

10 STEP-2 SECRET EXAMPLES

Introduction

The Step 2 Secret is based on the idea that you don't start promoting your lead magnet or lowest priced offers until you have at least the next couple of steps already mapped out (ideally you would have the entire process mapped from lead to sale).

The Step 2 Secret basically works on the premise of providing the next step to your ideal customer **right in the moment of their greatest interest or need.**

For example, if someone downloaded an eBook on how to play guitar, you know they are likely in a place of need around learning guitar. So in that moment immediately after they optin for that eBook, you offer the next step eg the video course or the paid tuition or the free consult to speed up or make the process easier. This Step 2 process is built into the Thank You page for the thing the user originally opted in to receive (or originally purchased).

The Step 2 Secret can increase conversions by up to 100% in some cases.

The next step can be a webinar, a video, a small purchase or some other additional value add content that helps your ideal client move further along their area of interest and move closer to you.

It's "striking while the iron is hot" rather than letting new leads go cold.

So, how do we do that?

There are numerous ways to present your offer on the Step 2 Thank You Page.

Here are 10 x Step 2 page examples:

#1 - The free webinar

Congratulations - Your Breaking Through eBook will arrive in just a few minutes.

Meanwhile watch this short video to learn about your Special Bonus Gift.





THIS MESSAGE IS FOR YOU

YouTube

REGISTER FREE NOW!

Yes, I would like to attend the complimentary Webinar Training:

Choose a date:

Choose a time:

First Name

Primary Email

Reserve My Spot >

Works with
Mac iPad iPhone iPod

#2 - The free video training

Success!

Your New Patient Analyzer is Being Sent To The Email Address You Supplied

In The Meantime, Watch This Short Training Video For Tips on How
To Get The Most Out Of This Powerful Tool

PLUS INFO ON YOUR BONUS ONLINE TRAINING, EXPIRING IN...

0	0	0	0
DAYS	HOURS	MINUTES	SECONDS



[Click Here For Your FREE Online Training](#)

 **We Protect Your Privacy**
Your Information is Never Shared

[PRIVACY](#) | [ABOUT FIVE STAR](#)

#3 - The Free Coaching Call

Success!

Your New Patient Guide is on its Way to Your Inbox.
In the meantime, here's a special invitation for you:



Yes, I'd like my FREE Coaching Session

[Go Here Now To Claim Your FREE New Patient Coaching Session](#)

*This is a complimentary service and no credit card is required.

Your New Patient Coach will show you how you could be
generating dozens of extra NEW patients in YOUR Practice each
month > [Register Today](#)

[Terms](#) | [Privacy](#) | [Contact Us](#)
New Patient Academy | 2301 NE Blakeley St. #102 Seattle, WA 98105 | Phone: 1.855.484.3672 | Fax: 1.206.322.0457
www.mynpa.com

#4 - The low-priced live event offer

THE **BIG** PROPERTY **SHIFT**

SUCCESS! I'M SENDING YOUR FREE REPORT VIA EMAIL

- it will arrive in the next few minutes... In the meantime...

Discover How I Became an "Unlikely Property Millionaire" Growing My Fortune Over the Past Two Decades (Even Though I Only Ever Earned an Average Wage) by Accurately Predicting Key Market Shifts...

(and how you can be in the "Box Seat" to make the most of the BIG SHIFTS that are coming in the next 12 months)



Register For LIVE 1-Day Event Now (\$47) »



 **SECURE CHECKOUT**

THE BIG PROPERTY SHIFT - 1 DAY LIVE EVENT

• Perth 17 October • Brisbane 7 November • Melbourne 14 November • Sydney 21 November

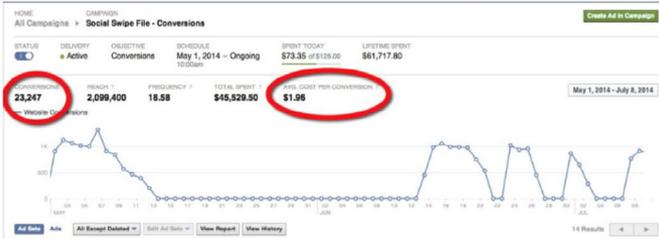
#5 - The Low Cost Report



IMPORTANT: Read The Letter Below BEFORE You Use The FB Ad Template Library (Please allow 10 - 15 Minutes for delivery).

The Facebook Lead Machine

This Secret Facebook Campaign Generated 23,247 Leads In Less Than 30 Days...



