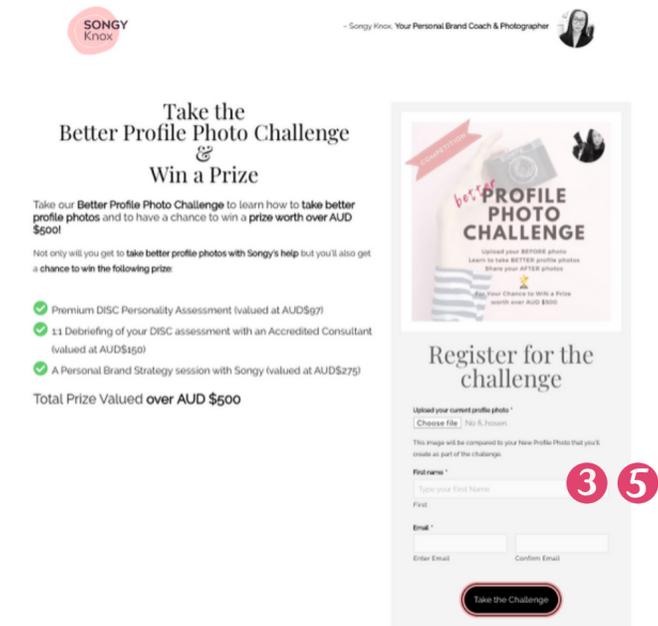
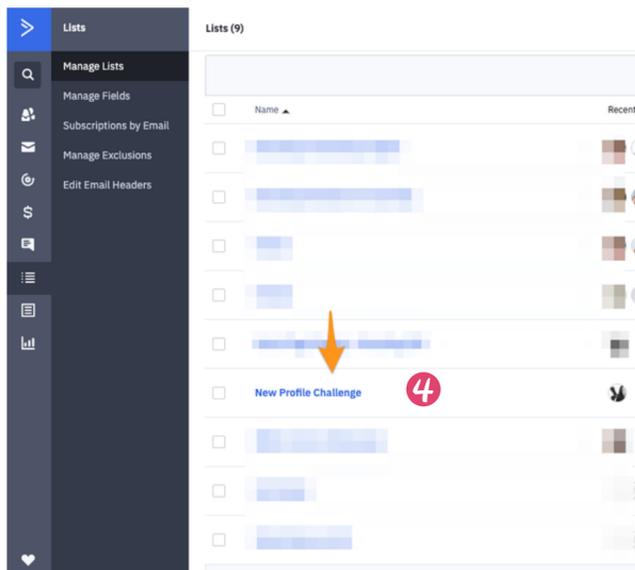


Lead-Magnet Funnel Example - Better Profile Photo Challenge



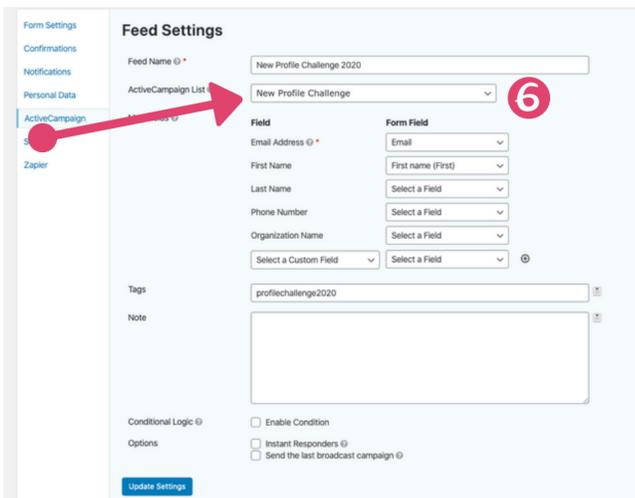
Idea + Landing page

- 1 Idea** - I recently create an in-depth DIY article on how to take better headshot photos. I thought it might be good to get people to learn more by launching a challenge with a valuable prize.
- 2 Landing page** - I simply copied existing landing page design.
- 3 Form** - For this challenge, I decided to get people to upload their existing photos. This means designing a specific form (I used Gravity Forms) and link to my email marketing platform. (Active Campaign)



