

Bonus Chapter 1

Ultimate Implementation Checklist

Note

This checklist is an excerpt from my Automation Fast Track course (AFT) - <https://virtualworkwife.thrivecart.com/automation-fasttrack-group-program/>. The funnel maps below are part of our training program to help people generate more leads and convert more into sales. I hope that getting a sneak peek at these maps may help you start to visualize the steps you want to implement in your business to create growth and sustainability.

First of all, don't freak out...

Automating your business is a huge deal. We know it can be overwhelming. So, we put together a checklist to help you identify precisely which components you need to accelerate your automation strategies, funnels, and pages that will become your customer journey.

Whether we're helping you do the work or you are going full DIY, this checklist will help you get organized!

Please do not hesitate to ask questions. Ask them in my Facebook (FB) group: <https://www.facebook.com/groups/bizacceleratorsuccesslab>

While it takes time to set up, putting automation into your business is the most rewarding thing you can do.

Module 1 - Like Know Trust (LKT) recipe

Goal

Start capturing leads and loving them! We're building up your LKT factor.

Create Version #1 of your Lead Magnet (getting it done is better than endlessly trying to perfect) it can be ...

- an ebook
- a worksheet
- a listicle
- a guide

The objective is to get them on your list and start building trust. If you're not sure what to choose, post a message in our FB group and use #mentor. One of our team members will help you. Here is a funnel map for this recipe:

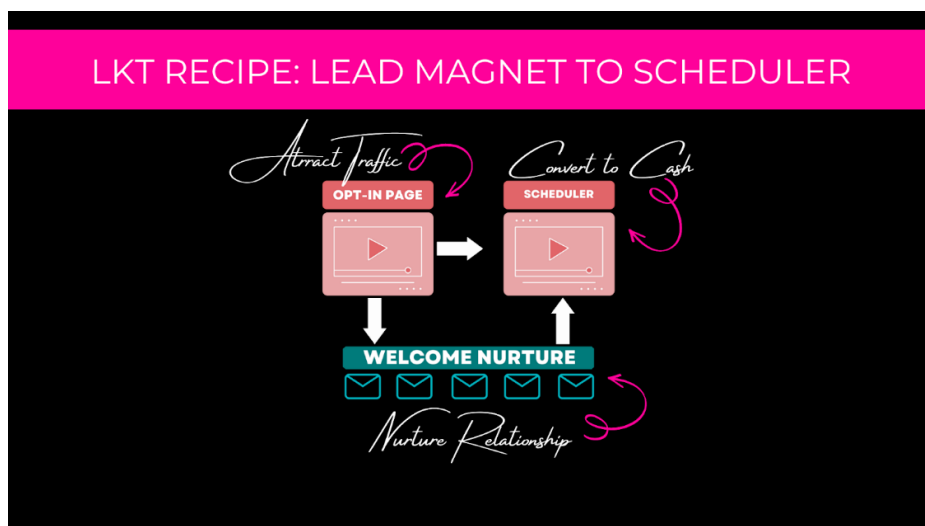


Figure B1.1 – Like Know Trust funnel map.

AFT members can request to download the prebuilt automation in our membership portal.

Steps you will need to take to build your pages and automation:

- Landing page to offer your lead magnet
 - Video script for your video with the appropriate CTA
 - Schedule the time to film your video (use Zoom!)
 - Upload your video to YouTube (unlisted) or Vimeo
 - Add video URL to the landing page

- Emails
 - Welcome email with lead magnet access instructions
 - 2-3 reminder emails (stop these when they access lead magnet)
 - 5-7 get-to-know-you emails – sharing your hero's journey

Here are some examples for some of the pages:

1. Opt-In Page (landing page): <https://asyv7kda.pages.infusionsoft.net/>
2. Scheduling Page (thank you page): <https://keap.page/puq284/grow-your-list/thank-you.html>

Module 2 - Booking Bestie

Goal

Get your prospects onto a call with you so they can like, know, and trust you quickly!

Here is a funnel map for Booking Bestie:

