



90 Day Continuity Workshop

Week 4 of 13



What we are going to cover today...

1. What should you have done
2. The No Brainer Lead Magnet
3. Examples of Great Lead Magnets
4. Let's Build One Together...
5. The Funnel Pages (create and set these pages up)
6. Autoresponders (overview)
7. Linking Lead Magnet to Autoresponder
8. Homework
9. Q&A

WHAT SHOULD YOU HAVE DONE?

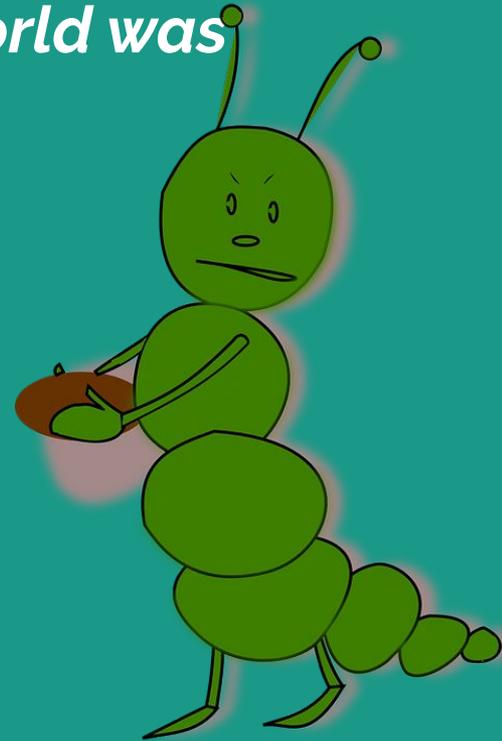
1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post
6. You should have 3 blog posts of impact driven content on blog

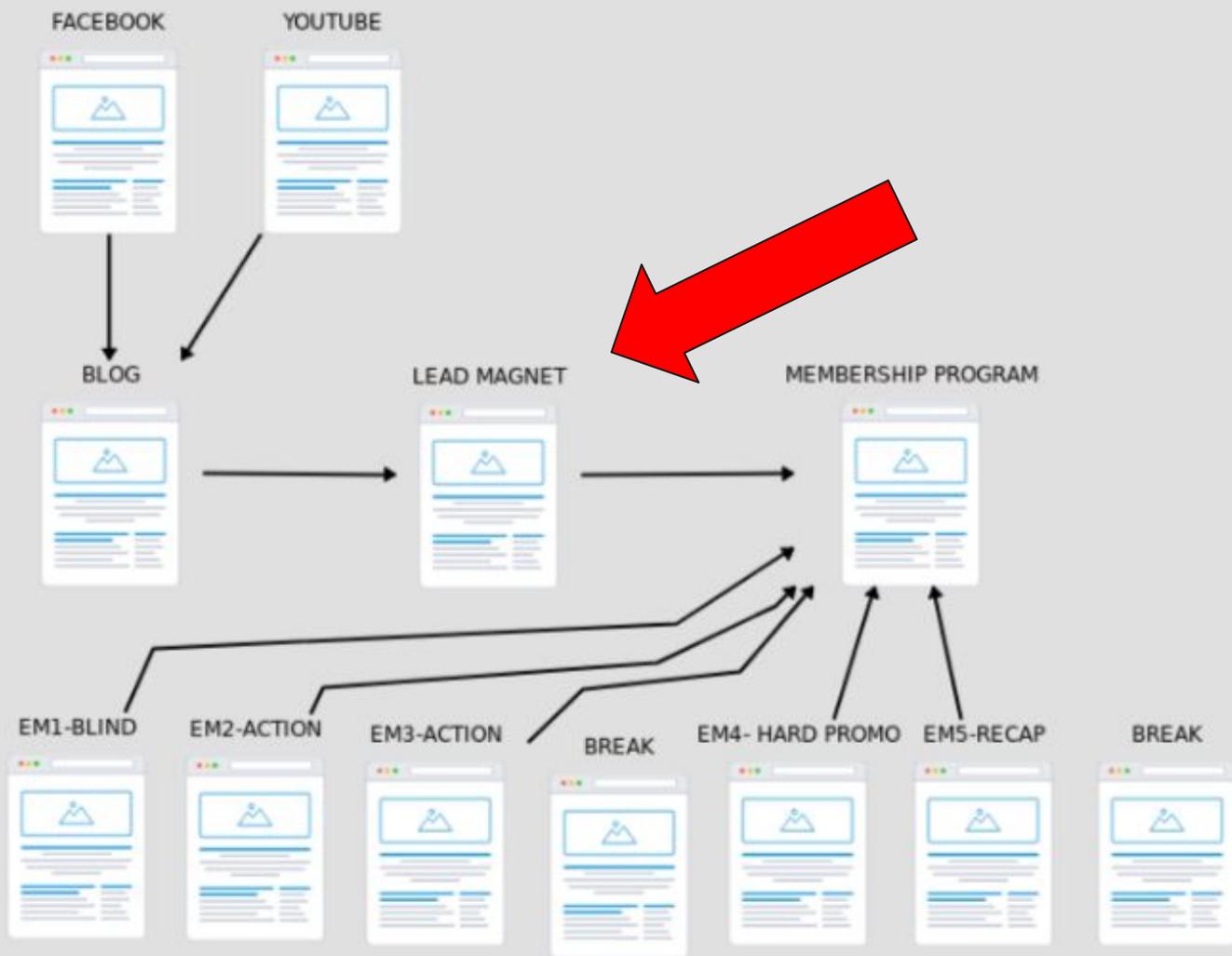
Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Week 4

“Just when the caterpillar thought the world was ending, he turned into a butterfly.”

