



CHEAT SHEET

Create a lead magnet Niche down and make it specific so you have a targeted audience joining your list. Make sure it is actionable and provides lots of value so your new subscribers associate your subsequent emails as being valuable.

Choose a payback offer Make sure this offer is sympathetic to the lead magnet. The offer should always be an upgrade and the real solution to the problem the lead magnet was the focus of. This increases the likelihood of customer making the investment you getting sales straight away.

Get professional looking hosting and email In business you need to look the part. Customers will not take you seriously with emails from a gmail account or landing pages hosted on free domain with massive URL's.

Create your funnel The funnel is built from 3 pages. The landing page which sells the free lead magnet, the payback offer page and the thank you page. Link these together and make sure your autoresponder is fully integrated so your list begins to get populated.

Set up your email sequence The autoresponder needs to be set up to automatically send new subscribers their lead magnet and then on a daily basis new emails of content, value or offers.

Send targeted traffic Once everything is set up send targeted traffic to your landing page. Chose highly reputable solo ad vendor and monitor the traffic to ensure you get good quality traffic and high conversions.

Repeat Once your up and running, just rinse and repeat. Create new and interesting lead magnets, build your list and utilise your list as and when want to make money.

