

How to Build a Funnel-First Brand from Scratch

A beginner-friendly framework for creators who want clarity, connection, and conversion

By Yehya Benadla

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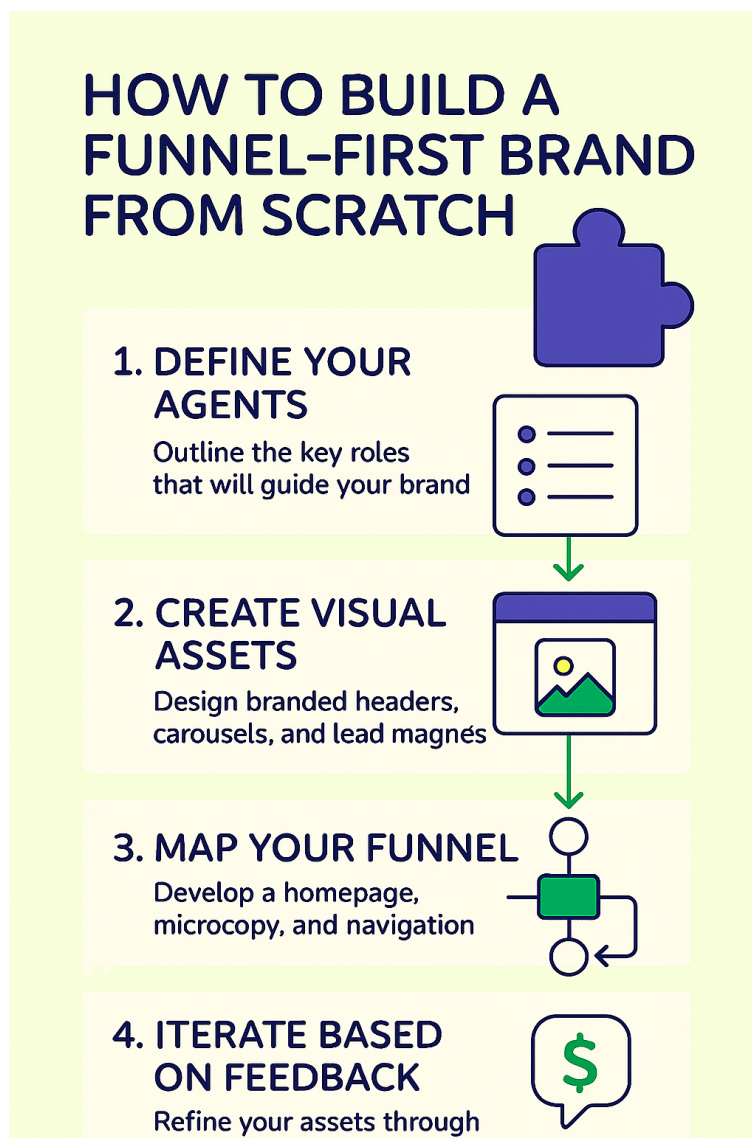
Intro:

If you're starting from zero — no audience, no fancy tech stack, no viral product — this guide is for you. I built my funnel-first brand with intention, not overwhelm. Every blog post, badge, and lead magnet was designed to guide, not sell. To invite, not pressure.

Inside, you'll find the exact steps I used to turn scattered ideas into a scalable content ecosystem:

- *Define your brand agents*
- *Create emotionally resonant visual assets*
- *Map your funnel with clarity and warmth*
- *Iterate through feedback that actually converts*

This isn't just strategy. It's a system that feels like you.



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Step 1: Define Your Agents

Goal: Build clarity around the roles that guide your brand.

Use this framework to map your content ecosystem:

Agent	Role Description	Example Asset
The Storyteller	Writes blog posts, guides, and lead magnets	“Why Most Funnel Advice Doesn’t Work” blog post
The Stylist	Designs visuals that reflect tone and consistency	Visual Branding Strategy Guide
The Architect	Maps funnels, navigation, and conversion paths	Homepage badge system
The Connector	Distributes content and builds relationships	Carousel series, outreach emails

 **Prompt:** List your current assets. Which agent created each one? Now brainstorm one new asset per agent.

Step 2: Create Visual Assets

Goal: Design visuals that feel aligned, inviting, and emotionally clear.

Checklist:

-  Use a consistent color palette (e.g. purple + light green)
-  Choose flat or minimal styles for clarity
-  Reflect your audience’s emotional goals
-  Design for mobile-first readability

 **Example:** Your carousel series uses modular layouts, icon overlays, and trust-building CTAs.

 **Prompt:** Sketch a blog header or carousel slide using your brand colors and one icon. What emotion should it evoke?

Step 3: Map Your Funnel

Goal: Build a homepage that guides users with clarity and intention.

Checklist:

-  Use clickable badge systems
-  Write microcopy that invites exploration
-  Organize content by user need or role
-  Include soft CTAs (“Choose your starting point”)

 **Example:** Your homepage uses agent cards to guide users through blog posts, guides, and checklists.

 **Prompt:** Draw a simple homepage layout. What’s the first thing users should see? What’s the next step?

Step 4: Iterate Based on Feedback

Goal: Refine your assets through continuous feedback loops.

Checklist:

-  Ask for feedback on blog posts and guides
-  Use embedded polls or soft CTAs
-  Track what gets clicked, downloaded, or shared
-  Update visuals and copy based on user behavior

 **Example:** Your Visual Branding Strategy Guide evolved through feedback on layout, icon clarity, and CTA placement.

 **Prompt:** Choose one asset to improve this week. What feedback have you received? What’s one change you’ll make?

Now your turn:

Ready to build a brand that connects before it converts? Start with one agent. One asset. One step. Download the guide and let your funnel-first journey begin.

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