

Sales Funnel Readiness Checklist

*Answer these 9 simple questions to
Quickly assess your readiness ...*

Q1 I analyzed the frequently asked questions from my 'typical sales process' and determined the most valuable piece of free content (a Lead Magnet) my target market wants that I can offer.	YES [...] NO [...]
Q2 I created the Lead Magnet addressing the main problem/solution from Q1.	YES [...] NO [...]
Q3 I wrote a benefit based headline clearly explaining my Lead Magnet's value and the supporting copy that promotes the free offer.	YES [...] NO [...]
Q4 I published a Landing Page on my website (or on its own domain) where the only thing a visitor can do is accept or reject my free Lead Magnet offer.	YES [...] NO [...]
Q5 As part of Q1, I wrote a series of follow up emails I use to communicate with prospects who downloaded my Lead Magnet.	YES [...] NO [...]
Q6 I configured my Auto-responder and uploaded the Follow Up Email Series using delivery timing between each email.	YES [...] NO [...]
Q7 I integrated my Auto-responder with my Landing Page so prospects (requesting the free Lead Magnet) are automatically added to my email list and begin receiving the follow up sequence.	YES [...] NO [...]
Q8 Also as part of Q1, I created a series of social media updates for posting to the proper channels at the proper times promoting my free Lead Magnet.	YES [...] NO [...]
Q9 I configured my Social Media auto-scheduler and posted my updates (scheduled for the optimal times) on the correct channels.	YES [...] NO [...]

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