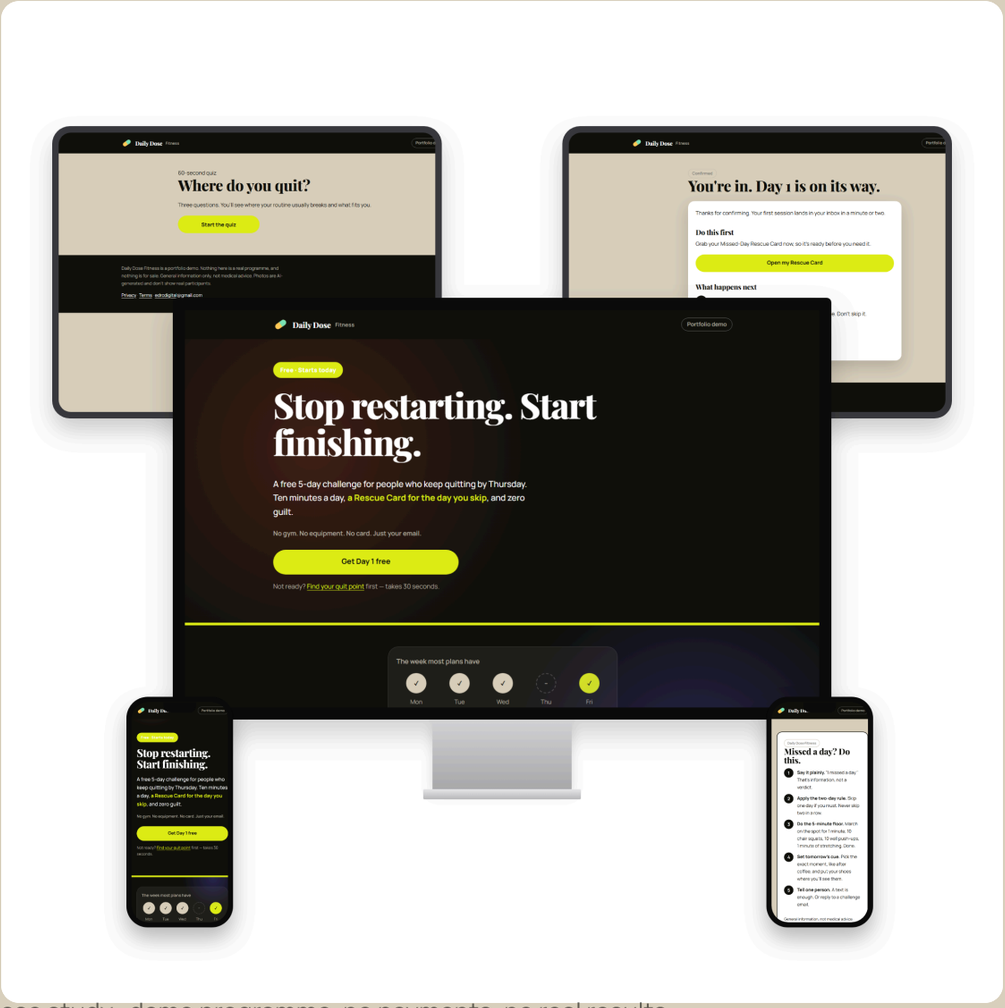
A BUG I FOUND

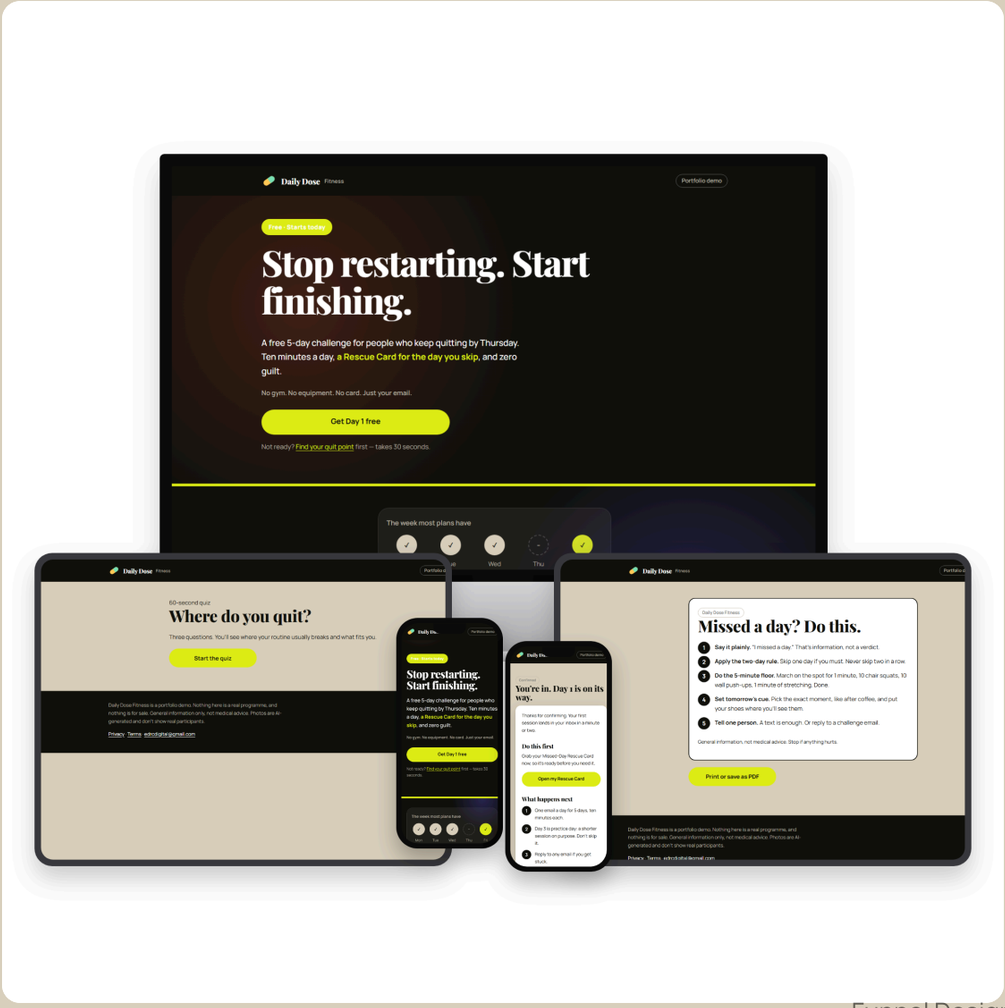
The stage column stayed empty.

