



CREATE YOUR TRIPWIRE OFFER

TRANSCRIPT - WEEK 1

This is lesson one and like I mentioned in the introduction, we're not going to focus and start just with how to run Facebook ads. We're going to start with what we think everyone should use as their initial promotion when running ads. This is a tripwire campaign. This is because it not only generates leads right away. It has the potential to generate sales. And so instead of boosting posts and getting likes and engagement and not knowing if that's good or bad or what you should be doing, this will be what you really ultimately care about and why you run ads.

And so today what we're going to do is look a little bit about why we think tripwires are so important and why they're so valuable to you as a business owner. And then how you can go about actually creating some tripwires from what you already have. So if you don't already have a tripwire funnel in place, and don't worry, if you're not familiar with that name, we're going to cover exactly what a tripwire funnel is.

But if you don't have any in place, as long as you have certain opt-ins or guides or blog posts or anything, you can use any of that, repurpose it and come up with some opt-ins pretty quickly in tripwire funnels.

So let's dive in. So what we're going to learn today is: why the typical model of attracting leads with ad spend and hoping they buy later can cause big problems down the road, why a tripwire funnel is perfect for ads (it's the first thing we always recommend to our clients if they haven't run ads before or anybody that we coach), and the types of trip funnels you can build and how to measure their success.

So the types of tripwire funnels that you can build and how to measure their success that will actually be in lesson two. And so we're going to cover these first two topics



today. And then once we go through all of these lessons all about how to set up the correct tripwire, we're then going to teach you how to launch, optimize, and improve your own Facebook ad campaigns. So stay tuned for that, that's coming. But this is the important work first that will actually help you see the results that you want to achieve in the ad campaign.

So first the flaw with most ad strategies (and also it's where everybody almost starts every time) is this: you think sometimes people have a launch model, they generate leads, you promote some kind of opt-in or maybe you're just boosting posts and hoping people somehow like it and eventually join your list. But say you're promoting an opt-in, you optimize, Facebook's trying to get you the cheapest leads, you then email subscribers, keep them warm. You do all that hard work.

Then comes the time when you really want to promote something. And so you go to launch it or you go to do a big push and you just hope. You hope that people that were attracted to your free offers want to buy, you hope everything lines up, you panic, you lose sleep planning the launch, you run more ads to promote the launch. But what if the audience that opted in at the cheapest rate is not the best buyer (which is oftentimes the case)?

Sometimes people that want the freebies either can't afford or don't want to buy the higher priced offers. And so who you don't really know until you launch. And that can be scary because you're spending money on top of money on top of money.

So Facebook's really good at what it does. If you tell it, "Go get me a lead and make it cheap," they'll go find you the cheapest leads it can and it will optimize for what you tell it to. So it learns. So the more leads you get, the more people it tries to find just like the people that are opting in and that be good or bad.

So if you're just getting cheap leads, Facebook's going to find more of those people. And if they're not the right fit for your sales program, you'll only find out later. We call it the delayed gratification problem, which is just if you're only promoting free things, you're building up a list of people who want free things. Facebook doesn't know that



these people might not be buyers and you don't know. And so you just have to wait to find out, which can be scary and expensive.

So this is where tripwires get really exciting and fun. And I nerd out about this stuff. Some people don't love the math, but I'm going to fly through it kind of quickly. But just to show you why we think tripwires can be so powerful instead of just doing a normal lead offer. And here's where I'm also going to walk you through what a tripwire is. So if you know what a normal opt-in offer is like on Facebook, you might see an ad, you click on it, you go to a landing page and it says, "Download my 10 tips to learn how to get more Instagram followers."

People click download, they enter in their email and then they get a thank you page that says, "Thanks for downloading. Check your email to get your free offer." That's an opt-in. Someone joined your list. They hit a thank you page. A tripwire is where they come in, they opt-in on the thank you page, instead of just saying, "Check your email," it'll say, "Check your email for your free offer. But before you go, here's something you might really be interested in." And then you offer something of value, \$7, nine, 29, \$49 something maybe a limited time offer. Maybe there's a bonus if they buy it right away, but something that makes that purchase or want to buy right then and there.

And then a certain percentage of your free people that opt-in will then buy. And if it works well, not only does it cover some of your ad spend, you might break even, or even make money right away, which then means you're generating leads for free because you're making enough money to cover your ad spend. And that helps you grow even faster. So that's the tripwire basics, but here's why they're so important. They're also called welcome mats, tripwire sometimes can sound aggressive, LTOs, you'll hear floating around, that's a "limited time offer".

Tripwire's a type of limited time offer typically. So they help you grow your email list. They teach people that you sell valuable things. So people don't only just join your list, they see right away that you are selling something and that what you sell has value.



And the more people you can get to buy that first offer, the much higher percentage of chance that they'll buy something else from you.

