FEA**CREATE**

Success

PLAN

▼ FEA CREATE

Hello Lovely!

We are so excited that you have chosen FEA Create as your business-building bestie! Our goal is to make this the most incredible experience for you - one that makes you feel inspired, empowered and supported to create a wildly successful business and live an incredible life. No more tech headaches or feeling like you want to throw your computer out the window…

You can do it and we have an entire team who is going to help!

So in order for us to maximise the amount of success for you, we've created this Game Plan Guide to share some key things that will help you.

Remember to GO ALL IN!
And to take it one tech step at a time.
Don't try to do everything at once!

You're here for a reason: Because you want to build a successful business, so just think what you could achieve if you go all in with using FEA Create to help you create the success you want.

I want to challenge you to go all in, even just for the next 30 days, pick a game plan from one of the options below - and work on turning your ideas into your reality. And remember, you don't have to build everything below, only what you need.
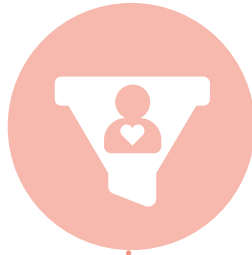
Which game plan are you going to work on and how will it help grow your business?

Get ready to unleash your inner creator and build the business of your dreams.

Carrie
Green xx

GAME PLAN

to

CREATE YOUR

LEAD GEN FUNNEL

One of the best pieces of advice I ever received was to build my email list.

My business, the Female Entrepreneur Association, would not be what it is today if I had not followed that advice and taken the time to figure out what my mentor even meant when he said, "You need an email list, Carrie" and then worked really hard at figuring out how to actually build it.

The Lead Gen Funnel Game Plan is going to help you build your email list!

There are a few core pieces you will need when building your Lead Gen Funnel:

- Your opt-in page
- Your form
- Your thank you page
- Your email nurture sequence

We have step-by-step tutorials that walk you through each step, so no need to worry about building all this out for now.

Before working through the tech set-up, use the sections below to brainstorm & map out your amazing Lead Gen Funnel.

OPT-IN PAGE

Benefit focused headline that hooks people in, gets them excited and makes them want to sign up.

Sub-headline telling people a bit more about your freebie and why they should download it.

- Result 1 that this freebie will help people to achieve
- Result 2 that this freebie will help people to achieve
- Result 3 that this freebie will help people to achieve

First Name

Email*

CLEAR CALL TO ACTION

Your opt-in page is the web page that people will land on, where you can tell them about the freebie you're offering and get them excited to sign up for it. This is a really simple page with a header, a sub-header and a few quick points telling people what results they can get by downloading the freebie.

OPT-IN PAGE HEADER & SUB-HEADER COPY

Here are some examples to get your inspiration flowing:

Header: *"Learn how to turn LinkedIn into your lead-generation machine"*

Sub-header: *"Download this free guide and discover how to get your next 3 client leads in one week with the power of LinkedIn.*

Header: *"Plan one month of meals in 15 minutes"*

Sub-header: *"No more last-minute dashes to the supermarket or expensive takeout. Download this free guide and I'll show you how to plan a whole month of meals in just 15 minutes".*
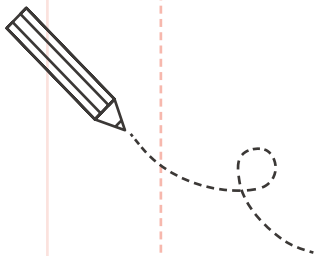
What are 2-3 results that this freebie will help people to achieve? What will they learn?

You can use phrases such as:

✓ "The QUICKEST way to…"

✓ "3 POWERFUL secrets to…"

✓ "5 EASY HACKS to…"

1.

2.

3.

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THANK YOU PAGE

WOOHOO!

Your free guide is on it's way

Please check your inbox!

It might have landed in your promotions or spam tab, so remember to check there too.

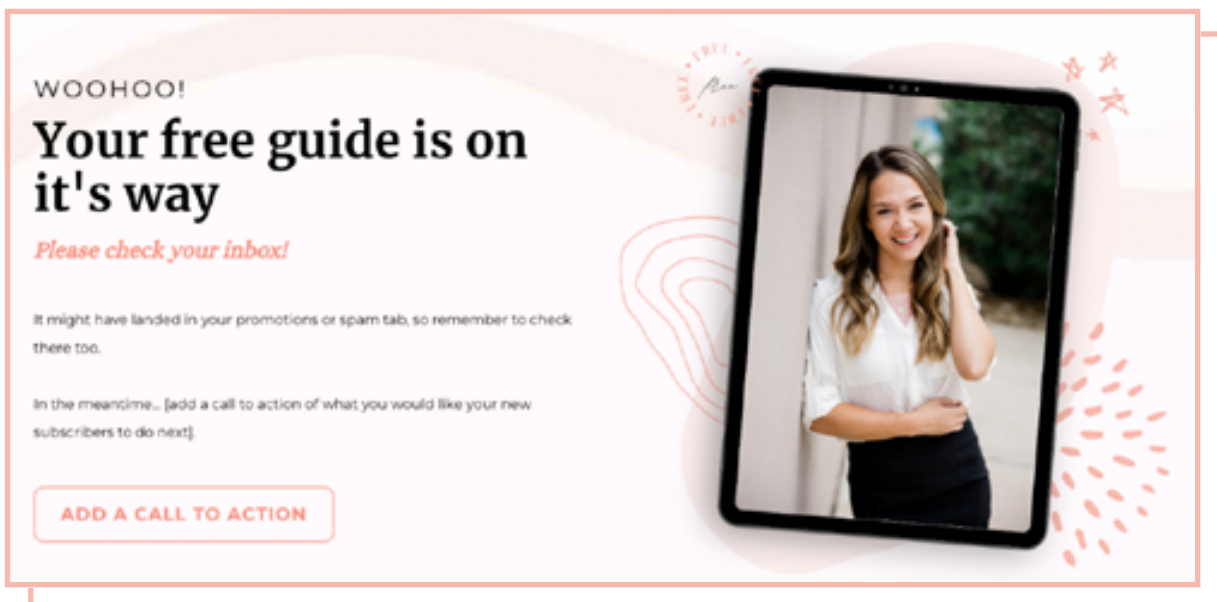In the meantime... [add a call to action of what you would like your new subscribers to do next].
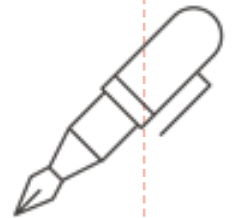
ADD A CALL TO ACTION

After completing the form on your opt-in page, new subscribers will land on a thank you page that confirms their freebie is on the way. This is also a great place to add a call to action inviting subscribers to take the next step with you, for example:

✓ Follow you on social media

✓ Book in for a consultation call

✓ Subscribe to you podcast

NURTURE SEQUENCE

You don't have to start from scratch with this. We have swipe copy for you to use already loaded into your FEA Create account. So have a look at what is there and tweak it for your brand.

EMAIL #1 COPY

This is your chance to deliver the freebie to your new subscriber's inbox and introduce yourself! Here's some swipe copy for this email that you can edit to suit your business:

Woohoo Subscriber Name!

I'm so excited that you've downloaded [FREEBIE NAME]!

I'll be sharing lots of valuable information with you over the next few days all about [LEAD GEN TOPIC]!

I can't wait to help you lots! If there's anything specific you want to know about [LEAD GEN TOPIC] just hit reply and let me know.

Make sure you also come and connect with me over on [SOCIAL MEDIA PLATFORM OF CHOICE] where I post loads of helpful tips and content to help you [ACHIEVE RESULT OR TRANSFORMATION PROMISED IN FREE GUIDE].

