

The Big Honkin Plan – Step-By-Step With Resources

#1 Create a lead magnet – You have to have something to give away to get people on your list. This **MUST** be something people really really really want!

How do you create the lead magnet?

Liz has a webinar coming discussing that, but also has First List Profits at <http://www.FirstListProfitsCourse.com> that will show you how to do that.

#2 Create a squeeze page that makes people want your lead magnet.

How do you create a squeeze page?

First List Profits will also show you how to do this.

<http://www.FirstListProfitsCourse.com>

#3 Create a blog! You need a blog to add your content to so that you can educate your people into buying your products/products you're an affiliate for.

How do you create a blog?

Liz has a workshop that you can access for free showing you how to setup your own blog at <https://youtu.be/U4ygeTrr5wU> It's called the Blog Kickstart Workshop

Note: If you plan to use PLR for content make sure it's GOOD content. You can't just slap stuff up and make people love you. They love you only when they love your content!

#4 Create a "trip wire" product. This is what your new subscriber sees after getting your lead magnet. This should be very related to your lead magnet.

How can I create a "trip wire" product?

Liz currently doesn't have a course on this, but recommends using a product with PLR and/or a product you have the rights to like she offers from

<http://www.ReadyToGoSystems.com>

#5 Create a upsell for your “trip wire” product. This should be very related to your “trip wire” product, and be like an add-on. This should only be like \$10-\$30 more than your “trip wire” product.

How can I create an upsell for my “trip wire” product?

Liz currently doesn't have a course on this, but recommends using a product with PLR and/or a product you have the rights to like she offers from <http://www.ReadyToGoSystems.com>

#6 (Optional) Create a downsell from your upsell. This should just be a “watered down” version and/or take away some of the components.

How can I create a downsell for my upsell product?

Liz currently doesn't have a course on this, but recommends using a product with PLR and/or a product you have the rights to like she offers from <http://www.ReadyToGoSystems.com>

#7 Create email sequences – You will need different email sequences for each level of your funnel.

You will need a sequence for your...

A: Squeeze page (This is taught in Liz's First List Profits Course <http://www.FirstListProfitsCourse.com>)

These emails should establish your relationship with your new subscriber and keep pushing them to the trip wire product if they didn't buy it.

B: Trip wire product

These emails should establish your relationship with your new subscriber, get them to consume your trip wire product, and point them to the upsell if they didn't buy.

C: Upsell

These emails should establish your relationship with your new subscriber, get them to consume your trip wire product, get them to consume our upsell, and lead them to your next funnel.

NOTE: You'll need to know how to set all of this up so you can start taking payments. Here is a tutorial on how to do that with JVZoo
<https://youtu.be/lsssC-DeW5l>

#8 Drive traffic - There's hundreds of ways to drive traffic. You've just got to use what's best for you. Liz has a webinar she did called "After The Squeeze Page" which will get you started on your traffic journey! You can access it at <https://youtu.be/Tql5ilfcLmE>

#9 Create a monthly income by creating your own membership site. In order to have money coming in each month you need a recurring income. Here are several resources to help you.

A: The Create A Membership Site From Scratch Series

https://youtu.be/ks4MI_oxZFG

<https://youtu.be/TIkVG7Z1V8w>

<https://youtu.be/f8dsXDcoTVI>

B: Liz's coaching program on starting a membership site

<http://www.MembershipQuickstartWorkshop.com>

#10 Start an affiliate program – Once you have everything setup and you know it's converting well then it's time to start an affiliate program for your offers. This will allow you to take your business to the next level!

How do I start an affiliate program?

Liz has a complete webinar she did on starting an affiliate program at

<https://youtu.be/EIU0IBxnwKY>

You're also going to need tools for your affiliates to use and Liz also has a complete webinar on creating those for your affiliates at

<https://youtu.be/Wag3pQ7SBp4>