



CREATE YOUR TRIPWIRE OFFER

TRANSCRIPT - WEEK 3

Welcome to lesson three of the Action plan in this lesson, I'm going to walk you through the process of actually creating your Tripwire Offer as well as the free opt-in offer. Now, you may have already created these two pieces for your funnel, in which case you'll be able to entirely skip this lesson. But you might want to give it a watch just to ensure you're not missing any pieces because your funnel isn't going to work if you don't have each of these funnel assets created. These are just the different components that you're going to sell and the parts that will be guiding your new customers from one part of the funnel to the next.

So let's get into your action steps for this week. Your first action step is to create the first version of your free opt-in offer. Now, there are a lot of different things you could use as an opt-in offer, it could be something like a checklist or a worksheet. It also could be a free video training, or it could be an ebook. Like I said, there are a lot of different options here.

However, if you want to have the best results from your opt-in offer, then I would recommend that you keep your opt-in offer something that is pretty short and specific, not too big and overwhelming to your new leads. You want it to be something that they immediately understand the value of and doesn't sound like it will take too much of their time or too much commitment on their part.

So for this reason, I would say that an ebook or a very long training or an entire course would not make a very good opt-in offer. Instead, you want to be offering up something that has a very obvious value, such as the checklist for how to accomplish something short and specific or a tutorial that shows them some secret related to your



industry or the product that you'll eventually be selling them. Quick wins are the name of the game here.

So don't think that more is better. Two of my favorite types of free opt-in offers are checklists because they are so quick and easy to create and they can really help your prospective customers. And then secondly, short video trainings. These can be pretty easy for you to create as well, especially if you are used to creating video in your business and they provide some real value to your customers. You can teach them something pretty significant that can have a positive impact on their life or help them to get a real result. If your free offer is a PDF such as a checklist, then you'll be able to email them a direct link to download the PDF. On the other hand, if your free opt-in offer is a video, then you can email them a link to a private video or a video hosted on a private page of your website.

Your second action step this week is to create the first version of your paid offer, otherwise known as your Tripwire product. So for this offer, you want something that is a little bit more substantial. However, keep in mind that still here more is not better. We still want to keep this product fairly short, succinct to the point, we want to focus on quick wins. It's going to be something that is more substantial than that free offer, but we don't want it to require a big commitment. It's going to have a low price point. And sometimes we think that if we put a low price on something, then people will just grab it up. But the truth is that money isn't the only thing that people are considering to be valuable, especially these days when people are stretched so thin, their time is just as valuable as their money more often than not.

So for this reason, we don't want to offer them something to buy that is going to demand or sounds like it would demand a lot of their time. So for this reason for your Tripwire Offer, I still would not recommend offering any sort of comprehensive course. So what could be your Tripwire Offer? Well, it might be a short video training series, such as a four video course, or it could be an entry level service that you offer. It also could be something like an ebook, if you already have something like that created,



although I wouldn't really recommend that you create an ebook for this purpose, if you don't have one already. That's just because writing an ebook will take a fair amount of your time and will have a lower perceived value than a video training that might take a similar amount of your time to create.

Here are a few more things to keep in mind, as you are planning your trip wire offer, first of all, how much should it cost? Well, I would recommend somewhere between \$5 and \$100 for your Tripwire Offer. It's pretty common for Tripwire Offer to cost somewhere between 12 and \$50 or so. \$25 is a really common price point. But anywhere between five and a hundred is fine. The second thing that goes right along with that is you need your Tripwire Offer to have a no brainer value. Basically for this type of offer discounting pretty deeply can help you out. So you'll want your Tripwire Offer to be worth at least twice what you were asking for. So if you are asking 25, at least \$5., And it can be worth up to 10 times as much. So maybe the normal retail value of your Tripwire Offer would be \$250.

But right now, after opting in for that free offer, it's offered to them for only \$25. Just as an example, one more thing to keep in mind is you need to be strategic about what this Tripwire is, so that you make sure that the people who buy that Tripwire are people who are most likely to be interested in whatever you ultimately want to sell to them. So whether your premium offer is a more expensive course, a service that you offer, or even a physical product, you need to make sure that someone who is interested in that ultimate offer will also be interested in your Tripwire. So for example, if what you ultimately want to sell to them is a course, all about money mindset that will help them completely change their money mindset, then here on this Tripwire page, you might offer them a workshop about busting money blocks.

So negative mindsets that they have around money and how to overcome those. It might be for example, a 60 minute workshop, something that is pretty easy for them to consume.



Now, before we move on to your last action step for this week, I'll make one more note about this Tripwire product that you're creating, because so frequently these Tripwire products are video based. I want to give you the recommendation that you use Teachable to host or to deliver your Tripwire product to your customers. Teachable offers a very affordable and easy to use solution. In fact, they even have a free plan that you can get started on and they will allow you to host your videos or any other course materials, any other educational materials and allow your customers to access it. And Teachable even includes features such as a shopping cart so that you don't have to use a separate system for that part of your funnel.

