



INSTRUCTIONS

CREATE YOUR TRIPWIRE OFFER

LESSON 1

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LESSON 1 TRIPWIRE STRATEGY

Action Step #1

Welcome to Part 1 of the Launch Your First Facebook Ad series! In this action plan, we are going to create your first tripwire offer, so that you can launch your first Facebook ad with confidence.

Your first action step towards creating your tripwire offer is to **review existing opt-in offers and identify any that could work for this new funnel**. Ask yourself: do you have particular opt-ins that could attract an audience that might eventually buy from you?

Action Step #2

Your second action step is to **review existing paid offers and identify any that could either be used or adjusted to fit a tripwire funnel**. Ask yourself: do you have something you could sell at a low price that is aligned with your opt-in offer? It's important that your potential customer has a cohesive experience after they opt-in and are presented with your tripwire offer.

As an example, if your opt-in offer is *10 ways to grow your audience on Instagram stories*, a good tripwire could be an *Instagram Story Templates Pack*.

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Action Step #3

After you've reviewed your existing opt-in and paid offers, you'll want to **map out three potential opt-in + tripwire offer funnels** (only need high-level concepts at this point).

There are two different ways you can approach your mapping:

1. One map of an opt-in funnel going to three different sales offers
2. Three different maps of one opt-in offer and one sales offer.

Both versions are fine, so create the map that most makes sense to you based on your opt-ins and offers.

LESSON 1

TRIPWIRE STRATEGY

ACTION STEPS

Step 1

Review existing opt-in offers and identify any that could work

Step 2

Review existing paid offers and identify any that could either be used or adjusted to fit a tripwire funnel.

Step 3

Map out three potential opt-in + tripwire offer funnels (only need high-level concepts at this point)