NAMS

Novice to Advanced Marketing System

HOW FREE PRODUCTS LEAD TO PROFIT

CHECKLIST #20

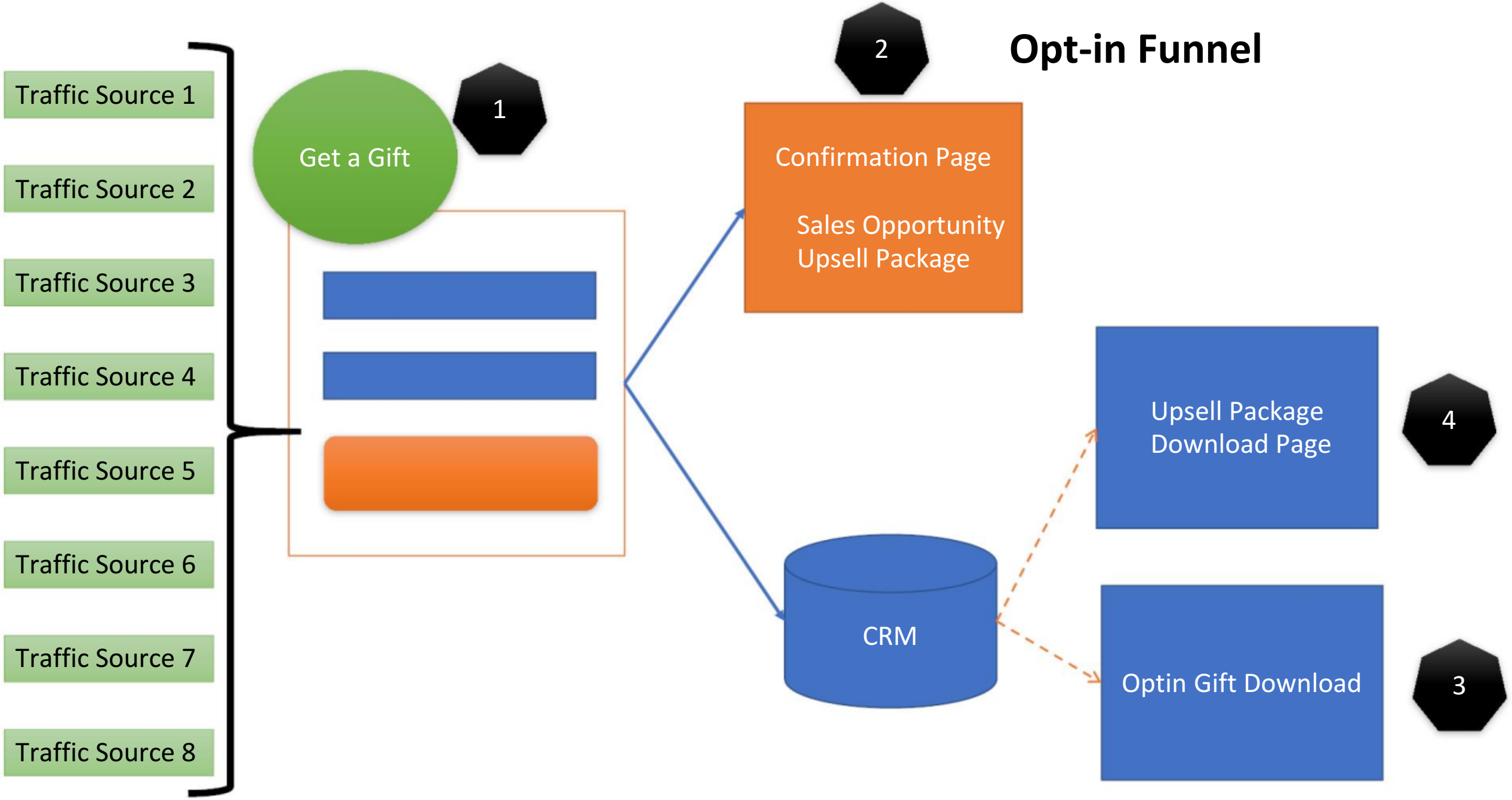
5 OPT IN FUNNEL TEMPLATES

Optin Templates

5 Templates and Funnels / 3 Simple and 2 Advanced

Check out the Sweet Deal on Automated Lead Magnets NAMS.ws/ALP templates

Opt-in Funnel

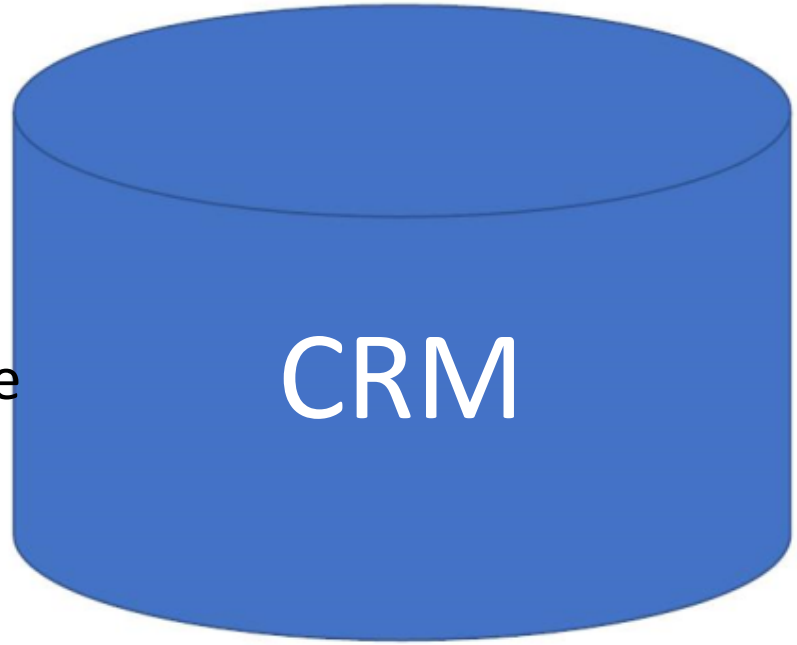


Resources: Get more than 172 Lead Magnets

- Resources:
  - Automated List Profits
  - NAMS.ws/ALPtemplates

Resources: Autoresponder / CRM

- Resources:
  - Infusionsoft – contact us directly. We've got a special deal for our people. http://namssupport.com We can show you why Infusionsoft is the right fit right now. And why you shouldn't wait till you're ready!
  - Aweber – yep, this is a good alternative for those who don't want to make the leap yet, but as soon as you pass 500 people, you'll want to think about a REAL CRM like Infusionsoft.
    - http://nams.ws/aweber



Opt-in Funnel Re-usable Template

Print this out

Traffic Sources

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

Marketing Layer

Step 1: Choose a Niche and Get a PLR Product that fits

Niche: _____
PLR Product: _____

Build Confirmation Page. Add "While you wait" message at top of page with sales opportunity below.

Page URL: _____

Autoresponder set up.
Get Optin Code.
Check your AR / CRM tutorial.
Add to optin page template.

Page URL: _____

Delivery Layer

Test email database data collection.

Success: Yes _____ No _____

Build Opt-in Gift Download Page.

