



# CREATE YOUR TRIPWIRE OFFER

## TRANSCRIPT - WEEK 4

Hey there and welcome back to the action plan. This week for lesson four, you are going to set up your tripwire funnel. Last week, you created the main pieces of the funnel. You created your opt-in offer that you're going to give away for free and you also created that tripwire offer that you're going to offer for sale on the thank you page after someone downloads the free offer. So now we're going to string these things together so that people can actually download them and buy them.

Your first action step for the week is to create the opt-in page. This is a landing page on your website. That features an opt-in form, a form where people can type in their name and email address, and once they do, they will be sent the free offer. That free offer, just to remind you, could be a PDF, or a short video training, or perhaps something else that you have created and you want to give away for free.

So first you need to create this landing page where people can opt in to get the free offer and then the second part of the action step is to create a thank you page that people will be directed to after opting in on the first page. Now on this thank you page, of course you want to tell people thank you for downloading your free offer, and give them some instructions, and set their expectations for how they will actually be receiving the free offer. But the other thing that you'll want to do on this thank you page, and this is perhaps the most important part of this entire action plan, is you need to offer your tripwire product for sale on the thank you page. Now we're going to hop on the computer and I'm going to show you exactly how to do this.

So first off, you need to have a place where people can go to download your free offer. This is the page that they're going to get to straight from your Facebook ad,



and it's where they can enter their information so that you can send them an email containing that free opt-in offer. Now, depending on what platform your website is hosted on, you could do this in a lot of different ways. But what we want to do is create this landing page that offers that free offer. So I'm going to show you really quickly how you could do this in Squarespace, but like I said, it'll be different depending on what system you're using. You can do this on most website building platforms, including Squarespace, or you could use a landing page software such as Leadpages.

<<Begin Walkthrough>>

So I'm logged into the Squarespace website and I'm going to click on pages. And then I want to create a new page that is not linked. So you just click on this plus button and then you can choose to start with a blank page or with a page layout, and that's what I've done here. And so now I'm on this page that I've named free offer, and all I did was I added this image right here, and then I added this text, which is very straightforward. I'll just show you really quickly how to do this inside the edit pane. You just click on this plus, and then you can choose what different things you want to add, such as an image or text, whatever you want to add. So that's what I've done right here, and then of course you can grab these things and move them around wherever you want, but I've placed them here because this looks good to me. And I also add the spacer right here, and then down here, what this is, is this is actually a form from ConvertKit.

So inside my ConvertKit account, I created a form and then I copied the code for the form, and I pasted this as a code section onto this page. Now, the reason I did this is because Squarespace and ConvertKit don't actually integrate. But by adding this form directly from ConvertKit onto the page, when someone signs up using this form, they'll be automatically entered into ConvertKit without any integration needed and I'll know which form inside ConvertKit they came from. Now, if you are using



Mailchimp with ConvertKit, you can just integrate those two systems, or if you're using any other two systems, then you'll need to figure out how they can integrate. Now, if you need help integrating your website with your email marketing software, then Google will be your friend, just search for how to integrate website platform name with email software platform name.

You can also try asking in the Facebook group, but because there are so many different options for website platforms and email marketing platforms, it can be tough to find someone who happens to have the exact two same systems that you have who can help you. So most of the time, you'll just want to use Google because most of these platforms have helpful documentation that will walk you through the process of integrating. So with that being said, let's get back to the issue at hand, which is right now, we're creating this free opt-in landing page. After you create this page, then you'll need to create the thank you page that also offers the tripwire. So again, this is going to be a not linked page, and what that means is it's not showing up in this top menu. And I created this page that I titled thank you plus tripwire.

Now, keep in mind that I've named these pages very descriptively for the sake of this tutorial, but you'll probably want to call them something else. Maybe thank you and a special offer, or something like that. So on this page, I first of all have told them, in big bold letters, that their free thing is on the way. And that's because you don't want to confuse people. People can get really confused if you say, "Download this free thing." They type in their information, click the sign me up button, and then they're taken to a page that says, buy it now for \$97. Now in reality, the thing that is \$97 is a completely different product. It's your tripwire. But like I said, people can get really confused and they can think that you're trying to trick them into paying \$97 for something that a moment ago you claimed was free.

