

Master Your Blog Post



with



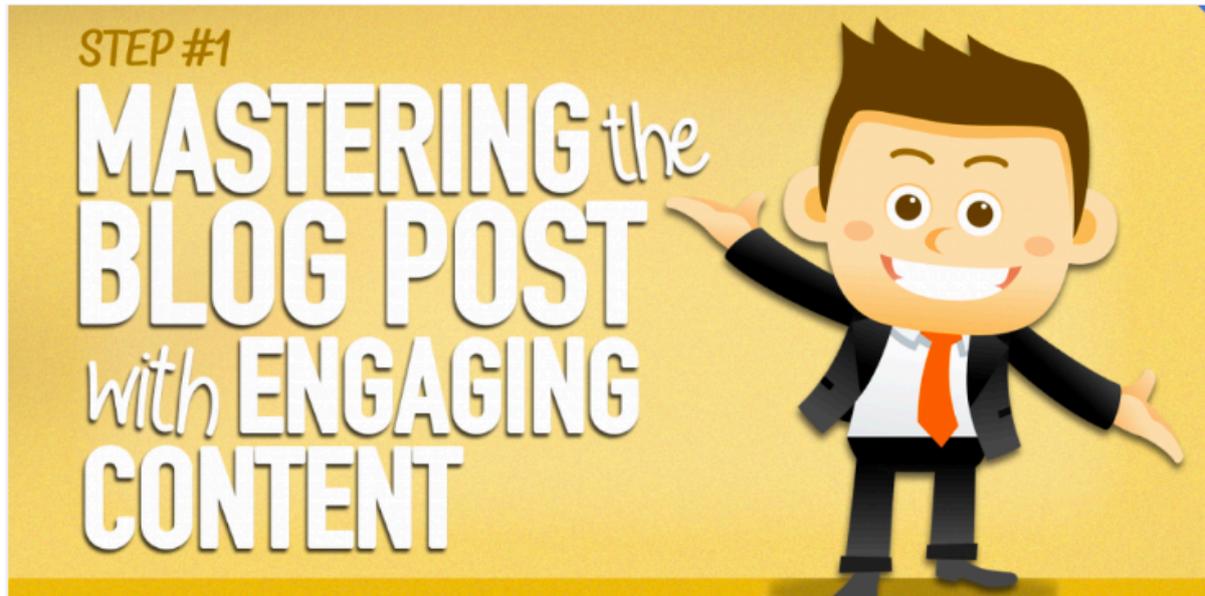
Engaging Contents

LEARN THE SECRETS OF MAKING MONEY WITH ONLINE COURSES!



By Dickie Lim

HOW TO WRITE ENGAGING CONTENT AND MASTER THE BLOG POST?



Here is our beginning of setting up the [Sales Funnel](#). This is the blog post where all your new traffic will be landed. This is to show, how you can make an outstanding first impression building your list. This is the only chance you have to truly capture attention and turn your new visitor into a Members or Affiliates of your audience (and ultimately a paying customer).

That is why it's so important to [master producing great content](#) that both delivers incredible value while also [encouraging engagement](#).

The following steps will help building **Quality Leads** for your business!

WTC FUNNEL FLOWCHART



STEP #1
MASTER THE BLOG POST



STEP #2
CREATE AN EFFECTIVE LEAD MAGNET



STEP #3
**OPT-IN FORMS AND
EMAIL MARKETING AUTOMATION**



STEP #4
BOOST SALES WITH LEAD PAGES



STEP #5
**TURN LEADS INTO CUSTOMERS
USING A TRIPWIRE**



STEP #6
**UPSELL AND
PROFIT MAXIMIZING OFFERS**



STEP #7
UTILIZE THE RETURN PATH



Note: We have two awesome resources for you to check out. Each of these help to make sure you're writing valuable blog posts, but also [successfully grabbing attention](#). Check them out!

1. [50 Brilliant Blog Post Ideas For Your Next Article](#)
2. [Multiply Your Content With Our 78 Top Performing Headlines](#)



OUR GOAL FOR BLOG...

Our objectives here, when creating blog posts, is to create engaging content to know, like and trust which encourages our visitors to continually return to your blog again and again.

While we have visitors continually coming back to our blog, we'll aim to cultivate and add value that our visitors, and to turn them into a leads. We'll continuously to capture their contact information so we can continue to reach out to them again and again more directly through emails and social updates.

Before we jump into our next step of capturing our new visitors, we'll need to create some initial content surrounding our business and product/service.

Double Click Below and check out this video to creating your first blog post with WordPress here!



And if you don't yet have a website created, be sure to check out all our video tutorials that will get you up and running in no time over at [WebsitesMadeEasy.tv](https://www.WebsitesMadeEasy.tv).

HOW TO START GETTING TRAFFIC

Now that we've got some good content created, we're ready to start sending traffic over to our posts! There are a number of ways doing this, but the most popular choices right now are the gate way are through the following:

1. Social media advertisements through Facebook, Twitter, YouTube, LinkedIn, Pinterest, Instagram, Snapchat, etc.
2. Social media organic reach
3. Search Engine Optimization (SEO)
4. Creating more blog posts
5. Advertising on search engines
6. Email marketing (if you already have a list of emails built)

This is just the beginning for your content...

We have an entire series dedicated to mastering engaging content through our **6 Step Content Marketing Series**. If you're serious about taking your content to the next level, you've got to **check this out!**



A NOTE ABOUT PAID ADVERTISEMENTS...

When starting out, it's likely that you will have little to no audience. Luckily for us there are ways to begin gathering traffic for an incredibly low cost. We can do this through running advertisements.

When running an ads to your posts, it's important to understand the value of your average customer. Knowing this metric will allow you to determine exactly how much you can pay for traffic without losing money (also known as your Customer Acquisition Cost or CAC).

For help on determining your Customer Acquisition Cost (CAC), check out [Ometria's guide, here.](#)

Note: *These metrics only apply to those who have existing traffic and have already made sales on their site. If you're just getting started out, you don't need to worry about these right away. You can start with a few key strategies to get your name out there.*

In addition to paid advertisements, you can check out our article which details [7 ways to grow your audience without spending a dime](#). Check it out [here!](#)

Now we're ready for...

STEP #2: THE LEAD MAGNET

Now that we have a marketing strategy to write incredible content and begin gathering traffic to our blog, we're ready to move onto the next step. We're ready to begin capturing our traffic and directing them along our funnel toward becoming a real paying customer.

We can begin this process by using [Lead Magnets](#).

Go Back to Step #5

Let's Go to Step #7



12 WAYS TO CREATE A LEAD MAGNET AND DRAMATICALLY GROW YOUR CUSTOMER BASE

Now that you've got your blog up and running with new articles and valuable information for your readers, you need to offer your audience even more high value content. And I'm not talking about simply hitting them with more and more blog posts. Instead, you can keep providing that high value content with a lead magnet.

This is an incredibly simple marketing concept, yet such a valuable strategy for building up your traffic and effectively turning your cold visitors into red-hot customers.

WTC FUNNEL FLOWCHART



STEP #1 ✓
MASTER THE BLOG POST



STEP #2 ★ YOU ARE HERE
CREATE AN EFFECTIVE LEAD MAGNET



STEP #3
OPT-IN FORMS AND
EMAIL MARKETING AUTOMATION



STEP #4
BOOST SALES WITH LEAD PAGES



STEP #5
TURN LEADS INTO CUSTOMERS
USING A TRIPWIRE



STEP #6
UPSELL AND
PROFIT MAXIMIZING OFFERS



STEP #7
UTILIZE THE RETURN PATH



What is a lead magnet?

A lead magnet is simply a piece of valuable content in exchange of a visitor's contact information.

Why should I care?

Offering a lead magnet is much more effective than a simple "Subscribe to my Blog" button or a "Sign up for my Newsletter" call to action. With this strategy, you'll entice your visitors to willingly provide their email address in exchange for something of high value... all for free!

Here's the thing... This list of email addresses is an absolute must in today's world of online business. The sooner you're able to build a list of emails, the sooner and more powerful your sales funnel will become.

Note: We'll revisit exactly what we're hoping to do with this list in our next step. For now, we'll need to start building our list.

HERE'S AN EXAMPLE...

You may have seen offers like these all over the internet..

Subscribe below to receive
our **FREE** newsletter!

Your Name:

Your Email:

Subscribe Now

Your Privacy is protected.

This is technically a lead magnet. However signing up for a free newsletter or subscribing to a blog essentially means one thing in today's world online. It means you can expect a ton of emails! Although you, as an online business owner may see this offer as something valuable, most people generally don't want to increase the amount of emails to their inbox.

Rather, a much more effective lead magnet offer is to include some piece of value in exchange for their contact information. See this as a quick example from [QuickSprout](#).

**Free Course: "Double Your Traffic
in 30 Days" + Secret Bonus
(Valued at \$300)**



This amazing course will teach you, step by step, how to double if not triple your traffic over the next 30 days.

**Fill out the form below to
start your FREE Course**

Email

Yes, Lets Start The FREE Course

Yes, Let's Start The Free Course

100% Privacy. I will never spam you!

Now this offer delivers incredible value! In exchange for your email address, you will receive a FREE 30-day course to help double your traffic. Who wouldn't want that?