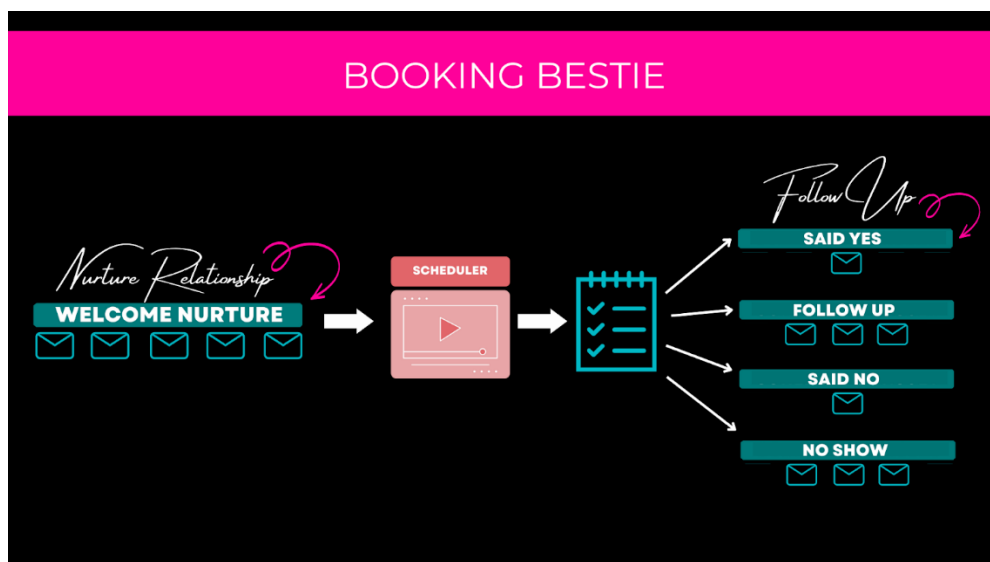


Figure B1.2 – Nurture to discovery call funnel map.

Steps you will need to take to build your pages and automation:

- Landing page to offer your lead magnet
 - Create a stand-alone scheduler page (landing page)
 - Edit your LKT video script to repurpose it for booking bestie
 - Schedule the time to film your video (use Zoom!)
 - Upload your video to YouTube (unlisted) or Vimeo
 - Add video URL to the landing page
- Email Invitations
 - 5-7 emails enticing people to book a call with you (stop these when they book the call)
 - Confirmation / Next steps
- Follow-up emails
 - Send offer: 5-7 follow-up emails encouraging them to take your offer (stop these when they buy)
 - No show: 2-3 emails asking them to reschedule (stop these when they rebook)
 - Thank you, next: Not everyone will be a good fit. You can send 1 email sending them off.

Here are some examples for some of the pages:

1. Schedule Page: <https://automationfoundations.com/schedule-2>
2. Thank you page: <https://virtualworkwife.com/youre-booked-in/>

Module 3: Clients on demand

Goal

Now that you're collecting leads, we need to get your buyers to bubble to the top and start making a little passive income.

Here is a funnel map for clients on demand:

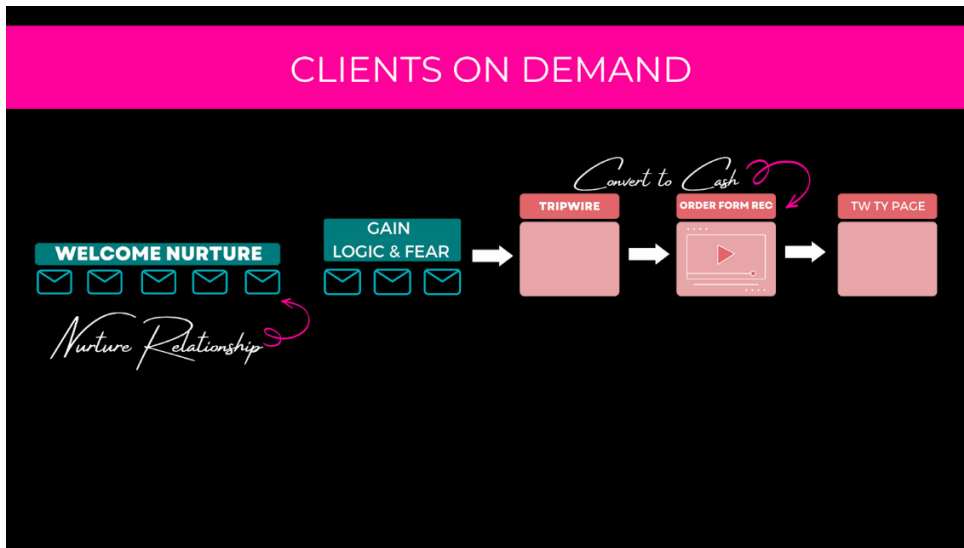


Figure B1.3 – Nurture to tiny offer funnel map.

Steps you will need to take to build your pages and automation:

- Landing page for your tripwire (tiny offer)
- Order form
 - Setup your payment processor
 - Set up the product
- A thank you page
- Email invitations
 - 4 emails inviting your list to check out your tripwire (stop these when they buy)
 - 3 emails with more urgency that use the gain, logic, and fear cadence
 - Tripwire delivery email
 - 1 “Let’s chat” email inviting them to book a call
 - 2-3 abandoned cart emails to catch the outliers

Here are a few examples for some of the pages:

1. Landing page: <https://virtualworkwife.thrivecart.com/audience-accelerator/>
2. Order form: <https://keap.app/checkout/puq284/untitled-form-2>
3. Thank you: <https://virtualworkwife.com/ty-7-steps/>

Module 4 - High-end client experience

Goal

Consistency is king. Onboarding your clients consistently each and every time is essential to bringing them back for more.

We need a way to deliver your content. The two most common methods are drip emails or membership portals. Choose one of the options (in green below). You don't need both.