So because of that, you want to make sure that, first of all, you tell them your thing is on its way and that they're going to get it in their inbox. But then you can lead into, do you want the whole set? Do you want the rest of the training? Do you want the



upgrade? You can buy it right now for just \$10, or for just \$32, or whatever your price is. Now, if you want this to be as effective as possible, then you'll want to add in some kind of urgency. So you can use a software such as deadline funnel, for example, or some website platforms that you might be using might have timers that you can add in natively. But you might want to add some sort of say, 15 minute timer to get people to understand that this is a limited time offer and that buying now will be to their advantage.

After that you'll need to add a button that allows them to purchase. Now, I would recommend that you are hosting your AAA, or product, with Teachable most of the time if you're selling any sort of educational or content based product. And if that is the case, then what you'll do with this button is you will link it directly to your Teachable checkout page. So here I am inside my Teachable account, and I'm looking here at the pricing for this particular course. So I've chosen this course, I've clicked on pricing, I'm on this page and now you can just click this button that says, copy URL, to copy the URL for that checkout page. So now if I was to open a new tab and paste in that URL, I would go straight to the page where I can purchase that specific course.

And so that is the link that you need to link this button to right here. So if I click the edit button and then I click on this button and I click the edit, then I can link it directly to that checkout page. And that's just a really simple way to link to a checkout page that will already be created for you by Teachable. So you don't have to set up a whole extra system. Now, one other thing to keep in mind is after people check out here, you may need a thank you page to thank them for purchasing. Now, most likely whatever shopping cart software you're using, in my case here Teachable, will have some sort of built in thank you page, but it's just something to keep in mind. And later on, you'll want to test your system that you've created. You'll want to go through the whole purchase process yourself.

And you'll just want to be aware that there is a thank you page after that. Now, obviously I've created this very bare bones page here. I would recommend that you



add significantly more information to explain the tripwire offer, to give them all the details, to tell them how it's going to help them, to explain the full price versus this special price that they have access to right now, and all of that. But I just want you to understand the basics here.

<<End Walkthrough>>

Your second action step this week is to create a thank you page for your tripwire offer. Now, as I mentioned in the demo, your shopping cart software, be that Teachable or any other shopping cart software that you may be using, it might have some sort of automatic thank you page that is already created. So you might be able to skip this step, but you'll need to check the settings in your shopping cart software, and specifically the settings for the specific product that you are working on setting up right now, and see what that automatic thank you page looks like. You might want to create your own custom thank you page on your website.

Okay. We've made it all the way to the final action step of this entire action plan, and it is this. You need to create the emails that will be sent out to people when they opt in for your free offer and when they purchase your paid tripwire offer. So I already showed you how to do this earlier on when we looked at those funnels and automations inside ConvertKit, but now it's time for you to actually write those emails. So at the very minimum, you'll need one email that will be sent to people after they opt in for your free offer that delivers the free offer to them. So this email should say something along the lines of, "Hi, nice to meet you. Thank you so much for your interest in the free offer. Here's the link to download it right now."

And then from there, you'll want to continue and share with them a little bit more information about what they can expect from you in the coming weeks. Are you going to be emailing them every week? Do you have some other offers that you want to share with them? Just take a moment to set their expectation. It can just be a sentence or two, or it can be several paragraphs. Then you'll also, at minimum, need one email



to deliver your paid tripwire offer. So this is an email that will be sent out to people if they do in fact click the purchase button and buy that paid tripwire offer. This email will be very similar. It will just say, "Thank you so much for buying this product. Here's the link to download it now, or here's how you can access your purchase."

Now, while strictly speaking, you only need these two emails to deliver the products to your new customers, you'll probably want to add several more emails perhaps in a separate sales sequence, as I showed you in that ConvertKit automation demo, that will continue to introduce people to your brand further, start a sales conversation with them, and eventually pitch them a more expensive product, or service, that your business sells. Once you've written these emails, you'll be completely done with this month's action plan and your tripwire funnel will be ready to go. They'll be ready to start bringing in new leads and making sales so that you can start making money right away.

All right. Well, thank you so much for joining me for this action plan. I'm so excited that you've made it all the way to the end and here's to your success.