

Delivering a Lead Magnet

Lesson 1



- What's Our Goal
- What Are the Pieces and Parts
- Let's Walk You Through an Example

Agenda



- Find More Prospects
- Grow Our List
 - We are not selling them...yet
 - We are collecting first names and email addresses only
- Deliver a Lead Magnet – The Simplest Way
- Showcase our Expertise
- Enter New Contact Into a Follow Up Sequence

Our Goal

- Web pages
 - Squeeze page
 - Thank you page
 - Lead magnet (PDF file)
 - Lead magnet delivery page
- InfusionSoft
 - Webform
 - Confirmation email template
 - Follow Up Sequence (FUS)
 - FUS email templates
 - Tags
 - Links

The Pieces and Parts

- Step 1 – Build the webpages
 - Squeeze page
 - Thank you page
 - Lead magnet delivery page
- Step 2 – Links
- Step 3 – Follow up sequence
- Step 4 – Email templates
 - Confirmation email
 - Follow up sequence email
- Step 5 – Webform

Step by Step



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