STATUS	DELIVERY	OBJECTIVE	SCHEDULE	SPENT TODAY	LIFETIME SPENT
Active	Conversions	May 1, 2014 - Ongoing	May 1, 2014 - Ongoing	\$73.35 of \$125.00	\$61,717.80
CONVERSIONS	REACH	FREQUENCY	TOTAL SPENT	COST PER LEAD PER CONVERSION	
23,247	2,099,400	18.58	\$45,529.50	\$1.98	May 1, 2014 - July 8, 2014

"Are you leveraging Facebook for traffic and leads... *or just talking about it?*"

Now that you have the templates we use to create our Facebook ads, you'll be able to create you're own high-converting, low-cost ads really fast.

But that's only one small part of the Facebook advertising process.

Smart marketers are able to maximize their campaigns and really leverage Facebook to it's full capacity, generating a massive amount of traffic and leads.

If you're not getting all the traffic and leads from Facebook that you can handle...

...or if you haven't even launched your first campaign yet, I'm going to show you how to do just that...

...TODAY...

...in less than 60 minutes.

#6 - The Free Trial Offer

KISSmetrics Customer Analytics



Marketing Insights

Find out what marketing campaigns are driving the most conversions, and learn how to improve them.

Whether it's email, SEO or PPC — know what's working and what's not!



Easy A/B Testing

Easily test landing pages, buy-now buttons and different webpage layouts to see what generates the most sign-ups and sales.



World Class Support

Use our world class support to help you focus on the most important areas of your site to reduce bottleneck, bounce and click-through issues.

FREE TRIAL

No Credit Card Required

Start your trial now!

By clicking the button above you are agreeing to our [terms](#).

#7 - The Limited Time or One Time Offer #8 - The Referral Request



Shopping Cart > Checkout > Place Your Order > **Order Complete**

1-866-601-5800 | [Live Chat](#)

Order Successful

 Your order is safe and secure.

Your order was successfully processed!

Order Number: 117674

We appreciate your business and will get your items carefully packed and shipped to you right away.

An order confirmation email has been sent to bryan@bryaneisenberg.com. If you do not receive this email, check your "Bulk/Junk Mail" folder to ensure that the email did not get flagged.

Please call customer service toll free at (866) 601-5800 with any questions or comments.

Special Offer

For returning customers only...

Bryan, for only \$39.97, would you like to **add another box** of Jigsaw Complete to your order? We can easily group this with your first order if you **click Yes in the next 10 minutes**. **That's 43% off the regular price of \$69.97; a savings of \$30.00.** Want to take advantage of this special offer? :)

An additional charge of \$39.97 will be added to your credit card and the total price will now be \$208.97. Remember, all orders are 100% refundable.

Yes! Add this to my order.

[No Thanks](#)



09:46

#8 - The Referral Request

You're Awesome, So We Want Your Friends To Sign Up Too.

Refer friends, get RoboForm Everywhere for FREE!



Get Started >

#9 - The Survey

MASTER of MALT
keeping you in fine spirits since 1985

WHISKY
CONS OF WHISKY
2013

We Do Samples!

Delivery | Login | Blog | Contact | Trade | +44 (0)1892 888 376

My Basket | Total £0.00 | GBP (£) | Checkout >

Search | Go to Advanced Search >

Gift Ideas | Scotch Whisky | World Whisky | Other Spirits | Liqueurs | Other Drinks | Wine & Champagne | Samples | Other

Step 1 Your shopping basket | Step 2 Delivery | Step 3 Your payment details | Step 4 Place order | Finished!

Success! Your order has been placed
()

Thanks! We've emailed you to confirm the details.

Save time when you next order...

Add a password to your account and you'll never have to enter your details again - you'll be able to place an order faster than you can say clickity-click (assuming you are quite a slow talker).

Password

Save

1. How did we do?

If you're happy with our service, please spare a few seconds to tell us what you liked (or what you think we can improve).

I am happy for you to publish my feedback as a testimonial (we'll only show your First Name and Town).

Send

2. Tell your friends!

I've just bought this bottle of Laphroaig Triple Wood

While you're here, why not us and we'll love you forever

A link to Laphroaig Triple Wood will be added to your message.

3. Our newsletter

Un-tick this box if you do not want us to contact you about whisky things. We promise not to give your email address to anyone else or send you a load of nonsense.

4. Review Us!

Like the way we roll? Help us out by reviewing us on one of these review sites. Go on. You know what to do.

#10 The Coupon Code / Discount Offer



**thank you for entering
to win a free box.**

Winners will be notified via email in one week.

Get your 1st box for 50% off
with code **SNACKNOW** >

Share the health!
Get one free entry for every friend
who enters to win.

Share on Facebook

Share on Twitter

Share via email
Copy your personal link below and
share it with your friends by email

<http://bit.ly/14LFu9g>

KISSmetrics Customer Analytics



Marketing Insights

Find out what marketing campaigns are driving the most conversions, and learn how to improve them.

Whether it's email, SEO or PPC — know what's working and what's not!



Easy A/B Testing

Easily test landing pages, buy-now buttons and different webpage layouts to see what generates the most sign-ups and sales.



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