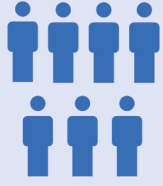
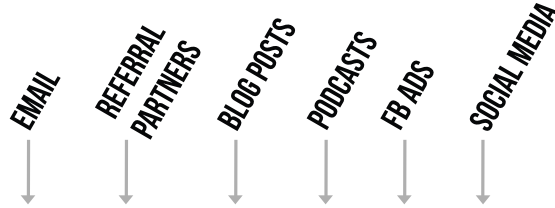


UNDERSTANDING THE SEQUENCE TO CONSISTENTLY GROWING YOUR LIST



SPARK INTEREST THROUGH FREE CONTENT



LANDING / OPT-IN PAGE / SQUEEZE PAGE

Offer a valuable resource that goes deeper on the same topic in exchange for name & email

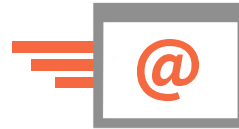


THANK YOU PAGE



Validates decision & gives instant gratification

AUTORESPONDER



Automated delivery of the lead magnet for instant gratification & deliver on what you promise



FOLLOW-UP



Automated follow-up sequence to nurture the lead & build the relationship



SAMPLE SESSION



Sign up for a sample session

NURTURE LIST



Continue to remain on email list, keep in touch marketing sequence (blog posts, newsletters, podcasts)



PAYING CLIENT



Become Your Next Paying Client