FRNT / END

FREE GUIDE · 2026 EDITION

FOR COACHES, NUTRITIONISTS, CAFÉS, GYMS & PERSONAL BRANDS

THE FRNT.END FUNNEL GROWTH GUIDE

Stop posting aimlessly. Start pushing. The 6-stage Instagram funnel that turns strangers into booked calls. Build it in one weekend.

6	1	15	14
STAGES	WEEKEND TO BUILD	MINUTE READ	COPY-PASTE TEMPLATES

READ THIS FIRST

YOU DON'T HAVE A CONTENT PROBLEM. YOU HAVE A PATH PROBLEM.

Someone finds your reel. They like it. Then they scroll away. Nothing told them what to do next.

A funnel is just the path from stranger to paying client. On Instagram it has six stops. Each stop has one job: move people to the next one. When a stop is missing, people fall out. That's where your money goes.

This guide walks you through every stop. You get the frameworks we use for our own clients, plus scripts you can copy today.

STRAIGHT TALK

WHAT THIS GUIDE WON'T DO

- ✕ It won't make you go viral overnight. It makes the views you already get turn into money.
- ✕ It won't save an offer nobody wants. That's why Stage 01 is the offer, not the reels.
- ✕ It takes work. About one weekend to build. Then around 30 minutes a day to run.

THIS IS FOR YOU IF

- ✓ You sell a service: coaching, nutrition, training, food, a local spot
- ✓ You post, but the views don't turn into DMs or bookings
- ✓ You want a system you can run, not a lucky reel

THIS IS NOT FOR YOU IF

- ✕ You want followers for the sake of followers
- ✕ You don't have anything to sell yet
- ✕ You won't reply to your DMs

INSIDE

– THE FUNNEL MAP
All six stages on one page

01 OFFER
Make it hard to say no to

02 REACH
Reels that stop the scroll

03 TRUST
A profile that sells for you

04 CAPTURE
Comment a keyword, start a DM

05 CONVERT
DM to booked call

06 PROOF
Every win becomes content

\+ FUEL
When to add Meta Ads

✓ WEEKEND BUILD PLAN
Checklist + leak finder

THE FUNNEL MAP

SIX STOPS. ONE PATH.

Read it left to right. Each stage hands people to the next. Stage 06 loops back to the start, so every client makes the next one easier to get.

01
OFFER
What you sell, made hard to say no to.

02
REACH
Reels that stop strangers mid-scroll.

03
TRUST
A profile that answers "can you help me?"

04
CAPTURE
Comment a keyword. Get the freebie. Start a DM.

05
CONVERT
Turn the chat into a booked call.

06
PROOF
Every result becomes new content.

PROOF FEEDS REACH. EVERY CLIENT MAKES THE NEXT ONE CHEAPER.

↑ FUEL: META ADS

01

STAGE 01 · OFFER

BUILD AN OFFER THEY CAN'T IGNORE.

Better reels can't save a weak offer. Fix this first. Everything else in this guide works harder when the offer is right.

Here's how people judge any offer, whether they know it or not:

$$\text{Value} = \frac{\text{DREAM OUTCOME} \times \text{LIKELIHOOD}}{\text{TIME} \times \text{EFFORT}}$$

Push the top up. Push the bottom down. Based on Alex Hormozi's value equation.

↑ PUSH UP

DREAM OUTCOME

Say the result in their words. "Fit into your wedding dress" beats "nutrition coaching."

↑ PUSH UP

LIKELIHOOD

Proof makes them believe it'll work for them. Screenshots, before-and-afters, client DMs.

↓ PUSH DOWN

TIME

How fast is the first win? "Your plan lands in 24 hours" beats "results in 6 months."

↓ PUSH DOWN

EFFORT

How much do they have to do? "Shopping list done for you" beats "track every meal."

