

HOMework

CREATE YOUR TRIPWIRE OFFER LESSON 4

HOMEWORK

CREATE YOUR TRIPWIRE OFFER

LESSON 4 SETUP YOUR TRIPWIRE OFFER

Outline your opt-in sequence emails:

These should deliver the free offer and introduce new leads to your brand story.

Email #1 (Required) Free opt-in delivery + setting expectations

Subject Line: _____

General outline: _____

CTA: _____

Email #2 _____

Subject Line: _____

General outline: _____

CTA: _____

Email #3 _____

Subject Line: _____

General outline: _____

CTA: _____

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CREATE YOUR TRIPWIRE OFFER

Email #4 _____

Subject Line: _____

General outline: _____

CTA: _____

Email #5 _____

Subject Line: _____

General outline: _____

CTA: _____

Email #6 _____

Subject Line: _____

General outline: _____

CTA: _____

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CREATE YOUR TRIPWIRE OFFER

Outline your Tripwire Purchase Emails:

These emails should deliver the tripwire product and help your new customers get the most out of it.

Email #1 (Required) Tripwire delivery

Subject Line: _____

General outline: _____

CTA: _____

Email #2 _____

Subject Line: _____

General outline: _____

CTA: _____

Email #3 _____

Subject Line: _____

General outline: _____

CTA: _____

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Outline your Tripwire Promo Emails:

These emails will be sent to people who opt-in for your free offer but don't buy your tripwire. They should pitch your tripwire offer.

Email #1 _____

Subject Line: _____

General outline: _____

CTA: _____

Email #2 _____

Subject Line: _____

General outline: _____

CTA: _____

Email #3 _____

Subject Line: _____

General outline: _____

CTA: _____

HOMEWORK

CREATE YOUR TRIPWIRE OFFER

Email #4 _____

Subject Line: _____

General outline: _____

CTA: _____

Email #5 _____

Subject Line: _____

General outline: _____

CTA: _____

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.