Leadpages

1. **Pre-Launch Funnel**
2. **Post-Launch Funnel**
3. **Low-Ticket Product Funnel (FE, OTO, OTO2)**
4. **High-Ticket Product Funnel**
5. **Low-Ticket Promo Funnel**
6. **High-Ticket Promo Funnel**
7. **Facebook Listbuilding Funnel**
8. **Main Site Leadboxes Funnel**

Channels to build email/webinar list

1. Pre-launch webinar – one-click
2. Member's area – regular optin page integrating Facebook or integrating leadboxes with a video?
3. Sales
4. Main site – leadboxes
5. Facebook traffic to Facebook optin page

Integrating an optin form on your WordPress site:

http://blog.leadpages.net/announcing-leadboxes/

Integrating Facebook into your optin boxes:

http://blog.leadpages.net/one-click-facebook-registration-get-your-users-best-email/

Standard optin if you're not logged into FB; grabs people's best email; turn on "use FB registration"

Product Idea: Facebook apps and newsfeed that allows ppl to optin via Facebook and with 10 templates on the upsell; what is Karthik's Facebook connect

One-Click Webinar Optins via Email

http://blog.leadpages.net/announcing-leadlinks-this-years-biggest-update-to-leadpages-so-far/

Use for promos/internal webinars/affiliate webinars; tell them they will be instantly registered; use a thank you page with a video/Google hangout describing the bonuses and according to the template below

Contact me so that you can figure out how to make ULTRA BANK and how I'll increase your OTO commission to 75%

Thank You Page is the JVZoo affiliate link and you point JVZoo to Leadpages Thank You Page that is structured according to what is below with a video and other steps:

Structuring Webinar Thank You Pages

http://blog.leadpages.net/webinar-registration-thank-you-page-for-webinar-marketing/

1. Create a video
2. Tell them to print the confirmation page
3. Tell to immediately add to their calendar (auto integrated via Leadpages)
4. Free worksheet that shows blanked out powerpoint and preview of some of the bonuses or other free bonus if it's a part of pre-launch
5. For promos you switch in bonus page right at launch that shows the bonuses and redirects to the offer

Salespages and webinar pages (maybe thank you pages) should integrate a timer

-Look at how they do their blog: Video with transcript below often focusing on statistics; use [Download] in title