PICK YOUR EDGE

BEAT THE COMPETITION ON ONE OF THESE THREE

EDGE	WHAT IT MEANS	COACH / NUTRITIONIST	CAFÉ / GYM
Speed	Get them a result faster than anyone else.	"Custom plan in your inbox within 24 hours."	"Book a class and train today."
Risk reversal	Take the risk off their plate.	"Follow the plan for 4 weeks. No progress, next month is free."	"First class free. Hate it? You owe nothing."
Ease	Do the hard part for them.	"We plan, you eat. Recipes and shopping list included."	"Pre-order in the app. Skip the queue."

YOUR TURN

THE OFFER BUILDER

Fill in the boxes. Your offer line and your bio line write themselves. The example is a nutrition coach; type over it.

WHO YOU HELP

busy mums

THE RESULT THEY WANT

lose their first 5kg

Start with a verb.

HOW FAST

8 weeks

WITHOUT WHAT

giving up the foods they love

The effort or pain they hate.

YOUR PROMISE (OPTIONAL)

No progress in 4 weeks? Your next month is free.

EXAMPLE · EDIT THE BOXES

YOUR OFFER

I help busy mums lose their first 5kg in 8 weeks, without giving up the foods they love. No progress in 4 weeks? Your next month is free.

YOUR BIO LINE

Helping busy mums lose their first 5kg in 8 weeks
Without giving up the foods they love
Comment [KEYWORD] for my free [freebie]

02

STAGE 02 · REACH

STOP THE SCROLL.

The first 3 seconds decide most of how a reel performs. Spend more time on the hook than on the rest of the video.

Every strong hook has three parts:

PROOF + PROMISE + PLAN

EXAMPLE

[Proof] "I've helped 40 café owners fill their slow days.
[Promise] Here's how you can fill your Tuesdays,
[Plan] in 3 posts a week."

STEAL THESE

6 HOOK TEMPLATES

Swap the orange parts for your own. Use real numbers only.

[Number] [clients] got **[result]** in **[time]**. Here's the exact **[thing]** we used.
If you're a **[who]** and you **[pain]**, watch this.
Stop **[common mistake]**. Do this instead.
[Result] without **[hated effort]**. Here's how.
The **[3]**-step **[thing]** that got **[client] [result]**.
I'd never **[common thing in your industry]** again. Here's why.

WHAT TO POST

THE 70 / 20 / 10 RULE

Your best reel isn't a one-off. It's a template. Plan every batch like this:

70% REMAKE WHAT WORKED | 20% SMALL TWEAKS | 10% WILD

70% · REMAKES

Same hook and format as your top reels. New take, new example.

20% · TWEAKS

Change one thing. New setting, new angle, new outfit, new caption.

10% · WILD SWINGS

Brand new ideas. Most will flop. One will become your next 70%.

