

Funnel MRI

Use this tool to assess where your funnel is breaking down across the 5 key stages: Psychology, Conversion Math, Ad Creative, Data Collection, and Scaling Readiness.

1. Psychology (Message × Timing × Temperature)

- Who is this message for, and are they actually the ones seeing it?
- Does the copy assume too much awareness, knowledge, or trust?
- Have you clearly identified the pain, desire, or outcome relevant to this audience tier (cold/warm/hot)?
- Does your funnel segment by buyer temperature — or is it broadcasting the same ad to everyone?

2. Conversion Math (Not Hope)

- Do you know your cost per click (CPC), cost per lead (CPL), and conversion rate?
- Is your ask (lead form, call booking, purchase) realistic based on traffic temperature?
- Have you backed into your ad budget based on business math — or vibes?

3. Ad Creative (Only After Strategy)

- Does the visual/story/message align with the actual offer — or is it clickbait that disconnects?
- Would someone seeing this ad *know* what problem you're solving and for who?
- Is the ad educational, emotional, or entertaining — or just trying to close too soon?

4. Data Feedback Loop (Tracking)

- Are you passing UTM parameters, Meta pixel, or GA4 events to measure conversion?
- Can you *see* the full journey from ad → landing page → contact → sale?
- Is your CRM connected — or is it just leads disappearing into a spreadsheet?

5. Scaling Readiness (System or Fluke?)

- Are results repeatable, or is performance based on a lucky ad or discount?
- Do you have retargeting for non-converters?
- If I gave you \$1,000 more in ad spend today — do you know where you'd deploy it and why?