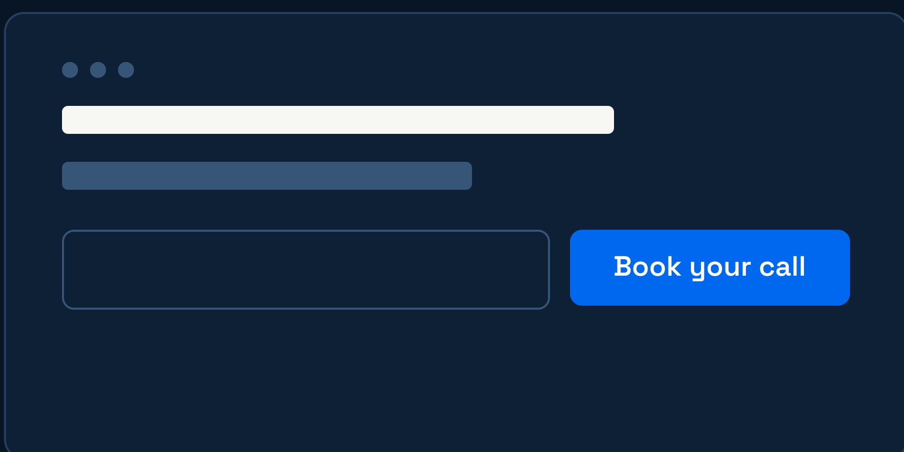
Nexus HUB

FREE GUIDE · MEMBER RESOURCES

THE AGENCY CONVERSION SERIES · VOL. 1

Engineer BOFU pages that convert

The HighLevel agency playbook for turning ready-to-buy leads into booked calls, signed retainers and SaaS subscriptions.



4% → 11%

PAGE CONVERSION

+42%

CALL-TO-CLOSE

Charles Higgins

Founder, Nexus Hub

Where HighLevel agencies get unstuck.

About this guide

You've built the funnel. You're running the ads. Leads are landing on your booking page — and most of them leave. This guide covers the last, highest-stakes stretch of your funnel: the pages, calls and follow-up that turn a warm lead into a paying client. Every tactic maps directly to tools you already have in HighLevel.

Case examples are illustrative composites drawn from patterns we see across agencies; use the numbers as directional benchmarks, not guarantees.

WHAT'S INSIDE

The bottom of your funnel decides whether the retainer gets signed

At the bottom of your funnel, prospects are making their final decision. They know their problem, they've researched agencies and they've narrowed their options — you're on the shortlist. This is the moment where deals are won or lost. Your ads can perform brilliantly and your lead magnets can fill the pipeline, but a weak bottom funnel sabotages all of it.

Most agencies live this exact problem: thousands of visitors, a calendar full of no-shows and a booking page converting a tiny fraction of the traffic that reaches it. The bottom of the funnel is where the battle for revenue is ultimately won or lost — and it's the cheapest place to improve, because every lift compounds against traffic you already paid for.

This guide covers the three pillars of bottom-funnel conversion:

01 **Friction-free conversion pages.** Funnel pages with one job: get the call booked.

02 **Undeniable proof of value.** Evidence matched to the exact objection holding each prospect back.

03 **A frictionless last mile.** Risk reversal, instant follow-up and clean handoffs from automation to human.

Implement these and you'll turn hesitant prospects into confident clients — higher conversion rates, shorter sales cycles and clients who arrive at onboarding ready to succeed.

01

Engineer friction-free conversion pages

Your BOFU pages have one mission: reduce worry, spotlight value and provide a clear next step. Everything else is friction.

Strip away distractions

The highest-converting funnel pages ruthlessly eliminate anything that doesn't directly support the conversion:

- **Remove site-wide navigation** — build the page as a standalone funnel step, not a website page with a header menu
- **Eliminate exit links** — no social icons, no "check out our blog", nothing that leads away from the booking calendar
- **Simplify the message** — lead with the two or three outcomes prospects care about most, not your full service list
- **Cut form fields to the minimum** — name, email, phone. Everything else can wait for the pre-call questionnaire

ILLUSTRATIVE EXAMPLE

An agency selling funnel builds to home-service businesses simplified its strategy-call page: three client outcomes instead of eight deliverables, and a form cut from six fields to three. Conversion climbed from 4% to 11% — nearly tripling pipeline overnight, on the same ad spend.

