EMPIRE BUILDER ACADEMY

MODULE 09

YOUR FIRST 30 DAYS

7 lessons with step-by-step instructions, copy-and-paste AI prompts, exercises, a worksheet, an action checklist, and a knowledge check.

THE ONLINE ENTREPRENEUR BLUEPRINT

From Zero to Your First Online Business

09

BUILD SMART. LAUNCH FAST. SCALE WITH AI.

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MODULE 9: YOUR FIRST 30 DAYS

MODULE OVERVIEW: This is where everything comes together. You've learned how to choose a direction, set up your foundation, use AI, build a website, market, sell, run a store, and build systems. Now you'll follow a practical 30-day launch plan with daily tasks, a marketing calendar, a website launch checklist, a customer acquisition checklist, and a performance tracker. The plan is designed for someone with roughly 1–2 hours per weekday and a bit more on weekends. Adjust it to your schedule; consistency matters more than speed.

In this module:

- Lesson 9.1: A Practical 30-Day Launch Plan
- Lesson 9.2: Daily Business Tasks
- Lesson 9.3: Marketing Calendar
- Lesson 9.4: Website Launch Checklist
- Lesson 9.5: Customer Acquisition Checklist
- Lesson 9.6: Performance Tracking
- Lesson 9.7: Next Steps

> **NOTE:** This plan gives you a structure for action, not a promise of results. Some people will land a first customer within 30 days; others will need longer. What matters is that by Day 30 you have a real offer, a real presence, real conversations, and real data to guide your next 30 days.

LESSON 9.1

A Practical 30-Day Launch Plan

The Big Idea

A launch plan turns everything you've learned into a sequence. Each week has a theme and a clear outcome. If you fall behind, don't restart; just pick up where you are and keep moving.

The Four Phases

- **Week 1 (Days 1–7): Decide and validate.** Lock your direction, niche, and offer; collect evidence of demand.
- **Week 2 (Days 8–14): Build the foundation.** Business setup basics, brand, and website draft.
- **Week 3 (Days 15–21): Launch and reach out.** Publish your website, start content, begin direct outreach.
- **Week 4 (Days 22–30): Sell, follow up, and review.** Conversations, offers, follow-ups, and your first performance review.

The Day-by-Day Plan

Day	Focus	Key task	Module reference
1	Direction	Write your one-sentence direction and 90-day review date	1
2	Niche	Finalize your niche statement and list where your audience gathers	1
3	Problems	Collect 15+ customer quotes; identify 3 problem themes	1
4	Interviews	Hold or schedule 3 problem interviews	1
5	Demand	Complete a demand check: search, competitors, marketplaces	1
6	Offer	Draft your core offer with all seven parts	6
7	Pricing + review	Set launch price; weekly review	6
8	Name	Choose your business name; run availability checks	2
9	Legal basics	Decide structure; research licenses/permits; EIN if needed	2
10	Money	Open business bank account (or start the process); set up bookkeeping	2
11	Domain + email	Register domain; set up business email	2
12	Brand	Write brand style guide; create simple logo and colors	5

Day	Focus	Key task	Module reference
13	AI setup	Write Business Brief; build your first AI assistant	3
14	Website draft + review	Plan sitemap; draft homepage with AI; weekly review	4
15	Website pages	Build services/product page, about, contact	4
16	Lead capture	Create lead magnet and opt-in; connect email tool	4, 8
17	SEO + policies	On-page SEO, privacy policy, other policies	4
18	Launch website	Complete launch checklist and publish	4, 9
19	Social setup	Optimize your primary platform profile; Google Business Profile if eligible	5
20	Content batch	Create and schedule 2 weeks of content	5
21	Announce + review	Announce launch to your network; weekly review	4, 5
22	Outreach	Build a list of 25 leads/partners; send 5 personalized messages	5
23	Communities	Post helpful contributions in 2–3 communities (follow rules)	5
24	Sales assets	Finalize sales page, email templates, and consultation script	6
25	Outreach	Send 5 more messages; follow up on earlier ones	5, 6
26	Conversations	Hold consultations or respond to inquiries; send proposals	6
27	Follow-up	Follow up on all open leads and proposals	6
28	Automations	Set up one automation and your weekly dashboard	8
29	Customer experience	Create onboarding message, feedback form, review request	6
30	Review + plan	30-day performance review; plan the next 30 days	9

If You're Selling Products Instead of Services

Swap in these tasks:

- **Day 6:** choose your first 1–3 products and score them (Module 7).
- **Day 7:** calculate unit economics or outline your digital product.
- **Days 15–16:** create product pages and complete your first product (or order samples).
- **Day 17:** add shipping/return policies and test checkout.