Have a wonderful day,
<<<Your Name>>>

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EMAIL #2 COPY

This email is a great chance to help your subscribers get to know you and your business better, so that you can start to really build and nurture your relationship with them. Here's some swipe copy for this email that you can edit to suit your business:

Hey Subscriber Name!

Have you downloaded [LEAD GEN PDF]!

I want us to get to know each other a little bit better so I thought I'd share 3 fun things you probably don't know about me...

#1: [fun fact about yourself]

#2: [fun fact about yourself]

#3: [fun fact about yourself related to your industry or offer]

Now it's your turn!

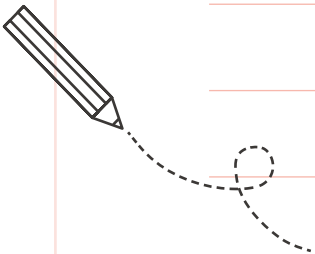Hit reply on this email and let me know a fun fact about yourself!

I would also love to know, what's your biggest challenge, problem or frustration when it comes to [YOUR EXPERTISE]?

Let me know and I'll reply back with some tips to help you out!

Have a great day,
<<<Your Name>>>

NOTES:

EMAIL #3 COPY

A welcome email sequence that you send when people sign up for your freebie can be around 3 - 5 emails. In our sequence this is the final email and it's a great chance to make the most of that new subscriber engagement and make an offer. Here's an example:

Hey Subscriber Name,

As a thank you for downloading [LEAD GEN]. I have a really special offer for you.

If you have been struggling with [this problem], [Your Product] will help you to…

Ideal scenario / result / transformation #1

Ideal scenario / result / transformation #2

Ideal scenario / result / transformation #3

And because you downloaded [LEAD GEN], you can save XXX% if you [JOIN NOW / BUY NOW].

Have a great day,
<<<Your Name>>>

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IMPORTANT: We have amazing templates & swipe copy for you in FEA Create, so you will only need to add your copy & update the colours to your business branding.

We know that seeing the big picture of how this all fits together is super helpful too, so we have created that for you! You can watch the full overview of how the Lead Gen Funnel is built over here >>>

Once you are ready to create your Lead Gen Funnel, these easy-to-follow tutorial guides will walk you through each step:
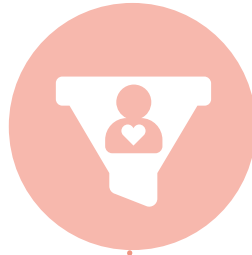
1. Create your form

2. Create your opt-in page

3. Create your thank you page

4. Create your automation

Once everything is built and you are ready to share your Lead Gen Funnel, you can connect your funnel to your domain and create your links!

THIS IS THE FUNNEL FLOW:

TRAFFIC → **FREEBIE OPT-IN PAGE** → **OPT-IN FORM** → **THANK YOU PAGE** → **NURTURE EMAIL SEQUENCE**
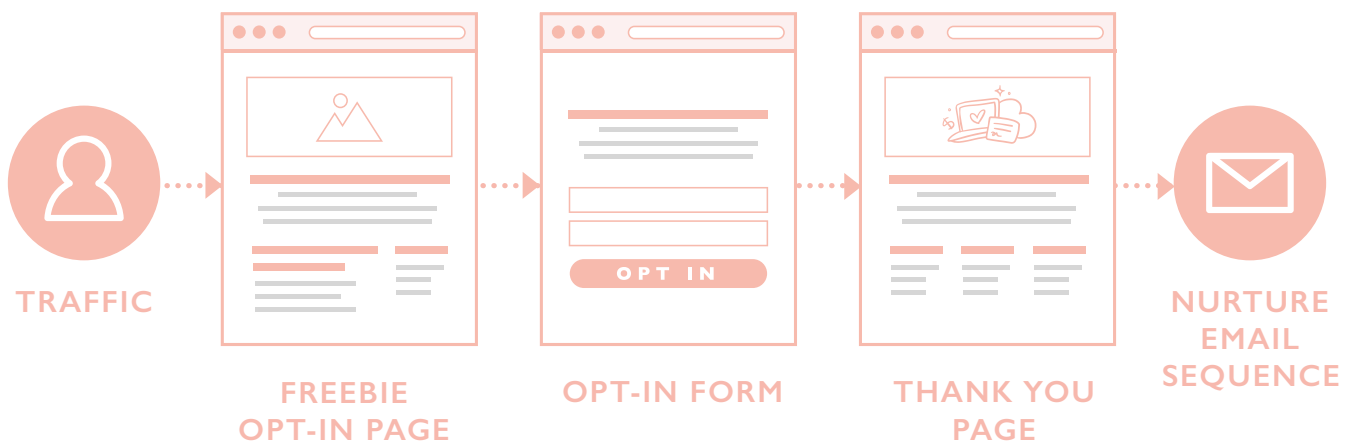
GAME PLAN

to

CREATE YOUR

WORKSHOP FUNNEL

Workshops can be a game changer for your business! They are a great way to educate your audience and to sell your courses or membership.
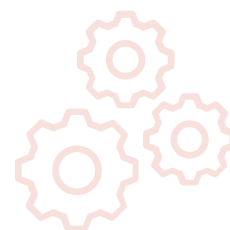
I have hosted hundreds of workshops as part of building my business and they have been amazing for getting people to join the FEA Members' Club..

There are a few core pieces you will need when building your Workshop Funnel:

○ Your workshop registration page

○ Your form

○ Your thank you page

○ Your email promo sequence to tell people about your workshop, plus your confirmation & reminder email sequence for those who have opted in.

We have step-by-step tutorials that walk you through each step, so no need to worry about building all this out for now.

Before working through the tech set-up, use the sections below to brainstorm & map out your wonderful Workshop Funnel.

W O R K S H O P
R E G I S T R A T I O N PAGE
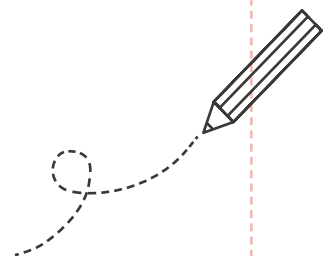

Your workshop registration page is the web page that people will land on, where you can tell them about your workshop and get them excited to sign up for it.
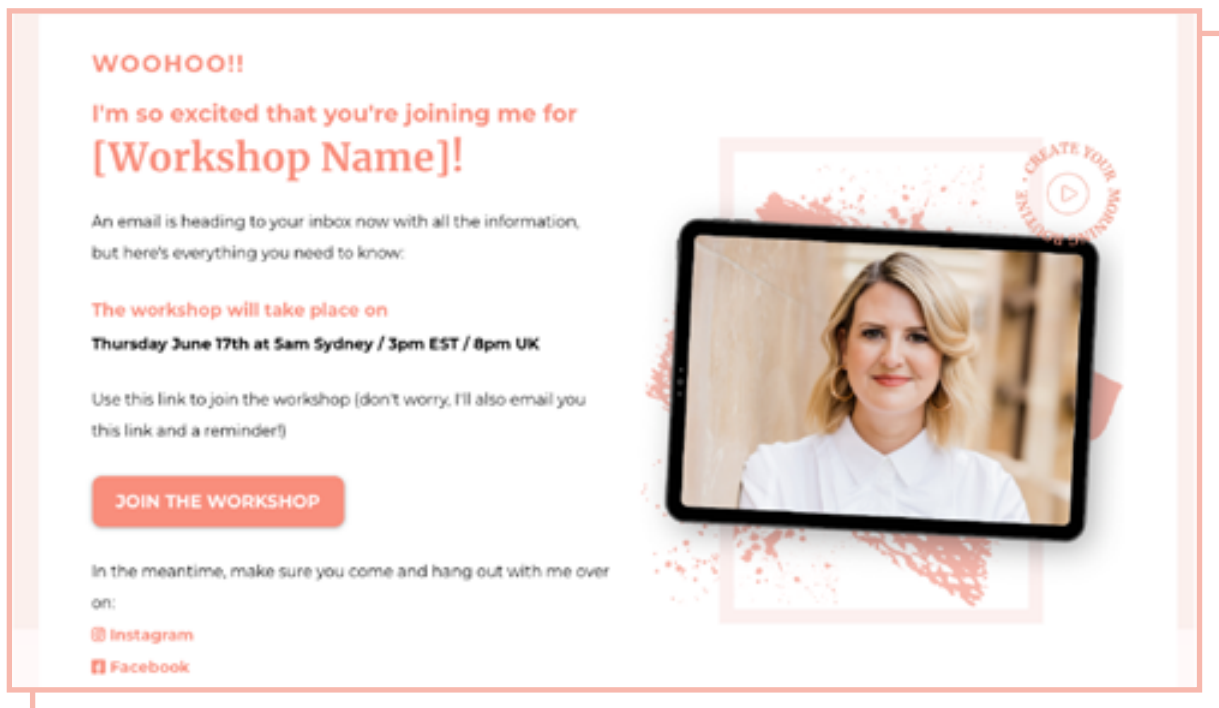
This is a really simple page with a header, a sub-header and a few quick points telling people what they will learn during your workshop and why they should join.