Page URL: _____

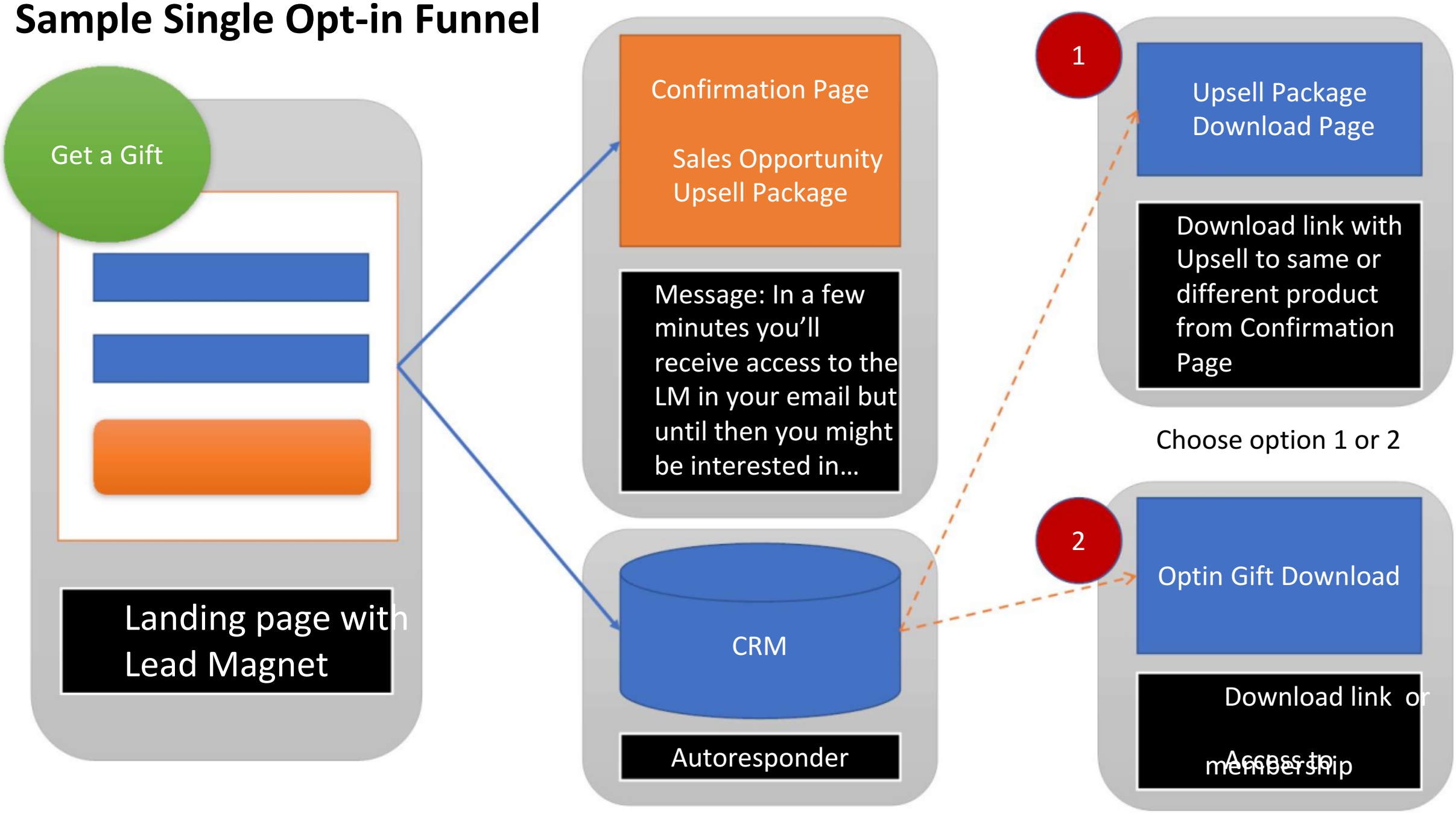
Build Access / Thank You Page.