DO THIS NOW

Audit your current booking page. Count every element that doesn't directly contribute to the conversion — nav links, social icons, secondary offers. Duplicate the funnel step in HighLevel, remove them all and run it as a split test against the original for 30 days.

Headlines that promise clear outcomes

Your headline should immediately communicate the specific value a prospect will receive — not what you do, but what they get.

WEAK "Book a call with our agency"

STRONG "See how you can book 15 more jobs a month in 90 days — without hiring a salesperson"

The second headline speaks to outcomes, not services. It's specific, measurable and time-bound — exactly what a business owner needs to justify taking the next step.

HEADLINE FORMULA

[Specific outcome] + [timeframe] + [for their type of business]

Benefit-focused copy

Structure page copy around emotional rewards and concrete outcomes:

- **Lead with "after" scenarios** — a full calendar, reviews on autopilot, a pipeline they can see
- **Use the second person** — address the prospect directly with "you" and "your"
- **Focus on transformation** — from chasing leads manually to a system that follows up for them
- **Incorporate real metrics** — specific numbers from client results, not adjectives

Hero visuals that show results

Your visuals should reinforce the promise, not decorate the page:

- **The outcome in action** — a real dashboard showing booked appointments, not abstract stock imagery
- **Real clients, real situations** — a plumber checking his phone between jobs beats a model in a suit
- **Before/after comparisons** — the empty calendar next to the full one is worth a page of copy

Value bullets that emphasize outcomes

Replace feature bullets with outcome statements:

WEAK "Automated SMS follow-up sequences"

STRONG **"Reach every lead in under five minutes — even while your client sleeps"**

DO THIS NOW

Rewrite three to five of your current feature bullets using this formula: [action verb] + [specific benefit] + [unique advantage]. Swap them into your highest-traffic funnel page this week.

Align every element to a psychological trigger

Each element on your page should trigger a specific response that moves the prospect closer to booking. Use this table as your page audit checklist:

PAGE ELEMENT	PSYCHOLOGICAL TRIGGER	BEST PRACTICE
Headline	Problem recognition	Specific, outcome-focused, time-bound
Social proof	Fear reduction	Prominently placed above the fold
Form / calendar	Commitment	Essential fields only — three to five max
CTA button	Action bias	High-contrast color, benefit-driven verb
Risk reversal	Loss aversion	Clear, concise guarantee near the CTA

AGENCY NOTE

This table works twice for you: once on your own agency's booking page, and again as a client deliverable. Auditing a prospect's landing page against it — live, on a discovery call — is one of the fastest ways to demonstrate expertise before they've paid you a dollar.

Create strategic micro-conversions

Not every visitor is ready to book a call. Micro-conversions capture intent without forcing commitment — and HighLevel gives you every tool on this list natively:

- **Chat widget** — set it to proactively engage after 30 seconds or 50% scroll depth, with replies routed to SMS so the conversation survives the visitor leaving the page
- **Exit-intent pop-up** — offer a lighter alternative when someone moves to leave: a case study, a pricing guide, this kind of resource
- **"Email me this page"** — a one-field form that captures researchers deciding for a partner or boss
- **"Quick question" button** — a low-commitment way to start a conversation, next to the main booking calendar

ILLUSTRATIVE EXAMPLE

An agency selling reputation-management retainers added a "Quick question" button beside its booking calendar, letting prospects text a single question instead of committing to a full call. That micro-conversion captured 34% more leads — leads that later converted to clients after an automated nurture sequence.

IMPLEMENTATION CHECKLIST

- [ ] Add the chat widget to your booking page, wired to a "new conversation" notification workflow
- [ ] Build an exit-intent pop-up offering a relevant resource instead of the call
- [ ] Add a "Quick question" option next to your main conversion form
- [ ] Tag every micro-conversion source so your nurture workflows can speak to intent level

02

Prove value beyond doubt

At the bottom of the funnel, prospects need tangible proof your agency delivers. Different prospects need different evidence — match the proof to the objection.