Following the example above, jot down some ideas for your own workshop registration page:

THANK YOU PAGE

WOOHOO!!

I'm so excited that you're joining me for **[Workshop Name]!**

An email is heading to your inbox now with all the information, but here's everything you need to know:

The workshop will take place on

Thursday June 17th at 5am Sydney / 3pm EST / 8pm UK

Use this link to join the workshop (don't worry, I'll also email you this link and a reminder!)

JOIN THE WORKSHOP

In the meantime, make sure you come and hang out with me over on:

Instagram

Facebook

After saving their spot for the workshop on the sign-up page, your subscribers will land on a thank you page that confirms the details and their place for the workshop. This is also a great page to add a call to action inviting subscribers to take the next step with you, for example:
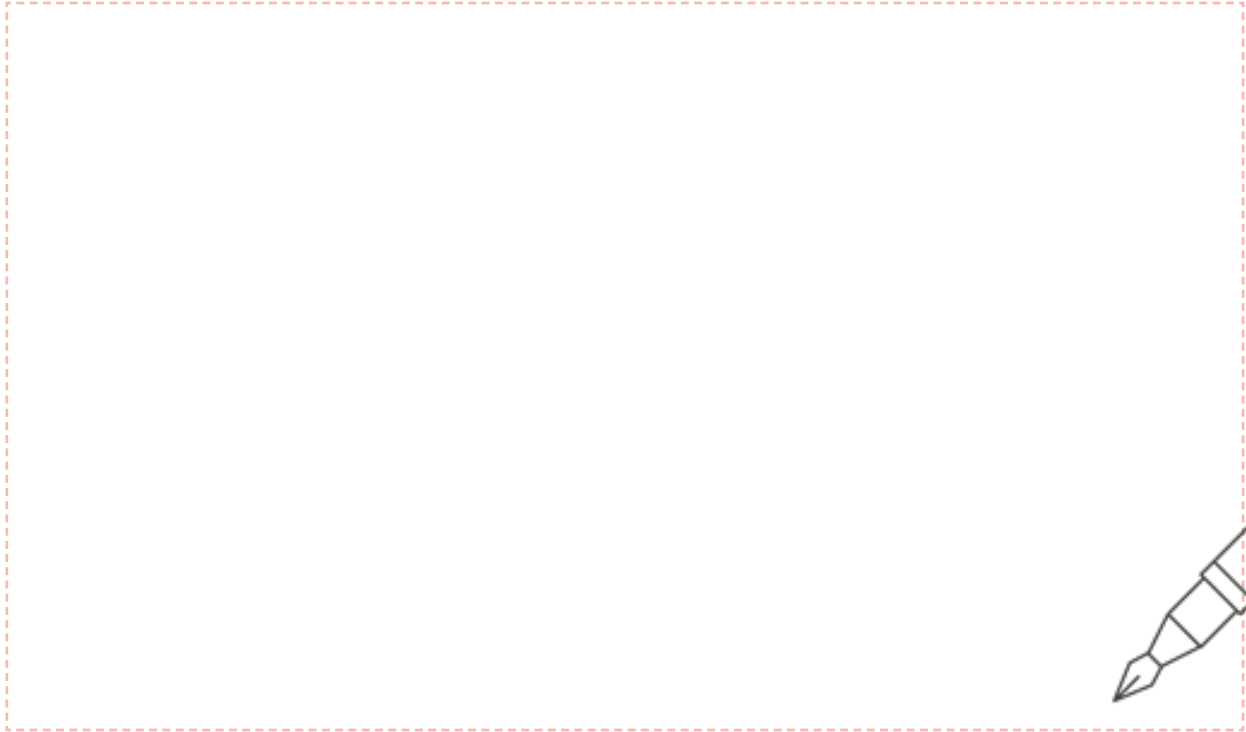
✓ Follow you on social media

✓ Book in for a consultation call

✓ Subscribe to you podcast

PROMO SEQUENCE

These are the emails you would send to your subscribers to promote your workshop. You don't have to start from scratch with this. We have swipe copy for you to use already loaded into your FEA Create account. So have a look at what is there and tweak it for your brand.

EMAIL #1 COPY

Here's some swipe copy you can use for inspiration to write this first email:

Hey Subscriber Name!

I'm soooo excited to share with you that I've finally decided to do a FREE online training workshop all about [TOPIC]!

If you've been struggling with [PROBLEM], then you're going to love this workshop and it's going to be so helpful!

The workshop is called [NAME] and it will be taking place on [DATE/TIME].

[SIGN-UP BUTTON]

During this 1 hour free training you'll learn:

[THING #1]

[THING #2]

[THING #3]

I really hope to see you there, so make sure you register right here >

Have a great day,
<<<Your Name>>>

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EMAIL #2 COPY

You could use email 2 in this sequence to tell a story showing subscribers how you overcame a problem, and getting them excited that you will share your knowledge in the upcoming workshop. Here's some swipe copy for you:

Hey Subscriber Name!

For so many years I struggled to [OVERCOME THIS PROBLEM / ACHIEVE THIS RESULT].

But then I realised that [THE EPIPHANY YOU HAD / NEW STRATEGY YOU TRIED / DISCOVERY YOU MADE] and since then, I've managed to [RESULT].

I know that so many [IDEAL CUSTOMERS] struggle with this too, which is why I'm so excited about my upcoming free training [WORKSHOP NAME].

If you haven't yet, make sure you sign up and grab a spot >

[TOPIC] has completely transformed my [LIFE / HEALTH / MINDSET / CAREER etc..] - I've seen so many people [HAVE AMAZING SUCCESS / ACHIEVE / IMPROVE / OVERCOME].

If this sounds like it's exactly what you need right now, then don't miss the workshop, you're going to love it!

[SIGN-UP BUTTON]

NOTES:

EMAIL #3 COPY

This is your last chance to get people to join your workshop so it can be a quick and simple email encouraging them to join before it starts.

Hey Subscriber Name!

I'm soooo excited because on [DAY] at [TIME], I'm going live for the [WORKSHOP NAME] free training!

If you'd like to join, you're still in time to register!

[SIGN-UP BUTTON]

NOTES:

CONFIRMATION & REMINDER SEQUENCE

This is the email sequence you would send to subscribers who have signed up to your workshop to send all the info they need and keep them engaged and excited about the upcoming workshop.

