HIGH TICKET PAID AD FUNNEL SET UP CHECKLIST

1. **CREATE YOUR OFFER**
   Sounds obvious but do this first! If it's an online course, you will need a website to put the course on, so you'll have to go to step 2 to finish creating it.

2. **SET UP WEBSITE OR LANDING PAGE**
   If you only need one page to put your sales page on, you don't need to set up a full website, just set up a landing page. If you have a full website, you will create a sales page inside that website. Probably best to create the entire website before moving on, though it's not always necessary. Set up your online course inside the website now, as shown in the Online Course bonus module.

3. **WRITE SALES PAGE**
   This is the page that you will send people to from a link in whatever your choice of free content is, so they can buy your offer. You should have already began creating this earlier in this module. You will

find my own sales page for the Phoenix Lightworker Programme on this same website, and there should be a PDF under this video with that sales page for you to check out.

4. SET UP EMAIL LIST
   You need to open an account with an email marketing site. I use Mailchimp which is free for the first 2000 emails you collect, however, if you're doing a webinar or video training, EASYWEBINAR has an option to collect emails which makes it slightly easier to set up the whole process. Set it up so it collects the emails of everyone who watches your video training, webinar, or receives any of your free content.

   The reason this step is so important is that most people who see your content and go on to your email list, won't buy anything from you immediately. The following stats are a general guide as to how people tend to behave after they see marketing content:

   3% ready to buy immediately
   7% will buy in next 90 days
   40% next 6 months
   50% never

   So as you can see, 97% of people who see your ad are not ready to buy. But almost 50% could buy from you within the next 6 months, as long as you keep them engaged and gain their trust by providing consistent value through follow up emails.

5. CREATE WEBINAR, TRAINING VIDEO OR OTHER FREE CONTENT
    This is what you will make to bring people value, knowledge and help in some way, before telling them about your offer. It will include a link to your sales page or a sales call booking form and very importantly, an opt-in form for your email list.

6. SET UP EMAIL AUTORESPONDER
    Now go back to your email list and set up your email autoresponder which will automatically send out follow up emails to anyone who joins your email list from the opt-in form provided with your free content. These emails will help market your business even further.

7. WRITE FOLLOW UP EMAILS
    You need to write a series of emails (approx. 5) which will be sent out automatically by your email autoresponder to anyone who joins your email list after watching your webinar or consuming other free content. These emails will provide more free content as well as talk about your offer and link to your sales page.

8. SET UP CALL BOOKING FORM
    If you are selling a high ticket item that requires you to talk to someone on the phone to close a sale, you will need to set up a link to a booking form, which can be on your website or a link to a booking form page. I use Calendly. The link to Calendly is put in my video training, and when clicked, the client can choose a time and date to book a call with me.

9. **WRITE SALES CALL SCRIPT**
   This is a guide for you to follow when on a call with a client. I have provided you with a template script which you can use in a PDF for this module and this is fully explained in the bonus module for the Sales Call Script, but please tailor it to suit your own business.

10. **CREATE VIDEO/IMAGE ADVERT**
    Write or record your advert

11. **SET UP ADVERT**
    Run through the targeting questions on Google Ads or Facebook Ads and upload the video ad you created. You don't actually pay till the ads have run but you'll need to set up payment details.

12. **SWITCH YOUR WEBINAR OR VIDEO TRAINING ON!**
    Make sure this is up and running!

13. **SWITCH YOUR ADS ON!**
    Now you can get them motoring!