

Tiny Course Empire Podcast Episode 97:
Improving your opt-in funnel (Online Business Roadmap Step 7)

I'm certain I've told you this story before, but I'm going to tell it again because it perfectly illustrates how we get so overwhelmed when it comes to business.

See, once upon a time, I had a little house with a little kitchen, and the one thing I really wanted in that kitchen was a garbage disposal. They're not common in other parts of the world, so if you don't know what this is, it's basically a motor with teeth that sits under your sink. You can put food scraps into it and just wash them down the drain instead of tossing them into your trash.

Anyway. I wanted one. I didn't like having to put food scraps in the trash because then they get smelly fast. It's much more convenient to put them down the sink.

I never got my garbage disposal at that house, and not for the reasons you might think. They're not very expensive, so it wasn't a cost issue. They're pretty easy to install—I could have even done it myself, so that wasn't the problem either.

The thing that stopped me from getting one was the thought that if I was going to disconnect the sink to install it, then I wanted a new sink. No sense disconnecting it and then putting that same old ugly and scratched sink back in, right?

But then I'd have a shiny new sink sitting on my really nasty countertop. I'd need to replace that, too, don't you think? I mean, I can't have a nice new sink sitting there on broken and ugly tile.

But if I was going to replace the counter, what about the cabinets? New countertops on old, worn cabinets would just look bad.

And if I was going to tear out my nasty old cabinets, wouldn't it make sense to have the floors redone at the same time?

That afternoon project of installing a \$200 appliance turned into a \$15,000 kitchen remodel pretty quickly in my mind, and I never did get my garbage disposal.

I've been guilty of looking at business projects in the same way, and I'm guessing you have, too.

What should be a very simple task to set up a new opt-in offer suddenly becomes an overwhelming project with a complicated funnel and paid ads and tripwires and 37 email follow ups and who knows what else.

But it doesn't have to be that way. I could have just installed the garbage disposal and been done. I didn't have to put a new floor in to go with it.

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You don't have to have all the pieces in place either. You can start with what you have and then continue to build it out, one step at a time.

That's why I created the Online Business Roadmap, and that's why I'm recording this series of podcast episodes about building an online business from scratch. It's my goal to show you that you don't have to do everything at once. To give you the steps to follow so that they make sense.

This is episode 97 of the Tiny Course Empire podcast, and today we're building on and improving your opt-in offer, so you can turn your subscribers into customers.

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Hey, it's Cindy, and thank you for spending a few minutes of your day with me.

You'll find the show notes and recommended resources for this episode at TinyCourseEmpire.com/97.

While you're there, be sure to hit the subscribe button. New episodes drop every Thursday morning. Next week, we're going to talk about how to increase your list engagement—how to get more opens, more clicks, and more sales.

But that's next week. This week is all about turning your new subscribers into customers, right from the start. So let's dive in!

You might remember that back in the second episode of this series, which was episode 92 of this podcast, you created a simple opt-in offer. Nothing fancy. Just a PDF or an email course with an opt-in form and one welcome email to deliver the freebie.

Today we're going to revisit that opt-in offer and spruce it up a little bit so it will be a better asset for you. There are three things you're going to do to make that happen, and it won't take you more than a couple of hours to complete.

Add a call to action to your opt-in gift

The first thing is to add a call to action to your opt-in. If it's a PDF file, then you can just add another page to it promoting the product you've created. Remember the one we made the sales page for a couple of episodes ago? That one.

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You're going to offer that product right from within your freebie, and if you've been following along with these steps, that's going to be an easy sell, because the product you created is the next thing your subscribers need, right?

So here's what you do.

Open up your Word doc or your Google doc or your Canva template or wherever you created your freebie. Scroll to the last page, and add a quick call to action. You don't have to do anything fancy here. Steal a bit of copy from your sales page - maybe the headline and a few bullet points - and include a button or a link that says "Click here to learn more" or "Click here to get your copy" or "Click here to download" or something like that.

Don't overthink it.

I feel like I've said that a lot in this series, but it's important. Overthinking is how we get stuck. It's why I never had a garbage disposal in my first house.

Remember you are not carving in stone here. You can always go back and update this later. You can make your call to action stronger. You can put a button instead of a link. You can add graphics or testimonials. You can do anything you want with it, and you can do all of that later.

For now, just get something—some kind of call to action that points to your paid product—just get that on the page.

Then you're going to save it as a PDF—make sure the link works, because sometimes PDFs break links, so make sure that still works after you save it. Then you'll upload it to Google Drive or Dropbox or wherever you're storing your freebies. Grab the public link just like you did back in episode 92, and then go into your welcome email and update that link so people get the right file when they subscribe.

That's the first thing you do. Update your freebie to include a call to action, save it as a PDF again and remember to check your links, then upload it to wherever you're keeping your freebies. Finally, make sure you change the link that's in your welcome email so it points to the new version.

If you created an email course back in episode 92, then the only thing you have to do is go into each email of the course—whether you wrote 3 or 5 or 7 or whatever—go into each email and add a P.S. at the bottom for your call to action. You can write something like, "P.S. Do you want to fast-track your photography skills? Check out

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my digital guide to professional lighting on a budget. It will instantly transform your shots from so-so to stunning.”

Then add a link to your sales page.

You can use the same P.S. in every email in the series, too, so just copy and paste and you're done.

Create a tripwire

Ok, so you've "money'd up" your freebie, as Nicole Dean would say. Now let's give new subscribers a chance to buy before they even see your freebie. We're going to do this with what's called a tripwire, and it's really easy to set up.