EMAIL #1 COPY

This is the first email subscribers receive as soon as they sign up to your workshop. Here's some swipe copy you can use:

Woohoo Subscriber Name!

I'm so excited that you're joining me for [WORKSHOP NAME] and that you're ready to [OVERCOME PROBLEM / ACHIEVE RESULT OR TRANSFORMATION / LEARN MORE ABOUT TOPIC]!

Here are the details for the live session, make sure you add it to your calendar:

The workshop will take place on [DATE & TIME]

You can access it by using this link > [LINK]

Just bring pen and paper with you because we'll be covering so much good stuff!

During the workshop we're going to cover:

[THING #1]

[THING #2]

[THING #3]

Don't worry - I'll be sending you a reminder a bit before we get started with your link again.

I'm so excited for this and I can't wait to hang out together!

Have a great day,
<<<Your Name>>>

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EMAIL #2 COPY

This email is a great chance to let subscribers know why you're so excited about the workshop and why they shouldn't miss it. Here's some swipe copy you can use:

Hey Subscriber Name,

We're only a few days away from [WORKSHOP NAME] so before then, I really wanted to share with you why I'm so excited about this training and why [TOPIC] means so much to me…

{Share your story why this topic is so important for you and why it has helped you / your past clients so much.

Tie it back to your workshop and why your experiences encouraged you to create this training and help others! Be real, speak from the heart and people will resonate with your story!}

I can't wait for you to join me for this training!

I'm pouring my heart and soul into it and I'm going to be sharing so much value - I think you're going to find it really helpful!

Can't wait for the workshop to start on [DATE / TIME] so that we can spend some time talking about [TOPIC] together!

Have a great day,
<<<Your Name>>>

NOTES:

EMAIL #3 COPY

You can use this email as a reminder 24 hours before your workshop starts to make sure subscribers who signed up remember to join you.

Hey Subscriber Name,

[WORKSHOP NAME] is in just 24 hours and I'm so excited for you to join me!

I've been finishing off the content for the training and I can't wait to share everything with you.

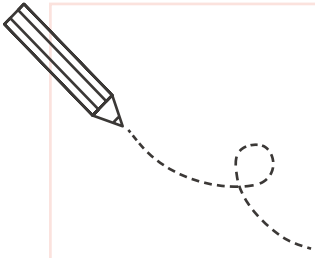Remember to join me on [DATE / TIME] using this link >

If you've ever felt like [CAN'T OVERCOME PROBLEM / CAN'T ACHIEVE RESULT] - this workshop will change your mind!

It's going to be an hour BURSTING with tips and strategies and I have a few things up my sleeve that I know you're going to want to try right after the session!

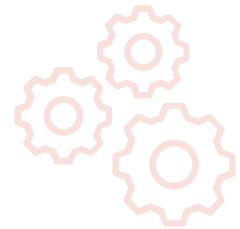Don't miss this - make sure you join me live!

<<<Your Name>>>

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Once you are ready to create your Workshop Funnel, these easy-to-follow tutorial guides will walk you through each step:

1 Create your form

2 Create your workshop registration page

3 Create your thank you page

4 Create your confirmation automation
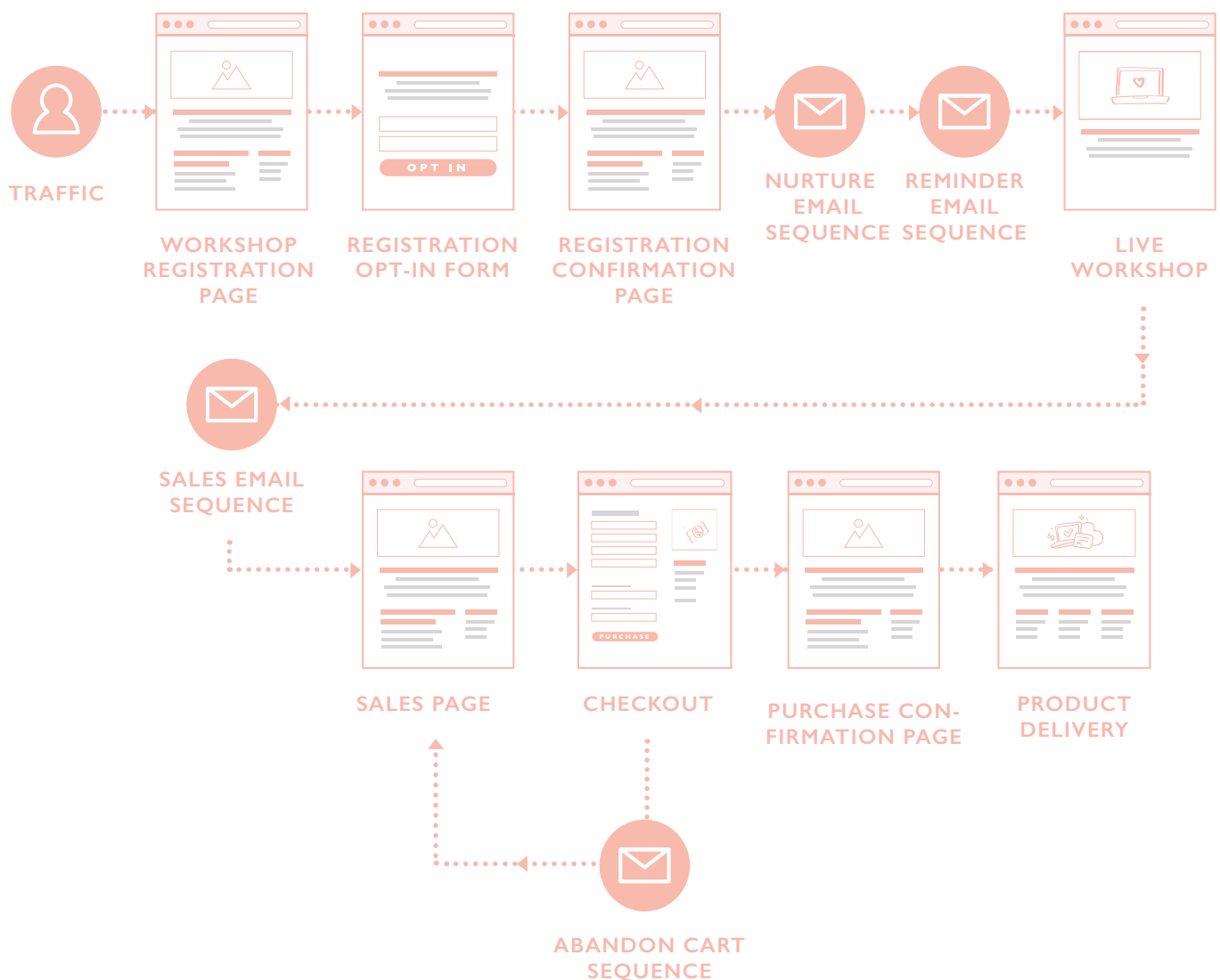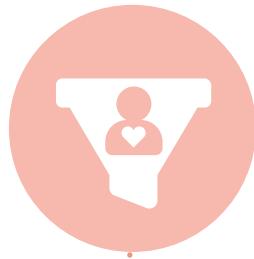
5 Create your promo & reminder emails

Once everything is built and you are ready to share your Workshop Funnel, you can connect your funnel to your domain and create your links!

