



# CREATE YOUR TRIPWIRE OFFER

## TRANSCRIPT - WEEK 2

This is lesson two in how to launch your first Facebook ad. If you recall, we're still focused on tripwires. Today's lesson is going to be a little bit, or maybe a lot, shorter. Today, we're just going to look at five classic types of tripwire funnels to hopefully help you start thinking about ways you could structure your own tripwires. Now, if you follow the action plan from last time, you should already have a couple of funnels that you think you can make from content you already have, your existing opt-ins, existing sales offers, or even free content that you can repurpose into a sales offer or opt in. So you should have a couple funnels that you think could already work.

But after today's lesson, review what you have, see if that fits any of these models or need to be tweaked, or maybe you brainstorm something totally new that you think would work really well. What I mentioned in the last one is that these tripwire funnels work the best when the initial free offer ties in some way to the actual tripwire sales offer, but it can connect in a lot of different ways. And that's what we're going to look at today.

These are just our own internal names for what we call these, they're just frameworks or ideas for how to think about tripwire funnels. You have the Cheese Pizza, the Home Depot, the QVC, the Fast Track, the Cliffhanger, also this is like the Binge Watcher model, we call it both and I'll show you why. But let's start with the Cheese Pizza.

Cheese Pizza is really simple, I want one slice and now I want the whole pie. So this is just like you give someone one thing free and then on the tripwire page, it's like, "Oh, you like the one, there's 10 more where this came from." So a good example of this would be templates. Say, you teach people how to do sales online, your free opt in



offer is an email sales template that gets a 30% response rate from cold audiences. Great people opt in to that, they're interested in sales. Your tripwire pages then says, "You like that email template? Here's 10 more than not only get a response, but get someone on the phone, get them to say yes to your proposal." Basically you give them all the other templates. This works really well, someone's already geared up, you're selling templates to people that want templates because they opted in for free. It's really simple and it's classic. And this can work with a lot of different things, not just templates, but that's a really easy example to use.

The next one we call the Home Depot. The idea is you give away the nail for free, and you say that nail works, but this hammer, if you buy it for 12 bucks, we'll make that nail go in a lot easier and make your work easier. So a lot of different ways to think about this, but one example could be you give away a guide on how to make engaging images on social media and it's using free software, other types of software and people, they download it, they're trying to make better images, but maybe then on the tripwire page, you could sell them templates again. That might sit, you give them the actual things they're looking for. Or maybe it's you give them, say I'm a business, I'm Canva, I do easy image, editing, editing software for people, canva.com, I could offer that free offer of 10 ways to make beautiful images on your own. But then my tripwire could be a free trial or \$7, join the canva.com for \$7, some kind of lead offer that brings them into the business. So you give them something for free and then you sell them something that makes that free thing way easier. That's the idea behind the Home Depot offer.

The QVC is similar to the Cheese Pizza, but it's just a whole lot more. And it doesn't have to be the same thing. The QVC is like, "But wait, there's so much more, you don't even know." So maybe your free thing you give away is say, it's back to templates, 10 image templates for Facebook. Then the QVC sales pitch would be, "Oh, you like those? Here's templates for Instagram, LinkedIn. Here's every template we have." So it's not the exact same thing. It could also be not only templates, but



plus tutorials, plus mini lessons in a mini course. So it's just a lot more. And this can work well because it's just so much more of seeming value. People got this one little thing that they wanted, and then you sell them something else at not a very high price and it's all this other stuff. And so the overwhelming value of the QVC offer can make people make a decision.

A Fast Track, this can work really well if you're a coach or you sell services, it doesn't have to, can work for any model, but this is, sell someone a guide on how to do something and then it's like, "Well, that's how you do it, but if you want me to do it for you, sign up for a free call." Or, "Here's how to make those images for free, you can buy, say a 30 pack of images I'll make for you." So this is great for people that want the free thing, and maybe it's a little more complicated than they think and you know that, you give them the guide that will help them. But then when they download it, you say, "Look, this might take you six hours, buy this from me today and you'll have it instantly." So, that's another good one to think about.

And the last one, we called it a Cliffhanger, we also call it the Binge Watch. It's basically something in a series. So we have a client, she does this really well, she has a six part lesson plan for parents who want to teach their kids once a week, a little different lesson. And so instead of having the parent think of all of the different lesson plans they might want to educate their kids on. She gives away the first lesson for free, and then when they buy it, she gives them five more lessons, which is five more weeks of lessons for \$7. And so these parents are starving for content, then you want something to teach their kids, she then gives them the rest of it, packaged in the series. So it's like, "Well, I want the rest." And so it makes it really easy for them to make a decision.

So those are the models of tripwires, there's lots of others you could think about or tweak them. But hopefully you have something in your funnel here that you currently have or something you could tweak that gets you one of these tripwire funnel models, because these all have been proven to work really well. So we suggest you start here.



So your action plan for lesson two is going to be to brainstorm two more funnels, tripwire funnels that you could do in addition to the three that you've already made, that could work for these frameworks, the Cheese Pizza, the Home Depot, the QVC, the Fast Track, and then that Cliffhanger/Binge Watch hybrid one we talked about. So come up with two new ones and then from there, you're going to compare all the ones you have between the two new ones, the funnels you made last week, maybe you decided some of the funnels last week actually fit the models.

But then pick one funnel that you want to be your number one funnel to test first on Facebook ads, you can test more later, but pick one that you can fully map out. And then you're going to write down three key bullet points of how someone benefits from the free offer and three bullet points on how they benefit from the paid offer. And then you also should write down two to three sentences, explaining, maybe you need more, but two or three sentences explaining why it's a no brainer that if they opt in for the free offer, they would buy the paid offer.

Oftentimes we see a big disconnect there, where there's a great free offer, a great paid offer, but it probably doesn't make a ton of sense for the free person to be like, "Now that I have this free thing, I have to get the paid thing." And so you really want to make sure you're explicit to yourself by saying "yeah, it's obvious they would definitely buy the tripwire if they opted into the free thing". So write that out. And then from there, you'll have a really great structure for the tripwire funnel.