- **Day 26:** run a launch promotion to your list and network.

AI Prompt: Personalize My 30-Day Plan

COPY-AND-PASTE AI PROMPT

```
Here's my situation:
- Business direction: [DIRECTION]
- Offer: [OFFER] (services or products?)
- Hours available: [WEEKDAYS] and [WEEKENDS]
- What I've already done: [LIST]
- Biggest constraint: [e.g., time, budget, confidence]
Adapt this 30-day launch plan to my situation: [PASTE OR SUMMARIZE
THE PLAN]. Keep the four phases. Remove tasks I've completed, adjust
for my hours, and give me a realistic day-by-day table with
estimated time per task. Mark the 5 tasks that matter most.
```

EXERCISE 9.1: Write your start date and the calendar date for each of the 30 days in your worksheet. Block the time on your calendar now.

LESSON 9.2

Daily Business Tasks

The Big Idea

Big results come from small, consistent actions. A **daily operating routine** keeps the most important activities happening even when motivation is low. During your first 30 days, aim for a short routine you can actually sustain.

The Daily Power Hour (60 Minutes)

1. **Plan (5 minutes):** review today's task from the 30-day plan; choose your top 3 priorities.
2. **Build (25 minutes):** work on today's main task.
3. **Reach (20 minutes):** one customer-facing action: outreach, content, community engagement, or follow-up.
4. **Respond (5 minutes):** reply to messages, comments, and inquiries.
5. **Record (5 minutes):** update your lead tracker and note one thing you learned.

If you have more time, extend the Build and Reach blocks. If you have less, never skip Reach. Customer-facing actions are the ones that most directly lead to sales.

Weekly Tasks

- **Monday:** plan the week; batch content.
- **Wednesday:** mid-week check of leads and follow-ups.
- **Friday or Sunday:** weekly review (30 minutes): numbers, wins, lessons, next week's top 3.
- **Weekly:** 20-minute bookkeeping block (Module 2).

Protecting Your Focus

- Work in time blocks with notifications off.
- Keep a "parking lot" list for new ideas so they don't derail today's task.
- Avoid "busywork" (endless logo tweaking, tool hopping) when a customer-facing task is waiting.
- Track your streak. Consistency builds momentum.

Energy and Sustainability

Starting a business while working, studying, or caring for family is demanding. Build in rest. Missing a day is normal; abandoning the plan isn't required. Resume the next day.

EXAMPLE (HYPOTHETICAL): A hypothetical full-time retail employee building a resume-writing business uses her lunch break for "Respond" and "Reach" (replying to inquiries and engaging in two job-seeker communities) and spends 40 minutes after dinner on "Build." She does her weekly review on Sunday mornings with coffee.

AI Prompt: Daily Plan

COPY-AND-PASTE AI PROMPT

```
Today is Day [X] of my 30-day launch plan. Today's planned task:
[TASK]. I have [X] minutes. Other urgent items: [LIST].
Create a time-blocked plan using Plan, Build, Reach, Respond, Record.
Break today's main task into small steps that fit the Build block.
Suggest one specific customer-facing action for the Reach block.
```

AI Prompt: End-of-Day Reflection

COPY-AND-PASTE AI PROMPT

```
Ask me these 4 questions one at a time: What did I complete today?
What customer-facing action did I take? What did I learn? What's my
#1 task tomorrow? Then summarize my answers in 3 lines for my log
and offer one encouraging, practical suggestion (no hype).
```

EXERCISE 9.2: Write your Daily Power Hour schedule on the worksheet: what time each block happens and where you'll work.

LESSON 9.3

Marketing Calendar

The Big Idea

A **marketing calendar** tells you what to publish, where, and when, so you're not staring at a blank screen each day. It connects your content to your goals (awareness, leads, sales) and keeps you consistent.