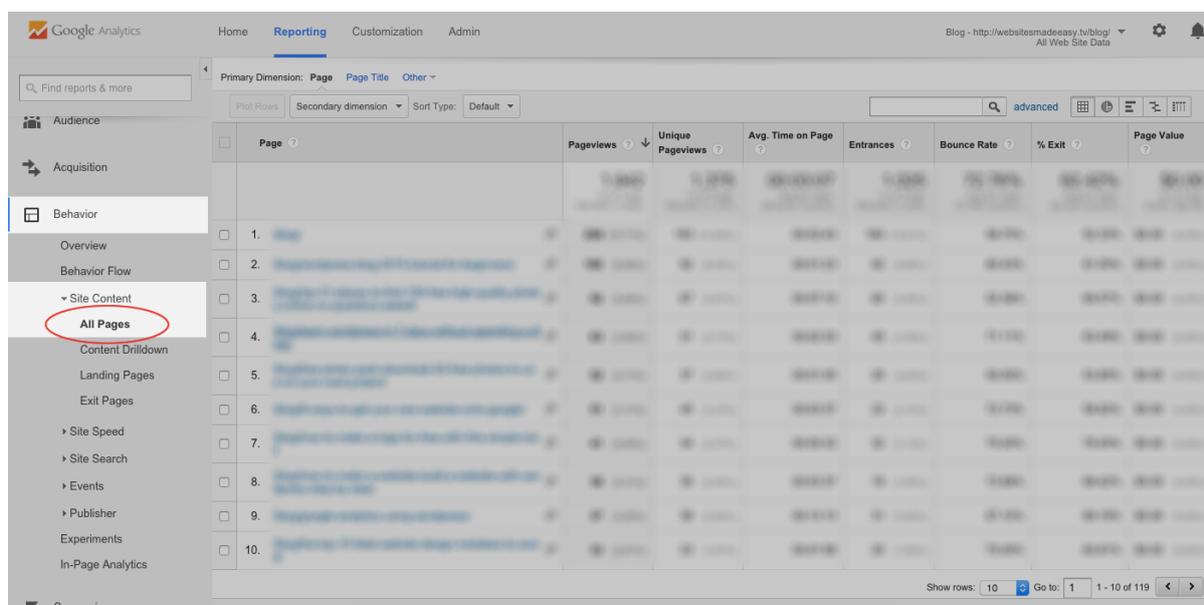
Now that you've got the idea, we're going to dive into 12 different ways you can create a lead magnet. Before we touch on each type of offer, it's important to get a few things understood first.

Before offering your first lead magnet, know these 3 tips:

1. Know your audience

It's important to understand what your audience may gravitate toward. The stronger your understanding of what type of content your audience likes, the better you'll be able to provide a relevant solutions offer for their highest benefit.

If you already have an archive of articles, you can check to see which ones are the most popular using Google Analytics. Simply head to Behaviour > Site Content > All Pages. Then see which posts/pages are the most popular. You can take note of the ones that have received the highest level of traffic by viewing their "Page views".



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
1. [Page Title]	1,234	1,234	00:01:30	1,234	50%	100%	\$123.45
2. [Page Title]	987	987	00:02:15	987	45%	100%	\$98.76
3. [Page Title]	765	765	00:01:45	765	55%	100%	\$76.54
4. [Page Title]	654	654	00:02:00	654	48%	100%	\$65.43
5. [Page Title]	543	543	00:01:50	543	52%	100%	\$54.32
6. [Page Title]	432	432	00:02:10	432	47%	100%	\$43.21
7. [Page Title]	321	321	00:01:35	321	53%	100%	\$32.10
8. [Page Title]	210	210	00:02:05	210	49%	100%	\$21.09
9. [Page Title]	109	109	00:01:40	109	51%	100%	\$10.98
10. [Page Title]	98	98	00:02:00	98	46%	100%	\$9.87

For more on this step, check out our post on [Repurposing Old Content](#) to give you some added ideas. Also, if you're fairly new to Google Analytics, we cover all the basics over on [our video tutorial, here](#).

Additionally, if there are any posts in your top 5 or 10 that cover a similar category or topic, consider providing valuable content surrounding this topic as a starting point.

2. Be specific

Your offer should be ultra specific and straight to the point. Your audience member is hoping to achieve a desired goal using your specific information. So, provide valuable information that can help them reach their goals quicker and easier.

3. Keep it simple

Your audience should not find your offer too complicated or time consuming. It should be presented in a very simple and clear way. This way your audience will be able to reach their desired end goal faster and have an enjoyable experience while doing so. Make it like a relieving breath of fresh air for your visitor.

Your lead magnet offer should also be simple for you to create. It should not take you a long time to create your offer. Yet, you will definitely want it to be high quality. So if you've got all your content written, but you need help creating your actual lead magnet, you should check out services like [Fiverr](#) or [Upwork](#) as a great place to start.

Now that you've got your topic, let's take a look at our list that details 12 highly effective types of offers for you to easily create and offer your audience in no time.

NOW ONTO OUR LIST..

- ▶ **1. A PDF download of your article**
- ▶ **2. Checklist/Cheatsheet**
- ▶ **3. Swipe File, templates, scripts, etc.**
- ▶ **4. Free trial**
- ▶ **5. Coupons and Free shipping**
- ▶ **6. Report/Case Study**
- ▶ **7. eBooks/Guides**
- ▶ **8. Webinar**
- ▶ **9. Toolbox**
- ▶ **10. A Transcript of a video or audio file**
- ▶ **11. An audio download**
- ▶ **12. A mini course or email series**

ARE READY TO CREATE YOUR FIRST LEAD MAGNET?

Although it's simply saving a word doc with some text as a PDF, there are tons of ways to create a lead magnet as you've seen here.

For now on, we'll go with our first example and create a simple PDF lead magnet to get you started! And honestly, this doesn't need to be difficult. So, don't get hung up on this step as even some of the pros out there don't have the prettiest lead magnets in the world. Seriously, all you need is a simple word doc saved as a PDF. That's it!

Yet, we still want to be intentional with what we choose to present as a lead magnet as it's got to be incredibly valuable. This is your chance to make a fantastic impression on your new audience member. After all, this may be the only chance you've got to win the hearts of your new audience member. We better make it count.

1. Take one of your existing pieces of content and drop it into a Word doc.

If you've written an article, blogged about a certain topic, wrote a review of a product you use, or just about any other piece of written content, take this copy and drop it into a word doc.

Hint: You may have created the initial piece of content in a word doc to begin with. Just use this final edited copy.

2. Make it look pretty

All I mean when I say this is to add some basic formatting:

- Add headlines where appropriate
- Add bolded text to make certain pieces pop
- Add a few bulleted lists or underlined sections
- Add your businesses' colors or color scheme
- Change the size of your headings.
- Insert your logo at the top and/or bottom
- Add your company/website's name in one of the corners

- Add a cover page with the title of the piece of content clearly stated below your business name and logo

Congratulations! You've now got yourself a nice little document to work with!

3. Save as PDF

Hit "Save as..." Select the format, "PDF" and boom! You've got yourself a lead magnet!

WHAT ABOUT YOU?

Which lead magnet do you hope to create first for your website? What kind of lead magnet have you seen working well online now? Drop us a comment in the section below and tell us what you think!

[Go Back to Step #5](#)

[Let's Go to Step #7](#)



HOW TO SET UP AN OPT-IN FORM AND EMAIL MARKETING AUTOMATION

So, now that you know [12 Expert Ways to Create A Lead Magnet](#), you'll need to understand exactly how to present your offer to your audience.

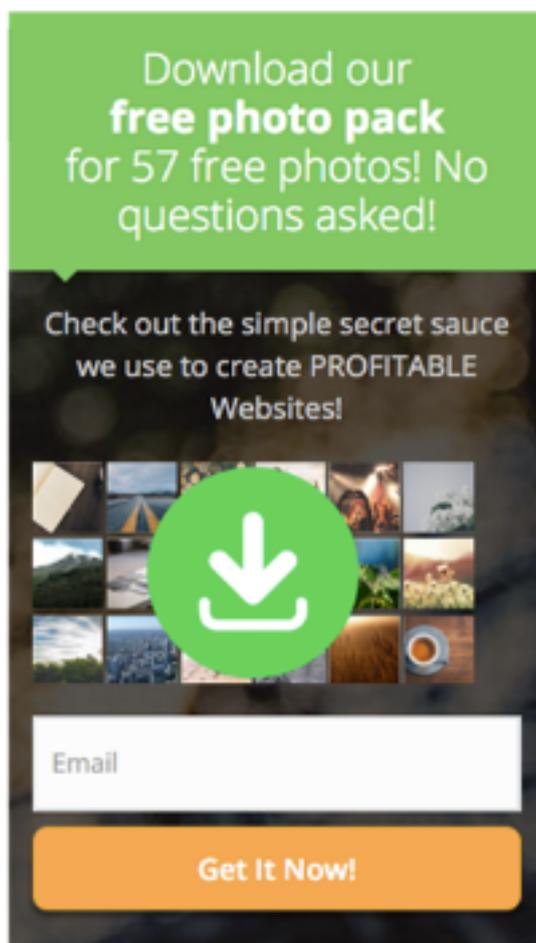
Note: *If you have not created your lead magnet yet, be sure to check out our article that details exactly how to do this properly. [12 Ways to Create A Lead Magnet and Dramatically Grow Your Customer Base](#).*

Once you have your valuable piece of content, you can offer it to your visitors using an opt-in form.



WHAT IS AN OPT-IN FORM?

An opt-in form is simply an area where your audience can enter their contact information in exchange for some sort of valuable offer (what we call a [lead magnet](#)). Here's an example of one of our opt-in forms for our free photo pack lead magnet offer..



The image shows a vertical opt-in form. At the top, a green banner contains the text: "Download our **free photo pack** for 57 free photos! No questions asked!". Below this, on a dark background, is the text: "Check out the simple secret sauce we use to create PROFITABLE Websites!". Underneath is a grid of 12 small photo thumbnails, with a large green circular button containing a white download icon in the center. Below the grid is a white input field labeled "Email". At the bottom is an orange button with the text "Get It Now!".

This form allows our visitors to enter their contact information in exchange for [57 awesome high quality free photos](#) to use on their next project.

Note: To snag these photos, check them out [here!](#)

WHY DO I NEED AN OPT-IN FORM?

The opt-in form enables your visitor to submit their contact information to you. Rather than having your visitor send you an email with their information or add their

information into a comments section, for example, the opt-in form makes it incredibly simple and secure for your visitor to send you their information.

The form also helps you as the website administrator in that it collects the information for you automatically and sorts it into a list that is then instantly sent to your email service.

Your email service will then be able to automatically send your new customer their lead magnet straight to their email without you even lifting a finger. All you have to do is set up your email service to connect to your opt-in form so they can perform this process for you.

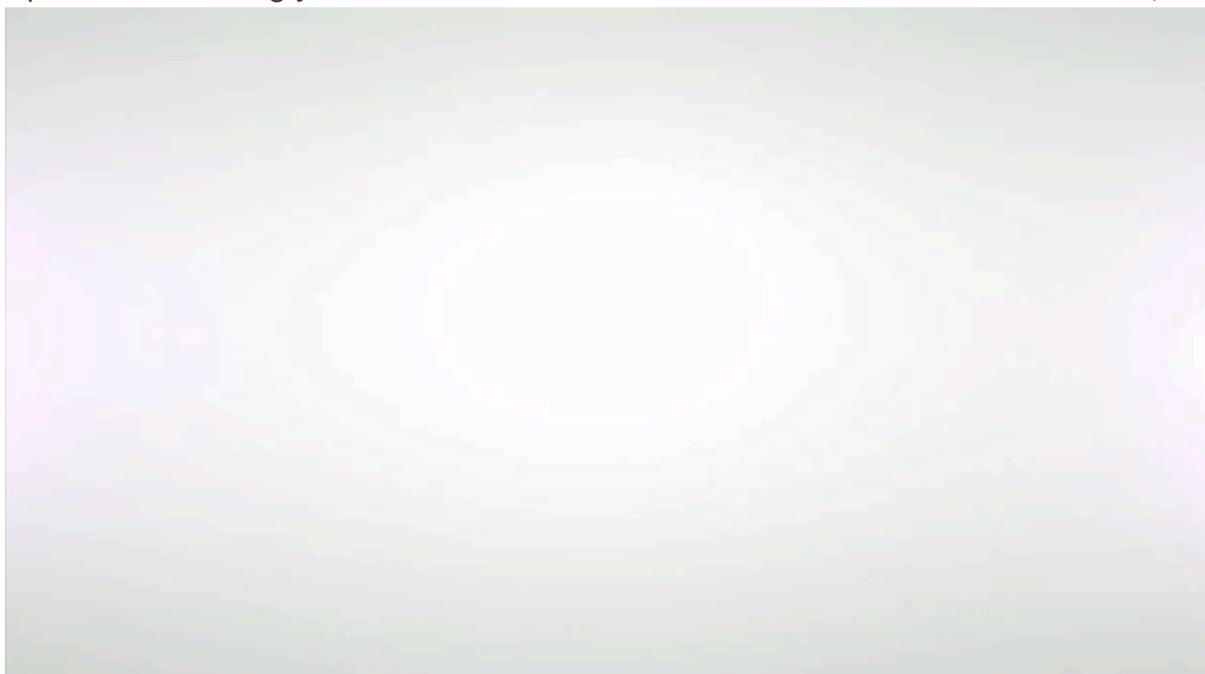
If you're not sure how to set this up, don't worry! We cover all of this and more in this article.

So let's get started..

STEP 1: OPT IN FORM

We recommend you install one of our favorite free plugins, [SumoMe List Builder](#). It's an awesome tool that can gather your visitors' information and enables you to reach them again and again!

We've dedicated a quick little video that shows you exactly how to get this plugin set up and start turning your visitors into customers in no time. **Double Click Below;**

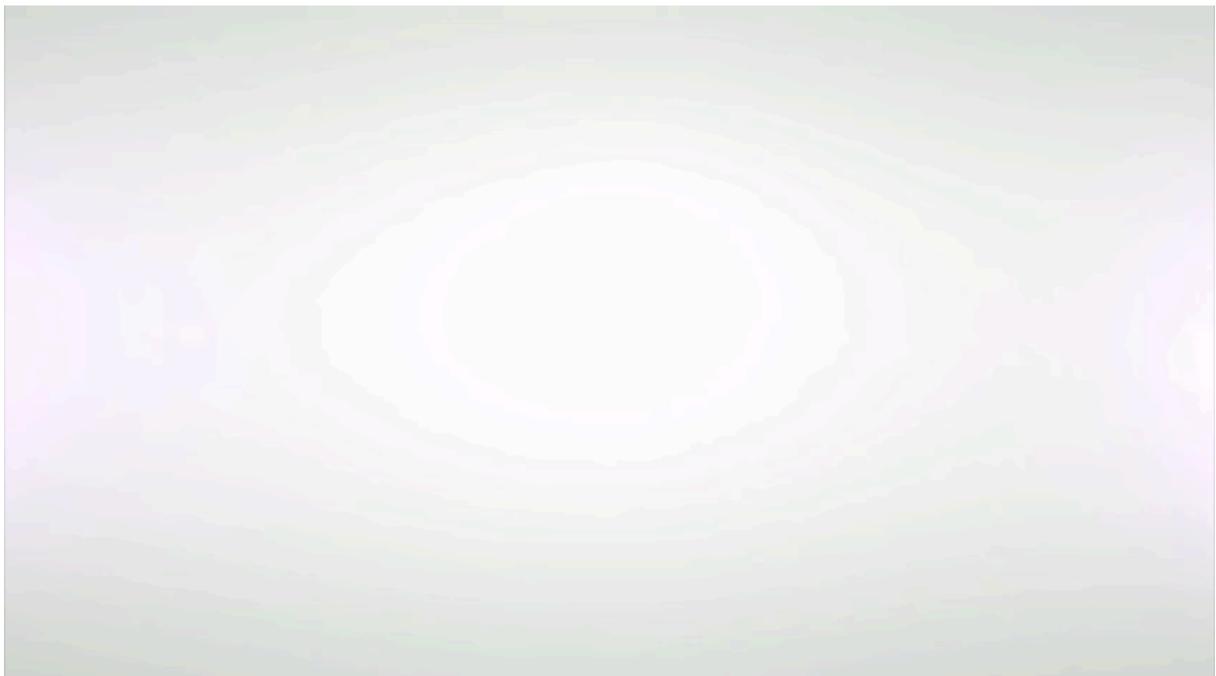


STEP 2: EMAIL MARKETING SERVICE

Now that you've got your opt-in form created, you'll need to set up an email service so that you can deliver your lead magnet straight to your new customer's inbox.

We recommend using one of our absolute favorite email services, [MailChimp](#). It's full of incredibly powerful features. It's also completely free to get up and running in no time!

Here's another quick video that details exactly how to get started with a new MailChimp account and how to integrate your new SumoMe plugin. Just **Double Click** the video below;



2 MAIN TAKEAWAYS FROM THIS STEP:

1. Integrating MailChimp with SumoMe List Builder:

Now you should be all set up to start gathering email addresses and building your email list. It's important to integrate the two services, ([MailChimp](#) and [SumoMe List](#)

Dashboard

Create Campaign

Get started



Create and send a campaign

Campaigns are emails sent to subscribers in a list. Try your hand at email design by creating and sending a test campaign. [learn more](#)

Create A Campaign



Create a list

Lists are where you store your contacts (we call them subscribers). Create one master list, then use segments and groups to email select people. [learn more](#)

Good job



Start building your audience

Signup forms let people subscribe to your list. When you create a list we'll automatically build a signup form to customize for your website, Facebook, iPad and more. [learn more](#)

Good job

Littlebizsite Email Optins

Stats Manage subscribers Add subscribers **Signup forms** Settings



General forms

Build, design, and translate signup forms and response emails.

Select



Embedded forms

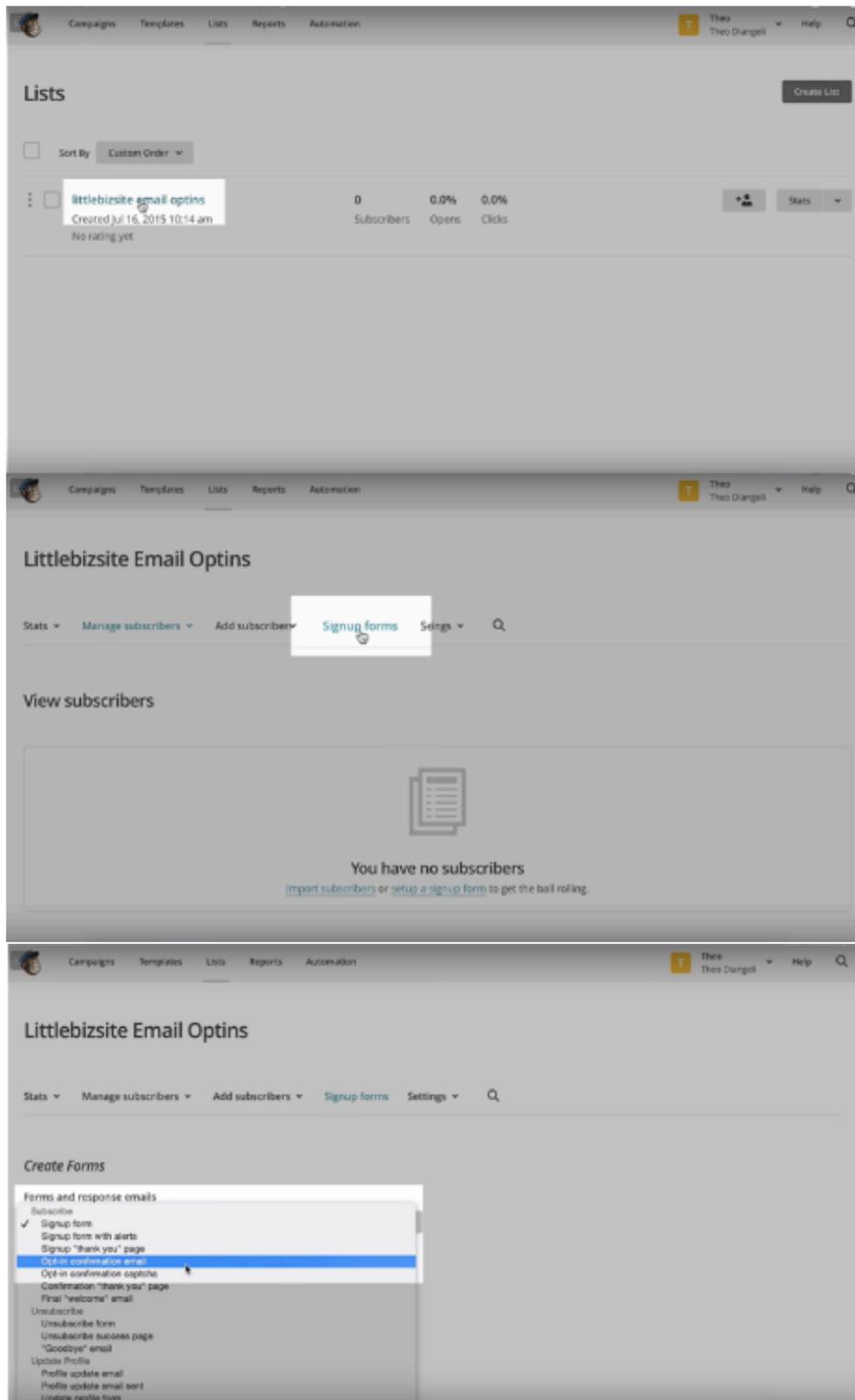
Generate HTML code to embed in your site or blog to collect signups.

Select



Subscriber popup

Select



Here you'll be able to complete the areas and even include your Lead Magnet as a clickable download in this confirmation email.

Alternatively, you can select the "Confirmation Thank You Page" email auto response from the dropdown menu instead of the "Opt-In Confirmation Email" option

and add a link to a page on your website where your lead magnet is available for download.

To do this, you can create a new page from your WordPress dashboard titled something like “Thank You for Signing Up”. Then add your lead magnet to your Media Library from your computer like you would any other picture or file. Select “Add Media” from your post editor and select your lead magnet file. This will insert a link directly into your page which will start an automatic download for your user once they click on it.

***Tip:** you can make this download look more inviting by adding a button shortcode (if your theme supports it) and make the link download automatically once your visitor clicks the button rather than a text link.*

Either of these strategies for delivering your lead magnet will work well. And by performing either of these, you’re delivering on your promise and offering value to your new subscriber.

This strategy may work for now, but we’ve found that by using one of our favourite tools, we’ve been able to really turn things up and start seeing some incredible results! We use a tool called LeadPages and we give you our exact process in our next article here! Definitely check this out! You won’t be disappointed.

CONGRATULATIONS! WE’RE ALMOST THERE!

Your sales funnel is almost all the way set up! You’ve begun turning ice-cold traffic into red-hot leads and long-term customers, but now we’re ready to continue building our funnel and take your business to the next level!

In our next post, we cover some super valuable strategies to use on an incredibly powerful thank you page. A simple thank you for signing up is nothing compared to the power of a lead page. This is where things get really exciting! Check it out in our next article!

[Go Back to Step #5](#)

[Let’s Go to Step #7](#)



OUR BEST STRATEGIES FOR BOOSTING SALES USING LEADPAGES

So, you've set up [your email service](#) to automatically send your new visitor their [lead magnet opt-in offer](#). Now it's time to really dial in where you're sending your newly opted-in traffic using a lead page.

Note: *If you haven't gotten this far, check out our previous posts on how to set up your first sales funnel step-by-step: Get Started [Here!](#)*



SO, WHAT IS A LEAD PAGE?

Lead pages or landing pages are essentially any single web page that a visitor may arrive at or “land” on. Yet, for our purposes, a lead page essentially stands on its own apart from the rest of the website without any global navigation to other areas of the site.

This is for good reason. By limiting the options available to your new visitor, you are making the process as simple as possible to guide them toward an intended conversion goal without unnecessary distractions.

There are 2 main types of lead pages: “Lead generation” pages and “Click-through” pages.

1. Lead Generation Page

Here’s an example of a lead generation page. Unbounce.com urges their customers to enter their contact information on this page below in order to achieve some sort of desired goal. In this case, the goal is a lead magnet offer for an ultimate guide. These are called lead generation pages because they gather leads on the landing page itself rather than through an opt-in form. This lead page also has the option to get the download in exchange for a social share by hitting the “Get it for a Tweet” button. This is a type of lead generation as it encourages gathering more people to the page.

The image shows a landing page for an ebook titled "The Ultimate Guide to Landing Page Optimization" by Oli Gardner. The page features a blue header with the Unbounce logo and the title. Below the title is a subtitle: "Everything You Need to Know About LPO". The main content area is divided into three sections: a list of topics in the ebook, a central image of the ebook cover, and two options to obtain the ebook. The first option is "Get the ebook with your email address", which includes an email input field, a "Privacy Policy" link, and a "Get the ebook" button. The second option is "Get the ebook by sharing via twitter", which includes a "Get it for a Tweet" button and a note: "You will be able to customize the tweet before sending." The Unbounce logo and copyright information are at the bottom.

The Ultimate Guide to Landing Page Optimization
Everything You Need to Know About LPO

What's in the ebook?
This 58-page guide will teach you everything you need to know about Landing Page Optimization (LPO), including examples, workflow and more:

- 1. What is Landing Page Optimization?**
Learn what LPO is all about and what you need to construct a high converting landing page.
- 2. The Landing Page Optimization Process**
These 7 steps will show you how to create & optimize a landing page, and a team workflow that really works.
- 3. Landing Page Examples**
Good and bad landing pages are broken down and critiqued for conversion by the author, Oli Gardner.
- 4. Convincing Stakeholders**
Ever had to justify adding optimization into your day-to-day marketing? This section will show you how to show the value of LPO in terms that stakeholders understand.

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Get the ebook

OR

Get the ebook by sharing via twitter

Get it for a Tweet

You will be able to customize the tweet before sending.

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2. Click-Through Page

If you've been following along in this series, you've already [captured a new lead](#) by using an [Opt-in form](#). Therefore, will be focusing on a Click-through lead page rather than a lead generation page.

Here's a fantastic example of a click through lead page. It grabs attention with it's simple headline, it encourages the visitor to digest the information in a clear way through bullet points, and it directs all future actions toward a giant orange "Download Now" button. This is the one click they hope to achieve from this lead page.

Note: If you haven't been following along so far, check out our other articles that detail our entire sales funnel process from start to finish. Check it out [here!](#)

WHY CREATE A CLICK-THROUGH LEAD PAGE?

Whether you're trying to sell a product or get people to sign up for your event, this page acts as a critical piece to your sales funnel. Remember that you're ultimately using this page to direct your visitor toward a specific goal. Therefore, it's important to be ultra specific in what you're asking of your visitor.

By dedicating an entire stand-alone page to your visitor, you can detail a specific product offer in a far more enticing way. You have the opportunity to grasp attention

with a full page of explanation of valuable benefits rather than a simple area in an ecommerce style shop page.

By using a lead page, you have a better ability to “warm up” your visitor toward a purchasing decision.

HOW TO CREATE A LEAD PAGE?

One of our absolute favourite tools we use for creating lead pages that truly converts traffic into real sales and long-term customers is Lead Pages

Lead Pages is an extremely powerful tool that enables you to create an entire webpage with plenty of options for all kinds of style and functionality.

It's user-friendly drag and drop builder makes it incredibly simple for anyone to build a stunning page in minutes. And you don't need to be an expert designer either!



HERE'S OUR GOAL..

If you've been following along in our series about setting up your first sales funnel, we've already provided our visitors an [opt-in offer](#) through an [opt-in form](#) and have set our [email auto responder](#) to lead them toward their free download.

Since, we've confirmed their email account with our auto-responder, we're now going to send them to our lead page. We will do this by including in our Autoresponder a

call to action link or button saying something like, “Click Here to access your download now!”

The link or button will take the newly opted-in visitor straight from their email directly to our lead page. This page will contain a button that says “Download now or Get My Download.” Then an automatic download will begin on their computer containing your lead magnet.

Ready? Let’s take a look at how to get started and build out an awesome Lead Page!

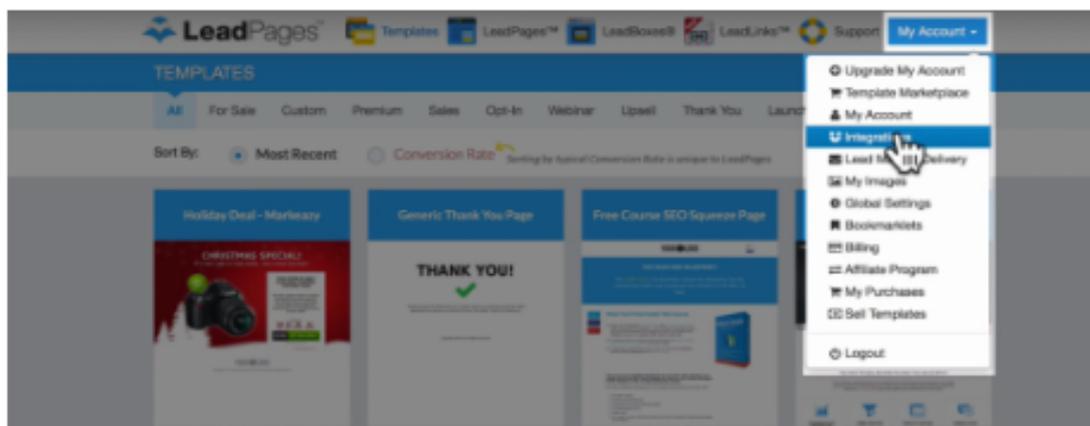
GET STARTED WITH A SUBDOMAIN URL

First off, head to Lead Pages and create a free account. Before building a page, we’ll choose a subdomain name for the web page itself. If you currently own a website, you can use your own URL included as the root domain. If you don’t currently have a website, you can still create a page and use the Lead Pages root domain along with your own custom subdomain name.

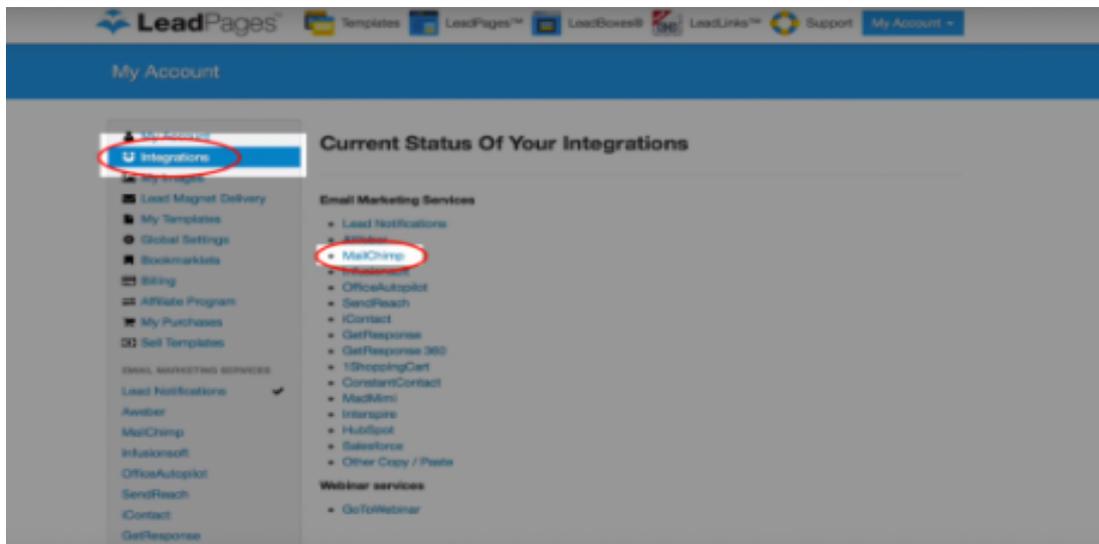
EMAIL SERVICE INTEGRATION

One more thing we should do before building our page is link our email service provider so we can have the option to collect more leads. Linking our email service provider, such as [MailChimp](#), allows us to collect customer information and add them to our email list just like an [opt-in form](#). You will frequently see these types of forms on lead pages throughout the Internet.

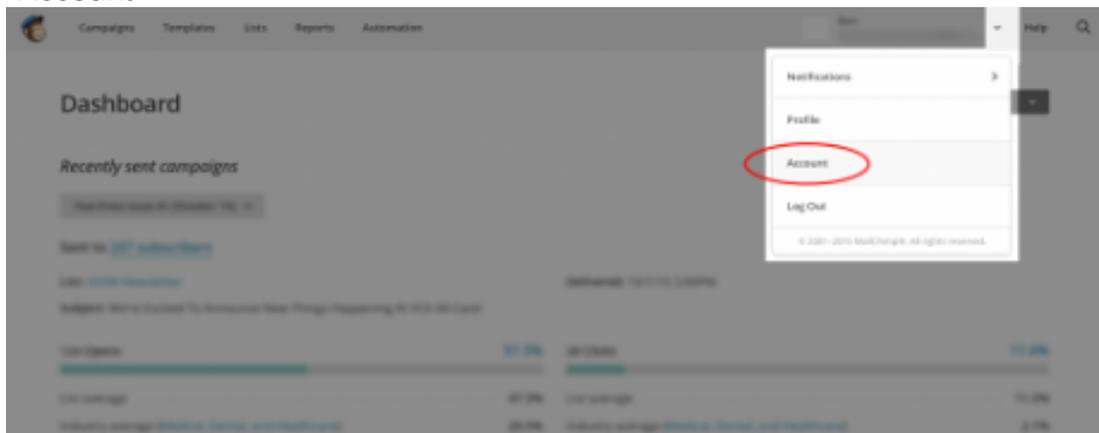
Under the “My Account” tab click on Integrations.



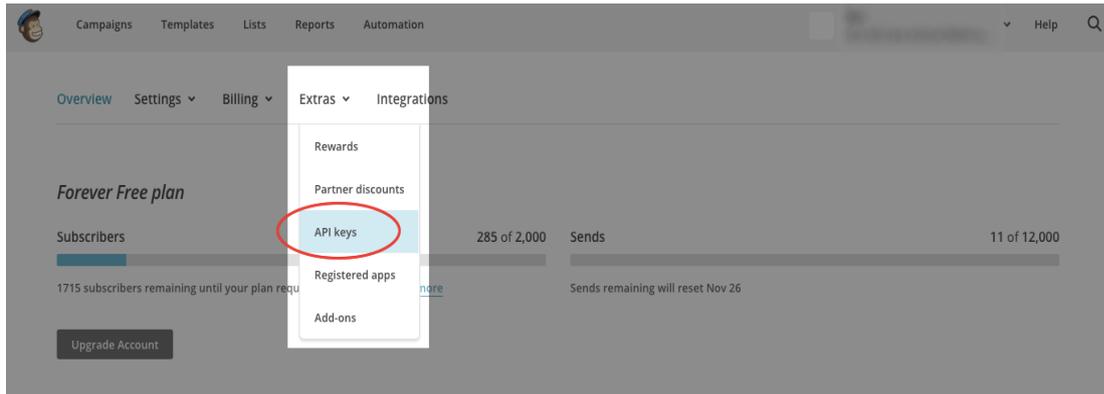
Here you'll see a full list of email integrations that Lead Pages currently supports. If you've been following along in our series, you've created a MailChimp email account. So, select MailChimp and we'll be ready to enter our API key.



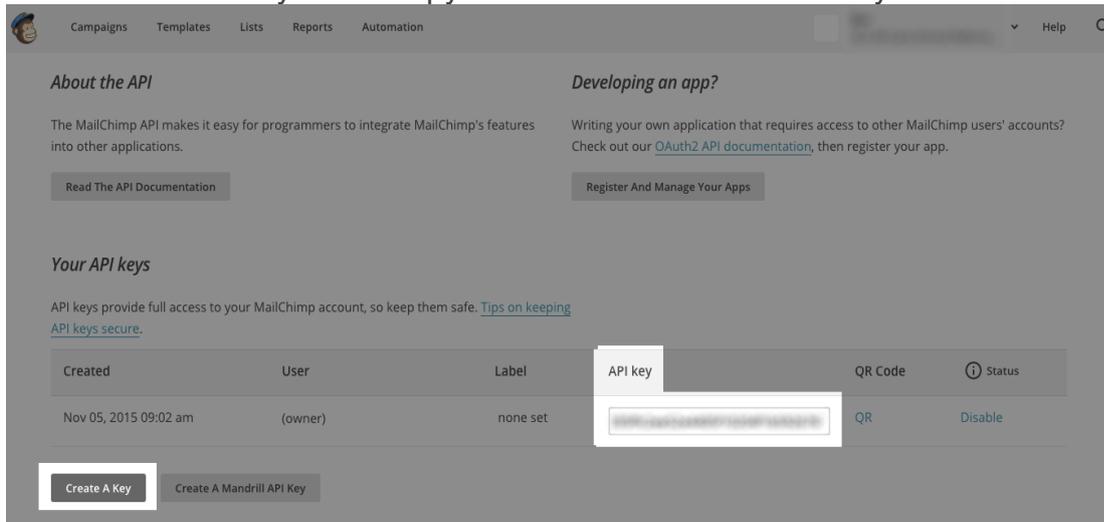
You can find your MailChimp API key by going to your MailChimp dashboard, then click on the dropdown arrow by your account name in the top right corner and select "Account"



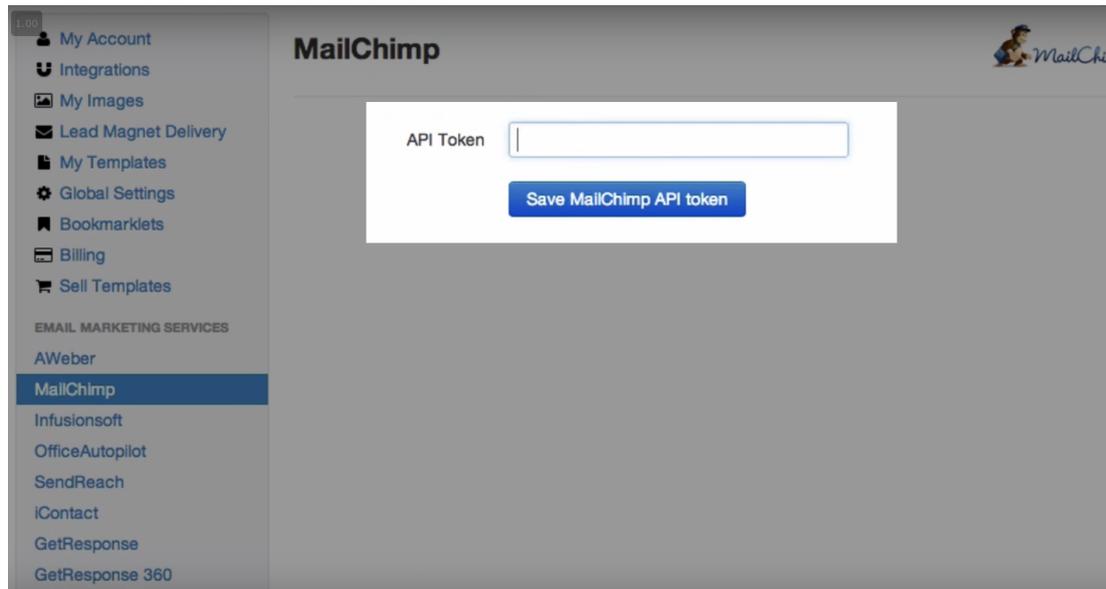
Select Extras > API Keys



Select Create a Key. Then copy the code found in the API key box



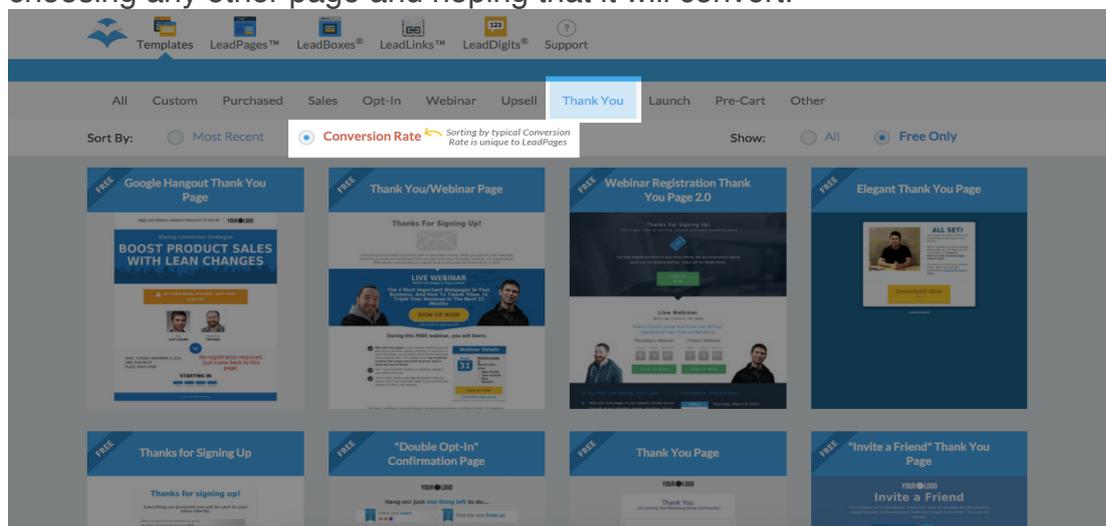
Select your API Key by clicking on the long piece of code found in the box and copy this code. Then paste the code into the box found on your LeadPages dashboard. Then click Save.



SELECTING A THANK YOU PAGE TEMPLATE

On the dashboard of your LeadPages account, you'll see several options for filtering your results as well as an archive of all available lead page templates.

On your dashboard, select "Thank you," then "Sort by average conversion rate." These pages are filtered by real proven results from customers across the entire Lead Pages customer base. This approach is a far better strategy than simply choosing any other page and hoping that it will convert.



These pages all perform incredibly well right out of the box, but you'll also have the ability to customize it to match your personal branding and custom styling.

When selecting a thank you page, consider the style of your website as well as the nature of the page. If your website looks clean and simple like [American Apparel's site](#) then you'll want your lead page to match with simple boxes and bold black font. If your site looks colourful and full of stunning imagery, make your thank you page align with your styling.

However, a general rule of thumb is that a thank you page should not be too cluttered. This helps guide your visitor toward a clear call to action. You should be sure to have a clean and simple Thank You message with a large inviting Download Now button in order to stimulate an automatic download of your lead magnet.

Once you've selected a thank you page template to begin, you'll find a number of options for complete control over the customization of your page. From colors to fonts, you can style your page to match your preferences. Their user interface is simple and intuitive. They've done a fantastic job trying to make designing as simple as possible. However, if you're having troubles designing parts of your page, they offer plenty of helpful support.

PUBLISHING YOUR LEAD PAGE

So you've finished designing your page and you're ready to add it to your website. To do this simply hit the save button in the top right corner of the editor screen. Then select publish.

From here, you can publish this page directly to your WordPress website by selecting the WordPress tab. You will need to download the LeadPages plugin by clicking the download button found in this window and uploaded the zipped file to your WordPress plugins area.

How would you like to publish this page?

LeadPages **WordPress** Facebook Your own server Share Page Configuration

I want to publish this page on my WordPress website
Simply log in to WordPress and publish this page.
You only have to do this once for each of your WordPress websites.

[Download LeadPages™ WordPress plugin](#)

Note: Do not use the Safari browser to download your LeadPages™ WordPress plugin because it unzips the file, leaving you with only a folder. Having only the folder is fine if you want to manually upload the plugin via FTP. But if you're going to install the plugin through WordPress, you will need the zipped folder intact.

[DONE](#)

To do this: view the video below:

The screenshot shows a web browser window with the URL <https://my.leadpages.net/templates/>. The page features a navigation bar with the LeadPages logo and links for Templates, LeadPages™, LeadBoxes™, LeadLinks™, Support, and My Account. A yellow banner at the top of the content area reads: "Now Available: Effective immediately, we're offering massively discounted 2-year plans for all LeadPages memberships. (Enterprise 2-Year Plan: Now 57% Off.) Get details on how to upgrade [right here](#)." Below this is a sidebar with a list of template categories: All Templates, Premium, Sales Pages, Opt-In Pages, Webinar Pages, Thank You Pages, Upsell Pages, Launch Pages, Pre-Cart Pages, and Other. The main content area displays a video player for a template titled "Brian Moran Bonuses Page". The video player has a "PLAY THIS VIDEO" button. Below the video player, there are icons for "Mobile Responsive" and "Multiple Form Fields", and a blue "Use This Template" button with a right-pointing arrow. At the bottom of the page, there is an "Important Notice" banner.

ADDING YOUR LEAD PAGE LINK TO YOUR EMAIL RESPONDER

Now that your new lead page is published to your WordPress site with a custom URL, you'll want to include a link to it in your email auto-responder. Creating and implementing the auto-response email is covered in [our previous article](#) detailing our favorite email marketing tool, MailChimp and our favorite opt-in tool, SumoMe List Builder. Check it out [here](#)!

Now you're ready to head to your email auto responder that you've set up previously and include a link to your new lead page right in the confirmation email. You will now direct traffic to your thank you page from their email confirmation. Here you will provide the button for downloading your lead magnet.

ONE MORE THING...

So, mission accomplished! Yet, while you have your visitor's attention, this is a fantastic opportunity to warm your visitor toward your next offer.

You've just provided value through delivering your lead magnet and you've just encouraged your visitor to take a specific set of actions in order to get their download. Don't leave them hanging now! Now is the time to follow up with another fantastic offer. This is where tripwire and upsell opportunities could be presented.

On the thank you page you've just created, you can detail your tripwire offer in order to turn a warm lead into a real customer. This is a fantastic opportunity to continue your visitor down your sales funnel toward another low-barrier offer. We cover tripwire strategies and upsell strategies in our next article. Be sure to check it out! You're not going to want to miss this!

[Go Back to Step #5](#)

[Let's Go to Step #7](#)



HOW WE FINALLY TURNED LEADS INTO BUYING CUSTOMERS USING A “TRIPWIRE”

So, if you’ve been following along in our series, you’ve learned how to set up your first sales funnel that truly converts cold traffic into red-hot leads. If you haven’t read through the rest of our series, definitely check out our previous posts that cover exactly how to get started! [Get started here!](#)

Our last article dove deep into setting up a [lead page](#) in order to send your [newly opted-in visitor](#) their high value [lead magnet](#).

Now we want to take the opportunity to really make the most of our new warmed up lead and direct them toward a “tripwire” offer opportunity.

Remember that the real goal of this entire funnel is to turn your traffic into real buying customers. So far, we’ve simply turned traffic into leads, not customers. Here is where the tripwire comes in.



WHY OFFER A TRIPWIRE?

A tripwire is simply an irresistible and inexpensive low-barrier offer (priced under \$20) that exists for one sole reason: to turn a visitor into a buyer. Tripwires exist to

fundamentally alter the habits of a visitor. They do this by encouraging your visitor to take an added step of commitment and actually purchase something.

By simply taking out their credit card and hitting the “Buy” button, there is a huge transformation that has taken place in your new visitor’s mind. Even if the price is as low as \$1.00, you’ve pushed your visitor toward a point of micro-commitment. This commitment is far greater of a commitment than simply giving up an email address, for example.

The key here is to offer something of such an incredibly high value for an insanely low and irresistible price. You may be offering something at a breakeven cost, or in some cases, even a loss. This, in effect, acts as a loss leader and cultivates future buying habits for higher ticketed items.

Tripwire offers are every where.. Whether it’s a physical product, software membership trial, digital files and eBooks, or even a [Groupon](#) offer to a new restaurant, tripwires are everywhere.

Here’s are some examples

The image shows a screenshot of a Groupon deal page. At the top, the Groupon logo is visible with the tagline "Collective Buying Power". The page is for a deal in Denver. The main deal is for "\$10 for \$28 Worth of Sips and Savories at DJ's Berkeley Café". The deal is currently priced at \$10, representing a 64% discount, saving \$18. There are 521 deals bought, and the deal is marked as "The deal is on!". The deal expires on 03/10/10. The page also features a "Buy it for a friend!" button, a "Time Left To Buy" timer showing 15 hours, 11 minutes, and 33 seconds, and a "Buy!" button. The deal details include "The Fine Print" and "Highlights". The "Highlights" section lists: Top-rated restaurant, Eco-friendly, and Six varieties of eggs benedict. There are also social sharing options (Facebook, Twitter, Email) and a "Discuss the Deal" section with 0 comments. A "Today's Side Deal" for "\$20 for Mobile Windshield Chip-Repair Service from Absolute Auto Glass (\$40 Value)" is also visible. At the bottom, there is a "Donate Now to Help Haiti" button with a graphic of hands.



Get instant access for only \$17
Instead of ~~\$47~~

ORDER NOW

The **Email Autoresponder Starter Pack** includes 2 things: the "fill in the gaps" template for the first email in your autoresponder sequence, plus the "sell without selling" audio training session.

For just \$17 (usually \$47), you'll get instant access to **The Email Autoresponder Starter Pack**.

This \$17 offer is available for **20 MINUTES ONLY**. In 20 minutes, the price will return to \$47.

Please click the button below to get started.

This offer expires in:

DAYS	HOURS	MINUTES	SECONDS
001	23	59	27

By offering a tripwire we're attempting to convert as many of our new lead magnet prospects into paying customers as possible.

The goal here is not to make a living off of tripwires. Rather, our goal is to acquire a paying customer who is further warmed up ultimately toward a higher profit maximizer through our next offer. This is where you'll have greater potential to make money.

5 TIPS TO CREATING A SUCCESSFUL TRIPWIRE OFFER

Be sure to include at least a few of these tips into your tripwire offer. Otherwise, your funnel may find a significant leak and you'll lose all that momentum you've built up to this point.



1. Specific and Relevant

Just like your [lead magnet](#) offer, your tripwire offer ought to be **ultra-specific** and detail exactly what your buyer can expect. By presenting your offer in a more transparent way, you are better able to build trust and encourage them to buy confidently.

It's also important to present a **relevant** tripwire offer. Since your tripwire is presented to the same audience who opted into your lead magnet, they are more likely to be interested in an offer of a similar topic. If you offer a complimentary product, you'll build even more value upon your initial opt-in offer and continue your visitor seamlessly down your funnel.

For example, if you offer a [free pack of awesome photos](#), you wouldn't offer a webinar on [how to write amazing headlines](#). Rather, your tripwire could be a \$5.00 eBook on best tips for using your new photos. This type of offer is far more relevant.



2. Clear and simple

Your tripwire offer must be concise and understandable. Your aim is to build buyer's trust as they're preparing to make their first purchasing decision. They should be 100% clear on exactly what you're offering and what it will do for them.

If your headline, sub-headline and image is not clear enough, your visitor is less likely to make the purchase. If your buyer is unaware of what you're offering, it's likely that your offer is too complicated. So, keep it simple!



3. Incomplete

This point is incredibly important. Your tripwire is a very strategic offer that accomplishes many things. It encourages your visitor to become a real buying customer. It also continues to provide a highly valuable product for a fantastic price, which primes them to view your next offer in a positive way.

The key here is to provide high value while still leaving them wanting more. Make your tripwire product useful, yet incomplete so they continue further along your sales funnel always wanting more.



4. High perceived value

Although your tripwire may be inexpensive (less than \$20), that doesn't mean it should look cheap. It's important to make your product look extremely desirable.

A popular digital product offer that we've seen, for example, is an eBook.

You may offer a flat image of your eBook or a simple download button since it's technically not a physical product. Yet, you could also create a graphic that looks like a physical book or pamphlet.

This way, with a professional looking product, you're able to paint a picture that makes it seem more tangible.

A fantastic resource for easily creating a professional looking product image can be found at [PSDCovers.com](https://www.psdcovers.com). These are great templates to drop into your design software such as Adobe Photoshop or Illustrator and add your own images.

However, if you're not much of a graphic designer yourself, that's okay. [Fiverr.com](https://www.fiverr.com) is another great resource for inexpensive graphic design work done for you for just \$5 bucks!



5. Impulse and Urgency

Lastly, a unique strategy that we've seen as very successful when presenting your tripwire offer is to suggest urgency. Try presenting your offer in such a way that it urges the need to buy now before it's too late.

Your offer may not be around forever. You may run out of inventory, your webinar or course may not be around long, and your product may only be able to be sold at a reduced cost for so long.

This is a very important piece to be sure to add when presenting your tripwire offer, as this may be the best chance you have to make this sale to this specific customer.

You've already done the work to warm up this unique customer as they've traveled along your funnel. So it's a sort of now or never type of thought process.

***Note:** Of course there are other ways to re-direct traffic back to your same tripwire offer such as banner re-targeting, additional email series, social media posts, blog posts, and other return paths. But, we'll cover those in our future articles.*

SO, WHAT'S NEXT?

So, you've led your visitor down your funnel toward their first purchasing decision. You've effectively turned a cold lead into a warmed up customer and have primed them for additional offers in the future.

These future offers may be complimentary products. They may be higher ticketed products or flash sales. You may also consider pitching your core product or premium upgrade at that time, for example.

Whatever your next sale, you've done the work to create a highly qualified lead and successfully primed them to be a returning customer.

We cover all this and more in our next article! Check it out [here!](#)

[Go Back to Step #5](#)

[Let's Go to Step #7](#)



HOW WE USE UPSELL AND PROFIT MAXIMIZING OFFERS TO BOOST SALES

So, you've created your sales funnel as follows:

[Blog Post](#) > [Lead Magnet offer](#) > [Opt-in form](#) > [Email Automation](#) > [Thank You LeadPage](#) > [Tripwire](#) > [Now What ?](#)

(**Note:** If you haven't taken these steps, be sure to check out how we direct our traffic along this path and turn cold traffic into red-hot buying customers)



NOW WHAT?

You've done all the hard work to qualify your leads to be warmed up toward your brand and products. Now, you have the opportunity to pitch additional products and

upgraded products in order to maximize your profits. This strategy is what we call “Upselling” and “Profit Maximizing.”

Both upselling and profit maximizing have one primary purpose: *to offer consumers additional products in order to benefit, enhance, supplement or improve upon their purchase or experience.*

WHY IT’S IMPORTANT

Business owners should care about upselling and profit maximizing because it’s far more likely that customers will increase their purchase while they’re already in a “buying mode.” These additional sales not only make the difference for any business, they are absolutely essential!

“Would you like fries with that?”



Fast food establishments aren’t the only ones to utilize upselling and profit maximizing tactics. The best part is that you can apply these strategies to any product and any industry. (The same goes for each piece of our sales funnel by the way).

PROFIT MAXIMIZING OFFER

Profit maximizing offers do exactly that; they increase the average transaction value per customer.

Maximizing profits is really a sales 101 strategy where offering additional features, more options, or complimentary products in effect, entices customers to spend more. It’s a way of encouraging customers to purchase additional items and add to their bottom line.

The idea to get customers to purchase more than they originally intended to is not as unethical as it may sound. Oftentimes, upselling actually adds value to a consumer's life. They simply just may not have been expecting it.

For example, think about all the times you've been in any checkout line and thought to yourself, "Oh! I do need tweezers!" You may even feel better about your shopping experience for having been more productive while on your errand.

Here's a popular impulse buy that you may often find right at checkout.. All these little add-ons add up to a lot!



Or consider when you purchased your most recent cell phone. Did you also buy a case, screen protector, car charger, and extended warranty? These are all specific Point of Sale (POS) profit maximizing offers meant to enhance your shopping experience.

It may surprise you to hear that most fast food companies make almost no money on their core product. McDonalds makes almost nothing off of their core product: the hamburger. Rather, they make the majority of their profits from selling fries and soda.

Similarly, many movie theaters make the majority of their profits on popcorn and candy, not the movie ticket itself.

Disneyland makes more money on merchandise, food, and drinks than on the actual ticket to their park.

UPSELLING

Upselling also maximizes your profits, however the focus is slightly different. Rather than trying to *supplement* your core product offer, an upsell strategy is attempting to replace the core product altogether. You're hoping to replace one product with another *upgraded* product.

- If McDonalds were to upsell, they would suggest to “Supersize” your order. They would ask to upgrade your sides to the extra-large size rather than the standard size. Or they would suggest a double quarter pounder instead of a single quarter pounder.
- If a movie theater were to upsell, they would suggest purchasing the 3D ticket or an Imax ticket rather than the standard movie ticket.
- If Disneyland were to upsell, they would suggest upgrading your one-day pass to an annual pass for just \$100.00 more.



You may have seen examples of upselling tactics when choosing a membership on a given website. [Dropbox](#) offers 3 pricing packages for business owners. They display all 3 options while, at the same time, strategically directed attention to the upgraded offer, “Business” for an additional \$5.00/mo. They use color and added checkmarks to encourage the sale.

Everything you need to work smarter

<p>Pro for individuals</p> <p>\$10 / user / month</p> <p>Enhanced sharing features, greater control, and 1 TB of space to keep your personal files safe and easy to share.</p> <p>Get started</p>	<p>Business for teams</p> <p>\$15 / user / month, starting at 5 users</p> <p>Powerful collaboration, advanced security and control, and all the space you need to work without limits.</p> <p>Try free for 30 days</p> <p>or purchase now</p>	<p>Enterprise for large organizations</p> <p>Contact us</p> <p>Premium admin controls, custom integrations, and dedicated support to help you manage your solution at scale.</p> <p>Contact us</p>
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- ✓ 1 TB (1,000 GB) of space
- ✓ 30 days of file recovery
- ✓ MS Office 365 integration
- ✓ Unlimited 3rd party integrations
- ✓ Remote wipe
- ✓ Password-protected links
- ✓ Email support
- Powerful admin tools
- Advanced collaboration tools
- User controls and permissions
- Domain management tools
- Integration and development support
- Assigned success manager
- Deployment support and user training

- ✓ As much space as needed
- ✓ Unlimited file recovery
- ✓ MS Office 365 integration
- ✓ Unlimited 3rd party integrations
- ✓ Remote wipe
- ✓ Password-protected links
- ✓ Email and phone support
- ✓ Powerful admin tools
- ✓ Advanced collaboration tools
- ✓ User controls and permissions
- Domain management tools
- Integration and development support
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- ✓ Advanced collaboration tools
- ✓ User controls and permissions
- ✓ Domain management tools
- ✓ Integration and development support
- ✓ Assigned success manager
- ✓ Deployment support and user training

Likewise, [Salesforce](#) offers 4 pricing packages each at different prices. They draw attention to their upsell item entitled, “Enterprise” as being “Most Popular.” Additionally, they offer a bundle pricing as their highest offer as being their product with the “Best Value.” These are all upselling strategies and undoubtedly have maximized profits dramatically for both companies.



SalesforceIQ Starter	Professional	Enterprise	Unlimited
Out-of-the-box CRM for up to 5 users.	Complete CRM for any size team	Deeply customizable CRM for your business	Unlimited CRM power and support
Starting at \$25 /user/month* (billed annually)	\$65 /user/month* (billed annually)	\$125 /user/month* (billed annually)	\$250 /user/month* (billed annually)
TRY FOR FREE	TRY FOR FREE	TRY FOR FREE	TRY FOR FREE
Automatic data capture Customizable sales tracking for one list Intelligent follow-up reminders Contact auto-complete Shared address book Sent-email notifications Seamless collaboration Smart mobile apps Chrome extension Webinars and live trainings	Account and contact management Opportunity tracking Lead management Task and event tracking Customizable reports and dashboards Mobile access and administration Chatter – company social network Outlook Side Panel and sync Role permissions Case management Campaigns** Quotes and orders** Collaborative forecasts** Mass email** Sales Data*** Sales Cloud Engage***	MOST POPULAR Get all Professional features PLUS Workflow automation Enterprise territory management Profiles and page layouts Custom app development Integration via web service API Salesforce Identity Salesforce Private AppExchange Report history tracking** Approval automation** Sales Data*** Sales Cloud Engage***	Get all Enterprise features PLUS Unlimited customizations Unlimited custom apps Multiple sandboxes Additional data storage 24/7 toll-free support Access to 100+ admin services Unlimited online training Sales Data*** Sales Cloud Engage***

Sales and Service Cloud bundle pricing – more than \$600 in value

BEST VALUE

Performance Edition

\$300
/user/month*
(billed annually)

WATCH DEMO

Expand sales and service capabilities for maximum performance, including all Unlimited features PLUS

- Single console view for Inside Sales
- Access to new contacts and accounts
- Auto data cleansing
- Goals, coaching, and rewards for teams

- Integrated knowledge base
- Live Agent web chat
- Additional sandboxes

Here's another example..

Imagine if a person went to Best Buy to purchase a camera. They had in mind that they wanted a small point-and-shoot but didn't really know what else to look for. After picking up a base model of whatever Nikon had on the shelves for \$100, a sales representative walks up to them to ask what they're looking for.

Though they hadn't considered it before, they walked out of the store with a larger memory card, a camera case and the \$200 camera because of the additional features they didn't realize existed. They ended up happy with their purchase and with a product that will ultimately produce higher quality images. The sales rep was able to upsell, but in a way that only benefited the consumer.

ANALYSIS

When offering upsell offers and profit maximizing offers, a general rule of thumb is to offer related or upgraded versions of products. If a person is in the market for a swimsuit, it would make sense to see a relevant ad for sunblock or beach towels pop up right before checkout. The company would make a few extra bucks and the consumer would save a trip to the store.

However, if I went online to find a bike and [Amazon.com](https://www.amazon.com) prompted me to purchase printer ink, it would be annoying for the customer as the offer would be completely unrelated.

Another thing to be sure to understand, however, is that upselling is a technique that may not work on all customers. In a study conducted by [Predictive Intent](#), upselling was found to be effective on only 4% of all sales. This means that the majority of your target market is still likely to only purchasing what they came to buy. By upselling you are only likely to reach a small percentage of the market that doesn't mind paying more for additional products or higher quality products. However, this small percentage enables you to truly maximize profits and is well worth the effort.

Another thing to realize is that not all products ought to be upsold. It's important to focus on pushing only your most popular, best-rated and most relevant items in order to be successful. When upselling, try to remember that you are in fact providing value to your consumers. This will help hone your offers to only the highest quality offer for both your customers as well as improve your own profit margins.

SO WHAT DO YOU THINK?

Now that your new lead is warmed up to your core product offer and has taken the micro commitment to become a real buying customer, what profit maximizing offers and upsells do you plan on offering? Your customers may appreciate your complimentary, supplemental, and upgraded products, so give it a try! You will definitely appreciate hard work that it takes to really transform your business to the next level!

YOU'RE ALMOST THERE!

There's one last step to completing your sales funnel. Remember [Jay Abraham's 3 ways to grow a business?](#)

1. Increase the **number of customers**
2. Increase the **average transaction value per customer**
3. Increase the **number of transactions per customer.**

We've just done some really hard work and accomplished numbers 2 and 3 in our process so far. Now we want to revisit gathering traffic in order to increase the number of customers. This is a huge part of our sales funnel and just can't be missed! So check it out!

[Go Back to Step #5](#)

[Let's Go to Step #7](#)



DISCOVER THE BEST WAY TO GET REAL RESULTS OUT OF YOUR SALES FUNNEL

You're almost there! You've just set up your sales funnel to turn cold traffic into real buying customers. But, there's one final step we want to cover so we can get the most out of our funnel.

Note: *If you haven't set up your funnel yet, be sure to check out our previous steps and start growing your business in no time! Get started [here!](#)*



We took a look at the 3 ways to grow a business in our previous posts. We detailed how to *increase the number of customers* in our post [How To Write Engaging Content and Master the Blog Post](#).

Note: For more on ways to increase traffic, we have awesome resources for you to check out. Each of these help to make sure you're writing valuable blog posts, but also [successfully grabbing attention](#). Check them out!

1. [50 Brilliant Blog Post Ideas For Your Next Article](#)
2. [Multiply Your Content With Our 78 Top Performing Headlines](#)

We also covered how to *increase the average transaction value per customer* by using [Tripwire offers](#), [upsell offers](#), and [profit maximizing offers](#).

These are the first two ways to grow a business.

But, here's the problem...

A lot of business owners focus so much on attracting *new customers*, they forget to market to what may be their best source of new sales... their *existing customers*.

We've discussed how to turn traffic into customers though [our previous steps](#), however, we now want to turn existing customers into return customers who buy frequently again and again.

That's where the "Return Path" comes in.

THE RETURN PATH

This final step of our sales funnel is all about increasing the frequency of purchases from our existing customer base. We can do this by using strategic email marketing efforts to direct our existing audience to additional [lead magnets](#), [tripwires](#), [upsell offers](#) and [profit maximizing offers](#).

One of the most common ways to direct traffic toward a return path is to use email marketing. This is an incredibly effective strategy as it's even more direct than advertising.

THE RETURN PATH AND EMAIL MARKETING



We can continue to send offers to our existing customers as they've already opted-into receiving emails. They have already been "warmed up" to our brand, our business, and our products. They've been presented a free high-value offer and may have even taken a significant step to purchase our tripwire offer.

These existing customers are now our most qualified leads. They've already bought from us and are far more likely to buy from us again as compared to any new customers who have never bought from us before.

In addition to email marketing, another great strategy is to run advertisements through banner re-targeting, social media, search engines, and more. All of these efforts combined can really boost your inbound traffic toward key points in your sales funnel.

***Tip:** You can also send traffic toward your funnel organically by using strategically placed links in your other blog posts. To learn more about this, check out our article on [repurposing old content, here!](#)*

Here's the really cool thing about the return path: It can be used for two main reasons..

1. Continue selling to existing customers

The return path enables the traffic that has gone all the way through your funnel to continue toward other offers. This same traffic that has already opted-into your offer

and even purchased your tripwire can be directed toward other sales pages and new funnels. By using email marketing and return path strategies, you'll be able to sell to this segment again and again.

2. Redirect back to the funnel

Another purpose for the return path is to direct certain segments of your audience back to specific areas of your funnel where they may have dropped off.

You'll find that at certain points along your funnel, there will be a percentage of the audience that drops off. With the help of your email marketing tool, you'll be able to identify who has not completed a certain checkpoint along the way. These segments can be remarketed to in order to encourage them to take action and move to the next level.

Similarly, you could try sending certain segments different offers in order to see if they would make the jump to the next level. You could try sending a new lead magnet offer, a new tripwire offer, or core product with different upsell and profit maximizing offers instead. This may take some testing, but it's well worth it since these are now your qualified leads.

CONGRATULATIONS!

You've successfully set up your first sales funnel! You've truly come a long way and should start to see fantastic results. However, there are always improvements and little tweaks that can be made with each step of the sales funnel. Whether it's trying to switch up your lead magnet offer or even your email subject lines, small changes can go a long way to make your funnel as rewarding as possible.

Let us know what you loved about this series and what has worked for you in the comments section below! We'd love to hear about it! And if you missed any of our 7 steps, be sure to check each of them out and [get started here!](#)

WHERE TO GO FROM HERE?

We have [awesome video tutorials and helpful articles](#) to get you up and running with a highly profitable website in no time. We want to help you build your website and

business online, but we want you to have fun while doing so! You have got to check out the members' area of our website where we have tons of goodies to help.
... Ready?

Let's Go!

To your success,

Dickie Lim