We see this every time. If you can get someone to buy something right away from you, even at a low dollar spend, they tend to be much more willing then to buy your higher priced things, especially if what you're selling has real value. And as well-made, they'll see it, the love it, and they'll want more from you. So the basic setup of a tripwire landing page to a thank you page that has a sales offer on it, you deliver whatever your freebie was via email. They click to buy on the sales page, which is a thank you page. They go to a checkout page and then they hit a "thank you for buying" page after they buy.

So some quick numbers. Say you have a 100 visitors, 40 people opt-in, 20 get to the checkout page and five buy. So here's the conversion rate of just all the way through the funnel. So 40% of people opt-in, 50% of opt-ins go to checkout, 25% of checkout people go to buying. This will give us the math to show you why tripwires can be so powerful. And then the blue numbers here just show you the total compared to the number of visitors. So 20% of visitors to your opt-in page checked out, 5% of visitors buy.

And now here's where it gets interesting. Okay? So 12 and a half percent of people that opted in to your list for free bought and those people would not have bought unless you had a tripwire, that they just would have opted in and got on your email list. And so say you're selling something for \$30. They opt-in for free of 40 opt-ins and you sell something for \$30. If you spend \$100 on your ad campaign, how much did each sale cost? So you had five sales, \$30, and here's how the math works.

40 people opted in. So at \$100, 40 opt-ins, a \$100 divided by 40 is \$2.50 cents per action. So in this case, per lead. 20 people got to checkout. So that's \$100 divided by \$20, \$5 per checkout. Five people bought a \$100 divided by five, \$20 per purchase on a \$30 sale. And then, so what that tells you is for a \$30 offer, you sold five, you made



\$150, you spent a \$100. So not only did you get 40 leads, you actually made \$50 of profit on top of that.

And from something that most people wouldn't have even had, because they had just would've had that initial opt-in offer. And once you go through and you make all of your tripwires, you should come back to this section because this will sink in even more for you. But this will tell you what your initial cost per lead can be. So if you're like, "What's a good cost per lead?" A good cost per lead is something that can break even on your sales offer. So if you see here, the breakeven formula, basically $\$30 \times X$ number of sales divided by Y number of leads.

So in this case, five sales, 40 leads. You just do the math. That's \$150 divided by 40 gets you \$3.75 cents. So instead of paying two 50 per lead, if you had to pay 3.75 to get a lead, but you still saw all these same conversion rates, you break even, all those leads are free and you have five new buyers on your list. That's really powerful. 3.75 per lead is very doable with Facebook ads. So if you do your math and you make some guesses about what your conversion rates can be or even better, if you already have something like this and you've already tested it organically and you know your numbers, you can be really well-positioned to have success with Facebook ads.

So there's a quantitative benefit. You can possibly either break even or make money on this. You gain the email subscribers, you also get five new paying customers you wouldn't have had before, who are more likely to buy from you later. But there's also a qualitative benefit. You can identify audiences on Facebook that not only opt-in, but also buy. Maybe certain audiences, certain ad creatives gets more people not just to opt-into your list, but to buy from you. You also teach people who join your list that you do sell things and that they should be ready to buy from you and you recovered your ad spend, or some of your ad spend you hope.

So you're earning a return equal to or greater than your ad spend. You grow your list for free and you can make some money. This doesn't happen in every case, but even if it was 50% of your ad spend, that makes your ads half as expensive. And that's what



this slide says here. So basically just better than nothing, because otherwise you'd just been getting leads. So here's what we're going to do. Now that you kind of understand why we're so passionate about tripwire funnels for Facebook ads, we don't want you to have to do a ton of work.

In the next lesson, we're going to walk you through a couple of different models and ideas to think about tripwire funnels. So there's some ones that can work really well, but you might already have the pieces. If you already had tripwire funnels, perfect. You can already run ads, but you should go through these lessons to learn why some tripwire funnels work better than others. But for today you have three action steps, one review your existing opt-in offers and identify any that could work in a tripwire funnel.

So an existing opt-in offer that would attract a really good audience who might eventually buy from you. Review any existing paid offers you have or any free offers that could be something you could sell at a low price and see how you need to adjust it or tweak it so that it fits with the initial opt-in offer. Because you want the opt-in offer and the tripwire offer to somewhat be aligned so that it's not a really different experience and after they opt-in and they get sold something completely differently.

So if you're selling someone the 10 best ways to get an audience on Instagram stories, a good tripwire would be like 10 Instagram story templates in order to get more followers and they can buy the templates. That would fit really well. So after you review everything you have on the opt-ins and potential paid offers, map out, diagram three potential funnels. So it could be this opt-in funnel going to three different sales offers and figure out what that would look like and see which one you liked the best, or it could be three different ones of one opt-in offer, one sales offer. A different opt-in offer to a different sales offer.

But come up with three different tripwire funnels that you think have potential and then hold on to them. Because in the next lesson, we're going to go through some great frameworks in general for tripwires that can work. And if any of your existing



tripwires fit those frameworks, you could just use those. Or you might want to create some new ones or tweak what you have. So that's your homework and then join us for the next lesson when we review what kinds of tripwires can work really well.