ProspectFoundry — user guide

Research any market, engineer a better offer, and launch a live sales funnel.

ProspectFoundry — research-led sales funnels.

Contents

Getting started

Everything in ProspectFoundry happens inside your own private workspace. Nobody else can see your projects, funnels or leads.

1. Create your account

Go to the sign-in page and choose Create account. You can either sign up with an email address and password, or use Continue with Google. Google sign-in is instant — there is no confirmation email, because Google has already verified the address for you.

2. Choose your language and market

On the sign-up form you pick a language and market, for example English (UK), German (Germany) or French (France). This decides the language, spelling, currency, date format and local regulators used in everything the app writes for you. It does not change the language of the dashboard itself.

3. Confirm your email (email sign-ups only)

If you signed up with an email and password, open the confirmation email and click the link. Check your spam folder if it has not arrived within a couple of minutes.

4. Sign in

Use the same method you signed up with. If you forget your password, click Forgot password? on the sign-in page, and you will receive a link that takes you to a screen where you can set a new one.

> **NOTE** — If you first signed up with Google and later want a password as well, use Forgot password? to set one on the same account. Both methods will then work.

How ProspectFoundry works

ProspectFoundry follows the sales funnel method set out in Russell Brunson's DotCom Secrets. You move through three stages, in order, for each business you work on.

1. Research the market

The app searches the live web for your real competitors, reads their pages, and pulls out their offers, pricing signals, promises, proof and weak spots. You get a competitor table plus a market summary of the gaps you can attack, with every source linked.

2. Engineer the strategy

From that research the app writes your strategy: a value ladder, your dream-customer avatar, a hook, a story, and a stacked offer with bonuses, a risk reversal and urgency — deliberately positioned to beat the competitors it just found.

3. Build and publish the funnel

Finally it writes and hosts the funnel itself: an opt-in page, a sales page, an application or order page and a thank-you page, plus a five-part follow-up email sequence. Publish, and you have a real, shareable web address that captures leads.

• Value ladder — the sequence of offers you take a customer through, from a free bait offer up to your highest-value service.

• Hook, story, offer — grab attention, earn belief, then make an offer that feels obvious to accept.

• Dream customer — the single specific person you are writing to, including what they are suffering now and what they want instead.

Step 1 — Create a project

A project represents one business. Everything else — research, strategy, funnels, leads — hangs off it.

1. Open Projects

Sign in and you land on Projects. Click New project.

2. Describe the business

Enter the business name, its website if it has one, the industry, and the location it sells into. Be specific: 'private medical insurance adviser for families in Surrey' produces far better research than 'insurance'.

3. Set the language for this project (optional)

The project inherits your account language. If this particular business sells into a different market, override it here — the research will then search in that language and country.

4. Or start from a blueprint

Two ready-made blueprints ship with the app: a UK private medical insurance adviser, and a UK IT support and security provider. These already have research, strategy and a published funnel, so you can see a finished example before building your own.

> **TIP** — Open a blueprint first and read it end to end. It is the fastest way to understand what good output looks like before you spend credits on your own project.

Step 2 — Run the research

This is the stage that makes the rest of the output specific to your market rather than generic.

1. Start the run

Open your project and click Run research. The app runs several searches, then reads the most relevant competitor pages. Progress appears step by step as it goes.

2. Wait for it to finish

A typical run takes one to three minutes depending on how many competitor pages it finds. Leave the tab open. A run that has started will always finish, so you never end up with half a funnel.

3. Read the competitor table

Each row is one real competitor: their main offer, any pricing signals found, the promise they make, the proof they show, and the weaknesses you can exploit. Every row links to the page it came from — click through and check anything you plan to rely on.

4. Read the market summary

Below the table you get the gaps nobody is filling, the objections buyers keep raising, and the hooks that dominate the market. This is the raw material for your positioning.

> **WARNING** — Research reflects what competitors publish publicly. Always verify prices and regulated claims before you repeat them in your own marketing.

Step 3 — Generate the strategy

With research in place, click Generate strategy. The app turns the findings into a complete DotCom Secrets plan.

1. Sense-check it against the competitors

Read the offer stack next to the competitor table. If a rival already offers the same thing on the same terms, edit your positioning or re-run the strategy with a sharper business description.

2. Check the guarantee is one you can honour

The risk reversal is the single biggest lever on conversion, and also the one thing you must be able to deliver. Change it if it overpromises.

- Value ladder — your bait, frontend, middle, backend and continuity offers.
- Dream customer avatar — who they are, what they are struggling with now, and what they want instead.
- Hook, story and offer — the attention grabber, the story that earns belief, and the offer itself.
- Offer stack — the core deliverable plus bonuses, a risk reversal (your guarantee) and a reason to act now.
- Recommended funnel type — for example a lead magnet, a quiz, a webinar, or a book-a-call application.