We know that seeing the big picture of how this all fits together is super helpful too, so we have created that for you! You can watch the full overview of how the Workshop Funnel is built over here >>>

THIS IS THE FUNNEL FLOW:

TRAFFIC → WORKSHOP REGISTRATION PAGE → REGISTRATION OPT-IN FORM → REGISTRATION CONFIRMATION PAGE → NURTURE EMAIL SEQUENCE → REMINDER EMAIL SEQUENCE → LIVE WORKSHOP

SALES EMAIL SEQUENCE

SALES PAGE → CHECKOUT → PURCHASE CONFIRMATION PAGE → PRODUCT DELIVERY

ABANDON CART SEQUENCE

GAME PLAN

to

CREATE YOUR

SALES FUNNEL

Your sales funnel is the key to generating income in your business through FEA Create. Once your sales funnel is set up, you can share it with your audience and start selling!

There are a few core pieces you will need when building your Sales Funnel:

- Your promo sequence to tell people about your amazing product

- Your product

- Your sales page

- Your checkout

- Your thank you page

- Your purchase confirmation sequence

- Your course, membership, service or product to give your customers access to

We have step-by-step tutorials that walk you through each step, so no need to worry about building all this out for now.

Before working through the tech set-up, use the sections below to brainstorm & map out your Sales Funnel.

SALES PAGE

Writing a sales page can be really simple when you just break it down into sections:

HEADER

Start with an attention-grabbing header that hooks your ideal customer in and compels them to read more.

SUB-HEADER

You can use your sub-header to add a bit more context to your header and keep getting people excited to read more.

FEACREATE

PROBLEM AGITATION SECTION

Show your readers that you understand exactly the problems, struggles or frustrations that they are dealing with. Come up with 3-5 points that provide real-life examples to the question: *Does this sound like you?*

○ You struggle with this pain point every day and feel like this.

○ You struggle with this pain point every day and feel like this.

○ You struggle with this pain point every day and feel like this.

○   You struggle with this pain point every day and feel like this.

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○   You struggle with this pain point every day and feel like this.

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FUTURE PACING

This is the section where you show your readers that there is a better way and a solution to their struggles. It's about getting their imagination to a time in the future when they have achieved their desired result.

○   How amazing would it be if things were like this instead?

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○ How amazing would it be if things were like this instead?

○ How amazing would it be if things were like this instead?

YOUR STORY

Next, share the story of how you found the solution to this problem. Connect with the reader, be vulnerable and authentic and show them that you have been in their shoes or you understand what they are going through and that they can trust you to help them.
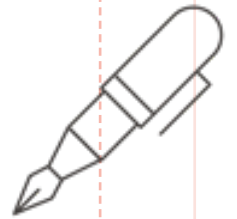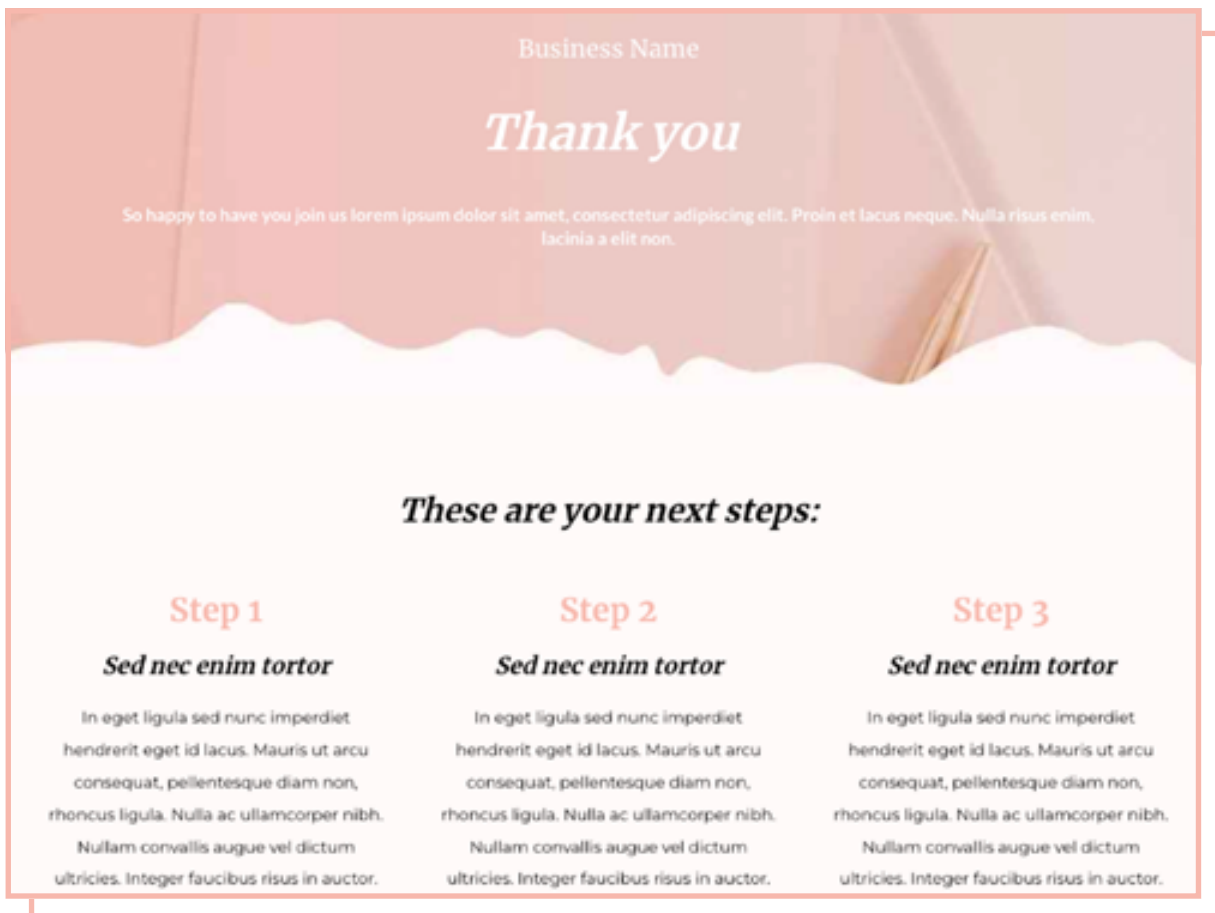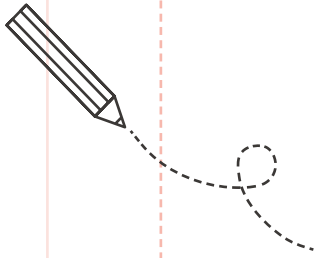
YOUR OFFER

Introduce your offer and explain everything they can expect to receive:

T H A N K Y O U PAGE

Business Name

Thank you

So happy to have you join us lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin et lacus neque. Nulla risus enim, lacinia a elit non.

These are your next steps:

Step 1	Step 2	Step 3
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Once customers have purchased your offer, they will land on the thank you page. This is where you can thank them for their purchase, confirm the details and explain the next steps they can expect.

PROMO SEQUENCE

This is the email sequence you would send to your email list when your offer launches. You don't have to start from scratch with this. We have swipe copy for you to use already loaded into your FEA Create account. So have a look at what is there and tweak it for your brand.

EMAIL #1 COPY

This is your chance to introduce your offer and get people excited about it. Check out the swipe copy we have for you and use it to fit your offer:

Hey Subscriber Name!

If you managed to join me for [WORKSHOP NAME] thank you so much for making the time to come and hang out with me. If you didn't make it, don't worry - I've got the replay for you in this email. But before that… *(Note: This only applies if you have done a workshop launch)*

I'm soooo excited to share with you that [PRODUCT NAME] just launched!

It's something I've been working on for the past few months and something I've dreamed of creating for years!

I know that so many [IDEAL CUSTOMERS] want to [OVERCOME THIS PROBLEM / ACHIEVE THIS RESULT], but they just don't know where to start.

