

# **HOMework**

## **CREATE YOUR TRIPWIRE OFFER LESSON 3**

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### CREATE YOUR TRIPWIRE OFFER

#### 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.