Step 4 — Build and publish the funnel

Click Generate funnel and the app writes every page of the funnel, plus the follow-up emails.

1. Review each step

You get an opt-in page, a sales page, an application or order page and a thank-you page. Each has a headline, subheadline, bullet points, proof, FAQ and a call to action.

2. Edit the copy

Every field is editable in place. Fix names, prices, credentials and any claim you cannot substantiate. Keep edits inside the existing fields and the page layout looks after itself.

3. Read the email sequence

A five-part soap-opera sequence is generated alongside the pages — a story told across several emails that ends in your offer. Copy it into whatever email tool you already use.

4. Publish

Click Publish. Your funnel becomes a real, live web page at /f/your-funnel-name, in a clean light theme designed to convert. Republish any time you make edits.

> **TIP** — Open the live link on your phone before you share it. Most of your traffic will be on mobile.

Step 5 — Share the link and work the leads

Once published, the funnel link is yours to use anywhere: adverts, email signature, social posts, a QR code on print.

1. What visitors see

The opt-in page with your offer and a short form. When they submit, they move to the next step of the funnel and their details are saved against your account immediately.

2. Check the Leads page

Every submission appears in Leads with the funnel and the exact step it came from, plus the time it arrived.

3. Export to CSV

Click Export to download all leads as a spreadsheet, ready for your CRM or email platform.

4. Watch the conversion rate

Page views are tracked per step, so you can see what percentage of visitors opt in. Under about 15 per cent usually means the headline or the offer needs work, not the design.

Credits and billing

ProspectFoundry runs on credits. Credits pay for the AI writing and the live web research — the parts that cost real money to run.

1. The Billing page

Billing shows your plan, current balance, usage this period, and a run-by-run history so you can see exactly what each action cost.

2. Change your default language

Your account default language and market can be changed at any time on the Billing page. It applies to future generations; existing funnels keep the language they were written in.

3. Running low

The meter warns you when the balance gets low. Contact your account manager to add credits or move to a larger plan.

- Running research, generating a strategy and generating a funnel each use credits.

- Editing copy, publishing, viewing leads and exporting CSVs are free.
- Your balance is shown in the header at all times.
- Before a run starts, the app checks you can afford it. If not, the run is refused rather than stopping halfway.

Getting better results

- Be precise about the business. Name the service, the customer and the area — vague inputs produce vague funnels.
- One project per offer. If a business sells two very different things, build two projects.
- Re-run research every few months, or whenever a competitor visibly changes their pricing or positioning.
- Replace generic proof with real proof. Swap in your genuine testimonials, case study numbers and accreditations — this alone usually lifts conversion more than any copy change.
- Change one thing at a time. Edit the headline, republish, and watch the opt-in rate before you change anything else.
- Keep the guarantee prominent. It is the section people read last and act on first.

Troubleshooting and FAQ

I did not receive a sign-up email.

If you signed up with Google, no email is sent — the address is already verified, so just sign in with Google. Otherwise check your spam folder, and make sure the address was typed correctly.

I signed up with Google but want to use a password.

Use Forgot password? on the sign-in page with the same email address. Set a password, and both sign-in methods will work on the one account.

A run was refused because of credits.

Your balance could not cover the estimated cost. Top up or upgrade on the Billing page, then run it again. Nothing was charged and nothing was generated.

My funnel link shows nothing.

The funnel is probably not published yet. Open the funnel and click Publish. If you have edited it since, republish to push the changes live.

The research found the wrong competitors.

Sharpen the industry and location fields on the project — add the service and the town or region — then run the research again.

Can I change the language after generating?

Yes. Change the language on the project or your account, then re-run the strategy and funnel generation. Existing text is not translated in place.

Can I use my own domain for the funnel pages?

Funnels are hosted on the ProspectFoundry address. If you need a custom domain, speak to your account manager.

Is my research visible to other users?

No. Projects, funnels and leads are private to your account and enforced at the database level. Only your published funnel pages are public, as intended.

Glossary

Funnel — A sequence of pages that takes a stranger from first click to enquiry or purchase.

Opt-in page — The first page, where a visitor exchanges their contact details for something valuable.

Lead magnet — The valuable free thing offered in exchange for those details — a guide, audit, quiz result or comparison.

Tripwire — A low-priced first offer whose job is to turn an enquirer into a paying customer.

Value ladder — Your offers arranged from free to highest value, each one leading naturally to the next.

Hook — The line or idea that stops the scroll and buys you attention.

Offer stack — The core offer plus bonuses, guarantee and urgency, presented together so the value clearly exceeds the price.

Risk reversal — The guarantee that moves the risk of buying from the customer to you.

Soap-opera sequence — A five-part email story that builds trust across several days and ends in your offer.

Lead — Somebody who has submitted a form on one of your funnel pages.

Credit — The unit ProspectFoundry charges for AI generation and live web research.