

SIMPLE OPT-IN FUNNEL BLUEPRINT



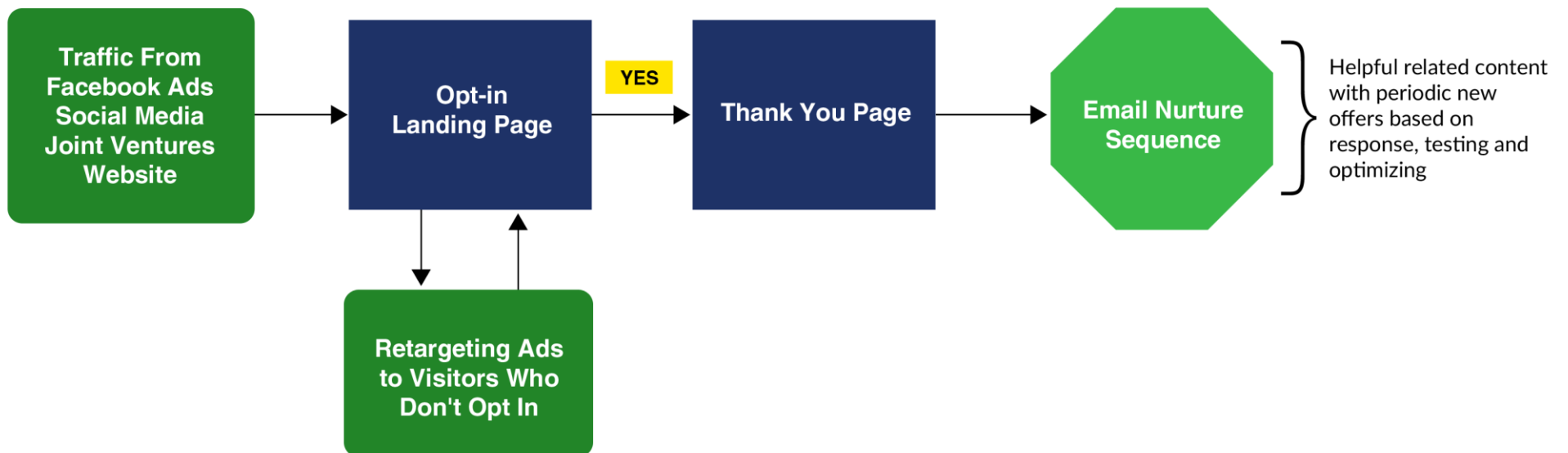


INTRODUCTION

While there are many different types of funnels with several steps and pathways, the easiest funnel to get going quickly is the simple opt-in funnel. Rather than have a report or webinar the visitor signs up to get access to, you simply promise to provide them helpful information to help them solve an issue or reach a goal.

This blueprint includes a diagram and checklist to help make sure you complete all funnel steps.

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FUNNEL STEPS

Keep track of building and launching your funnel by completing the following checklist.

FUNNEL STEP	WHO?	SET-UP?
Opt-in landing page created?		
Thank you page created?		
Email nurture sequence created and added in autoresponder system?		
Opt-in page tested?		
Emails previewed and links tested?		
Drive traffic from Facebook ads?		
Drive traffic from social media?		
Drive traffic from joint ventures?		
Drive traffic from website?		
Retargeting ads shown to opt-in page visitors who don't opt-in?		