FORMAT JOBS

EACH FORMAT HAS ONE JOB

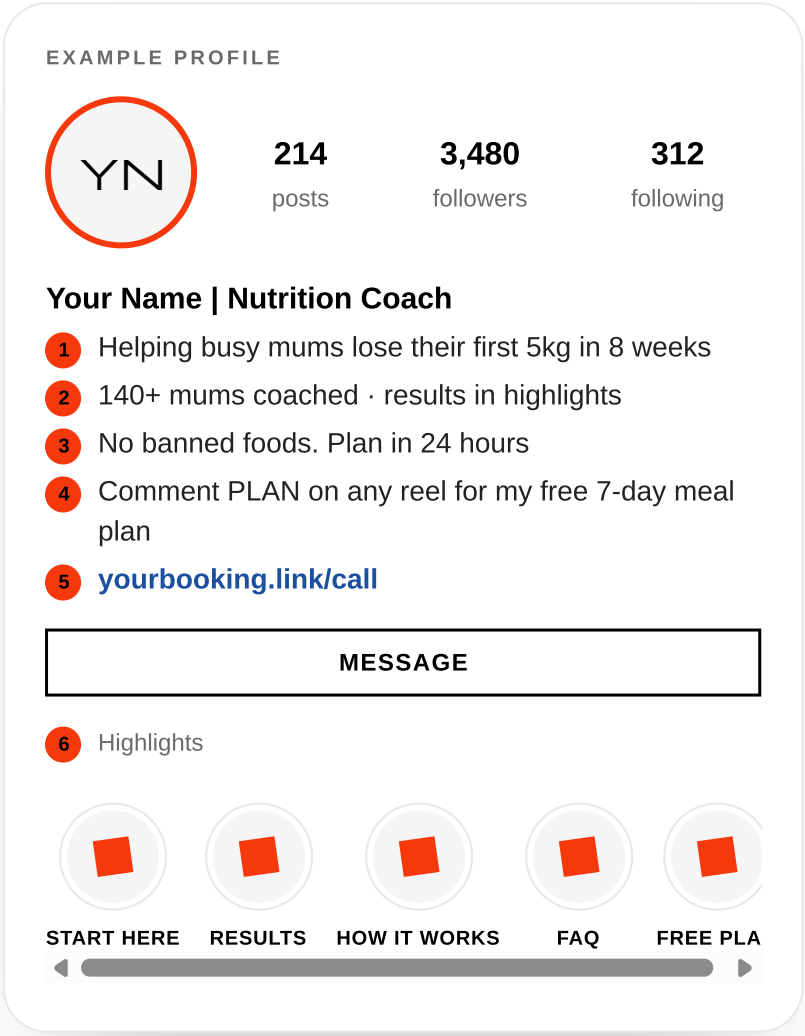
FORMAT	ITS JOB	WHO SEES IT	POST IT TO
Reels	Reach	Strangers	Get found. Hook hard. Point to your freebie.
Carousels	Trust	Followers	Teach in depth. Save-worthy. Shows you know your stuff.
Stories	Convert	Your warm crowd	Behind the scenes, client wins, "DM me" prompts.

03

STAGE 03 · TRUST

TURN YOUR PROFILE INTO A LANDING PAGE.

Every good reel sends people to your profile. They decide in seconds. Your profile has to answer one question: "Can you help someone like me?"



1 **WHO + RESULT**

Who you help and what they get. Use your offer line from Stage 01.

2 **PROOF**

A real number. Clients, kilos, covers, members. Point to where they can see it.

3 **YOUR EDGE**

Speed, ease or risk reversal. The thing that makes you different.

4 ONE CALL TO ACTION

One. Not three. Send them to your keyword freebie (Stage 04).

5 ONE LINK

Booking page or freebie. Skip the 12-button link page. Every extra choice loses people.

6 HIGHLIGHTS THAT PRE-SELL

Answer the big doubts before the call. "Will it work for me?" goes in Results. "How does it work?" goes in How it works. "Is it worth it?" goes in FAQ.

PIN THESE 3 POSTS

PIN 1

YOUR BEST RESULT

The clearest before-and-after or client win you have.

PIN 2

HOW IT WORKS

Your process in 3 simple steps. Ends with your keyword CTA.

PIN 3

YOUR STORY

Why you do this. People buy from people they feel they know.

04

STAGE 04 · CAPTURE

LET THE DM DO THE SELLING.

"Link in bio" makes people work. "Comment PLAN and I'll send it" doesn't. One word, and the conversation starts in your DMs.

Comments also tell Instagram the reel is worth showing to more people. You get reach and a lead from the same action. A DM automation tool can send the first message for you.

THE FREEBIE

PICK ONE OF THREE TYPES

Give away your best stuff. Big, fast value builds trust faster than anything else. The freebie should give a quick win and point straight at your paid offer.

REVEAL A PROBLEM

SHOW THEM WHAT'S BROKEN

"5 reasons your café posts don't bring people in." A checklist or quick audit.

FREE TRIAL

LET THEM TASTE IT

A free 7-day meal plan. A free class. A free coffee with their first visit.

ONE STEP

DO STEP ONE FOR FREE

A free form check. A free first workout. A free menu review.