Match proof assets to specific objections

Every stalled deal is stuck on a specific unspoken question. Each proof asset answers a different one:

PROOF ASSET	BUYER OBJECTION IT ANSWERS	IDEAL PLACEMENT
Live system walkthrough	"Will it actually work?"	Main booking page
Client testimonial	"Has it worked for others?"	Near pricing information
Niche case study	"Has it worked in my industry?"	Niche-specific landing pages
ROI calculator	"Is the retainer worth it?"	Pricing and proposal pages
SaaS-mode trial	"Will it work for my business?"	Product-focused pages

Audit your funnel against this table. Most agencies discover they have plenty of proof for one objection — usually testimonials — and nothing for the others. The gaps are where your deals are dying.

Run discovery calls that close

Your discovery or strategy call is your demo. The most effective ones follow a three-act narrative structure:

Act 1

Context

Establish their situation: where leads come from now, what falls through the cracks

Act 2

Conflict

Quantify the cost of the gaps — missed calls, slow follow-up, invisible pipeline

Act 3

Resolution

Show your system in action — a live build in their niche, focused on outcomes

The pre-call personalization framework

The key to high-converting calls is personalization. Attach a short questionnaire to your booking form — HighLevel's calendar forms make this a five-minute setup — capturing:

- Their industry and biggest current bottleneck
- Current tools and processes they'd be replacing
- The one outcome that would make this a win for them
- Who else weighs in on the decision, and what they'll worry about

Use those answers to pick use cases that mirror their situation, prep niche-specific examples, pre-empt their objections and focus on the metrics they actually care about.

ILLUSTRATIVE EXAMPLE

A white-label fulfillment agency lifted call-to-close rates by 42% after adding a pre-call questionnaire. Each call opened with the prospect's own niche, their own numbers and a demo snapshot already configured for their industry — instead of a generic tour of features.

Call preparation checklist

- [ ] Review their questionnaire answers and Google their business — website, reviews, ad presence
- [ ] Select one or two use cases that mirror their exact challenges
- [ ] Script a story arc with both emotional and logical appeals
- [ ] Load a demo sub-account or snapshot dressed for their industry — their trade, their language, sample data that looks like their week
- [ ] Define the clear next-step CTA the call ends on — proposal, pilot or start date

AGENCY NOTE

Keep two or three "demo" sub-accounts pre-built for the niches you serve most. A prospect watching a system that already speaks their industry's language doesn't need to imagine anything — and imagination is where deals go to die.

DO THIS NOW

Add four questions to your booking calendar's form this week: industry, current tools, priority outcome and other decision-makers. Route the answers into the contact record so they're in front of you when the call starts.

Build interactive proof: the ROI calculator

Interactive tools transform abstract benefits into concrete, personalized outcomes. For an agency, the highest-leverage one is an ROI calculator that shows a prospect what missed leads currently cost them:

1. **Pick three to five metrics your service improves** — leads answered, appointments booked, reviews generated, average job value recovered
2. **Capture their baseline with a simple form** — monthly leads, close rate, average customer value
3. **Show before/after side by side** — "you're leaving $8,400/month on the table" lands harder than any feature list
4. **Project short and long term** — 90 days and 12 months, so the retainer looks small next to the return
5. **Make the result shareable** — a downloadable one-pager the owner can put in front of a partner or spouse

TIP

Don't over-build it. Three to five inputs maximum — the calculator exists to reduce friction, not create a homework assignment. A survey step in a HighLevel funnel with a calculated results page is all you need.

Trials and pilots that validate the purchase

Whether it's a SaaS-mode trial of your white-labeled platform or a paid pilot of your service, structure it around one thing: a quick win that validates the bigger decision.