— Proverb





overview

Section 1: The No Brainer Lead Magnet



Are Freebie Leads Trash?

- People are people
- People that are interested in a subject are valuable if you sell something related to that subject
- Most people will buy things if they truly believe it will help them and if they are inspired and/or motivated enough to do so
- People buy when they trust or when they need and there is a balance there.



WHO ARE YOU TARGETING?

AIM BROAD WITH LEAD MAGNET WITHIN CONFINES OF YOUR NICHE

“How to Achieve THIS big picture goal!”

- Aiming broad plus the largest amount of people on your list.
- People are dynamic, they might not even realize they are interested in everything you have to say or sell.
- Build the relationship through education when they are on list.
- If you are paying for traffic, you will get more opt-ins per paid click by aiming broad.
- If you are running free traffic you will get more opt-ins per time invested by aiming broad.



How Do I Go No Brainer on the Lead Magnet?

- Specific (*careful to stay big picture)
- Delivered Promptly
- High Perceived and Actual Value
- Easily Consumable
- Promises and Delivers a Quick Win

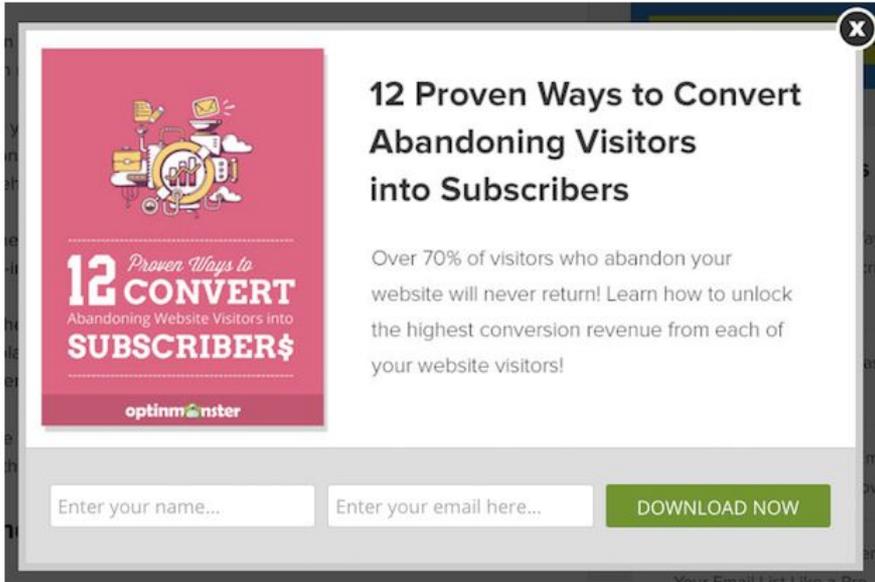


What Are My Goals With The Lead Magnet?

- Qualified Lead
- Build Rapport
- Solve an Initial Problem
- Start the Conversation

Section 2: Examples of Great Lead Magnets

GLASS SLIPPER



The advertisement features a pink graphic on the left with the text "12 Proven Ways to CONVERT Abandoning Website Visitors into SUBSCRIBER\$" and the OptinMonster logo. To the right, the headline reads "12 Proven Ways to Convert Abandoning Visitors into Subscribers". Below the headline, a sub-headline states: "Over 70% of visitors who abandon your website will never return! Learn how to unlock the highest conversion revenue from each of your website visitors!". At the bottom, there are two input fields: "Enter your name..." and "Enter your email here...", followed by a green "DOWNLOAD NOW" button. A close button (X) is located in the top right corner of the ad frame.

*Specific (*careful to stay big picture)*

Delivered Promptly

High Perceived and Actual Value

Easily Consumable

Promises and Delivers a Quick Win

CHECKLIST



FREE

**ULTIMATE
OPTIN FORM**



CHECKLIST

DOWNLOAD NOW

*Specific (*careful to stay big picture)*

Delivered Promptly

High Perceived and Actual Value

Easily Consumable

Promises and Delivers a Quick Win

CHEAT SHEET OR ONE SHEET



*Specific (*careful to stay big picture)*

Delivered Promptly

High Perceived and Actual Value

Easily Consumable

Promises and Delivers a Quick Win

THE TEMPLATE



DIGITAL MARKETER

ULTIMATE FACEBOOK AD TEMPLATE LIBRARY

COPY & PASTE THESE 7 PROVEN FACEBOOK AD CAMPAIGNS TO CREATE LOW-COST, HIGH-CONVERTING ADS ON-DEMAND...