If this sounds familiar then I know that [PRODUCT NAME] is going to be so transformational for you / I know that you're going to absolutely love [PRODUCT NAME]!

Whether you want to [ACHIEVE THING 1], [ACHIEVE THING 2] or [ACHIEVE THING 3], I'm going to help you get there with [PRODUCT NAME]!

And the amazing news is that if you join before [DEADLINE], you'll get [AN EARLY BIRD BONUS OR DISCOUNT WITH PROMO CODE XXXX] so don't miss out on that! *(Note: This only applies if you are going to offer an early bird discount or bonus.)*

[BUY BUTTON]

Here's what you're going to find/learn inside [PRODUCT NAME]:

[FEATURE #1 AND THE BENEFIT OF THAT FEATURE]

[FEATURE #2 AND THE BENEFIT OF THAT FEATURE]

[FEATURE #3 AND THE BENEFIT OF THAT FEATURE]

I've poured my heart and soul into [PRODUCT NAME] to make it everything you need to [ACHIEVE RESULT] - if you're ready to get started on [SPECIFIC JOURNEY], I'm ready to support you!

Click here to get started > *(Note: Link this to your sales page, Udemy or Etsy)*

I'm so excited for this! If you have any questions, just hit reply.

<<<Your Name>>>

NOTES:
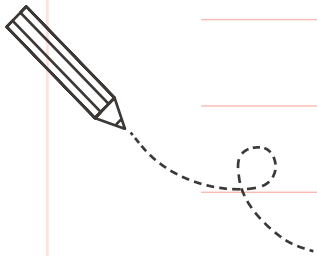
EMAIL #2 COPY

This is a great place to share the story of how you found the solution to this problem. Connect with the reader, be vulnerable and authentic and show them that you have been in their shoes or you understand what they are going through and that they can trust you to help them.

Hey Subscriber Name!

Yesterday I announced that [PRODUCT NAME] has launched!
If you want to read more about how it can help you [OVERCOME PROBLEM / ACHIEVE RESULT] click here >

But today I just wanted to share with you a bit more about the story behind [PRODUCT NAME] and why I'm so passionate about [YOUR MISSION].

[TELL YOUR STORY].

If you're reading this story and thinking that this sounds just like you - I want you to take a minute to vent right now.

Because I've been in your shoes and I know how frustrating it feels to [FACE THIS SPECIFIC CHALLENGE EVERY DAY].

And that's exactly why I created [PRODUCT NAME] and why I know it's such a powerful tool.

I know how you feel right now, but I also know how amazing it's going to feel when you [ACHIEVE #1 GOAL].

[BUY BUTTON]

Have a great day,
<<<Your Name>>>

P.s. In case you missed it, you'll find the replay for [WORKSHOP NAME] right here >

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EMAIL #3 COPY

You could use this email to answer some frequently asked questions and deal with objections that potential customers might have. Here's an example for you:

Hey Subscriber Name!

Over the past few days I've been sharing a bit about [PRODUCT NAME] and why I honestly think this is a game-changer for [ACHIEVING RESULT].

The thing is that [PRODUCT NAME] is only available until [CART CLOSE DATE/TIME] so before then *(Note: This part is only applicable if you are doing an open/close launch. Just remove this part of the sentence if your product is always available for sale.)* I wanted to make sure to answer any questions you might have, like...

How long does it take to see results?

[ANSWER]

I've tried similar things in the past - what makes this different?

[ANSWER]

What if I don't have much time to spend on this right now?

[ANSWER]

What if it doesn't work for me? *(Note: This is a good place to mention your guarantee if you're offering one or the kind of support that you'll offer to help people achieve results.)*

[ANSWER]

If you've got more questions that I haven't answered here, make sure you hit reply and let me know! I'm here to help!

Have a great day,
<<<Your Name>>>

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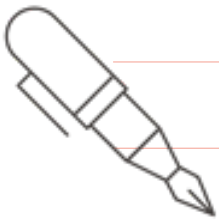
PURCHASE DELIVERY SEQUENCE

This is the email sequence you would send to customers who just purchased your offer.

EMAIL #1 COPY

This is the first email new customers receive after purchasing your offer. Give them all the details they need and get them excited about their purchase.

Hey Subscriber Name,

Thank you so much for purchasing [PRODUCT]!

I'm so excited to help you [ACHIEVE THIS RESULT], it's going to be amazing!!

Here are your Login Details: [INCLUDE THEIR LOGIN DETAILS HERE]

I created [PRODUCT] because I'm so passionate about [HOW YOU HELP PEOPLE], so if you're ready to start this journey, you're in the right place and you're in good hands!

Here's everything you need to get started:

- You'll find your [VIDEOS/WORKBOOKS/DOWNLOADS/ETC] right here >>

- You can download your [VIDEOS/WORKBOOKS/DOWNLOADS/ ETC] right here >> [Join us inside the Facebook Group / Come say hi on Instagram / any other action you would like your buyers to take] >>

- If you have any questions or need any help at all, you can reach me [BY EMAIL / ON INSTAGRAM / BY TEXT / ON FACEBOOK] - I'm always here to help!

For now make sure you access all your amazing goodies and dive into [THE FIRST THING], I'll be back in your inbox tomorrow to give you some more tips.

Have an amazing day,
<<<Your Name>>>

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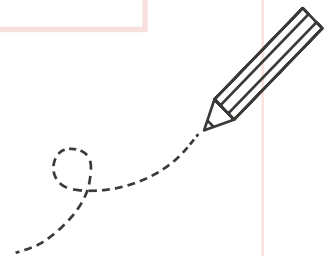
EMAIL #2 COPY

Email 2 in this sequence is a great chance to check in with customers after their purchase to see how they are getting on and share helpful tips to make sure they are getting the best results from your product.

Hey Subscriber Name,

I hope you're having an amazing day!

Have you had some time to dive into [PRODUCT] yet and get started with [JOURNEY/RESULT]?

I'm so excited for you to discover everything there is in store for you, you're going to love it!

I want to make sure you make the best of this and get amazing results, so here are a few tips to help make you get the most out of it:

- Helpful Tip #1 (e.g. Make sure you're completing the exercises in the workbook that go along with the video lessons so that you're taking action on what you're learning)

- Helpful Tip #2

- Helpful Tip #3

As I mentioned in my email yesterday, I just want you to know that I'm here to help with any questions you might have so [HIT REPLY ON THIS EMAIL / DM ME ON INSTAGRAM ETC] and let me know how you're getting on with [PRODUCT]!

Have an amazing day,
<<<Your Name>>>

NOTES:

E M A I L # 3 C O P Y

This is one of the most important emails in the sequence, where you ask for feedback so that you can gather lots of testimonials you can share to make more sales. Here's some swipe copy for you:

Hey Subscriber Name,

Now that it's been a few weeks since you started your [SPECIFY] journey with [PRODUCT], I really wanted to know what you think and how it's been going for you!

For small businesses like mine, a positive review is the most valuable thing ever, so if you loved [PRODUCT], it would be so amazing if you could just hit reply on this email with some simple feedback about your experience :)

Here are a few questions to help make it easy:

1. What did you like most about [PRODUCT]?

2. What was your biggest struggle or frustration before purchasing [PRODUCT]?

3. What results, changes or improvements did it help you to achieve?

And finally I would also love to know if there was anything you felt was missing that would make this even better?

Thank you so much in advance for your feedback,
<<<Your Name>>>

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YOUR COURSE OR MEMBERSHIP

(We have a full section on how to do this on page 76)

Once you are ready to create your Sales Funnel, these easy-to-follow tutorial guides will walk you through each step:

1. Create your product

2. Create your sales page

3. Create your checkout page

4. Create your thank you page

5. Create your onboarding emails

You can also create coupons or use affiliates with your sales funnels!

