



## Checklist 12 - Tripwire Funnel

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*A tripwire is a small offer (usually between \$5-\$47) sold to new email subscribers after they opt-in on your capture page.*

*Tripwire Funnel Is meant to accelerate and strengthen the buyer/seller relationship.*

*And by accelerating the relationship, that means the tripwire is basically a “launchpad” for easily upselling people on your core offer (I.E. your more premium product or products and services).*

*People might sometimes join your email list but might not want your core offer. So your first step to persuading them should be making them a simple and easily affordable offer.*

*Doing so will help those potential customers overcome the fear of buying from you and gain trust.*

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### **Create a Lead Magnet**

First thing's first. Before you create your tripwire offer, you need people to sign up for your email list. And for that, you need to create a lead magnet.

*Offer your site's visitors something for free that leaves them thirsting for more and eager to take the next step in your website—to buy something.*

*But the important thing here is to offer something that your entire market will find valuable.*

2 **Come Up With a Tripwire Offer That Is Relevant To Your Lead Magnet and Highlights The Value Of Your Core Product Or Service**

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The best way to come up with a tripwire that's relevant to your lead magnet and that highlights the value of your product or service is to look at your current core offer and what you're selling now.

*Take a look at your info products and services and see if you can splinter, package, and sell them.*

*For example, if you're selling a service, you can offer a "Project Roadmap."*

*Simply make your tripwire an integral part of your business. Use it as a reason or excuse to make your customers come back to buy your core offer.*

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### **Decide On The Type Of Tripwire You'll Offer**

It's time to choose the type of tripwire that will deliver your value proposition to prospects when they visit your website.

*When deciding, consider the following:*

- *Focus on your skills: It's time to show off your talent and skills. Offer a product you know you'll be great at creating. If for example, you're a good writer, offer an ebook. Not so great at writing but you feel comfortable talking? Go with video training instead.*
- *Keep your tripwire simple: A complicated and hard-to-digest product won't attract customers. Keep it simple and easy to digest.*
- *Promise one quick win: The tripwire type you end up choosing should promise (and deliver) one quick win for your visitor. It should help them achieve something easily. Forget about really long training and courses that will take them forever to accomplish.*
- *Set a cheap price: Don't offer expensive tripwires because no one will buy them. Offer products between \$5-\$50.*
- *Prioritize rapid consumption: Choose a tripwire format that's easy to download and consume. This will give your prospects peace of mind and will move them down your funnel quicker.*

*Notes*



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*There are hundreds of different tripwire types and/or formats. Decide the tripwire type that you feel most comfortable creating based on your skills and knowledge.*

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### **Create a Mini Sales Page For Your Tripwire**

Creating a short dedicated sales page where you'll state all relevant information about your tripwire offer. It doesn't have to be anything extravagant. You can have a very simple page with a short-form sales letter or a VSL answering these questions:

- *Will this product solve my problems?*
- *Will this product add value to my business?*
- *Why should I buy this product here and not from a different website?*
- *What happens if I don't like the product?*
- *What happens if I want a refund?*

*These are questions your prospects will automatically think of when they come across your tripwire offer.*

*So answer them and build trust. Include your guarantee policy, risk reversal, and/or money-back guarantee.*

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### **Make Sure Your Tripwire's Price Is Entry Level**

Your tripwire offer must be affordable.

*Forget about charging hundreds of dollars for a product just because you're looking to make money. Your goal at this point shouldn't be to make a profit from your tripwire offer.*

*But instead, see it as something to increase your customer base and cover all of your lead generation expenses.*

*Notes*



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### **Setup a Follow Up Sequence For Customers Who Buy Your Tripwire Offer**

 

Don't stop after you sell your tripwire. The journey hasn't ended yet. If anything it has just begun.

*If they purchase something from you and they like it, they will want to keep exploring new offers on your site.*

*So nurture your leads. Communicate with them via email because you want those customers to return to your website and spend more money in your business.*

*Here are some ways to "stay in touch" with them after their purchase...*

- *Remind them via email of the value they received from your tripwire.*
- *Redirect them to your blog page so they can read your content.*
- *Invite them to follow you on social media.*
- *Upsell them to a more expensive product that's directly related to your tripwire.*

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### **Promote and Optimize Your Tripwire Funnel**

 

Conversion rates play a substantial role in your tripwire funnel's success.

*By now, you've done your market research, you know your audience, you already have a working strategy to get more customers.*

*You also understand your audience and know how to better serve their needs. So keep tracking your numbers, making changes, and optimizing your funnels.*

*Notes*