New sign-ups showed no stage even though the field existed. The cause was a missing permission on the API token, not the code. After fixing the permission, a new sign-up showed Lead, landing and big plan, as it should.

EVERY SCREEN

Laptop, tablet and phone feel the same.





WHERE IT STANDS

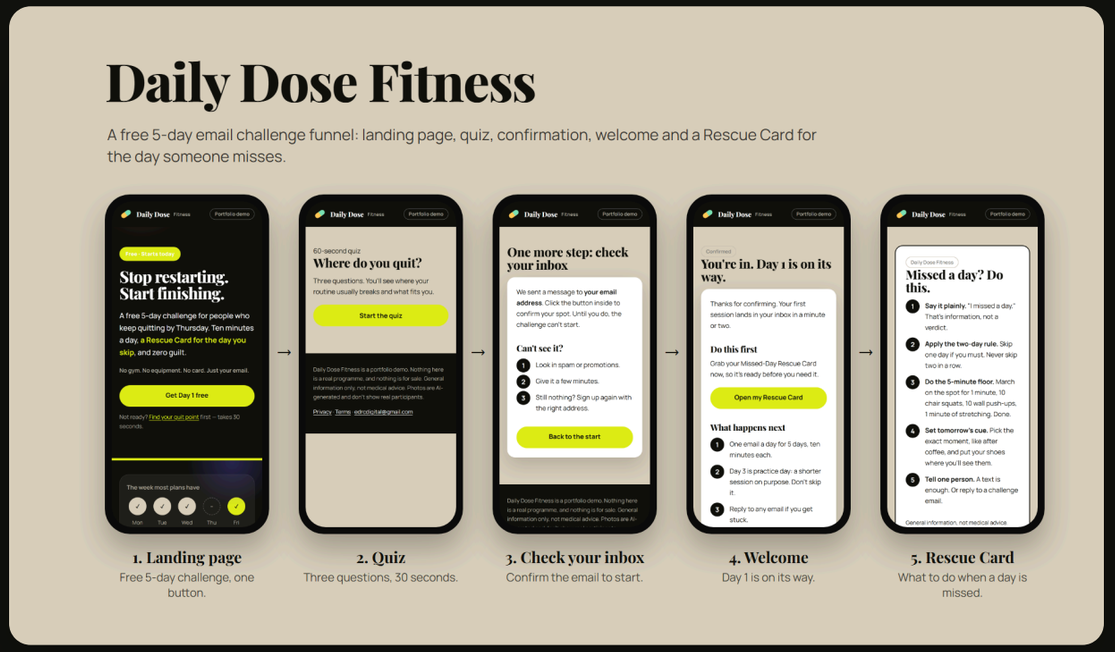
Built on free tools, honest about what's left.

Done and tested: all five pages, the quiz, sign-ups saving to GoHighLevel with tags, quit type, signup source and the Lead stage.

Built: the two workflows and eight emails.

Still to confirm: a full run in a real inbox, from the confirm click through Day 5 and the finish email.

> Stack: Cloudflare Pages, GoHighLevel, plain HTML, CSS and JavaScript. No paid plan was needed to build it.



LET'S WORK TOGETHER

Thank you

Thanks for looking through this case study. I design funnels and test every path before launch. Email edrcdigital@gmail.com

> Portfolio demo. Samples are labelled; photos are AI-generated.