COPY-PASTE SCRIPTS

THE DM FLOW

Save these as saved replies in Instagram so you can send them in two taps.

REEL CTA · END OF VIDEO + CAPTION

Comment **[KEYWORD]** and I'll send you my free **[freebie]**.

DM 1 · SENT RIGHT AWAY

Hey **[name]**! Here's your **[freebie]**: **[link]**
Start with **[the one part that gives the fastest win]**. Let me know how you get on.

DM 2 · NEXT DAY

Hey **[name]**, did you get a chance to look at the **[freebie]**?
Quick question: what's the biggest thing stopping you from **[dream outcome]** right now?

WHEN THEY REPLY

USE A.C.A.

A · ACKNOWLEDGE

Show you heard them. "That makes total sense. Lots of **[who]** tell me the same thing."

C · COMPLIMENT

Find something real. "Honestly, the fact you're already **[thing they do]** puts you ahead."

A · ASK

Move it forward. "Can I ask, what have you tried so far?"

05

STAGE 05 · CONVERT

TURN THE CHAT INTO A BOOKED CALL.

Most DMs die because the next step is unclear or scary. Make it one step, make it free, and make it feel safe.

REPLY FAST

Speed is part of your offer. A reply in 10 minutes feels like care. A reply in 2 days feels like nobody's home.

GIVE BEFORE YOU ASK

Send a short voice note with the first thing you'd fix. Then ask for the call.

ONE LINK ONLY

One booking link. No menus, no "check out my site." One clear next step.

ONLY REAL LIMITS

"I take 4 new clients a month" works when it's true. Never fake scarcity. People can tell.

COPY-PASTE SCRIPTS

FROM CHAT TO CALENDAR

GIVE VALUE FIRST

Can I send you a quick 2-minute voice note on the first thing I'd change? No strings.

THE CALL INVITE

From what you've told me, I think I can help. Want to jump on a free 20-minute call?
I'll map out exactly what I'd do for you. If it's not a fit, I'll tell you straight.
Grab a time here: **[booking link]**

AFTER THEY BOOK

You're booked in! Before we chat, have a look at my Results highlight. **[Client name]** was in the same spot as you a few months ago.

NO REPLY AFTER 3 DAYS

Hey **[name]**, no pressure at all. Should I close your file, or do you still want help with **[their goal]**?

06

STAGE 06 · PROOF

TURN EVERY WIN INTO CONTENT.

This is the stage most people skip. It's the one that makes the whole thing get easier over time.

1
WIN A CLIENT
Stages 01 to 05 bring them in.

2
OVER-DELIVER
Get them a result they'll want to talk about.

3
COLLECT PROOF
Ask for the testimonial right after the first win.

4
POST THE PROOF
Reels, carousels, stories, highlights.

5
EASIER NEXT SALE
More belief means more calls booked from the same views.

BACK TO 1. EVERY TURN OF THE WHEEL IS FASTER THAN THE LAST.

COPY-PASTE SCRIPT

THE TESTIMONIAL ASK

SEND RIGHT AFTER THEIR FIRST WIN

You just **[their win]**! That's huge. Would you be up for a quick 60-second video about it? I'll send you 3 questions so it's easy:

1. Where were you before we started?
2. What changed?
3. What would you tell someone who's on the fence?

SQUEEZE IT

ONE TESTIMONIAL, FIVE PIECES OF CONTENT

PIECE	HOW TO MAKE IT
Reel	Their best 15 seconds, with the result as the hook.
Carousel	Before → what we did → after. One slide each.
Story	Screenshot their message. Add "DM me **[KEYWORD]**."
Highlight	Add it to Results so it works forever.
DM proof	Send it to people on the fence who look like this client.

THE ONE RULE

STATE THE FACTS. NEVER FAKE IT.

Real screenshots, real numbers, real names (with permission). One honest result beats ten made-up ones. People can smell a fake, and so can Instagram's comment section.

