

The UCS Funnel Fix Mapping Grid™

A straightforward tool to quickly uncover where and why your funnel isn't converting—and exactly what to do next.

Step 1: Identify Your Funnel Friction (Choose all that apply)

Top of Funnel (TOF) *(Building Awareness & Traffic)*

- ☐ Our website gets very little traffic
- ☐ We attract traffic, but visitors are not qualified leads
- ☐ Our brand isn't well-known or easy to find online

Middle of Funnel (MOF) *(Engaging & Qualifying Leads)*

- ☐ Visitors don't stay or engage with our content
- ☐ Our content isn't capturing leads or generating conversations
- ☐ We get leads, but they rarely turn into qualified opportunities

Bottom of Funnel (BOF) *(Converting & Closing Deals)*

- ☐ Our deals stall before closing
- ☐ Sales cycles are too long and complicated
- ☐ Leads seem interested initially, but rarely convert to customers

Step 2: Quick Diagnostic (No Technical Knowledge Needed)

Use these simplified diagnostic statements to pinpoint likely causes. Check any statements that resonate:

TOF Issues:

- ☐ People don't clearly understand what we offer
- ☐ We're not visible when people search or ask about problems we solve
- ☐ We don't regularly create content that answers real buyer questions

MOF Issues:

- ☐ Our messaging isn't clear, compelling, or relevant to our ideal customer
- ☐ We're creating content, but it's not aligned to actual buyer struggles or interests
- ☐ We might be targeting the wrong people or misunderstanding their priorities

BOF Issues:

- ☐ Our offers or CTAs aren’t clearly presented or compelling
- ☐ It’s unclear or difficult to understand what buyers should do next (forms, demos, calls)
- ☐ Buyers don’t feel urgency or clear value to make a decision quickly

Step 3: Simple Recommended Actions

Use your responses above to select the appropriate toolkit resources from your **ROI Solution Self-Implementation Strategy™**:

If you checked issues at:	Recommended tools to start with:
TOF	Revenue Blocker Questionnaire™ AI-Aligned Topic Cluster Planner™
MOF	ICP & Buyer Struggle Worksheet™ Messaging Alignment Template™
BOF	Struggle-Driven Content Map™ Messaging Alignment Template™

(If you identified multiple stages, start with the earliest funnel stage first for quickest impact.)

Step 4: Immediate Action Plan

Identify your priority tools based on the chart above. Complete this quick action table for clarity and accountability:

Priority Tool	Owner	Due Date	Notes or Questions
(e.g., ICP & Buyer Struggle Worksheet)	[Name]	[Date]	(e.g., Confirm our ICP alignment)

Pro Tip (If You’re Unsure About Blockers)

Don’t worry if you’re unsure exactly why your funnel is stalling—this grid is designed to guide you quickly to the most likely issues and actions. Start with the recommended tools, and the process itself will uncover deeper insights along the way.