Building Your 30-Day Marketing Calendar

1. **Choose your channels:** one primary social platform, email, and optionally a secondary platform or Google Business Profile.
2. **Set frequency:** e.g., 3 social posts per week, 1 email per week, 2 Google Business Profile posts per month.
3. **Assign content pillars** (Module 5): educate, show, connect, prove, offer.
4. **Map key dates:** launch day, any real promotions, holidays relevant to your audience, local events.
5. **Batch create** content weekly using AI and your prompt library.
6. **Schedule** using platform tools or a scheduler.

Sample 4-Week Marketing Calendar (Hypothetical Service Business)

Week	Theme	Social posts (3/week)	Email	Other
1	Introduce the problem	Tip post; "why I started" story; myth vs. fact	Welcome email to your first subscribers or network update	Join 2 communities
2	Show expertise	How-to carousel; behind-the-scenes; customer question answered	Helpful tip newsletter	Helpful community posts
3	Launch	Website launch announcement; "how it works" walkthrough; FAQ video	Launch announcement	Personal messages to network
4	Invite action	Offer explainer; tip with soft CTA; "what to expect" post	Offer reminder (no fake urgency)	Follow-ups; GBP post

Content Mix Guideline

A healthy mix for a new business might look like: mostly educational and connecting content, some behind-the-scenes, and a minority of direct offers. Adjust based on what your audience responds to.

AI Prompt: Build My 30-Day Marketing Calendar

COPY-AND-PASTE AI PROMPT

Build a 30-day marketing calendar for [BUSINESS] targeting [AUDIENCE].
Channels: [PRIMARY PLATFORM], email, [OPTIONAL OTHERS].
Frequency: [POSTS PER WEEK], [EMAILS PER WEEK].
Launch date: [DATE]. Real promotions: [DETAILS or "none"].
Content pillars: [PILLARS].
For each scheduled day, give: channel, pillar, post idea, hook (first line), format, and call to action. Present as a table. Honest tone, no hype, no fake urgency.

AI Prompt: Weekly Content Batch

COPY-AND-PASTE AI PROMPT

Using my marketing calendar for Week [X] (pasted below), write all the content pieces: captions, short video scripts, carousel slide text, and the email. Match my brand voice: [VOICE]. Mark places where I should add my own photo, example, or story.
Calendar: [PASTE WEEK]

EXERCISE 9.3: Create your 30-day marketing calendar and batch-create your first week of content.

LESSON 9.4

Website Launch Checklist

The Big Idea

Your website launch is a milestone, but launching with broken forms or wrong prices undermines trust. Use this checklist (expanded from Module 4) before you share your site widely.

The Complete Website Launch Checklist

Strategy

- [ ] Clear headline that says what you do and for whom
- [ ] One primary call to action used consistently
- [ ] Offer, prices (or "starting at"), and next steps are clear

Content accuracy

- [ ] Every page proofread (AI pass plus read-aloud pass)
- [ ] No placeholder text or brackets left
- [ ] Contact info, hours, and service area correct
- [ ] Only genuine reviews and verifiable claims
- [ ] No income or results guarantees

Functionality

- [ ] All links and buttons tested
- [ ] Contact form tested; notification and confirmation emails received
- [ ] Booking calendar tested (if used)
- [ ] Email opt-in tested; lead magnet delivered
- [ ] Checkout tested with a real purchase and refund (if selling)
- [ ] 404 page exists or redirects make sense

Mobile and accessibility

- [ ] Checked on at least one phone and one computer
- [ ] Text readable without zooming; buttons easy to tap
- [ ] Images have alt text; color contrast is sufficient
- [ ] Page loads reasonably fast (check with PageSpeed Insights)

SEO and analytics

- [ ] Title tags and meta descriptions set for key pages
- [ ] Site visible to search engines (not hidden or password-protected)

- [ ] Google Search Console connected; sitemap submitted
- [ ] Analytics installed and recording visits

Legal and trust

- [ ] Privacy policy linked in footer
- [ ] Terms, refund, and shipping policies (as applicable)
- [ ] Cookie consent if required by your tools/audience
- [ ] Business name and contact method visible
- [ ] Affiliate or sponsorship disclosures where needed

Technical

- [ ] Domain connected; HTTPS works on www and non-www
- [ ] Favicon and social sharing image set
- [ ] Business email working
- [ ] Domain auto-renew on; two-factor authentication enabled on key accounts

