



## Module 4 Exercise- Create Your Profitable Book Funnel

1. Plan the different elements of your book sales funnel – including your lead magnet, and your email series content with calls to action for whatever you want to promote.

Lead Magnet Options	Notes on Which You'll Implement
<ul style="list-style-type: none"><li>✓ Templates</li><li>✓ Cheat sheets</li><li>✓ Blueprints</li><li>✓ How-to reports</li><li>✓ Videos</li><li>✓ Quizzes</li><li>✓ Webinars</li></ul>	





<b>Email</b>	<b>What You'll Include</b>
<b>Email 1</b>	<ul style="list-style-type: none"><li>✓ Point 1</li><li>✓ Point 2</li><li>✓ Point 3</li></ul>
<b>Email 2</b>	<ul style="list-style-type: none"><li>✓ Point 1</li><li>✓ Point 2</li><li>✓ Point 3</li></ul>
<b>Email 3</b>	<ul style="list-style-type: none"><li>✓ Point 1</li><li>✓ Point 2</li><li>✓ Point 3</li></ul>
<b>Email 4</b>	<ul style="list-style-type: none"><li>✓ Point 1</li><li>✓ Point 2</li><li>✓ Point 3</li></ul>





<b>Email 5</b>	<ul style="list-style-type: none"><li>✓ Point 1</li><li>✓ Point 2</li><li>✓ Point 3</li></ul>
<b>Traffic Sources</b>	<b>Notes on How You'll Implement</b>
Advertising	
Content Marketing	
Social Media	





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