Page URL: _____

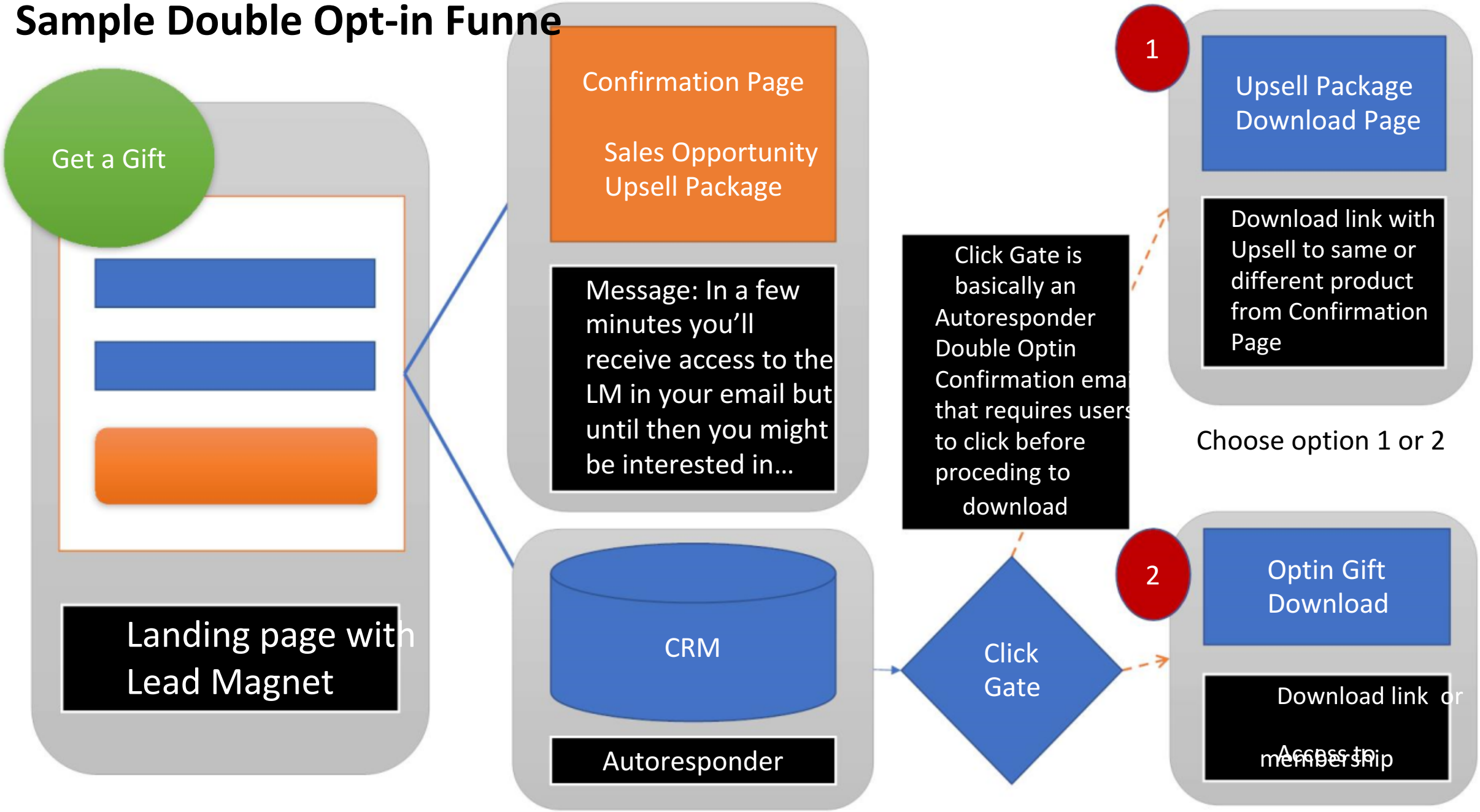
Simple Optin Funnels

Build the list – That’s YOUR #1 Job

Sample Single Opt-in Funnel



