Course Creator Path

All the things you need to do to get your course launched with FG Funnels.

Step One: FG Funnels Setup

CHECK OFF BEFORE PROCEEDING:

- ❏ I have a domain installed in my account.
- ❏ I have a subdomain created for my course dashboard.
- ❏ I have a professional email address.
- ❏ I have Mailgun installed in my account (for email follow up) or I plan to use Zapier to a 3rd party email provider.
- ❏ I have Stripe installed + integrated.
- ❏ I have customized my user signature in settings.
- ❏ I have my unsubscribe process complete and setup.

*** Please refer to the FG FUNNEL SETUP guide to get all these steps accomplished!*

(if you want to list build prior to launching!)

Step Two: Lead Funnel Build

CHECK OFF BEFORE PROCEEDING:

- ❏ Create a two page funnel.
    - ❏ Optin Page
    - ❏ Thank You Page

- ❑ Style the funnel with your copy + branding.
- ❑ Mobile optimize the funnel.
- ❑ Install the optin form that you'd like to use on the optin.
- ❑ Customize the SEO and general settings of the pages.
- ❑ Set the domain and URL paths for the funnel.
- ❑ Set a favicon for the funnel.
- ❑ Install any pixel or tracking codes in the header section of the funnel settings.

(if you want to list build prior to launching!)

Step Three: Lead Funnel Automation

PLEASE NOTE. There are two ways to do the same thing currently. One is in workflows, and one is in campaigns + triggers. We recommend Workflows.

CREATE IN WORKFLOWS

- ❑ Create a new workflow from scratch.
- ❑ Name your workflow Lead Funnel Name.
- ❑ Add New Workflow Trigger > FORM SUBMITTED
- ❑ Add a filter and choose your OPTIN form.
- ❑ Click add your first Action.
- ❑ Choose SEND EMAIL.
- ❑ Write your welcome email and attach your lead magnet to your email. You can either upload it to dropbox or Google and give out a link.
- ❑ Make sure you customize the email settings so it's sending from your user (so they see your user signature and have the unsub option available).

- ❏ Test your workflow.
- ❏ Set to publish.

Step Four: Initial Members Area Setup

CHECK OFF BEFORE PROCEEDING:

- ❏ Set the domain of the membership area.
- ❏ Go to the members area. Create the product.
- ❏ Then create the offer from the product.
- ❏ Style the members area as you like.

Step Five: Sales Funnel Build

CHECK OFF BEFORE PROCEEDING:

- ❏ Create a three page funnel.
    - ❏ Sales Page
    - ❏ Order Form
    - ❏ Order Confirmation Form
- ❏ Style the funnel with your copy + branding.
- ❏ Mobile optimize the funnel.
- ❏ Customize the SEO and general settings of the pages.
- ❏ Set the domain and URL paths for the funnel.
- ❏ Set a favicon for the funnel.
- ❏ Install any pixel or tracking codes in the header section of the funnel settings.
- ❏ Setup the product on the order form.

- ❏ Choose the offer you created from the drop down.

Step Six: Course Creator Workflows + Automations

CHECK OFF BEFORE PROCEEDING:

- ❏ Create The Pipeline Stages
  - ❏ Abandon Cart
  - ❏ Bought [Product Name]
  - ❏ Expired [Never Bought]

- ❏ Go to Settings > Tags = Create three tags
  - ❏ Abandon Cart
  - ❏ Bought [Product Name]
  - ❏ Expired [Never Bought]

- ❏ You need four workflows for your launch:
  - ❏ Abandon Cart - When someone fills out step one of your order but doesn't buy
  - ❏ Bought the Main Offer - When you get a new customer
  - ❏ Expired - If they never bought
  - ❏ Delivery of UN + PW for members area

- ❏ **Abandon Cart Workflow**
  - ❏ Trigger = Submits 2-step order form
    - ❏ Filter down to the funnel
    - ❏ Filter down to the funnel page
    - ❏ Filter down to submission type to optin

- ❑ Action 1 = Assign User
- ❑ Action 2 = Add Contact Tag
- ❑ Action 3 = Update Pipeline Opportunity
  - ❑ Stage = Abandon Cart
- ❑ Action 4 = Delay: Wait for One Hour
  - ❑ If/Else Condition = Contact Details / Tag / Includes / Bought Main Tag / YES = Remove Abandon Cart Tag
  - ❑ If/Else Condition = NO
- ❑ Action 5 = Send Email

- ❑ **Bought Main Product Workflow**
  - ❑ Trigger = 2 step order form submission
    - ❑ Filter funnel
    - ❑ Filter funnel page
    - ❑ Filter product
    - ❑ Product name
  - ❑ Action 1 = Assign User
  - ❑ Action 2 = Add Contact Tag
  - ❑ Action 3 = Remove Contact Tag
    - ❑ Abandon Cart
  - ❑ Action 4 = Remove from Workflow
  - ❑ Action 5 = Update Pipeline Opportunity
    - ❑ Stage = Bought
  - ❑ Action 6 = Send Internal Notification
    - ❑ Select Email
  - ❑ Action 7 = Grant Membership Offer
    - ❑ Filter by Offer
  - ❑ Action 8 = Welcome Email
    - ❑ Instructions on existing user - login

- ❏ Separate email with your username + password

- ❏ **Expired Workflow**
  - ❏ Trigger = Stale Opportunities
    - ❏ Filter by tag = abandon cart
    - ❏ Filter duration in days = 7 days
  - ❏ Action 1 = Assign User
  - ❏ Action 2 = Remove Abandon Cart Tag
  - ❏ Action 3 = Add Contact Tag
    - ❏ Expired
  - ❏ Update opportunity
    - ❏ Stage = expired
  - ❏ Choose an option
    - ❏ Send to another workflow
    - ❏ Send email
    - ❏ Send to form

- ❏ **Delivery of UN + PW Workflow**
  - ❏ Trigger = Membership New Sign Up
    - ❏ Filter = Select the Offer
  - ❏ Action 1 = Assign User
  - ❏ Action 2 = Send Email
    - ❏ Here is username {membership login}
    - ❏ Here is password {membership password}
    - ❏ Your membership URL
    - ❏ User signature at the bottom