



MODULE 1: SETTING UP YOUR BUSINESS

NOTES

SEGMENT 6

In this segment, you learned how to build your email list.

Below is a checklist for how to create and refine your lead funnel.

Testing Your Lead Funnel

- ☐ Start With Limited Traffic
 - ☐ Free Traffic
 - ☐ Solo Ads
 - ☐ Clickonomy.com
 - ☐ Articles
 - ☐ Social Media Traffic
- ☐ Analyze Statistics
- ☐ Optimize
- ☐ Re-Test, & Again, & Again
- ☐ Scale When It Feels Right

Scale Your Campaign

- ☐ Buy More Traffic.. Carefully.. Slowly Increase
- ☐ Optimize, Check Stats
- ☐ Scale Up Traffic Again
- ☐ Optimize, Check Stats
- ☐ Repeat

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Build A Relationship With Your List

- ☐ The OVO Method
- ☐ Offer ☐ Value ☐ Offer
- ☐ Value=Content/Good Will
 - ☐ Set Up Offers With Value
 - ☐ Only 1 email per day
 - ☐ "Theme" Your Weeks
 - ☐ Talk WITH Your Subscribers, Not AT Them
 - ☐ Listen To Uncover What They Want
 - ☐ Become Their Friend
 - ☐ Show Them The Emotional Benefits They'll Get