



INSTRUCTIONS

CREATE YOUR TRIPWIRE OFFER

LESSON 4

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LESSON 4 SETUP YOUR TRIPWIRE OFFER

Action Step #10

In this action step, you'll **create a landing page for your free opt-in offer and a thank you page that features your tripwire product.** Worried about the tech? Watch this week's video lesson for a tutorial of how to easily set this up.

Action Step #11

It's time to **create a thank you page for your tripwire offer.** If your shopping cart settings already send people to a thank-you page, you can skip this step. However, if your shopping cart does not do this (or if you want to customize this page), you'll want to create the page and link it to the product inside your cart.

Action Step #12

Finally, it's time to **set up email sequences for people who opt-in and people who buy.** Complete this week's homework to outline your emails, then add them to your email service provider software.

Congratulations! You've completed the Create Your Tripwire action plan. We're so excited to see what you were able to create, so be sure to share with us in the Facebook group.

Here's to your success!

LESSON 4

SETUP YOUR TRIPWIRE OFFER

ACTION STEPS

Step 10

Create a landing page and thank you page for your free opt-in offer. Your tripwire offer should be featured on the thank you page.

Step 11

Create a thank you page for your tripwire offer.

Step 12

Setup email sequences for people who opt-in, people who buy, and people who opt-in but don't buy.