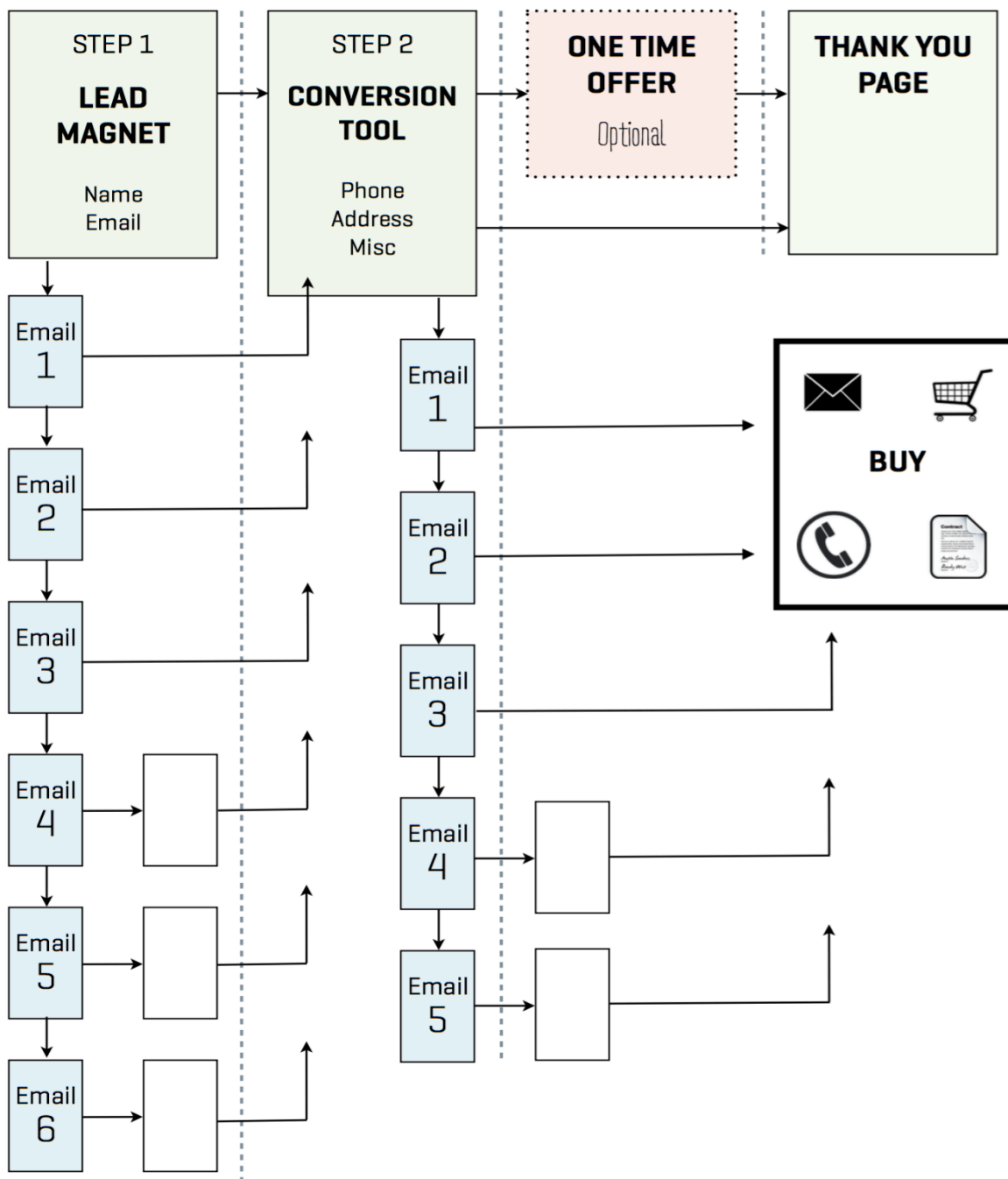