This means that you'll be able to link directly to your Teachable product from your Thank You page that people get on to after they download your free opt-in offer. And it will be very seamless. It's also going to make it a lot easier for you. In the next lesson, which is all about how to set up your Tripwire funnel, I'll walk you through exactly how to do all that. Your third and final action step for this week is to map out your Tripwire funnel. Now, this step isn't technically necessary, but I think that you'll find it to be really valuable, to make sure that you are understanding the complete picture of what you're creating, and also to make sure that there aren't any gaps or any holes in your funnel, or you could be losing customers and money. So now let's hop on the computer and I'll show you exactly how to map out your funnel.

As people see your Facebook ads, and then they go to your opt-in page and then they're taken to your Tripwire Thank You page and maybe they buy, or maybe they don't, they are going to be going on this customer journey through these different pieces that you've created for them. And this customer journey is otherwise known as a sales funnel. It can be really helpful to map out the sales funnel before you start building it so that you can ensure that you don't miss any pieces as you're creating it. And also that you're not going to be losing any of your traffic somewhere in your funnel. Basically, your funnel might have holes. It could have some dead ends and you can avoid this by mapping the whole process out ahead of time. So there's a really



cool free tool that you can use to do this is called Funnelytics, and it's their funnel mapping tool.

<<Start Walkthrough>>

You can access this tool by creating an account@funnellytics.io. It is completely free. You don't even have to give them your credit card information or anything like that for the funnel mapping tool. And then you'll be able to log into your account and you can go to your funnels here. Under here, you can see a list of your workspaces. You'll just have one workspace at first. So this is my workspace, and then you can create different funnels. So I'm going to click on this funnel that I created called Tripwire Funnel. And what I have so far is actually one of the templates. When you create a new funnel, you will see these templates pop up right here, some different things that you add to your canvas that are already mapped out for you. And they can be a really good starting place. So I've just added the lead magnet funnel because that's kind of the basis of what we're doing with the Facebook ads, but we're adding on that Tripwire Offer.

So I added that onto my canvas, and this is what it looks like. So let me just walk you through what we have here so far, and then what you might want to add to it, in addition. First of all, you have the lead magnet opt-in page. So this is the page that people will be coming to from your Facebook ads. So what I might do here is click on the icons button and click on traffic and then choose this icon here for Facebook ads. And I'll just place this right above the lead magnet opt-in page. And then I can click on this arrow here and drag it down to connect the two to show that people will be going from the Facebook ads to this opt-in page. And then if they do opt in, which is what this arrow here means, then they would be taken to the Thank You page.

Now, our Thank You page is a little different than this Thank You page they have here because we also are going to have that Tripwire Offer on it. So I'm just going to add plus Tripwire. And then if people do opt in, then they're going to get a series of emails to deliver that free opt in offer to them. So the thing that they were signing up for right here, the first email, it says LM for lead magnet deliveries. This is actually going



to send them the thing. Now they've added into their funnel map here, a page where someone could go to download it. And then the thing itself. I'm going to simplify this a little bit by getting rid of these two things, and I'll just leave this one here. This one says report, but I'm going to change it to say lead magnet.

The lead magnet could be a report. It also could be a video workshop. It could be a checklist. There are all sorts of things that it could be, but basically this email is going to send them this thing. And from there, they're going to receive a few more emails and what they have here, it says indoc, and that stands for indoctrination. So basically emails that tell this new email subscriber about your brand and about the product that maybe you're eventually going to pitch them. This might be about the Tripwire Offer itself, because these are people who have only opted in for that lead magnet. So far, they haven't signed up for the Tripwire yet. So it could be selling them that, or it could be selling them your bigger, more premium offer, whether that's a product or a service that you sell. So this part is all about the lead magnet, but now what happens if people do in fact, buy your Tripwire?

So what we're going to add here is another series of events, starting with the fact that someone will be purchasing. So we're just going to use this purchase icon here under miscellaneous, and we'll add it over here. Now, obviously, if someone doesn't purchase this, then we could add a no node. So a place that people go if they don't purchase, but we don't really need to add that because nothing will happen aside from what is already happening with this lead magnet delivery path that they'll go down. So we don't need to complicate our funnel map. So we're just going to add this purchase icon or action here, and then we'll connect the Tripwire to the purchase. So if someone purchases, then they're going to get a series of emails. That's actually going to be quite similar to this. So I'm just going to copy and then paste this over here.

