

Startup Success

FUNNEL BUILDING TOOLKIT

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MODULE 3 // Visibility & Lead Generation

Funnel Building Toolkit

How to Create Lead Magnets / Opt-In Offers / Content Upgrades

Canva www.canva.com

Free graphic design tool can be used to easily make attractive PDF files. Offers design templates and many different elements.

Google Slides www.drive.google.com

An application offered as part of the free Google suite, Google Slides allows for flexible creation of mixed media (text, images, design elements, and more). Designed for creating slide decks and presentations, but custom dimensions and the option to export PDF files makes this application an excellent option for creating PDF worksheets and other content.

Lead Magnet Guide

<https://www.gillianperkins.com/wp-content/uploads/2018/02/Create-Your-First-Lead-Magnet-A-Step-by-Step-Guide.pdf>

A step-by-step guide that shows how to easily create free PDF resources.

Canva PDF Design Tutorial

<https://www.youtube.com/watch?v=4I2KV23RuNM>

Video tutorial that demonstrates the basics of using Canva to create professional looking PDF resources.

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Opt-In (Sign Up) Form Creation

Thrive Leads <https://thrivethemes.com/leads/>

A part of the Thrive Themes software suite, but also available as a standalone product. This is the tool that I personally use to create all my lead generation sign-up forms.

Bloom by Elegant Themes

<https://www.elegantthemes.com/plugins/bloom/>

Easily create attractive sign-up forms and popups for your website.

Notes:

1. Most premium WordPress themes come equipped with their own, built-in lead generation form tool or software.
2. Most email marketing software options also provide a way to easily embed their opt-in forms onto your website.
3. Most complete website solutions (such as Wix, Weebly, Shopify, and Squarespace) offer a method of creating opt-in forms. HOWEVER, these options often only integrate with a very limited number of email marketing software solution.

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Email Marketing Software

Seva (formerly Convertkit) www.seva.com OR www.convertkit.com
The email marketing software that I use and love, Seva/Convertkit offers precise segmentation of your email list, as well as well-designed systems for creating automated email sequences. Their customer service is something to write home about!

MailChimp www.mailchimp.com
The best FREE option out there, MailChimp is perfect for those who are starting out on a budget.

ActiveCampaign www.activecampaign.com
A full-feature marketing automation system, ActiveCampaign is a bit more of an investment, but a valuable asset for your business. Provides email marketing, marketing automations, customer management, and sales team communication tools.

Infusionsoft www.infusionsoft.com
The big guns. Infusionsoft is a robust, powerful software suite with enormous potential. But that doesn't mean it's for everyone. There's a steep learning curve and a high price tag, so if you don't need these tools then you're likely better off with a simpler option.