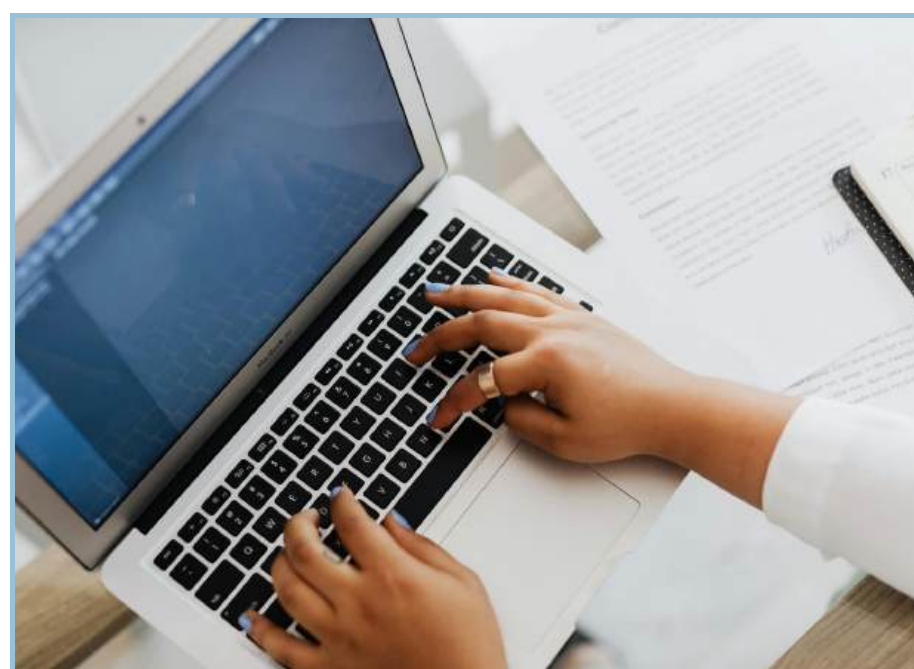


# 4

## Steps to Build an Automated Self-Assessment Funnel

### Step 1: Choose the Right Platform

Look for a platform that offers drag-and-drop funnel builders, customizable templates, and integrations with email marketing tools, especially one that excels as a lead generation funnel solution.

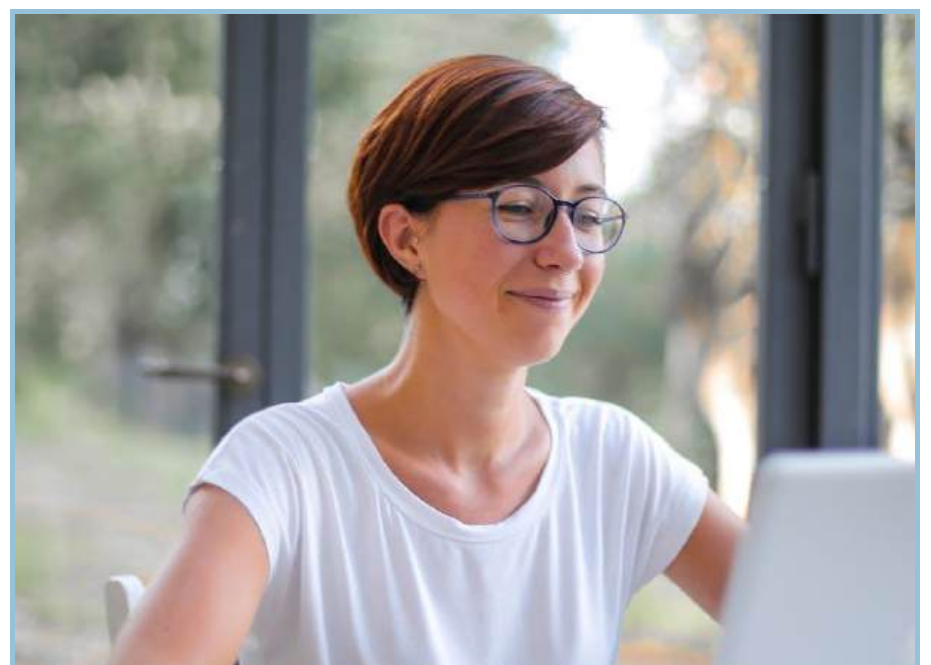


### Step 2: Design Your Self-Assessment

Create an engaging, interactive self-assessment or quiz that asks the right questions to help segment your leads. Align the questions with your business goals and target audience needs. Keep it short, with no more than 5-7 questions.

### Step 3: Set Up Email Sequences

After the assessment, create automated email sequences that deliver personalized content or offers based on the lead's answers. You can also segment the leads and trigger different email sequences based on their responses to increase the relevance of your messaging.



### Step 4: Optimize and Test

Like any funnel, your self-assessment funnel needs constant optimization. Monitor your funnel's performance, A/B test different questions, offers, and follow-ups, and continuously refine your messaging to improve conversions.