



INSTRUCTIONS

CREATE YOUR TRIPWIRE OFFER

LESSON 2

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LESSON 2 TYPES OF TRIPWIRE OFFERS

Action Step #4

After watching this week's video lesson, **brainstorm two new tripwire offers based on the concepts below.**

Cheese Pizza:

"I liked the slice, and now I want the whole pie."

Example:

Opt-in: A welcome email template for client onboarding

Tripwire: 10 email templates for your entire client onboarding workflow

Home Depot:

"This nail will hang that shingle... but his hammer makes it even easier."

Example:

Opt-in: Free guide: How to make engaging images for social media

Tripwire: 10 engaging Canva templates for social media

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QVC:

"But wait... there's more!"

Example:

Opt-in: A welcome email template for client onboarding

Tripwire: All client email swipe copy, a client onboarding workflow map, Asana templates and a mini training on exactly how I onboarding clients using these templates

Fast Track:

"The fast action taker special"

Example:

Opt-in: A free branding style guide template

Tripwire: A quick 30 minute call + completed branding style guide

Cliffhanger/Binge Watcher:

"What happens next?"

Example:

Opt-in: A free lesson from your mini-series training

Tripwire: Access to all 6 lessons

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Action Step #5

Now that you've got all the information you need to decide, it's time to **review the funnels from last week along with the new ones you brainstormed and pick one to start with.** Compare all the maps you have from last week with what you came up with—are there any that already fit any of the concepts?

Choose one (remember, action is better than perfection) to test first using Facebook ads. You can always test something else in the future!

Action Step #6

For your last action step this week, use the homework provided in this lesson to **outline three key bullet points of how someone benefits from the free offer and three bullet points on how they benefit from the paid offer.**

Then explain why it's a "no-brainer" they would buy the paid offer right after they opt-in.

LESSON 2

TYPES OF TRIPWIRE OFFERS

ACTION STEPS

Step 4

Brainstorm two new tripwire offers based on the concepts from the training.

Step 5

Review the funnels from last week along with the new ones you brainstormed and pick one to start with.

Step 6

Fully map out this funnel with three key bullet points of how someone benefits from the free offer and three bullet points on how they benefit from the paid offer. Then explain why it's a "no-brainer" they would buy the paid offer right after they opt-in.