Once everything is built and you are ready to share your Sales Funnel, you can connect your funnel to your domain and create your links!

We know that seeing the big picture of how this all fits together is super helpful too, so we have created that for you! You can watch the full overview of how the Sales Funnel is built over here >>>

THIS IS THE FUNNEL FLOW:

TRAFFIC

SALES PAGE

CHECKOUT

PURCHASE
CONFIRMATION
PAGE

PRODUCT
DELIVERY

SALES EMAIL
SEQUENCE

ABANDON CART
SEQUENCE
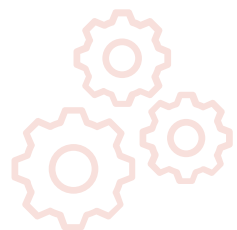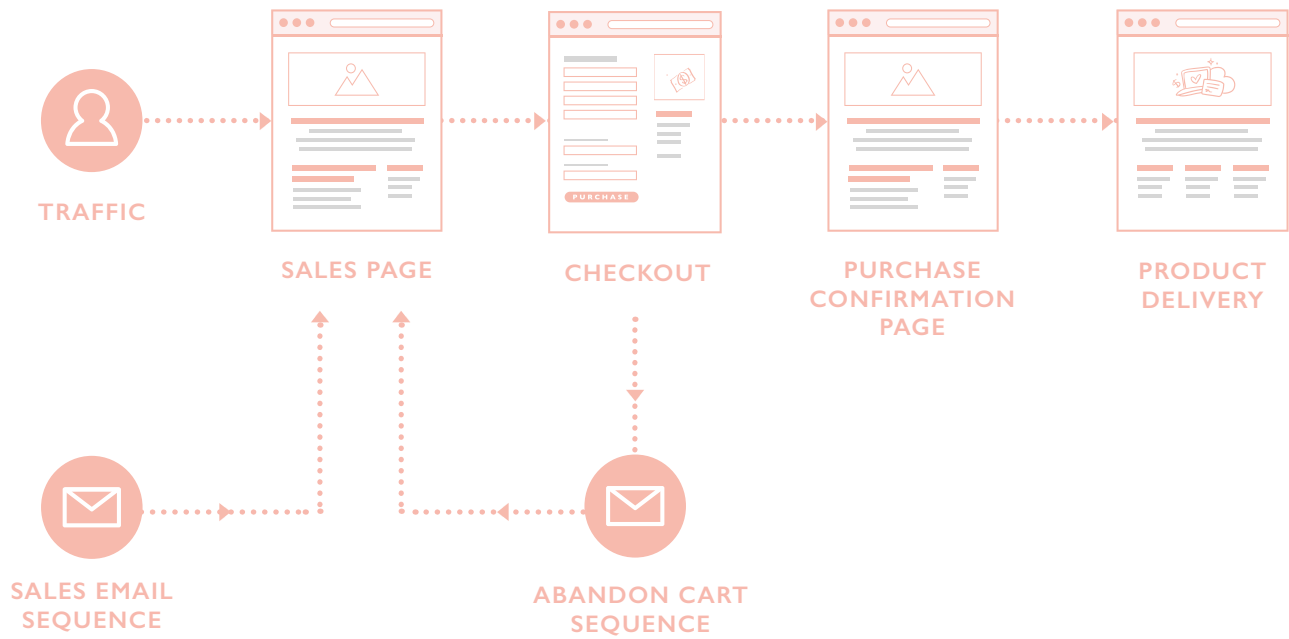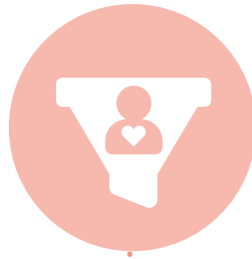
GAME PLAN

to

BUILD YOUR

BEAUTIFUL
WEBSITE

Your website is the online home for your business. It's a place where people can learn more about you and sign up for both free and paid offers.

There are a few core pages you will need when building your website. These are your:

○ Home page

○ About page

○ Services/products page

○ Blog page

○ Contact page

We have step-by-step tutorials that walk you through each step, so no need to worry about building all this out for now.
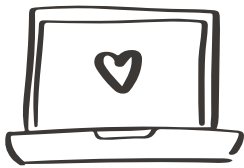
All of our websites are lightning-fast and mobile responsive, so they load quickly and look great on any device.

Before working through the tech set-up, use the sections below to brainstorm & map out the pages for your website.

HOME PAGE
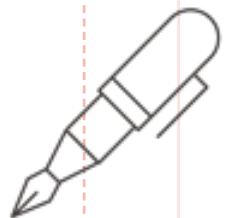
ABOUT PAGE
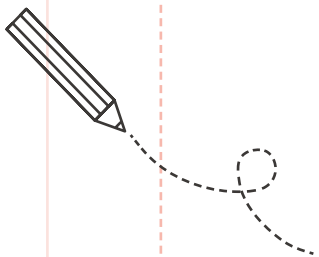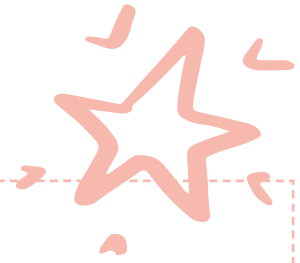
SERVICES PAGE

BLOG PAGE (OPTIONAL)

CONTACT PAGE

LEGAL PAGES

*(This is your privacy policy, cookie policy, terms & conditions, etc.)*
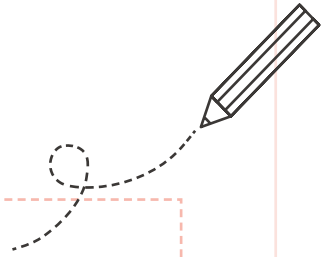
Once you are ready to create your website, these easy-to-follow tutorial guides will walk you through each step:

1.   Set your website settings

2.   Create your pages

3.   Design your pages

4.   Create your legal pages

Once everything is set up you can connect your funnel to your domain and create your links!

Once you are ready to build your website, you can use the gorgeous template we have created, which is pre-loaded into your FEA Create account. A big picture overview of how your website is built is here >>>
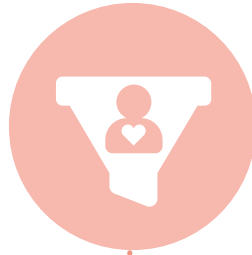
GAME PLAN

to

CREATE YOUR

WAITLIST FUNNEL

This is a great way to let your audience know of any future products you are creating, build a waitlist of potential customers for when you are ready to launch and create buzz and excitement for what's coming.
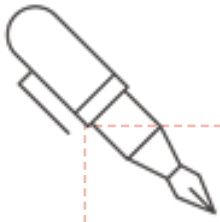
There are a few core pieces you will need when building your Waitlist Funnel:

- Your waitlist page

- Your thank you page

- Your form

- Your email automation

We have step-by-step tutorials that walk you through each step, so no need to worry about building all this out for now.

Before working through the tech set-up, use the sections below to brainstorm & map out your Waitlist Funnel.
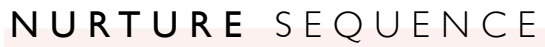
WAITLIST PAGE

THANK **YOU** PAGE

NURTURE SEQUENCE

You don't have to start from scratch with this. We have swipe copy for you to use already loaded into your FEA Create account. So have a look at what is there and tweak it for your brand.