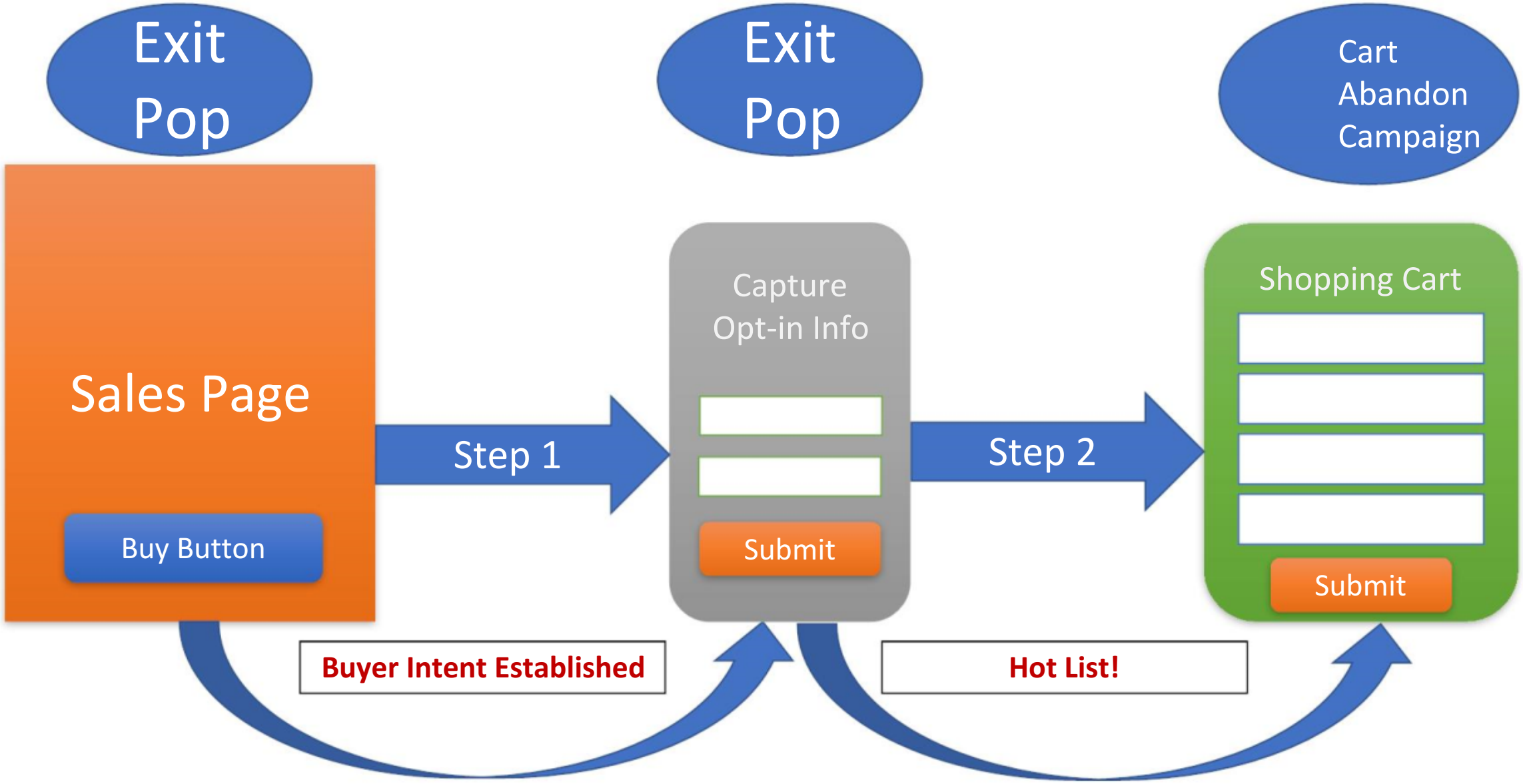
Sample Double Opt-in Funne



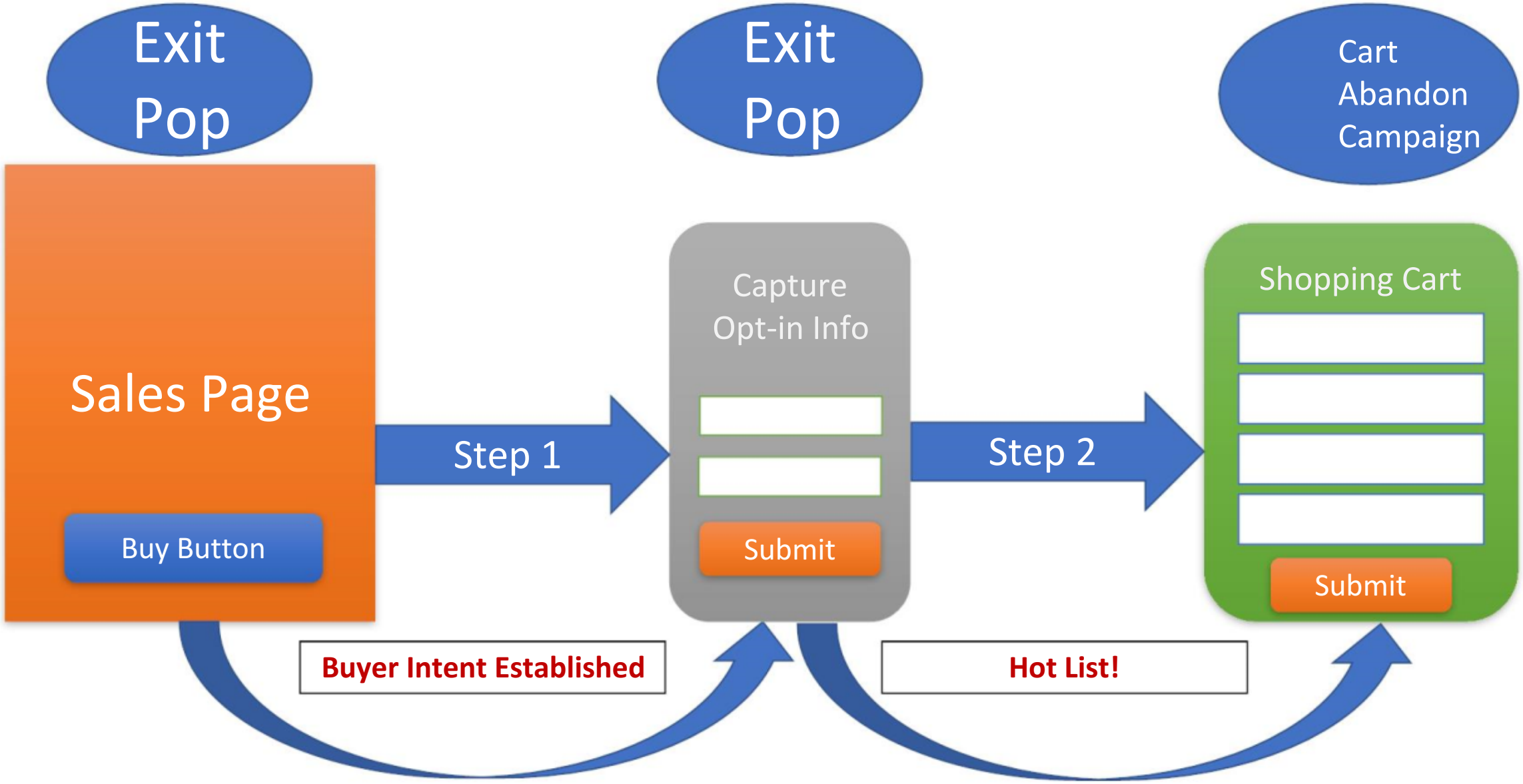
Advanced Optin Funnels

Do more with those optins – Advanced