MATT BACAK'S CHECKLIST

Checklist 6: Creating a Captivating Tripwire Offer

Project Name: _____ **Date:** _____

	Yes	No
Creating a captivating tripwire offer enhances the rate of conversions on your website. When creating a tripwire, it is important to include marketing strategies that work towards increasing your sales volumes while at the same time allowing you to understand market demand in terms of consumer tastes and preferences. To this end, a captivating tripwire offer should be irresistible to the consumer and should further create a sense of urgency. Your tripwire does not necessarily have to be something big but it should be of high quality and relevance to your optin incentive. This implies that the tripwire offer presented should be relevant and even more valuable to your niche. Markedly, your tripwire offer should be something that you can easily and readily create.		

Step 1 – Analyzing your Product/Service

		Yes	No
1	Examine the products/services you are already offering	☐	☐
2	Analyze the prices of the examined products	☐	☐
3	Find out your target audiences' perception of the product (do they find the product too expensive? Are there any complaints on the quality of the product/service delivery?	☐	☐

Notes

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4 Determine whether your product has gained loyalty/trust from your target market

Step 2 – Identifying Products/Services with Most Sales

5 Determine your most popular product based on sales volume

6 Select the popular product as basis for your tripwire offer

7 Identify products that are likely to create demand

8 Identify products that get the most downloads

Step 3 – Creating a New Version

9 Consider developing a new version of your product

10 Ensure that the created version costs less but delivers same value

11 Consider using several low-cost items at a great discount for your tripwire offer

Notes

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Step 4 – Creating an Email Drip Campaign

12 Send emails reminding prospects of the value of your tripwire

13 Use emails to nurture your leads

14 Ensure your emails are associated with your tripwire offer

15 Invite your list to your social media and your blogs

16 Include your tripwire CTA at the end of the email

Step 5 – Featuring the Tripwire on the Website

17 Include your tripwire CTA on your website

18 Consider adding your tripwire on your website's navigation bars

Notes

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19 Consider using the header or adding a hello bar to capture the attention of visitors

Step 6 – Adding Lead magnets and Follow up

20 Consider adding lead magnets to provide your prospects with options

21 Send emails to follow up on your tripwire customers

22 Consider asking your tripwire customers for feedback

Notes

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