Launch

- [ ] Website URL added to social profiles, email signature, and Google Business Profile
- [ ] Launch announcement drafted for network, social, and email
- [ ] Analytics baseline noted on launch day

AI Prompt: Final Launch Review

COPY-AND-PASTE AI PROMPT

```
Act as a meticulous website QA reviewer. I'm launching [URL/BUSINESS].
Here is the text of each page: [PASTE]. Check for: unclear messaging,
inconsistent prices or details between pages, missing information
customers need, placeholder text, exaggerated claims, missing calls to
action, and missing policy links. Produce a prioritized fix list.
```

EXERCISE 9.4: Go through the checklist item by item, fix any issues, and record your launch date on the worksheet.

LESSON 9.5

Customer Acquisition Checklist

The Big Idea

Your first customers rarely find you by accident. They usually come from **people you know, people they know, communities you're part of, and direct, respectful outreach.** This checklist gives you a structured approach to finding your first customers.

The First-Customer Playbook

Warm network (Days 18–22)

- [ ] List 50 people you know (friends, family, former coworkers, neighbors, classmates)
- [ ] Send a personal message to at least 20 explaining what you do and who you help
- [ ] Ask for introductions, not just sales: "Do you know anyone who...?"
- [ ] Post a launch announcement on your personal profiles

Communities (ongoing)

- [ ] Join 3 communities where your target customers gather
- [ ] Read and follow each community's rules
- [ ] Make 5+ genuinely helpful contributions before any promotion
- [ ] Share your offer only where permitted

Direct outreach (Days 22–27)

- [ ] Build a list of 25 well-matched prospects or partners
- [ ] Research each and personalize your message
- [ ] Send 5 messages per outreach day
- [ ] Follow up once or twice, politely
- [ ] Track every message in your lead tracker

Partnerships

- [ ] Identify 5 complementary businesses
- [ ] Propose a simple collaboration (referral swap, co-hosted event, guest content)

Local (if relevant)

- [ ] Google Business Profile complete and verified
- [ ] Flyers or cards at permitted community boards (with permission)
- [ ] Attend one local networking event or meetup

Conversion

- [ ] Respond to every inquiry within one business day
- [ ] Use your consultation script or sales page
- [ ] Send proposals or payment links promptly
- [ ] Follow up on every open opportunity

After each new customer

- [ ] Send onboarding/welcome message
- [ ] Deliver excellently
- [ ] Ask for feedback and an honest review
- [ ] Ask if they know anyone else who might benefit

Pricing Your Very First Customers

Some new businesses offer an introductory or "founding customer" price to their first few clients in exchange for honest feedback. If you do this, be transparent: state that it's an introductory price, how many spots or how long it applies, and what you're asking in return (feedback, an honest review if they're happy). Don't create fake scarcity.

AI Prompt: Warm Network Message

COPY-AND-PASTE AI PROMPT

Write a short, personal message I can send to friends, family, and former coworkers announcing my new business [BUSINESS], which helps [AUDIENCE] with [PROBLEM]. Don't sound salesy. Ask them to keep me in mind and to introduce me to anyone who might benefit. Give 3 versions: text message, email, and LinkedIn message. Under 100 words each.

AI Prompt: Founding Customer Offer

COPY-AND-PASTE AI PROMPT

Help me write a transparent "founding customer" offer for my first [NUMBER] clients of [OFFER]. Introductory price: [PRICE] (regular price: [PRICE]). What I ask in return: [e.g., honest feedback, permission to share their review if they're happy]. Make the terms clear and honest, with no fake scarcity. Write a social post and a direct message version.

> **EXERCISE 9.5:** Complete the warm network list (50 names) on your worksheet and send your first 20 personal messages.

LESSON 9.6

Performance Tracking

The Big Idea

At the end of each week and at Day 30, you need to know what's working. You'll track a small set of numbers and honest notes. Early numbers will be small, which is normal. The goal is to learn, not to judge yourself.

Your 30-Day Scorecard

Track these weekly:

Metric	Why it matters
Hours worked on the business	Shows consistency
Customer-facing actions (messages, posts, comments)	Leading indicator of opportunities
Conversations (calls, DMs, inquiries)	Shows interest
Website visitors	Shows reach
Email subscribers	Shows audience growth
Proposals sent / checkout visits	Shows buying intent
Customers won	Outcome
Revenue	Outcome
Expenses	Keeps spending in check

The Weekly Review (30 Minutes)

1. Update the scorecard.
2. What worked this week? (Do more of it.)
3. What didn't? (Change or stop it.)
4. What did customers or prospects say? (Exact words.)
5. What's blocking you?
6. Top 3 priorities next week.