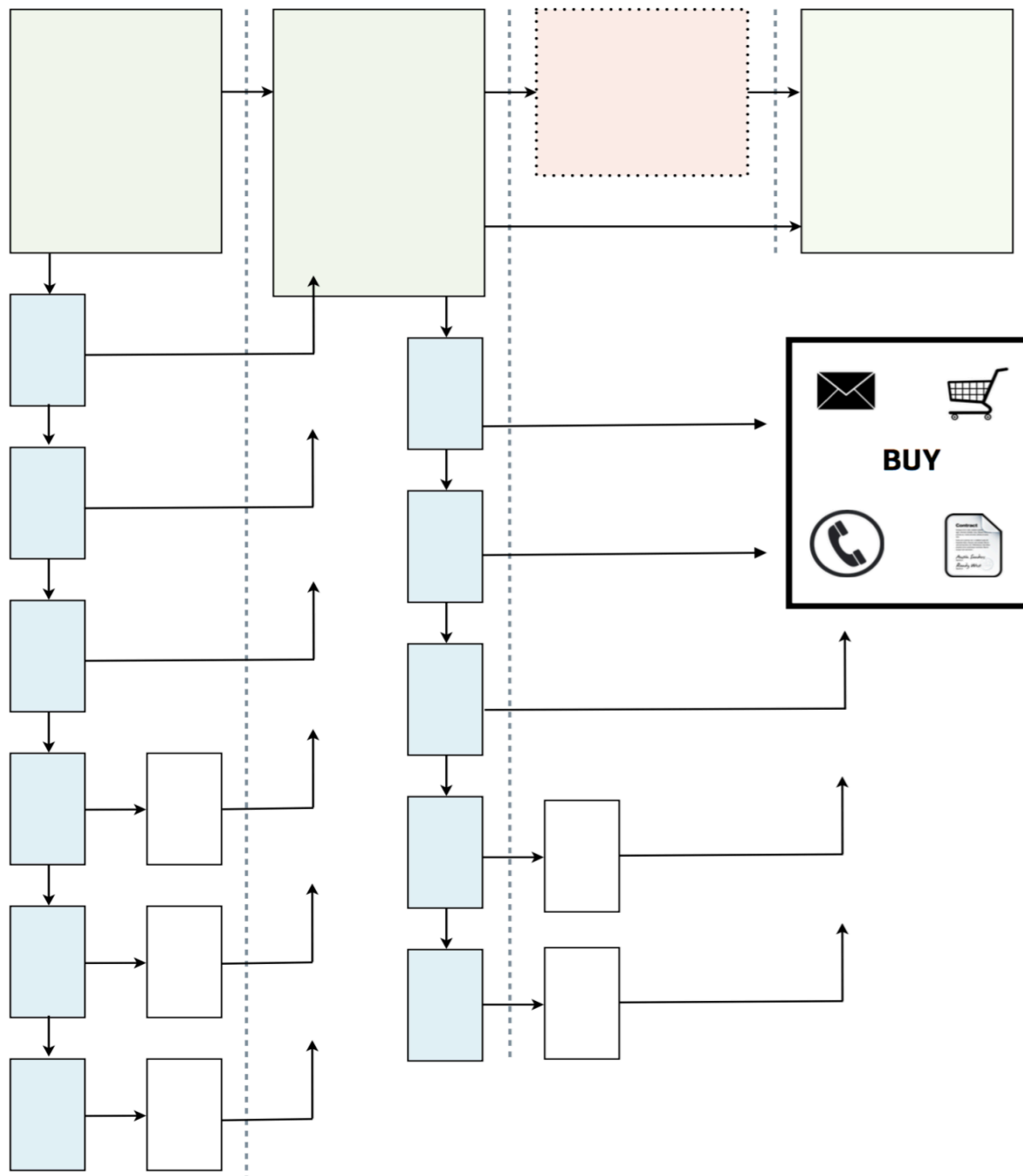
ONLINE BLUEPRINT

[LEAD FUNNEL SET-UP]



