

Free Five Lead Magnet Checklist

How to follow along with this checklist:

Watch a video, then do the steps. Watch a video, then do the steps.

- Watch Overview Video with GR
- Watch Overview Video with Hunter
- Request Access to Funnel Copied Into Your Account
<https://www.loom.com/share/57e046b3335b49eba6f0c89bbfc52f4f>
- Collect or Create Your 5 Home Workouts
<https://www.loom.com/share/cb4f841d097e4f4f8aa9d14815fd135d>
- Post to Facebook Group to Collect Ad Images
<https://www.loom.com/share/374ef70e5bc84c369ada34c284736a43>
- Create Ad As soon as possible once you have images (so it has time to approve)
<https://www.loom.com/share/80783b8e2a024a1b81d2fd9680b3fd26>
- Collect Testimonials
- Create Canva Templates
 - Header Image
 - 10 Day Healthy At Home Header Image
<https://www.loom.com/share/5f5d7854f6a44b008bf7f6c16a7fb635>
- Customize Campaigns and Triggers
- Integrate facebook with Sell Serve Succeed
<https://www.loom.com/share/c374369e366e4a87a7489b93b3a3c86c>
- Customize Funnel Pages
<https://www.loom.com/share/dd184a07fe724249b6d1926ee87b0c2b>
- Build Your Autoresponder/campaign
<https://www.loom.com/share/7ce92e4cac724f48abaded6af902907a>

Sample Content:

Email #1: Welcome, free gift, thank you page special subscriber offer (15 additional workouts + Nutrition Guide)

Email #2: 7 Biggest Mistakes intro

Email #3: Mistake 1 - Cutting Too Many Calories

Email #4: Mistake 2 - Diet Hopping

Email #5: Mistake 3 - Exercise like crazy (think of better term) solely focusing on exercise

Email #6: Mistake 4 - Cutting Out Favorite Foods

Email #7: Mistake 5 - Following the Same Workout Plan Over and Over

Email #8: Mistake 6 - Relying on a friend to be your accountability partner

Email #9: Mistake 7 - Only Celebrating Big Wins

Sample Welcome Email:

Headline: Your Free 5 Workouts Inside!

Hey **!Firstname!**

My name is Coach Hunter, so nice to (virtually) meet you!

I saw you requested access to our free five home workouts...

so here I am sending them to you now :)

I have attached the link for the program at the bottom of this email, but ***before you dive right in, make sure you read this first.***

Chances are... you reached out because of 1 of these 3 reasons:

1. You want to lose weight
2. You don't know where to start when it comes to exercise
3. You want the guidance from someone who is a trained professional

If any of these hit home for you, ***then keep reading.***

Because my client Randi was in the same place you were just a few years ago.

After a relationship gone bad...

With a full time job and two daughters to take care of on her own...

Randi put a stake in the ground and made a commitment.

She was going to take control of her life instead of letting life take control of her.

So Randi began walking...

And then she started running...

And she even lost some weight on her own!

But ***she knew there was more*** that she could be doing.

And that's when I got the phone call.

On June 19, 2017, Randi and I sat down in my office at Hybrid Fitness..

And with an imaginary paint brush...

We began to paint the future she dreamed of.

When Randi left me that day, she had a crystal clear vision of what we were working towards...

And not only what it meant for her health..

But what it meant for her happiness... and her family.

This is the picture I took on that day - as a starting point.

So a few years down the road we could look at it again...

and I could say to her:

"Look what you did Randi!"

Here is the Day 1 picture.

(Insert Image)

Well, it's been over a year now since I said "Look what you did Randi!".

Her transformation has been nothing short of inspiring.

And In tomorrow's email, I'll show you just how much her life has changed since that sunny day

in June.

But in the meantime - I'm here to help you.

And because since you are a brand new member of our 5 free workouts program, **I've got a special offer for you for the next 24 hours.**

If you want a step by step system so that you can begin to paint your future self just like Randi did...

I put a mini-course together just for you.

You can get it here (it's only \$7) (insert link)

This will give you access to the exact tools Randi and I used to help her lose that first 10lbs. (She's lost over 100)

And as a bonus - if you sign up for the program in the next 24 hours, I will throw in a free coaching call with you and I...

We can sit down (virtually) just like Randi and I did...

And get you on a path that you can feel proud of.

To book that free call with me just purchase the program, and immediately after you'll be directed to my booking link.

And of course - as promised...

Here are your free five workouts!

Insert link

Welcome to the community, **First name!**

Coach Hunter
#SmallStepsBigResults

P.S... Remember... don't miss tomorrow's email, you won't believe what happened next for Randi! (it's not what you think).