

TRIPWIRE WORKSHEET & CHECKLIST

TRIPWIRE NAME/TITLE: _____

DESCRIBE THE TRIPWIRE BELOW:

TYPE OF TRIPWIRE:

Physical Premium

Paid Webinar

Small But Critical

Software/Plugin

Book/Report

Ala Carte Service

Other: _____

5-POINT TRIPWIRE CHECKLIST:

Impulse Buy.

The best tripwires are like the pack of gum in the grocery store line. They're inexpensive and desirable to a massive chunk of the market. (TIP: Typically tripwires are less than \$20.)

Simple and Understandable.

At the tripwire stage in the funnel you haven't yet earned your prospect's attention, so this offer needs to be simple and instantly desirable. (TIP: If your prospect doesn't know what it is and WANT IT just by reading a headline and looking at an image, it's probably too complex.)

Useful But Incomplete.

Since the tripwire is inexpensive by design, you need your prospect to quickly ascend to the Core Offer if you're going to maximize immediate customer values. That's why the best tripwires are useful, but also incomplete in some way...unless, of course, your prospect engages in additional business with you.

High Perceived Value.

Tripwires may be inexpensive, but that doesn't mean they should look "cheap." Use professional graphics and imagery to establish real monetary value for your tripwires so your customers feel like they're getting an amazing deal on a quality product or service.

High Actual Value.

The tripwire is likely the first monetary transaction a new customer will have with you, so you better make it a good one. Fail to deliver the goods the first time, and you probably won't get a second chance.