



INSTRUCTIONS

CREATE YOUR TRIPWIRE OFFER LESSON 3

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Action Step #7

It's time to **create the first version of your free offer**. Your free offer could be a checklist, worksheet, video training, or even an e-book. In order to achieve the best results, we recommend that your free offer is something specific, simple, and easy to consume, and clearly communicates the value the subscriber will receive. **Quick wins are the name of the game here!**

Refer to this week's video lesson to learn how to set up an email automation to deliver your free offer.

Action Step #8

In this action step, you'll **create the first version of your paid offer**. Although this offer will be more substantial than your free offer, you'll still want to focus on **quick wins**. Our potential customers are stretched thin and don't have much time- what can you provide that would provide them with the most value, right away?

For the format of your paid offer, we recommend a short video training series (4 videos, for example), ebook, or even an entry-level service you offer. Just remember that your paid tripwire offer should NOT be a comprehensive course.

We recommend that your tripwire should be priced anywhere between \$5-100 (the most common price point is around \$25) and that your offer is worth at 2-10 times what you're asking for it.

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Action Step #9

It's time to **map out what happens in your marketing funnel after A) people opt-in and don't buy and B) opt-in AND buy.** Mapping this out will help you understand the complete picture of what you're creating, and to make sure there aren't any gaps or holes in your funnel.

Watch this week's lesson plan to see how Gillian maps this out using the program Funnelytics.

LESSON 3

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ACTION STEPS

Step 7

Create version 1.0 of your free offer.

Step 8

Create version 1.0 of your paid offer.

Step 9

Map out what happens in your marketing funnel after A) people opt-in and don't buy and B) opt-in AND buy.