

# Course 2, Lesson 11: From Follower to Lead (The Video CTA & Funnel)

## 1. Core Concept & Learning Objective

**Concept:** "Likes" don't pay your bills. "Followers" are not "customers." Your video content is the "Top of Funnel" (TOFU); its job is to get *attention*. You *must* have a "Call-to-Action" (CTA) that moves your *best* followers "off-platform" (from TikTok/IG) and "onto your list" (your email list from C1, L6). This is the *only* way to turn a "follower" into a "lead."

**Learning Objective:** By the end of this lesson, you will **analyze** 3 types of "Video CTAs" (Hard, Soft, and Invisible). You will **design** a simple "1-Page" link-in-bio (using C1, L5) and **write** 3 "Video CTA" scripts to move followers into your email funnel.

## 2. Interactive Content Activities (3 Activities)

### Activity 1: The "1-Page Link-in-Bio" (Tool Exploration)

- **Description:** Your "Link in Bio" cannot be a messy list of 20 links. It must be a "mini-landing page" with one clear "next step." We're going to use the exact same skills from C1, L5.
- **Instructions:**
  1. Go to Carrd, Linktree, or Stan.
  2. Use your "MVB Brand Kit" (C1, L3).
  3. Build a *simple* "1-Page" link-in-bio.
  4. **Button 1 (The Most Important):** Your Lead Magnet (C1, L4). (e.g., "Get the Free [Checklist]"). This should be *big*.
  5. **Button 2 (The "MVO"):** Your MVO (C1, L7). (e.g., "Book a 1:1 'Power Hour'").
  6. **Button 3 (The "Socials"):** (e.g., "Follow on [other platform]").
- **Expected Outcome:** A clean, professional, "1-Page" link-in-bio URL that is *strategically* designed to get email signups.

## Activity 2: The "3 CTA" Analysis (Strategic Exercise)

- **Description:** You can't just "yell" at people. You need 3 types of CTAs for 3 different types of videos.
- **Instructions:**
  1. **The "Hard" CTA:** (Use 1x/week). This is a *direct command* at the end of a video.
    - *"If you want [this outcome], go get my free [Lead Magnet] at the 'Link in Bio' right now."*
  2. **The "Soft" CTA:** (Use 3-4x/week). This is a *helpful suggestion*.
    - *(You just taught "Tip 1, 2, 3")... "Btw, I have 7 more tips in my free [Lead Magnet] at the 'Link in Bio'."*
  3. **The "Invisible" CTA:** (Use 3-4x/week). This is *in the captions only*.
    - *Video:* (Pure value).
    - *Caption:* "I teach this and more in my free [Lead Magnet]... 'Link in Bio'."
- **Expected Outcome:** You understand the 3 "levels" of CTA, so you're not "hard-selling" in every video.

## Activity 3: Writing Your "CTA Scripts" (Creative Development)

- **Description:** Now we write. You will write 3 "CTA" variations for your C1 Lead Magnet.
- **Instructions:**
  1. **Your Lead Magnet (C1, L4):** (e.g., "The 10-Point Podcast Launch Checklist").
  2. **Write the "Hard" CTA (Verbal):**
    - *"...Stop guessing. Go to the link in my bio and get the 'Podcast Launch Checklist' for free."*
  3. **Write the "Soft" CTA (Verbal):**
    - *"...So that's the #1 mistake. If you want my full 10-point checklist, it's free at the link in my bio."*

#### 4. Write the "Invisible" CTA (Caption Text):

- "P.S. Don't launch your podcast until you grab my free 10-point checklist (it's at the  in my bio)."
- **Expected Outcome:** A "CTA Script" document with 3 ready-to-use CTAs to drive traffic to your funnel.

### 3. Assignment & Project Milestone (Portfolio Deliverable)

#### Assignment: The "Follower-to-Lead" Funnel Map

- **Description:** This is your 1-page "Funnel" diagram. It visually maps the *entire* journey of a stranger becoming a lead, using your video content.
- **Step-by-Step Instructions:**
  1. Create a new document or Canva design titled "[Your Name] - Funnel Map."
  2. Create a visual flowchart:
    - Step 1 (TOFU): "Viral Video (Hook, L3)"
    - Step 2 (CTA): "Verbal 'Soft' CTA (L11)"
    - Step 3 (Link): "Link in Bio (Stan, L11)"
    - Step 4 (Button): "Button: 'Get Free Checklist' (L11)"
    - Step 5 (Page): "Landing Page (C1, L5)"
    - Step 6 (Funnel): "Email Sequence (C1, L6)"
  3. **Submission:** Submit this 1-page flowchart.
- **Evaluation Criteria:**
  - *Excellent:* The flowchart is *clear* and *logical*. It 100% connects the "Viral Velocity" (C2) course to the "Digital-First Solopreneur" (C1) course assets. It shows the *full* journey.
  - *Adequate:* The flowchart is just "Video > Link." It's missing the *specific* steps (Landing Page, Email Sequence) and doesn't connect the two courses.

- **Connection to Final Project:** This "Funnel Map" is Section 11: The Follower-to-Lead System of your Viral Velocity Strategy & Portfolio. This is the "money" map. It proves your "content" has a purpose: to drive leads.

#### 4. End-of-Lesson Assessment (7 Questions)

1. (MC) What is the *primary* goal of a "Video CTA"?
  - A) To get more "Likes."
  - B) To get more "Comments."
  - C) To move a "Follower" *off-platform* and onto your *email list*.
  - D) To sell your \$2,000 course in the video.
2. (MC) What is the *most important* link/button on your "1-Page Link-in-Bio"?
  - A) Your "Follow me on [other platform]" link.
  - B) Your "Buy my MVO" link.
  - C) Your *free* "Lead Magnet" link.
  - D) Your "Amazon Wishlist" link.
3. (MC) A "Soft" CTA is:
  - A) A direct, aggressive command to "buy now."
  - B) A "helpful suggestion" that *invites* the viewer to get more value (e.g., your lead magnet).
  - C) A CTA that you "whisper."
  - D) A CTA that is only in your caption.
4. (SA) What are the 3 types of "Video CTAs" we learned?
5. (SA) Why is an "email list" (C1) more valuable than a "follower list" (C2)?
6. (SA) Your 1-Page "Link-in-Bio" should be *strategically* designed to get people to click *which* button first?
7. (Scenario) A student's videos are *amazing*. They get 100k views. But their "Link in Bio" is their website *homepage*. Their analytics show "Profile Visits: 5,000" but "Email Signups: 0." What is their *critical* bottleneck?

Correct Answers: 1(C), 2(C), 3(B) 4. Hard, Soft, and Invisible (Caption). 5. (Example)

Because you own your email list. Your IG/TikTok account can be (and will be) shut down or "shadow-banned" tomorrow, and you lose everything. Your email list is a business asset. 6. The free "Lead Magnet" button. 7. (Example) Their "Link-in-Bio" is