



Module 1

Audience

- Define target MACRO Audience
- Choose MICRO Audience
- List at least 3 pains/Challenges the micro audience is facing
- Decide which pain/challenge to focus on with the lead magnet

Module 2

Lead Magnet

- Decide on the type of lead magnet
- Write the outline and the content
- Decide on a title
- Design it to make it look "fancy"
- Design an eCover for landing page

Module 3

Automated Machine

- Write Opt In and Thank You page copy
- Write lead magnet delivery email
- Build Opt In page
- Build Thank You page
- Setup email autoresponder tool
- Setup lead magnet delivery email with lead magnet
- Test the entire process until it's working 100%

Module 4

Traffic

- Revisit MACRO and MICRO audiences
- Setup FB campaign
- Setup FB Ad set
- Setup 10 variations of FB Ad designs & turn on ads
- Reach out to 5 potential JV partners and offer value
- Decide where to post consistent free value
- Setup daily/weely/monthly content creation calendar
- Measure FB traffic results until it's dialed in to acceptable lead costs

Module 5

Emails

- Setup a weekly email template in autoresponder
- Decide on a weekly email schedule
- Schedule an email sprint to make life easier
- List the first 10 emails topics to write about
- Write and schedule first email broadcast to the first few new leads
- Optional but Ideal: Setup an indoctrination sequence that educates every new lead on your main strategies and tactics