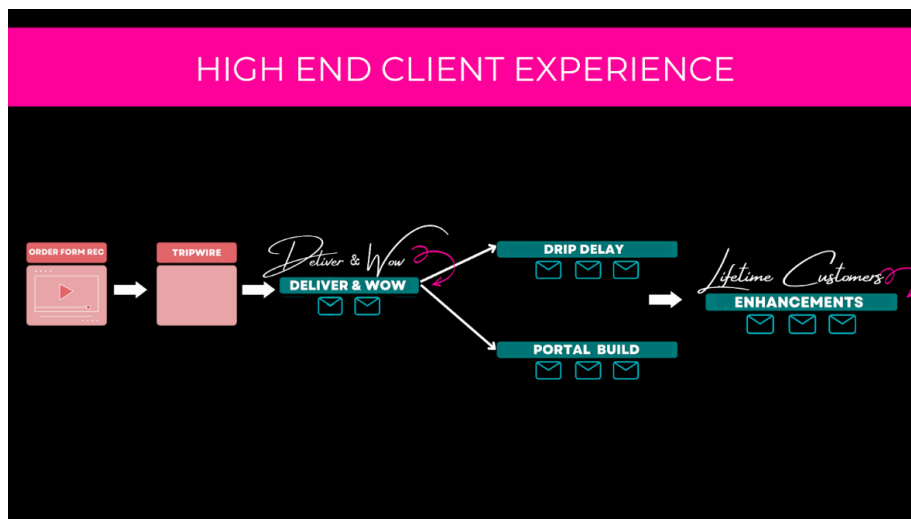


Figure B1.4 – High End Client Experience funnel map

Steps you will need to take to build your pages and automation:

- Welcome email
- Option 1 - **Drip Emails:**
 - Write the delivery emails
 - Set up the automated drip in your email automation tool

- Choose Option 2 if you will build or have built a **membership portal**:
 - Create content in your portal platform (post in the FB group if you have questions about platform options)
 - Set up the integration for your program and your Keap CRM
- 1-2 course follow-up emails

Here are a few examples for some of the pages:

1. Order form: <https://virtualworkwife.thrivecart.com/audience-accelerator/>
2. Thank you: <https://virtualworkwife.thrivecart.com/audience-accelerator/confirm/5389c3378da9a4b12b80149bfe9b0d8cde0e41f1b534/>
3. Portal: <https://virtualworkwife.thrivecart.com/1/audience-accelerator/>

Module 5 - The testimonial generator

Goal

One good testimonial is worth a thousand discovery calls! People trust the experiences of others. Automating the process of asking for testimonials is an essential tool for creating landing pages and email campaigns that convert! Get testimonials and referrals on demand.

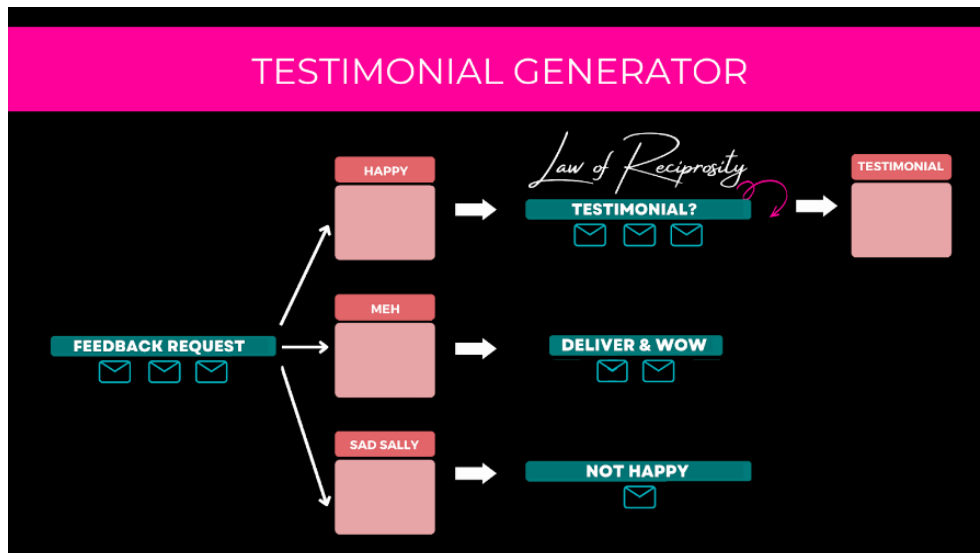


Figure B1.5 – Testimonial capture funnel map.

Steps you will need to take to build your pages and automation:

- Landing pages – emails drive people to 3 pages depending on their level of happiness
 - **Happy** – simple thank you
 - **Meh** – invite them to share their feelings
 - **Sad Sally** – invite them to book a call
- Emails
 - 1-2 emails asking for a testimonial

Here are some examples:

1. Thank you page: <https://i4euflin.pages.infusionsoft.net/>
2. Testimonial page: <https://2fnv4skw.pages.infusionsoft.net/>

I can't wait to see what you create!

xoxo,

Virtual Work Wife