FUEL · META ADS

POUR FUEL ON WHAT ALREADY WORKS.

Posting finds your winners. Ads multiply them. Tweaking a caption might get you 10% more. Putting money behind a proven reel can put it in front of many times more people.

Don't run ads to posts that never worked on their own. Take the reels that already beat your average, and run them as ads that send people to the same keyword freebie from Stage 04. Use the 70/20/10 rule for new ad videos too.

STRAIGHT TALK

ADS WON'T FIX A BROKEN FUNNEL

They make it louder. If people fall out at Stage 03 now, ads just make more people fall out faster. Fix stages 01 to 05 first. Then spend.

READY FOR ADS?

TICK ALL FIVE FIRST

- ✓ Your offer line is clear and has a speed, ease or risk promise
- ✓ Your bio has one call to action and one link
- ✓ Your keyword DM flow works, and you've tested it yourself
- ✓ You've booked at least a few calls from free content
- ✓ You have at least one reel that clearly beat your average

WEEKEND BUILD PLAN

BUILD IT THIS WEEKEND.

Tick things off as you go. Your progress saves in this browser.

SATURDAY AM · OFFER

- [ ] Fill in the offer builder 01
- [ ] Pick your edge: speed, ease or risk reversal 01
- [ ] Collect 3 pieces of proof: screenshots, DMs, before-and-afters 06

SATURDAY PM · PROFILE

- [ ] Rewrite your bio with the 5-line formula 03
- [ ] Make highlights: Start here, Results, How it works, FAQ 03
- [ ] Pin 3 posts: result, process, story 03

SUNDAY AM · CAPTURE & CONVERT

- [ ] Make one freebie that gives a quick win 04
- [ ] Set your keyword and the auto-DM 04
- [ ] Save all DM scripts as saved replies 04 05
- [ ] Set up one booking link 05

SUNDAY PM · REACH

- [ ] Write 6 hooks from the templates 02
- [ ] Film 6 reels: 4 remakes, 1 tweak, 1 wild swing 02
- [ ] Plan 2 carousels that teach 02

EVERY WEEK AFTER

- [ ] Reply to every DM the same day 05
- [ ] Ask every new win for a testimonial 06
- [ ] Run the leak finder every Monday ↓

LEAK FINDER

WHERE'S YOUR FUNNEL LEAKING?

Track what you do each week, not just what you earn. Revenue tells you about last month. These numbers tell you about next month. Find the first row that matches, and fix that stage first.

WHAT YOU SEE	LEAK	FIX
Low views on most reels	02 Reach	Rewrite your hooks. Remake your top reel 3 new ways.
Good views, few profile visits	02 Reach	Your reel doesn't point anywhere. End with one reason to check your profile.
Profile visits, no follows or comments	03 Trust	Rewrite the bio. Pin your best proof. Fill the Results highlight.
Keyword comments, but DMs go quiet	04 Capture	Better freebie. Follow up the next day. Ask a real question.
Good chats, no calls booked	05 Convert	One link. Give value first. Make the call feel safe.
Calls booked, nobody buys	01 Offer	Fix the offer. Add proof, cut the time to the first win, do more for them.

RATHER SKIP THE BUILD?

WE'LL BUILD IT FOR YOU.

Reels, carousels and Meta Ads built around your offer. The whole funnel, done for you. Our business is making yours money.

DM "FUNNEL" TO @FRNT.END

Fastest way to reach us. Or email MaxHunter@frntend.com

Every result started with a 20-minute strategy call. Free, no pitch deck.

500K	7,000	+1,200	
VIEWS	PROFILE VISITS	FOLLOWERS	Real numbers from FRNT/END client work. Results, not receipts.

P.S. Short on time? Don't build all six stages at once. Do Stage 01 and Stage 03 this week. That alone fixes most leaky accounts. And if you'd rather hand it off, DM "FUNNEL" to @frnt.end. YOU could be next.