1. **Onboarding** — get them to one meaningful result fast. For most local businesses that's missed-call text back: it produces a "the system just saved me a customer" moment in the first week
2. **Guidance** — clear steps with checkpoints, delivered by an onboarding workflow, not a PDF they'll never open
3. **Feedback loop** — scheduled touchpoints to catch questions and obstacles before they become churn
4. **Success celebration** — mark the first win explicitly: "your system answered 12 leads this week"
5. **Expansion roadmap** — show how the first win scales into the full retainer: reviews, reactivation, paid ads

DO THIS NOW

Map your trial or onboarding experience step by step. Find the fastest path to a meaningful "aha moment" — then restructure onboarding so it happens in the first session, not the second week.

Place social proof where doubt lives

Testimonials work best when they mirror the prospect's role and industry. A med-spa owner is moved by another med-spa owner — not by a software review.

Video testimonials

Video adds authenticity through tone, face and body language. Keep them tight:

- 60–90 seconds maximum, focused on specific outcomes and numbers
- Include a before/after: "we were missing half our calls — now every lead gets a text in two minutes"
- Address a common objection head-on — price, complexity, "I'm not techy"
- Feature clients who match the buyer you're targeting

ILLUSTRATIVE EXAMPLE

An agency serving med spas embedded short video testimonials from clinic owners directly on its pricing page. Conversions rose 28% compared to the text-quote version of the same page.

Position proof at decision points

- **Near pricing** — to answer value doubts at the exact moment they surface
- **Beside the booking form** — to reduce submission anxiety
- **On the confirmation page** — to validate the action just taken and cut no-shows
- **Next to complex offers** — to verify that normal humans run this successfully

03

Optimize the last mile

The final steps of your conversion process make or break the deal. Remove the last barriers, follow up in minutes not days, and measure what matters.

Reverse the risk

Risk reversal transforms hesitation into action by addressing the fear of a wrong decision. Three structures that work for agencies:

Money-back guarantees

Time-based: "30-day no-questions-asked refund." **Performance-based:** "10 booked appointments in 60 days or the setup fee back." Specificity beats length — a clear 30-day guarantee outperforms a vague 90-day promise.

Paid pilots with clear acceptance criteria

Define a 30–60 day window, success metrics agreed in advance, a reduced initial investment and a seamless transition path to the full retainer — all documented on a simple one-pager.

Performance-based agreements

Tie part of the fee to agreed results, define the measurement method up front, set reasonable timelines and build in regular check-ins. Powerful — but only where you control enough of the funnel to own the outcome.

ILLUSTRATIVE EXAMPLE

An agency that replaced "book a call" with a 30-day paid pilot — clear metrics, reduced fee, defined hand-over — shortened its sales cycle by 20%, and 85% of pilots converted to full retainers.

DO THIS NOW

List the top three reasons prospects hesitate at the end of your funnel. Create one specific risk-reversal tactic for each, using the structures above.

Build ethical momentum

Skip the manipulative countdown timers. Real urgency comes from real constraints:

- **Limited onboarding slots** based on your actual fulfillment capacity — shown on a transparent calendar
- **Price-lock guarantees** for the current quarter, with upcoming changes communicated honestly
- **Enhanced onboarding** — extra training or a bonus snapshot for decisions made this month

Make the handoff seamless

The transition from automation to human — or from your marketing to your sales conversation — is where conversions quietly collapse. Three rules:

- **Full visibility.** Before any call, review the contact record: pages visited, forms submitted, emails opened, questions asked in chat. It's all in the CRM — use it
- **Consistent messaging.** Use the same terminology and frameworks on the call that your funnel used on the page. Reference the exact content they engaged with
- **Instant follow-up.** Speed to lead decides deals. Automate the first response within five minutes — SMS confirmation, calendar link, missed-call text back — and set a one-hour standard for the human reply

TIP

Create a "lead passport" — a pipeline-stage note template summarizing the lead's journey, engagement and key answers. Whoever takes the call inherits the full story, so the prospect never has to repeat themselves.