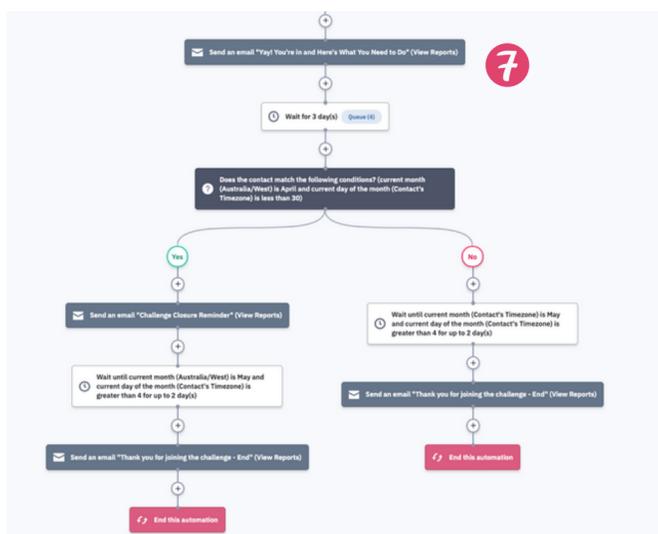
A New List in Active Campaign

- 4 A new list** - Your email marketing platform will have an area where you can create a new list.
- 5 Opt-in form** - For that list you could create form within your email marketing program but in my case I'm using a separate plugin called 'Gravity Forms' which I'll link to the list I just created.



Link the Form to Active Campaign

- 6 Linking the Form to the List** - I'm in the settings area for linking the form to the list I created above in Active Campaign. If you're using the form created from your email program you can skip this step.



Auto email/delivery sequence

- 7 Auto responder** - As soon as the person registers for the challenge, an email gets sent out with details on how the rest of the process works.

In your email program, if automation features are available, you can also send additional sequence of email as shown here.



Hi %FIRSTNAME%

Thank you for joining the Better Profile Photo Challenge.

Learn: [Ultimate Guide to Better Profile Photos](#)

Feel free to ask if you have any questions from the page above.

Note:

- Be sure to either send your new photo or share your new profile photo that you're happy with by 4 May
- When sharing your photo on social media be sure to use the hashtag #skPhotoChallenge so that I can find you.

Ideally, your new profile photo will have noticeable changes (from your old profile photo) mainly in:

- Your expression (more natural)
- Your choice of outfit
- Lighting
- Background
- Your body language
- Your chin (avoid having a double chin)

I'll send you a reminder in a few days.
I can't wait to see what you'll create!

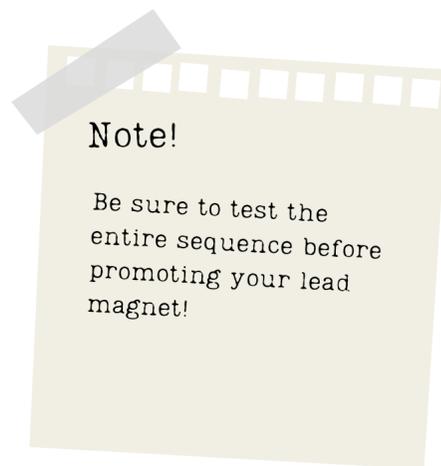
Have fun!

xx
Songy

First email - Deliver your lead magnet

8 Delivery email - This is the **auto responder** email that gets sent to the person who registers.

It contains the key information for the participant so that she can successfully take the challenge.



- ✓ Make sure your form works
- ✓ Make sure that your auto responder (delivery email) arrives
- ✓ Doubly make sure that the link to the lead magnet works!



Promotion

9 Let people know - I created this post to go out to Instagram and Facebook. On the same day, I went 'LIVE' on Facebook (both personal profile and business page) talking about the challenge and encouraging people to take action.

10 Email my list - I would send an email to my list the following day inviting them to take the challenge.