✉ EMAIL #1 COPY

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EMAIL #2 COPY

EMAIL #3 COPY

IMPORTANT: We have amazing templates & swipe copy for you in FEA Create, so you will only need to add your copy & update the colours to your business branding.
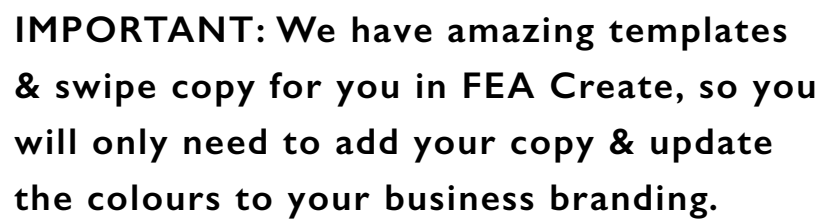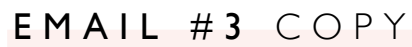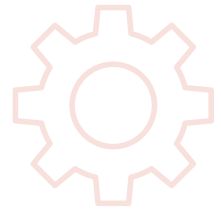
Once you are ready to create your Waitlist Funnel, these easy-to-follow tutorial guides will walk you through each step:

1. Create your form

2. Create your waitlist page

3. Create your thank you page

4. Create your email automation

Once everything is built and you are ready to share your Lead Gen Funnel, you can connect your funnel to your domain and create your links!

We know that seeing the big picture of how this all fits together is super helpful too, so we have created a checklist for you! You can watch the checklist video here >>>

THIS IS THE FUNNEL FLOW:

TRAFFIC → **WAITLIST PAGE** → **OPT-IN FORM** → **THANK YOU PAGE** → **NURTURE EMAIL SEQUENCE**

OPT IN
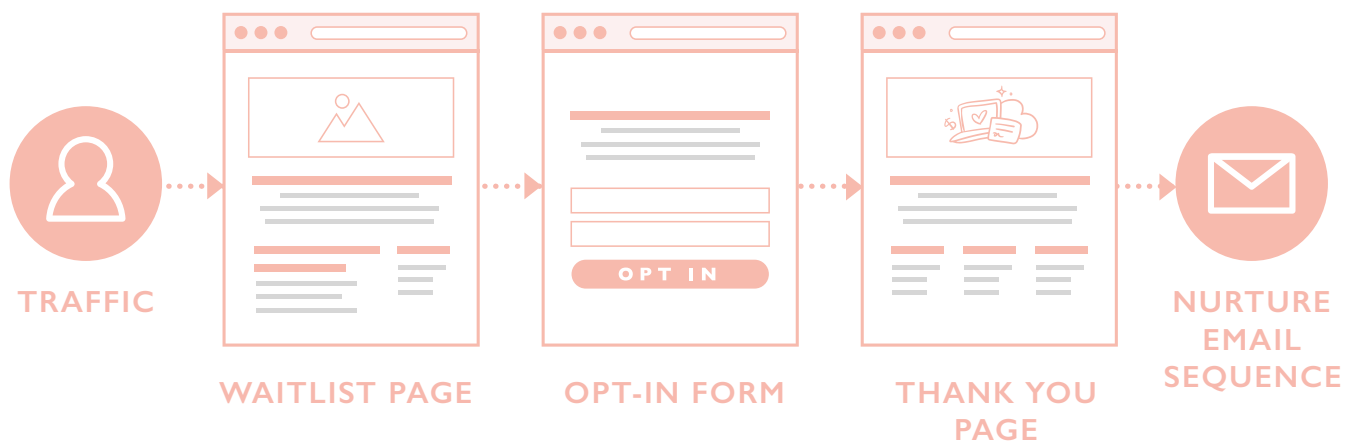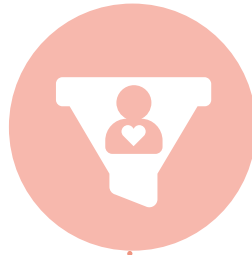
GAME PLAN

to

BUILDING YOUR

COURSE

There is no limit to how many courses you can create and you can also host all of your videos, PDFs and audio files, without worrying about an upload limit!
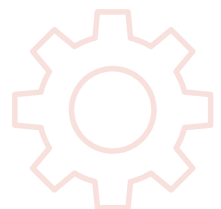
If you need help creating and selling your course, you can check out these masterclasses in the Members' Club:

- Create A Successful Online Course
- Making Money With Mini Courses
- Sell Your Course on Evergreen
- Grow Your Visibility Through Course Marketplaces

We have step-by-step tutorials that walk you through each step, so no need to worry about building all this out for now.

Once you have created your course and are ready to upload it to FEA Create, follow the step-by-step tutorial videos below:

1. Create your course product
2. Upload your course content
3. Create your course offer
4. Create your payments product

5   Create your sales page

6   Create your checkout page

7   Create your thank you page

8   Create your login details

9   Create your onboarding emails

Once everything is set up you can connect your funnel to your domain and create your links!

We know that seeing the big picture of how this all fits together is super helpful too, so we have created that for you! You can watch the full overview here >>>

Game Plan

TO BUILDING YOUR MEMBERSHIP

There is no limit to how many memberships you can create and you can also host all of your videos, PDFs and audio files, without worrying about an upload limit!

If you need help setting up and selling your membership, you can check out these masterclasses in the Members' Club:

- Build A Successful Membership Site

- Build An Exceptional Membership Experience

- Or you can check out my Start & Grow Your Membership Course.

Once you have created your membership content and are ready to upload it to FEA Create, follow the step-by-step tutorial videos below:

1. Create your course product

2. Upload your course content

3. Create your course offer

4. Create your payments product

5. Create your sales page

6. Create your checkout page

7. Create your thank you page

8. Create your login details

9. Create your onboarding emails
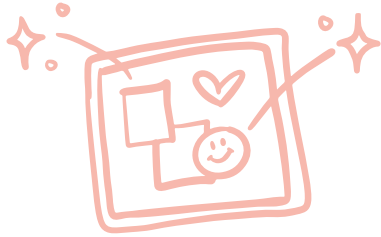
Once everything is set up you can connect your funnel to your domain and create your links!

We know that seeing the big picture of how this all fits together is super helpful too, so we have created that for you! You can watch the full overview here >>>

Game Plan

TO SETTING UP YOUR PRINTABLE

Printables are a great way for you to grow your business and they make a wonderful upsell on a thank you page. Here is a quick checklist for you on how to set up your printable.

If you need help setting up and selling your membership, you can check out these masterclass in the Members' Club:

⭕ How To Create Profitable Digital Products

Once you have created your Printable and are ready to upload it to FEA Create, follow the step-by-step tutorial videos below:

1. Create your payments product

2. Create your sales page

3. Create your checkout page

4. Create your thank you page

5. Upload your printable to the library

6. Create your onboarding emails

Once everything is set up you can connect your funnel to your domain and create your links!

We know that seeing the big picture of how this all fits together is super helpful too, so we have created that for you! You can watch the full overview here >>>

Going Live
WITH FEA CREATE

Going Live with FEA Create has never been easier!

Just follow the 5 steps below and you can start sharing your funnels or your website with the world!

1. Connect your google account

2. Connect your Facebook & Instagram for your DM's

3. Connect your Stripe Account

4. Connect your email service

5. Connect your domains

6. Change your business info and profile details

You can connect these at the start of your FEA Create journey or whenever you are ready to start sharing your funnels or your website.

We know that seeing the big picture of how this all fits together is super helpful too, so we have created that for you! You can watch the full overview here >>>

CONCLUSION

FEA Create is here to help you build a beautiful website, host an unlimited number of courses and memberships, allow you to create an unlimited number of funnels, sell with ease and run your entire business from one platform.

We want to make sure that building the business of your dreams is not put on hold because of tech struggles.

You're here to create amazing things, so roll up your sleeves and have fun seeing what you can make happen!

With love

Carrie xx