Track the metrics that matter

Monitor these KPIs to continuously improve your bottom funnel — each one points to a specific fix when it drifts off target:

BOFU KPI	HEALTHY RANGE	WHAT TO FIX IF OFF-TARGET
Call show rate	70–85%	Reminder sequences, confirmation page
Call-to-close rate	20–30%	Call personalization, pre-call questionnaire
Trial-to-paid (SaaS mode)	15–25%	Onboarding experience, time to first win
Speed to lead	Under five minutes	Automation triggers, missed-call text back
Sales cycle length	Benchmark −10%	Risk reversal, proposal follow-up automation

DO THIS NOW

Build a BOFU dashboard in your reporting view tracking these five metrics weekly. Set benchmarks from your current numbers, then review monthly to find the single biggest opportunity — and fix that one first.

Your 10-week rollout: audit, then rebuild

WEEKS
1–2

Audit and analyze

- **Conversion pages:** score each element against the trigger table, count distractions, review form completion and drop-off, check the specificity of your value proposition
- **Proof inventory:** catalog case studies, testimonials and demo assets; map each to a buyer objection; find the gaps
- **Risk reversal review:** document current guarantees, compare against competitors, ask your sales calls where deals stall

Tool: score every element 1–5 against best practice. Anything below three goes on the fix list.

WEEKS
3–4

Redesign conversion pages

- **Simplified template:** no navigation, clear visual hierarchy, social proof above the fold, minimal form
- **Rewritten messaging:** outcome headlines, benefit bullets, action CTAs, objections answered on the page
- **Micro-conversions live:** chat widget, exit-intent offer, quick-question option

Start with your highest-traffic page. Split test the redesign against the original before rolling out broadly.

WEEKS
5–6

Enhance proof elements

- Build the pre-call questionnaire and niche demo snapshots; script your call narrative
- Record three to five video testimonials from your best clients, focused on numbers and objections
- Launch the ROI calculator; simplify trial onboarding to hit the "aha moment" in session one

WEEKS
7–8

Risk reversal and handoffs

- Finalize guarantee language and design the structured pilot with acceptance criteria
- Create the lead passport, notification workflows and one-hour response standard
- Publish the transparent onboarding calendar and price-lock terms

WEEKS
9–10

Measure and refine

- Stand up the BOFU dashboard with weekly review cadence and alert thresholds
- Run a testing protocol: highest-impact elements first, one hypothesis at a time
- Document the playbook so every new client build starts from what worked

DO THIS NOW

Schedule a monthly "BOFU review" — 30 minutes, metrics on screen, one priority improvement chosen and owned before the meeting ends.

Start today

This week	Audit your highest-traffic BOFU page against the element-trigger table. Identify the biggest gaps between current state and best practice.
14 days	Ship at least one micro-conversion on your main page to capture prospects who aren't ready for the primary CTA.
30 days	Add the pre-call questionnaire to your booking calendar and build a briefing habit around it.
60 days	Launch one new risk-reversal tactic built around the most common objection your sales calls hear.
Ongoing	Review your BOFU dashboard monthly, with clear ownership of every improvement.

Your bottom-funnel assets close the gap between interest and action by systematically dismantling the psychological barriers to purchase. Implement the strategies in this guide and your conversion pages stop being obstacles and start being accelerators — higher conversion, shorter cycles and clients who arrive at onboarding ready to succeed.

The difference between average and excellent bottom-funnel performance is systematic attention to detail — and it's never finished. Test, learn, improve. Pick one element from this guide and implement it today. Your future clients are waiting for you to make their decision easier.

DON'T BUILD THIS ALONE

Get unstuck faster with 500+ agencies beside you

Everything in this guide gets easier inside Nexus Hub. Bring your stuck point to a weekly Q&A and leave with a plan. Skip the build entirely with pre-built snapshots and templates. And swap notes with operators running agencies just like yours.

- **Weekly Q&A sessions** with experts who run agencies just like yours
- **Exclusive snapshots and templates** — including funnel pages built on the principles in this guide
- **A private community** of HighLevel agency owners, plus premium partner deals and training

Join Nexus Hub → nexushub.club

Charles Higgins

Founder, Nexus Hub · Pinnacle Ai