The Day-30 Review

Answer honestly:

- Did you complete the plan's key milestones (offer, website, outreach)?
- How many real conversations did you have with potential customers?
- What did you learn about demand? (Use the evidence ladder from Module 1.)
- Which channel produced the most conversations?
- What do customers or prospects consistently say?
- Should you **continue**, **adjust** (niche, offer, price, channel), or **pivot**?

A common mistake is judging an idea only on revenue after 30 days. Judge it on **evidence**: Are people engaging? Are conversations happening? Is feedback pointing you to a better offer? Many businesses need several cycles of testing and adjustment.

AI Prompt: 30-Day Review Analysis

COPY-AND-PASTE AI PROMPT

```
Here is my 30-day scorecard and notes: [PASTE].
Analyze: what's working, what isn't, which channel shows the most
promise, what customer feedback suggests, and whether the evidence
supports continuing, adjusting, or pivoting. Be honest and specific.
Then propose a focused plan for the next 30 days with weekly goals
based on leading indicators I control.
```

AI Prompt: Scorecard Spreadsheet

COPY-AND-PASTE AI PROMPT

```
Create a weekly scorecard spreadsheet layout for a new business.
Columns: week, hours worked, customer-facing actions, conversations,
website visitors, email subscribers, proposals/checkout visits,
customers won, revenue, expenses, profit (formula), notes.
Add formulas for totals and simple week-over-week change, plus a
conversion rate from conversations to customers. Give Google Sheets
formulas.
```

> **EXERCISE 9.6:** Set up your scorecard and complete your first weekly review.

LESSON 9.7

Next Steps

The Big Idea

Finishing your first 30 days is an accomplishment. You've moved from idea to action. The next phase is about **repeating what works, improving what doesn't, and building systems** so your business can grow sustainably.

Your Next 90 Days: Three Paths

Path A: You have customers or strong interest. Focus on delivering excellently, collecting feedback and honest reviews, refining your offer, and systemizing delivery. Double down on the channel that produced the most conversations. Consider raising prices when your schedule fills up.

Path B: You have interest but few or no sales. Look at your funnel (Module 6). Is the offer clear? Is the price aligned with value? Are you reaching the right people? Are you following up? Make one significant improvement at a time and test it for 2–3 weeks. Have more direct conversations.

Path C: Little interest so far. Revisit Module 1. Go back to the customer problem. Interview 5–10 more people. Consider a narrower niche, a different offer, or a different audience with the same skill. This isn't failure; it's information that many founders gather before finding traction.

Keep Learning (Without Course Hopping)

- Revisit the module that matches your current bottleneck.
- Use free, reputable resources: SBA.gov learning center, SCORE mentoring, your local Small Business Development Center, IRS small business resources, and official platform help centers.
- Join one supportive community of business owners at a similar stage.
- Read your own data and customer feedback; it's specific to your business.

Long-Term Habits of Sustainable Business Owners

1. Talk to customers regularly.
2. Review numbers weekly.
3. Document and improve systems.
4. Protect your time and energy.
5. Keep personal and business finances separate.
6. Stay honest in all marketing and sales.
7. Keep learning, then apply what you learn.

A Final Word

Building a business is a skill, and skills improve with practice. You don't need to have everything figured out. You need the next right step, and then the one after that. You now have a blueprint, a set of tools, and a plan. The rest is execution, learning, and persistence.

AI Prompt: My 90-Day Plan

COPY-AND-PASTE AI PROMPT

I just completed my first 30 days. Situation: [SUMMARY]. Path I'm on (A: customers/strong interest, B: interest but few sales, C: little interest): [PATH]. Key numbers: [SCORECARD]. Customer feedback: [QUOTES]. Create a 90-day plan with 3 monthly themes, weekly goals based on leading indicators, one experiment per month, and the systems I should build. Be realistic about my [HOURS] per week.

