

EMBRACE YOUR STEP 2!

CHECKLIST & WORKSHEET

STEP 2 CHECKLIST

- ☐ Get clear on WHAT you are selling (what's the top of your Marketing Mountain?)
- ☐ Map out your FUNNEL Diagram (what is the path up the Marketing Mountain?)
- ☐ Plan Your Problem / Solution Dance (how will you create MOMENTUM up the Marketing Mountain?)
 - ☐ Hooks
 - ☐ Open Loops
 - ☐ Each stage solves the previous problem and opens a new problem
 - ☐ Remember Tarzan!
- ☐ Create your Funnel Elements
 - ☐ Pages
 - ☐ Optins and Order Forms
 - ☐ Videos / Copy / Content
 - ☐ Emails (majority of subsequent emails ALSO offer the Step 2 as the CTA if someone didn't take the offer at the Step 2 page)
- ☐ Test your entire Funnel
- ☐ Measure and Optimise (ongoing)

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STEP 2 TEMPLATE

1. COUNTDOWN TIMER (Optional)

2. PRE HEADLINE (Acknowledging the Optin and Creating Space for the Step 2)

3. STEP 2 VIDEO (Acknowledging the Current Problem, Offering a Shorter Version of the Solution Provided in the Lead Magnet and then pivoting to the New Problem and Next Step / Call to Action)

4. CALL TO ACTION AND BUTTON (Takes people to the Next Step)

5. FOOTER (Includes Privacy, Terms and other details needed for Compliance)

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1. COUNTDOWN TIMER (Optional)

e.g. Special Limited Time Offer Available Here On This Page - EXPIRES in 24:00:00

2. PRE HEADLINE (Acknowledging the Optin and Creating Space for the Step 2)

e.g. Your <Lead Magnet Name> is on it's way to your Inbox and will arrive in approximately 8 minutes.

In the meantime... <insert activity details here> e.g.

- Watch this Short Video to get your Bonus Gift
- Watch this Short Video for Tips on How To Get The Most Out of Your XYZ
- Here's a Special Invitation For You (Watch this Short Video Now)
- Discover how <something EXTRA you did or one of your clients did to get the results people are looking for from the Lead Magnet
- Watch this Short Video to see How You Can Get The Software That <desired result> in HALF the time, for FREE...

3. STEP 2 VIDEO (Acknowledging the Current Problem, Offering a Shorter Version of the Solution Provided in the Lead Magnet and then pivoting to the New Problem and Next Step / Call to Action)

Use the 8 Step Sales Video as a resource / guide for your Step 2 video.

Remember you need this video to work for the emails as well so avoid mentioning they're about to receive the download / lead magnet.

4. CALL TO ACTION AND BUTTON (Takes people to the Next Step)

Be clear and directive.

Remember - it's a call to VALUE.

Draw on this episode of Content Sells for inspiration / support: <https://herbusiness.com/podcast/81-how-to-write-a-call-to-action-from-buttons-to-blogs-with-joanna-wiebe/>

5. FOOTER (Includes Privacy, Terms and other details needed for Compliance)

Ideally include your Company Name and Address plus links to:

- Your Privacy Policy
- Your Terms
- Your Contact Page

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4. CALL TO ACTION AND BUTTON (Takes people to the Next Step)

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NOTES: