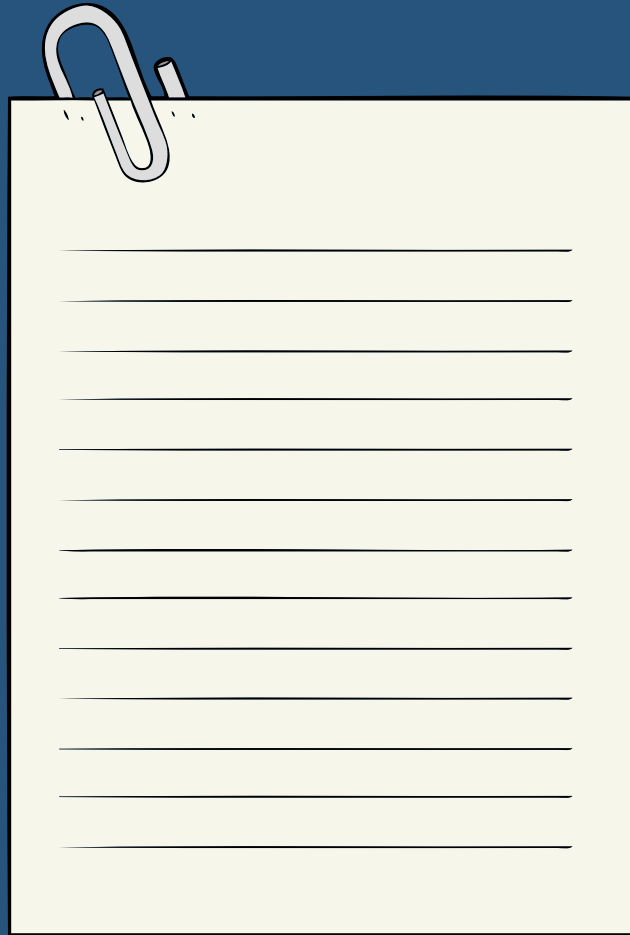
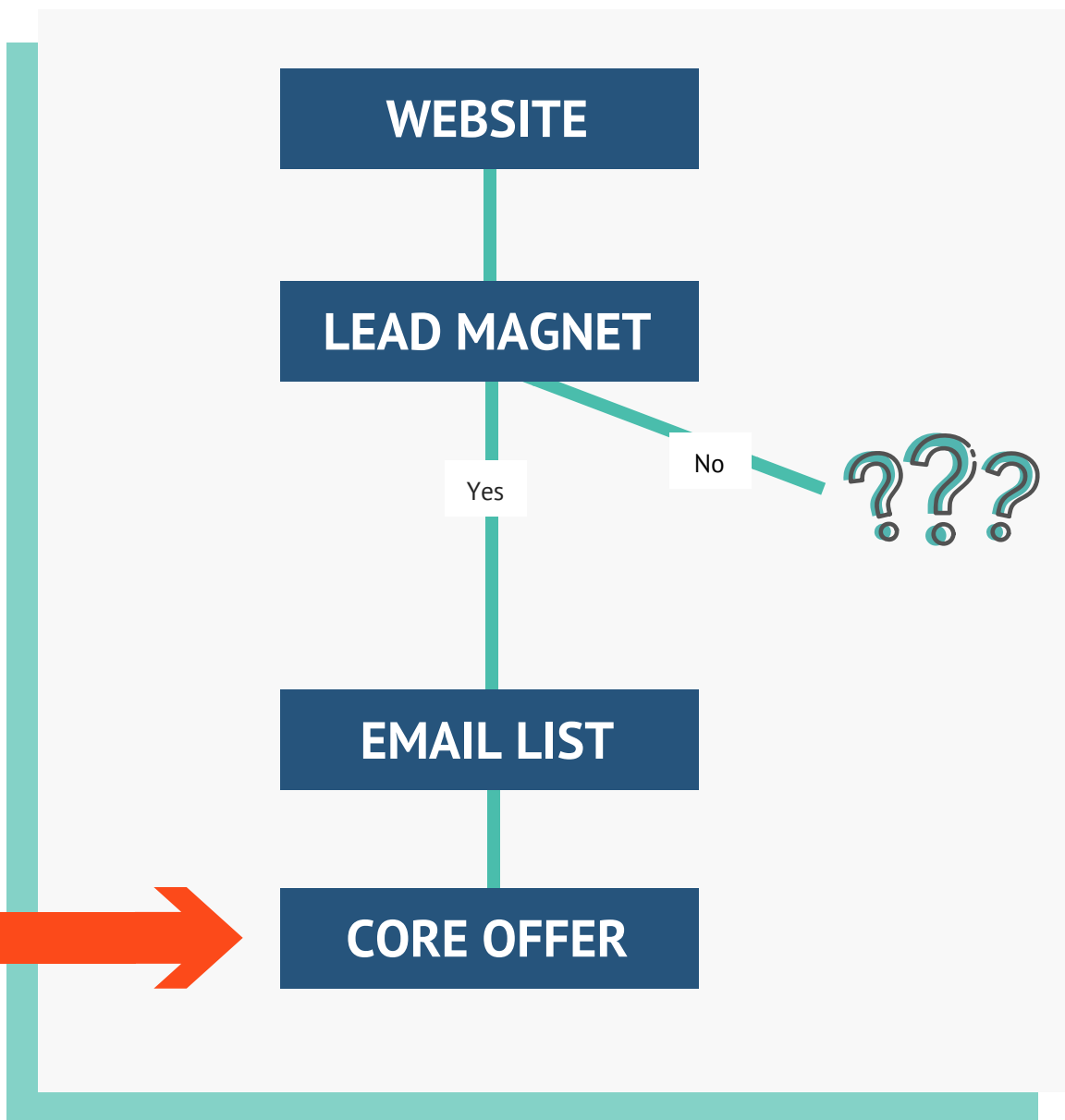


# WEBINAR WORKBOOK



## SECTION 1

# START WITH THE END IN MIND



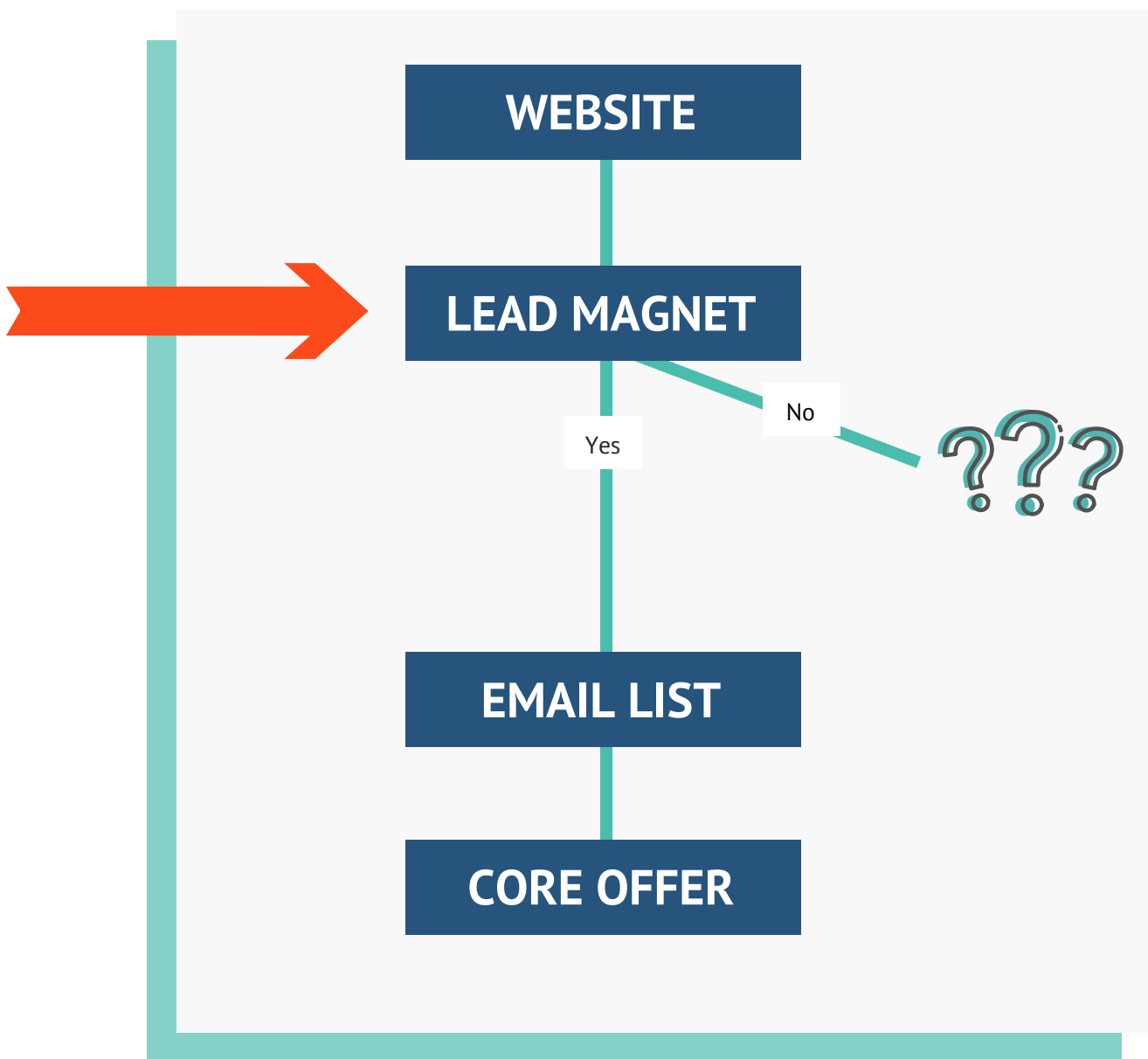
# WEBINAR WORKBOOK

**1** WHO IS YOUR TARGET CUSTOMER?

**2** WHAT PROBLEM DOES YOUR TARGET CUSTOMER HAVE?

**3** HOW CAN YOU SOLVE THAT PROBLEM IN A DIGITAL PRODUCT?

# THE LEAD MAGNET



# LEAD MAGNET

- 1** WHAT FREE OFFER CAN YOU CREATE THAT WOULD ATTRACT YOUR TARGET CUSTOMERS TO YOUR EMAIL LIST?

- 2** WHAT QUICK WIN DOES YOUR LEAD MAGNET IDEA GIVE TO YOUR TARGET CUSTOMER?

- 3** DOES YOUR LEAD MAGNET IDEA DIRECTLY RELATE TO YOUR CORE OFFER?

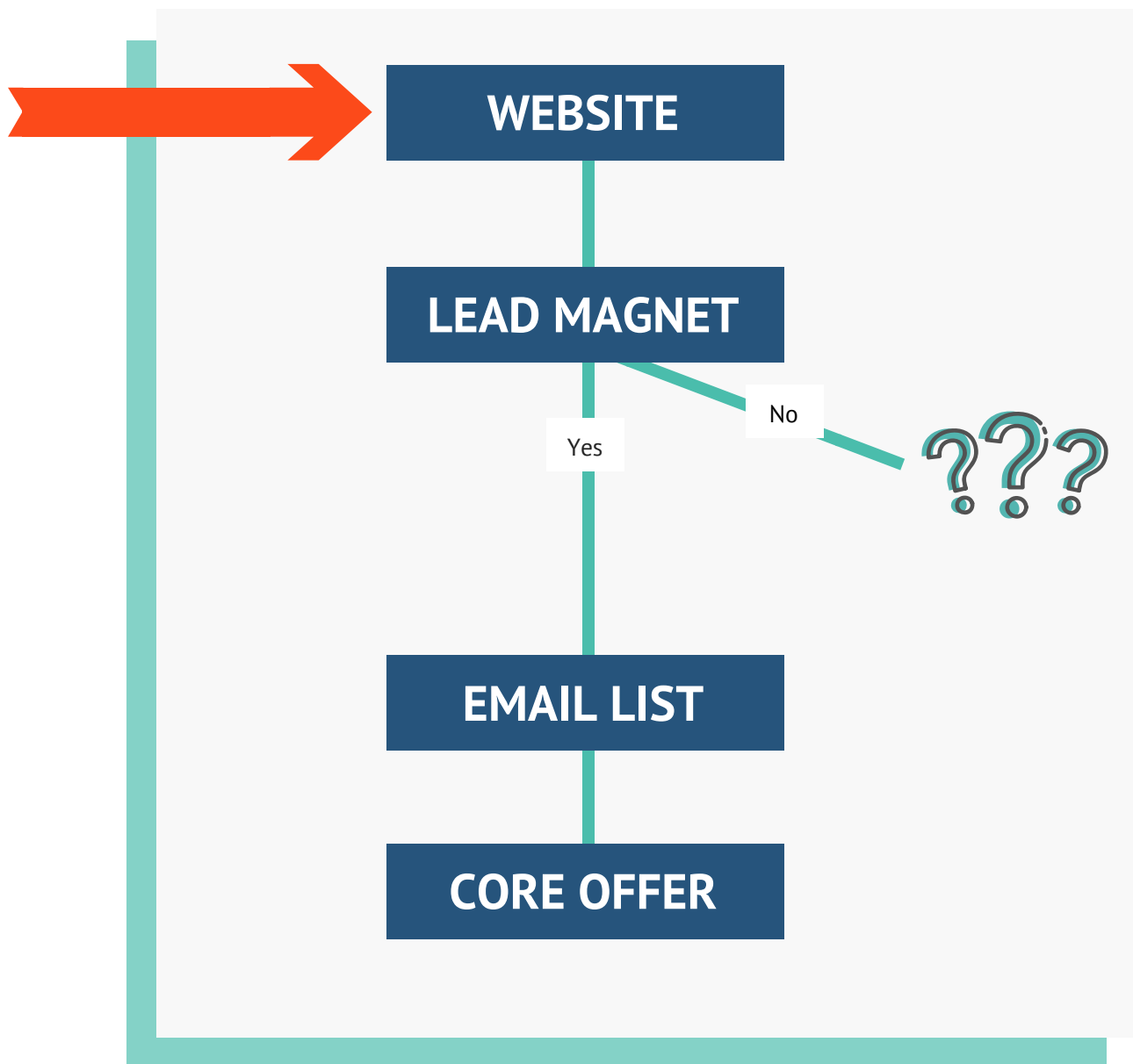
YES  NO

- 4** WHAT FORMAT WILL YOUR LEAD MAGNET TAKE? (EX: EBOOK, COURSE, EMAIL, PDF, CHECKLIST)

## TO-DO

- Create lead magnet form
- Create lead magnet landing page
- Create lead magnet :)

# BRINGING IT ALL TOGETHER



# WEBSITE & PROMO

WHAT BLOG POSTS CAN YOU WRITE THAT WOULD RELATE TO YOUR LEAD MAGNET AND YOUR CORE OFFER?

WHAT OTHER PROMO TACTICS CAN YOU IMPLEMENT TO GET MORE QUALIFIED PEOPLE ONTO YOUR WEBSITE AND ON YOUR EMAIL LIST?

# SALES FUNNEL TEMPLATE

BLOG POSTS



LEAD MAGNET

Entry > \$\$

TRIPWIRE OFFER:

TRIPWIRE EXPIRED OFFER:

Email > \$\$

EMAIL SEQUENCES

Pitch

OFFER:



You made it to the end!

Congratulations!!

As you worked through this booklet, you probably wondered things like:

How do I drive traffic to my blog posts and lead magnet?

How do I ensure my lead magnet is strong?

How do I know if I'm offering too much for free in my freebie?

How do I setup the sales page and what should I write on it?

What should I write in each of my emails to new subscribers?

How do I actually create my digital product?

Bread and Butter Blogging University is a membership site with a unique profit roadmap to help you create and launch a digital product over the next 90 days. Members of the program learn how to grow their audience and email list, how to create a sales funnel, how to create the digital product, and how to market the digital product for launch and auto-pilot sales.

If you want to learn how to create and launch a digital product that could create a stream of passive income revenue for your online business, consider joining the BBBU tribe.

Who knows... 90 days from now your business could look totally different in the best way possible!

You're just one click away...

**JOIN BREAD AND BUTTER BLOGGING U**