Marketers are building lists with BUYERS

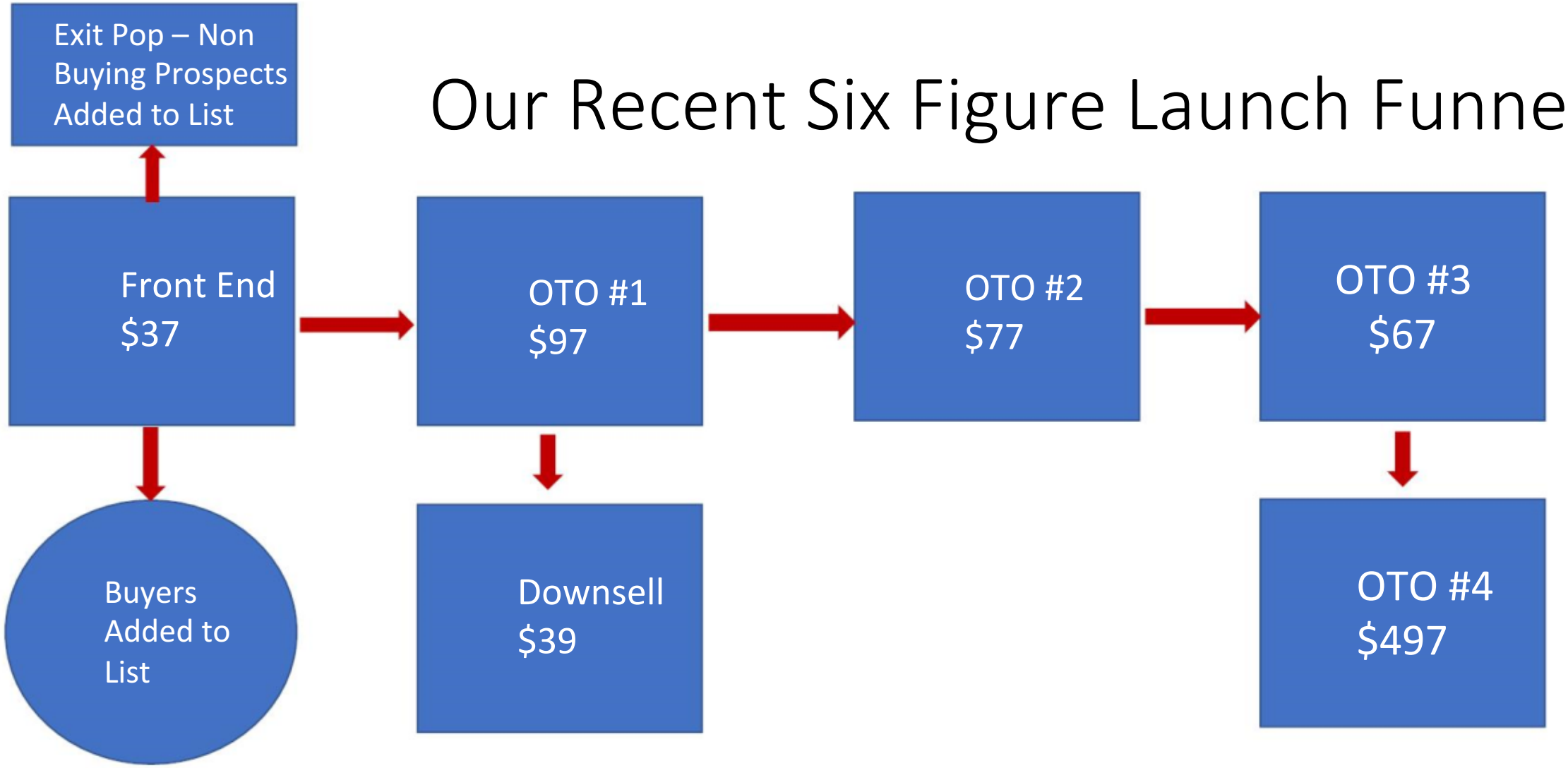
3 Opportunities to Re-Target Prospects if They Don't Complete the Purchase



