

# **HOMework**

## **CREATE YOUR TRIPWIRE OFFER LESSON 2**

# HOMEWORK

## CREATE YOUR TRIPWIRE OFFER

### LESSON 2 TYPES OF TRIPWIRE OFFERS

Brainstorm your tripwire product ideas:

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*Make a decision about which funnel you'd like to start with.*

What are three key benefits of your free offer?

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## HOMEWORK

# CREATE YOUR TRIPWIRE OFFER

What are three key benefits of your paid offer?

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\_\_\_\_\_
- \_\_\_\_\_  
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- \_\_\_\_\_  
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Why is it a “no brainer” for your potential customer to purchase the tripwire after they opt-in?

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## **HOMEWORK**

# CREATE YOUR TRIPWIRE OFFER

Use this section to fully map out your funnel.

## 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.