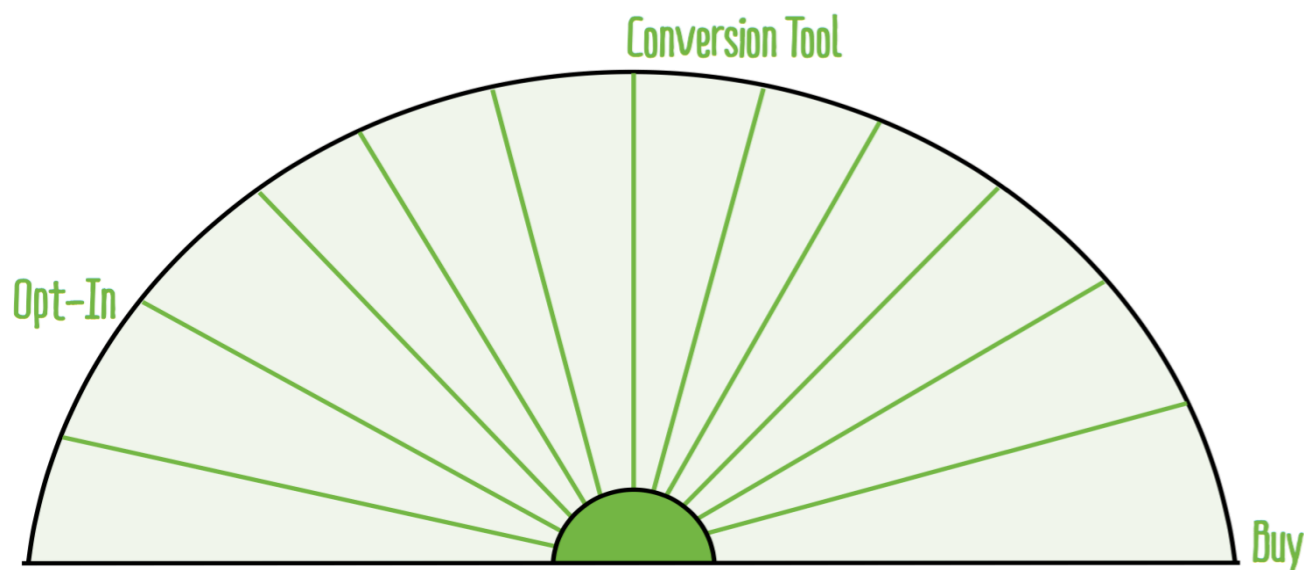
ONLINE BLUEPRINT

[LEAD FUNNEL SET-UP]



NURTURE SEQUENCE [30 DIFFERENT TYPES OF EMAILS]

- ☐ **STORY** - About me
- ☐ **EXPLANATION** - Explain my product/service
- ☐ **CASE-STUDY** - Real example that worked
- ☐ **TESTIMONIAL** - Social proof
- ☐ **DIFFERENCES** - Why we're different
- ☐ **OBJECTIONS** - Overcome common objections
- ☐ **COMPARISON** - Compare with other solution
- ☐ **TEACH** - Teach something useful
- ☐ **SELL** - Sell my conversion tool
- ☐ **BONUS** - Extra bonus offer
- ☐ **WARNING** - Warning if they don't act
- ☐ **TIMING** - Why now is the best time
- ☐ **PROOF** - Before and after
- ☐ **FEEDBACK** - Ask for feedback
- ☐ **ORIGIN** - Why the product started
- ☐ **TRIAL** - Offer free trial
- ☐ **EXPERTS** - What experts say
- ☐ **QUALIFY** - Do you qualify?
- ☐ **GIFT** - Free gift
- ☐ **HELP** - How can I help?
- ☐ **DANGER** - Don't end up like this
- ☐ **GUARANTEE** - Money back guarantee
- ☐ **FOLLOW UP** - Did you receive my last email?
- ☐ **SALE** - Currently on sale
- ☐ **DIRECT** - Go direct for the sale
- ☐ **FUTURE** - What if you achieved your dreams?
- ☐ **CROSS-SELL** - Offer a similar level product
- ☐ **DOWN-SELL** - Offer a lower level product
- ☐ **JOINT-VENTURE** - Promote an affiliate
- ☐ **SHARE** - Who else might be interested?



EMAIL SEQUENCES

[AFTER CLAIMING LEAD MAGNET]

Email #1

Day Delay:	Time:
The purpose of this email is:	
Destination URL .com/	
Pretty Link .com/	

Email #2

Day Delay:	Time:
The purpose of this email is:	
Destination URL .com/	
Pretty Link .com/	

Email #3

Day Delay:	Time:
The purpose of this email is:	
Destination URL .com/	
Pretty Link .com/	

Email #4

Day Delay:	Time:
The purpose of this email is:	
Destination URL .com/	
Pretty Link .com/	

Email #5

Day Delay:	Time:
The purpose of this email is:	
Destination URL .com/	
Pretty Link .com/	

Email #6

Day Delay:	Time:
The purpose of this email is:	
Destination URL .com/	
Pretty Link .com/	

EMAIL SEQUENCES

[AFTER CLAIMING LEAD MAGNET]

Email #7

Day Delay:

Time:

The purpose of this email is:

Destination URL

.com/

Pretty Link

.com/

Email #8

Day Delay:

Time:

The purpose of this email is:

Destination URL

.com/

Pretty Link

.com/

Email #9

Day Delay:

Time:

The purpose of this email is:

Destination URL

.com/

Pretty Link

.com/

Email #10

Day Delay:

Time:

The purpose of this email is:

Destination URL

.com/

Pretty Link

.com/

EMAIL SEQUENCES

[AFTER CLAIMING CONVERSION TOOL]

Email #1	
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Destination URL .com/	
Pretty Link .com/	

Email #2	
Day Delay:	Time:
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Destination URL .com/	
Pretty Link .com/	

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Destination URL .com/	
Pretty Link .com/	