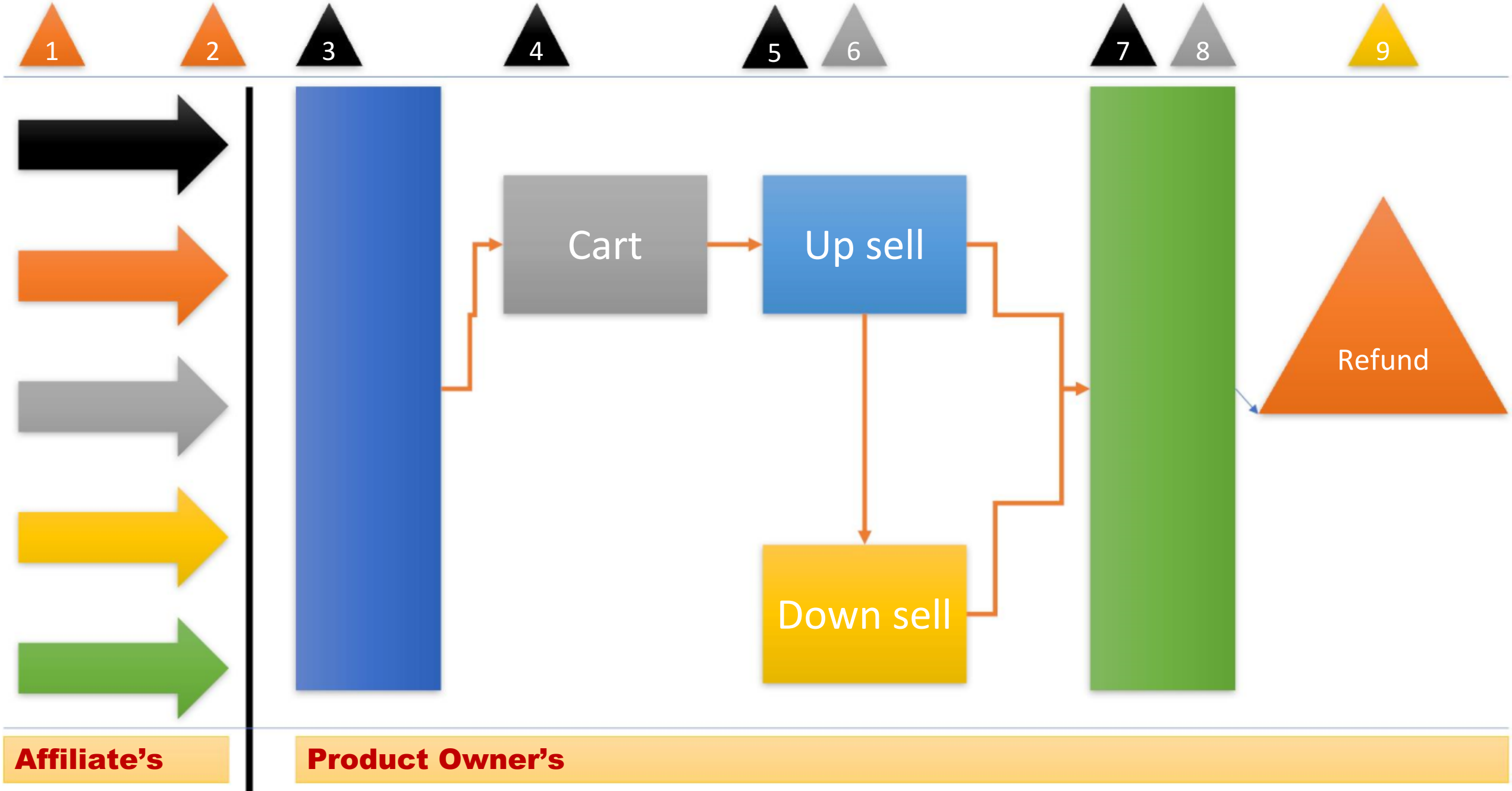
3 Opportunities to Re-Target Prospects if They Don't Complete the Purchase