AI Prompt: Accountability Partner

COPY-AND-PASTE AI PROMPT

Act as my weekly accountability partner for the next 90 days. Each time I return and say "check-in," ask me: what I committed to last week, what I completed, what got in the way, my numbers, and my top 3 commitments for next week. Keep me honest and encouraging. Point out patterns over time. Start by asking me for my 90-day goal.

EXERCISE 9.7: Choose your path (A, B, or C), write your 90-day goal, and schedule your next three monthly reviews.

MODULE 9

Module 9 Worksheet

Part A: My 30-Day Calendar

Start date: _____ Day 30 date: _____

Week	Dates	Theme	Most important task	Done?
1		Decide and validate		
2		Build the foundation		
3		Launch and reach out		
4		Sell, follow up, review		

Part B: Daily Power Hour

Block	Time	Where
Plan (5 min)		
Build (25 min)		
Reach (20 min)		
Respond (5 min)		
Record (5 min)		

Weekly review day/time: _____

Part C: Marketing Calendar Summary

Week	Theme	Posts planned	Email planned	Other
1				
2				
3				
4				

Part D: Website Launch

Launch date: _____ Checklist complete? Yes / No

Issues found and fixed: _____

Part E: Warm Network and Outreach

Name	Relationship	Contacted (date)	Response	Next step

Part F: 30-Day Scorecard

Metric	Week 1	Week 2	Week 3	Week 4	Total
Hours worked					
Customer-facing actions					
Conversations					
Website visitors					
Email subscribers					
Proposals / checkout visits					
Customers won					
Revenue					
Expenses					

Part G: Day-30 Decision

Continue / Adjust / Pivot (circle one). Why: _____

My path (A / B / C): _____ My 90-day goal: _____

Next three monthly review dates: _____

MODULE 9

Action Checklist

- [ ] Put all 30 days on your calendar with time blocks
- [ ] Set up your Daily Power Hour routine
- [ ] Complete Week 1: direction, niche, problems, demand, offer, price
- [ ] Complete Week 2: name, structure, banking, domain, email, brand, AI assistant, website draft
- [ ] Complete Week 3: website pages, lead capture, SEO, policies, launch, social setup, content batch
- [ ] Complete Week 4: outreach, communities, sales assets, conversations, follow-ups, automation, customer experience
- [ ] Build your 30-day marketing calendar
- [ ] Complete the website launch checklist
- [ ] Contact at least 20 people in your warm network
- [ ] Track your scorecard weekly
- [ ] Complete your Day-30 review and choose your path
- [ ] Write your 90-day plan

MODULE 9

Knowledge Check

1. What is the theme of Week 1 in the 30-day plan?
A) Buy ads
B) Decide and validate
C) Hire contractors
D) Build an app

2. In the Daily Power Hour, which block should you never skip?
A) Plan
B) Reach (customer-facing action)
C) Record
D) None; skip any

3. What's the best source of first customers for most new businesses?
A) Waiting for search traffic
B) Warm network, communities, and respectful direct outreach
C) Buying email lists
D) Viral luck

4. How should a "founding customer" price be presented?
A) With a fake countdown timer
B) Transparently, with clear terms and no fake scarcity
C) As a permanent discount
D) Hidden from customers

5. What's the main way to judge an idea at Day 30?
A) Revenue only
B) Evidence: engagement, conversations, and feedback
C) Number of followers only
D) How you feel that day

6. True or false: If you miss a day of the 30-day plan, you should restart from Day 1.

7. Which is a leading indicator in your 30-day scorecard?
A) Revenue
B) Customer-facing actions
C) Profit
D) Taxes paid

8. If you have interest but few sales (Path B), what should you do?

A) Quit immediately

B) Examine the funnel, offer clarity, pricing, and follow-up; improve one thing at a time

C) Change everything at once

D) Stop talking to customers

MODULE 9

Answer Key

1. **B.** Week 1 is about deciding your direction and validating demand.
2. **B.** Customer-facing actions most directly create opportunities.
3. **B.** Warm network, communities, and personalized outreach are where most first customers come from.
4. **B.** Introductory pricing must be honest and clearly explained.
5. **B.** Evidence and learning matter more than early revenue alone.
6. **False.** Pick up where you are and keep moving.
7. **B.** Customer-facing actions are activities you control that predict future results.
8. **B.** Diagnose the funnel and test improvements one at a time.