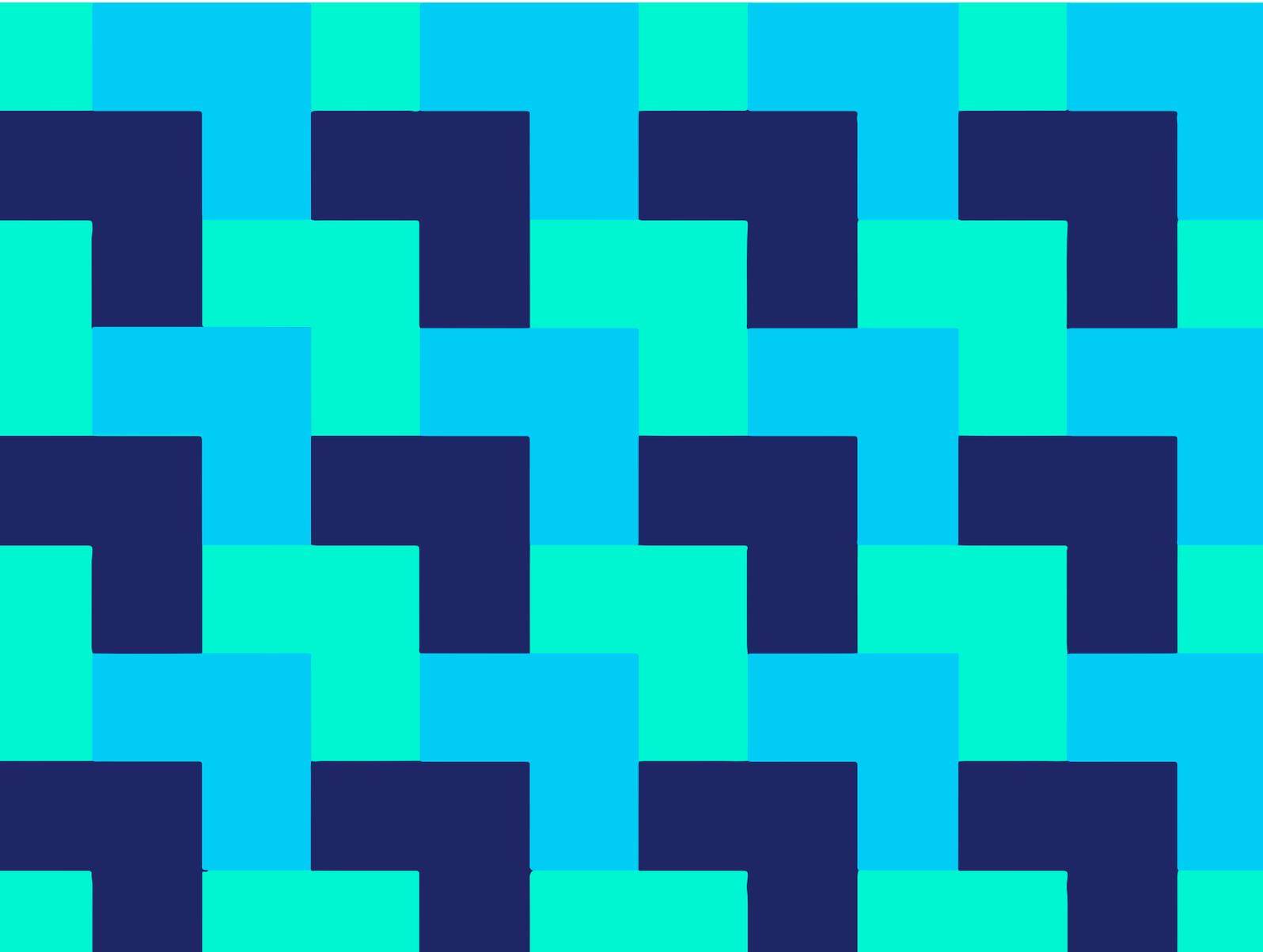




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Creating Your Tripwire Offer

CREATED BY FBUX CONSULTING



Tripwire Offer Overview

A tripwire is...

“A product or service specifically designed and priced to convert as many leads into customers as possible. Your goal is NOT to make a profit from your tripwire, but rather to dramatically increase your customer base and cover all of your lead generation expenses.”

A tripwire is a great way to ease your ideal customers into purchasing one of your higher priced products.

Here are a few different types you may consider creating. Select the one that you feel will work best for your customer within your industry. Be sure to think out of the box and try not to do what everyone else is doing.

What would be a disruptive or innovative way to promote your product?

- Digital book or ebook
- Trial service or product
- Short consultation – 30 min or less
- Video series where you teach a concept
- Content upgrade
- Webinar or Workshop
- Cheatsheet or checklist

Whatever you select here you will have to test to validate it's effectiveness.

Where will you test your offer?

Website - Which pages? _____ and _____

Social Media - Which platform? _____

Ad - Facebook, Google or YouTube _____

What is your testing period?

You should test out the tripwire for at least 10 days to be able to determine it's effectiveness. Gather as much data as you can.

Traffic: The number of people looking at the offer.

Traffic Sources: What source is responsible for your traffic.

Acquisition: What did it cost to get them to take action? (This will vary depending on the promotion plan. If running ads it will cost more to acquire the lead. I recommend starting with free promotion plan.)

Conversion: How much did you make from sales of your offer? How many people eventually bought?

Relationship nurturing once they purchase the tripwire?

It's important to follow-up with an email to or some other way to get them to take action. This is easier for digital products because you can create a nurturing email sequence. I would write out each email in a Google Doc.

Example: Email #1 asks them how they like the product and asks for feedback.

Email #1:

Email #2:

Email #3:

Email #4:

Email #5:

That's it! You're on your way to creating a great tripwire offer to use in your marketing. We'd love to check them out when they are posted, don't forget to flag me on social @frankabaly so I can see what your clients are saying about your work in the world.

In Case This Is Your First Time Meeting Us



FBUX Consulting is a custom design studio located in Houston, TX. We are focused on helping budding entrepreneurs, business owners, and organizations stand out in a crowded and noisy digital landscape. We want to help our customers by creating online experiences they could be proud of. To accomplish this goal, we focus on three main service offerings; brand strategy, brand design, and user experience design. At the forefront of everything we do is our desire to help you grow your business, where more people are engaging with your company and buying your products and services.

When Franka launched Franka Baly Media back in 2015, her goal was to work with small businesses to make sure they had an online presence they could be proud of, with an emphasis on clear and consistent user experience design. In 2018, as her team grew, she expanded the company's service offerings to include the development of design systems and custom apps for desktop and mobile devices. Realizing there was a need to help her customers create a clear plan for what they should create for their businesses for maximum impact she started offering brand strategy and UX website evaluations. Branding and website expertise and training to budding entrepreneurs and small business owners, she recently developed a branding and website training program by the name of Website Ninja, set to launch in Fall 2020. It will empower business owners to create a unique, branded, and custom website which grows along with their business. In Summer 2020 She also launched The Dream + Thrive Podcast which provides authentic conversations, business tips and information to help you not only pursue your dreams but to thrive as you grow your business. To start improving the customer experience of your business, visit frankabaly.com.

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