And now that we're not delivering the lead magnet, we're delivering the Tripwire offer. So I'll edit this to say Tripwire delivery, but if somebody purchases, then they will



get this, that will deliver the Tripwire to them. So this will be the actual Tripwire. And now obviously it shows a picture of a book there, but it could really be anything. It could be an ebook. It also could be a mini training of some sort. It could be one of your services. It could be anything. So this book is just a placeholder. And then from here, they're probably going to get a series of emails. Now, one thing that you want to think about a little bit is if people are getting these emails here and here, you need to make sure that in your email service provider or your email marketing software, that these emails are either exactly the same emails, like one and the same, so that a person can't get both of them or else that these emails are completely different emails so that people getting both of the emails, won't be a problem.

What you don't want is for these emails and these emails to be very similar or the same content, but physically separate emails so that someone could get both of them. If you're worried about this happening, you could get rid of these emails here, obviously. And that's because if someone goes through this path, then they're going to be getting the emails here anyway. So you could just delete all of these emails without any problem at all. And so now if someone opts in, then they'll get the lead magnet and they'll start getting these emails to sell them your premium offer. And after they've opted in, they're getting to that, Thank You page.

Maybe they buy the Tripwire product and if they do, then they'll get a specific email that delivers that Tripwire to them. One other thing that you could add here is if they do purchase, we could move this over just a little bit to add something in here, to add a tag to them that they've purchased, and this can be helpful for keeping everything organized.

So I'm just going to use this add tag action and I'll pop it right in here. And then I will connect the purchase to the add tag and then the email. And so what could happen here is you could make a rule in your email marketing software that when someone purchases a tag is added to them, and that is actually what triggers this email to be sent with the product inside. And what's good about that is not only does it



accomplish what we're trying to accomplish, delivering this product to them and sending them this email, but it also means that they have this tag. So in the future, if we wanted to perhaps pitch this Tripwire product to our entire list, but exclude the people who had bought it in the past, it will be really easy to do so because we can simply exclude this tag for people that already have bought the Tripwire.

All right. So now I want to show you how you can set up an automation inside your email marketing software. Now here at Startup Society, we use convert kit, but you can do something similar to this inside, most email marketing softwares. So what I'm going to do is I'm in the automations section. And [inaudible 00:15:20] to create a new automation, and I'm going to give this automation a name and I'm just going to call it, Example Tripwire Automation, and we could use a template, but I'm going to just create it from scratch. So I can show you the basic framework that you'll need. So how does someone first enter this automation? We could have it happen when they join a form or when they have a tag added. I'm going to say when they join a form, because I want it to happen when they initially subscribe to that opt-in form for the free offer that we are offering to them. Then I'll click add event and it will add it as the entry point that will bring someone into this automation.

And from here, we can add emails that will be sent to them. We can add conditional formatting and all sorts of different things. So the first thing I'm going to add is if someone has subscribed to this form, that I want them to get an email that will actually send them the thing that they have wanted to download. So I've just added this action that is subscribed to a sequence and the sequence will only have one email in it. And it is the email that will send them their free resource. And if you haven't already created the sequence, then you can just click right here and type the name that you want it to have. Next, you need to add a condition. And what this says is if someone has something, done something or has had something added to their account, then something will happen.



So what we want here is if a tag has been added to them, then we want to send them the email that will deliver the Tripwire Offer that they've purchased. So I'm going to just click here and type example Tripwire Purchase tag, create new tag. So now, if someone has this tag, then I want to send them an email sequence that will deliver the Tripwire. So I can click on the sequence. And then I can add an email into it that includes a link to download their Tripwire or a link to watch the videos of the Tripwire purchase or whatever else they need in order to access the content that they've purchased. Now, going back to this, you can see that if they do not have this tag, then nothing is going to happen. But after this, these two paths have joined back up.

And here's where we're going to add the series of emails that is those indoctrination emails that were mentioned earlier, the emails that are ultimately going to lead them to purchase one of our premium products. This might be the main service that you sell or any other product that is at a higher price point than your Tripwire. And do you want people to eventually purchase. So I'm just going to add an action that is an email sequence. And I will add example sales sequence. Then I just add the action. And that really is all there is to it. It's quite straightforward. The thing that you have to still add at this point is the emails into these different sequences. You need an email here that gives them information about the opt-in offer that they have signed up for and how to get it. And then you need an email here to deliver the Tripwire to them, along with some information about the Tripwire Offer that they've purchased.

And then down here, you'll need to write as many emails as you want. It could be anywhere between one and 10 or more. Most of the time, these sequences will be around seven or so emails long, but it can be whatever length you desire to lead people, to actually making that purchase.

<<End Walkthrough>>



All right, well that is everything for this week's lesson. Congratulations on making it to the end. You now know absolutely everything that you need to know in order to be able to create results for yourself this week. So now it's up to you to take action.