

Event Funnel Checklist

Welcome to your event funnel!

If you have always wanted to have your own online or in-person event, you'll love how the event funnel is so easy to customize.

Just like any of your funnels, there are a bunch of steps here. But some of these steps can be completed together, which makes things easier.

Save this Checklist on Your Computer

Make sure to save this document on your computer so you don't lose your progress. That way, you can keep coming back to it and keep checking off more steps until your funnel is all set up!


When You Need Help


If you're not sure what to do, the Event Funnel Guide will guide you through this checklist. You can also find helpful guides through the links in the checklist.

And if you're stuck, don't panic. The Thrive Machine has a "Get Support" button that connects you to chat help 24/7. If you're still not finding the answers you need, you can ask for a video or even a Zoom call where they can show you things on the screen.


We're excited to see you running your own events. Let's get you started!

Event Opt In & Replay Opt In

I replaced the Thrive images and video with mine. [Guide Here](#) 


I am happy with the font. [Guide Here](#) 


I am happy with the colors of my font, backgrounds, and buttons. [Guide Here](#) 

I edited all the copy on this Funnel Page. [Guide Here](#) 


I edited the Page Description. [Guide Here](#) 


I edited the mobile version. [Guide Here](#) 


I changed the End Date, Time, and Time Zone. [Guide Here](#) 

I set up the expire actions of my countdown timer. [Guide Here](#) 

Event Confirmation & Replay Page

I replaced the Thrive images and video with mine. [Guide Here](#) 


I am happy with the font. [Guide Here](#) 


I am happy with the colors of my font, backgrounds, and buttons. [Guide Here](#) 


I edited all the copy on this Funnel Page. [Guide Here](#) 

I edited the Page Description. [Guide Here](#) 

I edited the mobile version. [Guide Here](#) 

I changed the End Date, Time, and Time Zone. [Guide Here](#) 

I set up the expire actions of my countdown timer. [Guide Here](#) 

I created the link to add the event to the calendar. [Guide Here](#) 

Email Checklist


I edited the 8 emails connected with this funnel. [Guide Here](#) 

I set up the Unsubscribe Link (and added the link to each email) [Guide Here](#) 

Test Your Funnel Checklist

I tested the Application Page.

I tested the emails

Each Page on My Funnel has a Unique Link. [Guide Here](#) 

Test Your Funnel Checklist

I created an outline for my Event Content. [Guide Here](#) 

I hosted my videos in YouTube or Vimeo [Guide Here](#) 