

Self-Liquidating Offer

Defining Your Ideal Customer

1. Who is your ideal customer?

2. What are their primary needs or problems that your business can solve?

3. What motivates them to make a purchase?

Crafting Your Lead Magnet

4. What type of lead magnet will you offer?

- E-book
 Mini-course
 Software trial
 Product sample
 Other (provide details)

6. How does your lead magnet align with your upsell product?

5. Describe your lead magnet. What value does it offer to your Ideal Customer? (what problem does it solve?)

7. What price will you set for your lead magnet?

Price \$

Developing Your Sales Funnel (Sales Funnel Steps)

8. Define your Sales Page attributes

- | | |
|--|---|
| <input type="checkbox"/> Headline: must be compelling & benefits-driven | <input type="checkbox"/> Call-To-Action: why should your customer buy now |
| <input type="checkbox"/> Benefits: what are the key benefits of your offer | <input type="checkbox"/> Guarantee: what guarantee (risk-reversal) are you providing |
| <input type="checkbox"/> Testimonials: include powerful & relevant social proof | <input type="checkbox"/> Secure Payment: what secure payment options |

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9. Describe the customer journey through your sales funnel.

10. What tools will you use to create and manage your sales funnel?

Designing Your Upsell and Cross-Sell Offers

11. What upsell products or services will you offer?

Upsell 1

Upsell 2

Upsell 3

How do these upsell offers complement the lead magnet?

12. What price will you set for each upsell?

Upsell 1 Price

Upsell 2 Price

Upsell 3 Price

When will you present these upsell offers to your customers?

Lead Nurturing

13. How will you continue to engage and nurture your leads over time?

- Email marketing
- Webinars
- Educational content
- Social media
- Other (provide details)

14. What types of value-adding content will you provide to establish credibility and build trust?

15. Describe your lead nurturing sequence.

Define Success

16. Key Metrics to Track

Click-Through-Rate (CTR):

Conversion Rate (to SLO):

Cost of Acquisition (CAC):

Upsell Conversion Rate:

Customer Lifetime Value (LTV):

17. What tools will you use to monitor these metrics?

- Google Analytics
- Marketing Automation Platform
- CRM System
- Other (provide details)