First, you're going to make a copy of your sales page. You don't want to use the existing version of your sales page for this because we need to add a little text at the top so it makes sense for your email subscribers, and seeing that will NOT make sense to people who land on the page from other places.

So make a copy of your sales page, then you're going to edit it so it says something at the very top like, "Thanks for requesting my free guide to taking better photos with your iPhone. That's going to land in your email inbox in just a few minutes. While you wait, check out my latest lighting guide below."

That's it. Everything else on the page can stay the same.

Publish that page, grab the link to it, and then in your email platform where you set up the thank you page for new subscribers, you're going to make this link the new thank you page.

So the subscriber flow looks like this: They land on your opt-in page, they're interested in your freebie. They enter their email and click the submit button. This new page—the copy of your sales page—is the very next thing they should see. So they're no longer going to see the thank you page that says "Go check your email," they're going to see this page instead.

The exact steps to set this up will depend on the page builder and email provider you're using, so check their documentation if you need help knowing where to add the link to this page.

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If you're a Six-Figure Systems member, consult both the Tripwire Toolkit and the Opt-In Funnel QuickStart Guide for more information about setting up your opt-in offers and using tripwires in your funnels.

If you're not a member—well, first of all, you totally should be—but also I'll link to all of these resources in the show notes, and you can pick up what you need there.

Add some follow up emails

Alright, that brings us to the final step, and that's to add some promo emails to your follow up sequence.

A follow-up sequence or email funnel is just a short series of emails that go out over a few days or weeks after someone has opted in for your lead magnet or your freebie.

you've already created one email—the welcome email—that goes out right away. Now that you have a product to sell, you can create a few more emails to promote it.

Here's why this is important, and it's all about the difference between broadcast emails and autoresponders, so let's get clear on that first.

A broadcast email is what you send when you log into your email platform, write an email, and you send it out.

If someone is on your list today, they get the email, if they subscribe tomorrow, they'll never see it.

An autoresponder is different. These are your funnel emails or your follow-up sequence, and they don't depend on you logging in and hitting the send button. They go out on a schedule you set ahead of time.

For example, you might decide that you want your welcome email to go out right away (as it should) and that you then want to follow up two days later, then again in two days, and then one more time two days after that.

You've created a four email sequence or autoresponder, and everyone who joins your list—whether it's today or next week or next year—will get those emails in that exact order.

When you're promoting a paid product this difference between autoresponders and broadcast emails is important. When you promote something with a series of

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broadcast emails, only the people who are on your list at that moment will see them. The people who subscribe next week will never have the opportunity to read them.

But if you take those same emails and add them to an autoresponder or a funnel or follow up sequence, then EVERYONE who joins your list will get them.

That's why these follow up sequences matter so much when it comes to growing your business. They're an automated sales machine that doesn't depend on you actively promoting anything. They're just hanging out there in the background doing their job for you.

Here's how I recommend you get started with your follow up sequence. You're going to write three emails promoting your product. The first one you already have if you've been following along, because you wrote it when you created your sales page. If you remember in that episode, I recommended you send an announcement out to your email list about your new product.

Take that email and make it the next email in your follow up funnel. It should go out a day or two after the welcome email. Make sure you read through it and remove any time or date specific information, since people will get this email at any time of the year. You don't want to be talking about putting up Christmas decorations and someone receives the email in the spring. That would be awkward.

So fix any time and date related information, then just copy and paste it into a new email and schedule it to go out a day or two after your welcome email.

If you wrote more than one promotional email, you can add them all to this funnel in the same way. If you only wrote one, you're going to want to sit down and write at least two more to fill out the funnel.

And if you're new to writing promotional emails, don't make it harder than it has to be. Keep it simple.

You can write an email about why you created this product. You can write about the problems it solves for people. You can share tips for using it. You can share testimonials. You can highlight specific features and benefits and expand on them some more.

There are lots of ways to write promo emails without feeling icky about it. I have a template pack that will help you get started if you need it, and I'll link to that in the

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show notes. Or if you're in Six-Figure Systems, it's in your dashboard. It's called Opt-In Funnel Follow Ups, because I'm terrible at naming things.

If you're not sure how to schedule your autoresponder emails properly, consult the help files for the platform you're using. They're all pretty simple to set up, but each one is a little bit different so I can't tell you here exactly how to do that.

So that's your homework for this episode, and hopefully it won't take you too long to complete.

Step one is to update your lead magnet with a call to action. Don't forget to change the link in your welcome email so new subscribers get the updated version.

Step two is to create a tripwire page by duplicating your sales page and adding a little note at the top. Then you want to make sure you make that your opt-in thank you page so new subscribers see it automatically after they opt-in.

Finally, write a few promotional emails and add them to your email funnel or follow-up sequence. And feel free to repurpose the promo emails you've already written, because only new subscribers will see these. You don't have to worry about people you already sent them to getting them again—although there's really nothing wrong with that either.

Pretty short and sweet today, but super impactful when it comes to leveraging your time and energy.

Now it's your turn. If you have questions or comments or if you just want to show off your lead magnet, click over to TinyCourseEmpire.com/97 and leave me a comment. I'd love to hear from you.

And could you do me a favor? If you're enjoying the show, would you pop over to Apple Podcasts or wherever you're listening and leave me a rating and review? That helps the algorithms know that you value this content, so they'll show it to more people. That's the best way to help us grow.

That's it for me this week. I'll be back next week to talk about how you can improve your overall email marketing, so be sure you're subscribed to the show so you don't miss it.

Have a terrific rest of your day, and I'll talk to you next week.