- ✓ THE 11 WORD AD THAT NETTED \$208,485 IN SALES USING ONE SIMPLE PRINCIPLE OF BUYER PERSUASION. (THIS FORMULA WORKS IN ANY MARKET.)
- ✓ THE "YOU FORGOT" REMINDER TRICK THAT BRINGS IN TONS OF NEW CUSTOMERS AND LEADS, EVEN AFTER THEY'VE ALREADY SAID NO TO YOUR OFFER! (WE USE THIS ONE OVER AND OVER... AND YOU SHOULD TOO.)
- ✓ THE "USE _____" QUESTION FORMULA THAT DRIVES DOWN CLICK COSTS AND SHARPLY INCREASES CONVERSIONS. (JUST FILL IN THE BLANK AND WATCH YOUR CLICKS SOAR AND COSTS PLUMMET.)
- ✓ PLUS... WE'LL REVEAL OUR TOP 3 FACEBOOK ADS THAT GENERATED A COMBINED 110,422 LEADS FOR JUST \$1.76 A PIECE. (AND HOW WE MADE OUR MONEY BACK QUICKLY.)

THE ULTIMATE FACEBOOK AD TEMPLATE LIBRARY

DOWNLOAD NOW

A green arrow points to the top of the ad preview, and a dashed arrow points to the 'DOWNLOAD NOW' button.

*Specific (*careful to stay big picture)*

Delivered Promptly

High Perceived and Actual Value

Easily Consumable

Promises and Delivers a Quick Win

THE SWIPE FILE

The image shows a digital marketing lead magnet form. At the top, there is a small banner with the text "DIGITALMARKETER" and a gear icon. Below this, the main headline reads "WANT MORE CLICKS FROM SOCIAL MEDIA? DOWNLOAD OUR 72 HEADLINE SWIPE FILE". To the right of the headline is a graphic that says "THE ULTIMATE SOCIAL MEDIA SWIPE FILE" with arrows pointing left and right, and "STEAL THIS HEADLINE SWIPE FILE TO GET MORE CLICKS FROM SOCIAL MEDIA". Below the headline, there are two buttons: a green button labeled "YES" with the text "I want FREE ad headlines!" and a grey button labeled "NO" with the text "I don't need more traffic...". At the bottom, there is a small gear icon and a link that says "Click here to access your Custom Plan".

*Specific (*careful to stay big picture)*

Delivered Promptly

High Perceived and Actual Value

Easily Consumable

Promises and Delivers a Quick Win

THE SCRIPT



*Specific (*careful to stay big picture)*

Delivered Promptly

High Perceived and Actual Value

Easily Consumable

Promises and Delivers a Quick Win

Section 3: Let's Build One...



Okay now that you see a few examples of powerful no brainer lead magnets let's do one together...

Section 4: The Funnel Pages (create and set these pages up)



Squeeze Page

1. This page should be as simple as possible.
2. It should begin to build rapport if possible
3. It should promise:
 - a. *Specific result or reward (*careful to stay big picture)*
 - b. *Prompt delivery*
 - c. *High Perceived and Actual Value*
 - d. *Easily Consumable*
 - e. *Promise and Deliver a Quick Win*



Confirmation Page

1. This is where they are redirected to when opting in
2. This page should build rapport and give simple directions to check inbox
3. When we install membership program this page will also pitch that.
4. Again keep it simple and congruent with sales page.



Download Page

1. This page should be as simple as possible.
2. It should make it easy to find the thing they opted in for.
3. When membership program is installed it will be pitched here as well.
4. It should deliver:
 - a. *Specific result or reward (*careful to stay big picture)*
 - b. *Prompt delivery*
 - c. *High Perceived and Actual Value*
 - d. *Easily Consumable*
 - e. *Promise and Deliver a Quick Win*

Section 6: Autoresponders (overview)



Autoresponders (you will need one)

Autoresponder

An autoresponder is a computer program that automatically answers e-mail sent to it. They can be very simple or quite complex. The first autoresponders were created within mail transfer agents that found they could not deliver an e-mail to a given address.

This is how you send out automated sequential emails to people who opt-in. This is how you send out broadcast messages to everyone on your list.



Which one should you use?

-Aweber (i use this)

-Getresponse

-Sendlane

-Mailchimp

-Infusionsoft

-MarketHero

The important thing is to get one set up and going that makes sense for you. Keeping in mind that the email list is the core of your business NOT the autoresponder. You can always move the list if you need to.

Section 7: Linking Lead Magnet to Autoresponder



Let's walk through setting up a list in an autoresponder and connecting our lead magnet and pages...

1. Create new list
2. Create and install opt-in on squeeze page
3. Redirect lead to confirmation page upon opting in
4. Write the Welcome Email that starts the conversation.

HOMework

1. Get lead magnet done.
2. Sign up for autoresponder service.
3. Get Funnel Pages done.
4. Link the autoresponder to the lead magnet.

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Q&A!