Our Recent Six Figure Launch Funnel



Tracking and Conversion Control Points



Control Points

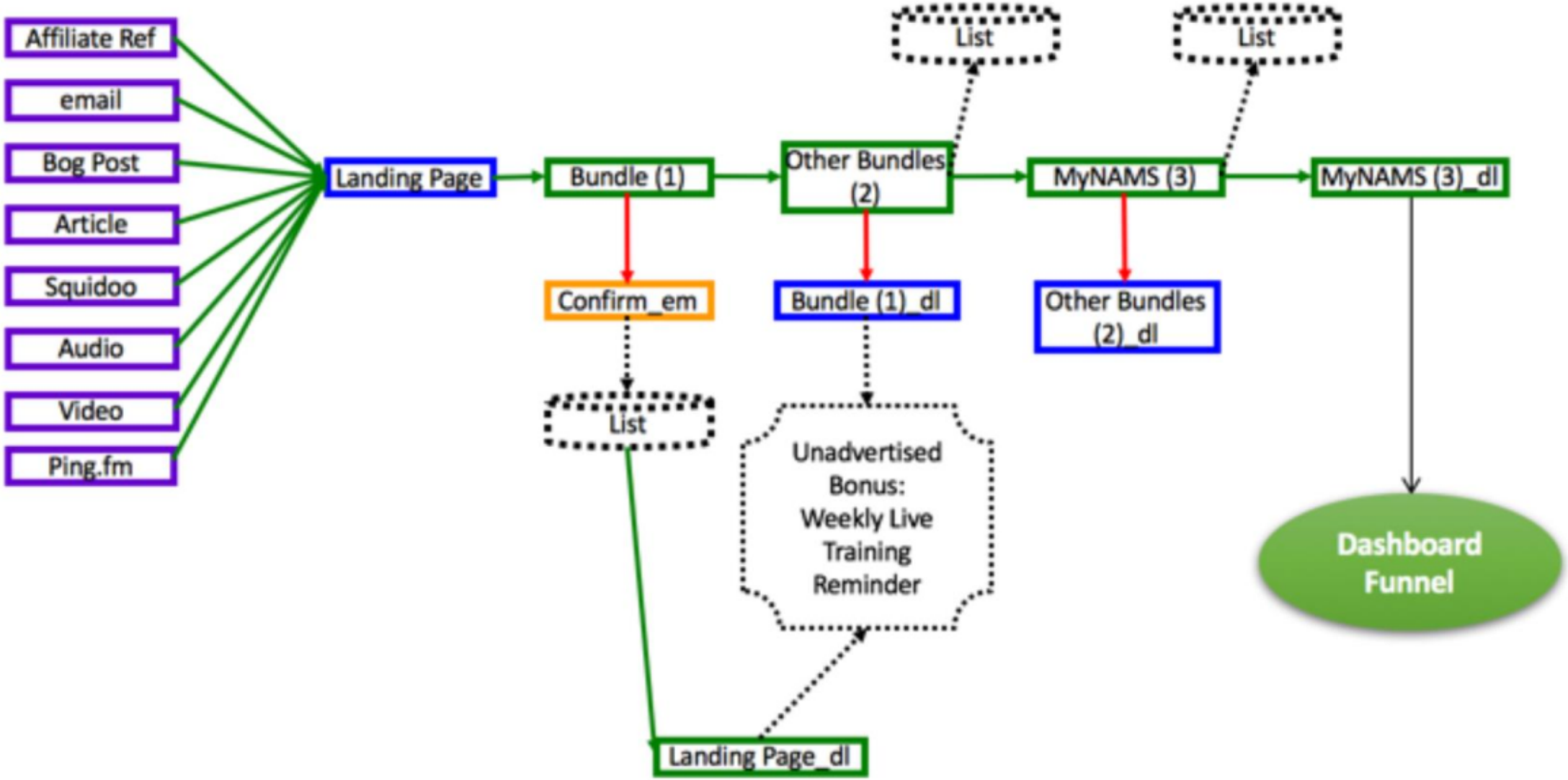
Affiliate's Control

1. Open Rates
2. Click Thru Rates

Product Owner 's

3. Landing Page Views
4. Cart Views
5. Up Sell Views
6. Down Sell Views
7. Up Sell Conversion
8. Down Sell Conversion
9. Refund Rate

Bundle Upsell



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