

Twitter Thread by Logan | Landing Pages



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The unique automated system that top creators use to double and triple their sales...

...THREAD...

You have a course or service and it's selling, but it could be selling better.

Sometimes you just feel like you're not hitting your target audience.

You have a good product, why aren't more people interested?

How can you find these people and sell with higher conversion rates?

Most creators have a decent sized following on one social media platform.

They think by going and growing on another they'll get the most sales.

While this does work, it's very time consuming.

Why wouldn't you set something up that works on autopilot?

This automated money-making machine is a sales funnel.

In this thread, I'm going to talk about:

- creating a lead magnet
- creating an opt-in page
- setting up an email list
- how to drive traffic
- how you can make money alongside your course

Buckle up, it's juicy.

1• Creating/Tweaking Your Lead Magnet

A lead magnet is something that you give away for free in exchange for someone to sign up to your email list.

Some examples would be:

- a mini-guide
- template
- checklist

Here are 66 more examples:

<https://t.co/IVMFoKJss1>

When thinking of a lead magnet to create, think about what your main product is.

You need to create something that is connected or even gives some of the content away.

Cold Email Course -> Subject Line Mini-Guide

Web Design Course -> Free Website Template

What can you tease your audience with?

The lead magnet you create will act as the bridge that turns random people into buying customers.

So take the time to build out something of CRAZY value that will make people sign up.

Some lead magnet pages convert 40% of their audience.

2• Creating Your Opt-in Page

This is the page that:

- shows you the ability to get the lead magnet for free
- has a form you can sign up with

These pages can easily be made on Carrd (like this tweet if you want a thread on how to do it).

This is where your traffic will go.

Free Ebook: The Complete Guide to Facebook Contests & Promotions

We've created The Complete Guide to Facebook Contests and Promotions to help you drive Facebook engagement as well as generate new leads & customers.

In this guide, you'll learn...

- ✓ The types of contests you can run on Facebook
- ✓ How to measure contest ROI
- ✓ How to ensure your Facebook contest is within Facebook's rules and regulations
- ✓ How to convert contest entrants into customers

Ready to use Facebook contests & promotions to boost your online marketing success? Get our free ebook now!

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3• Driving Traffic Through FB Ads

You only need to learn the basics of FB Ads for this strategy to work.

Start with ~\$20/day and see how it goes. From there you can tweak your lead magnet or ads.

Here's a good guide on the basics:

<https://t.co/qtmVXtWrun>

Basic ad formula:

- "Get a FREE {lead magnet}!" can be your headline
- A bulleted list or sentence of what you'll be able to accomplish after reading through it
- image of your lead magnet/captivating photo

Remember, your goal here is to stop them from scrolling and click.

4• Selling to Your Email List

Now you have an email list with anywhere from 100-1000+ warm leads.

These people are interested in your field and are likely to buy your course.

You shouldn't sell to them straight away though.

Learn more here:

<https://t.co/GewyH3TuaF>

Essentially, you want to provide them more value.

They got the lead magnet, but they don't really know you yet.

- introduce yourself
- give them more advice
- show what you've done
- start selling them your course

Emailing this way builds trust and ultimately more sales.

5• Selling Your Course

I know a lot of Twitter creators have their courses on Gumroad.

It's nice because there are ratings, a sales page, and easy payment.

The downside, it's not very easy to organize a sales page on Gumroad.

Your info is usually just scattered around.

I recommend keeping your product on Gumroad, but creating a landing page on Carrd or Webflow that really sells.

Here you have more freedom to:

- show social proof
- write more engaging copy
- create a landing page that big companies use
- add UPSELLS

Upsells increase overall revenue by 10-30% on AVERAGE.

Adding these to your funnel are an easy way to generate a ton more money.

Using widgets like <https://t.co/vHVtgmKmw5> to create one click upsells will only increase that number.

6• Creating Extra Revenue

By this point, you already have a targeted email list.

What else could you sell to them?

Here are some options:

- 1-on-1 coaching
- assisted coaching

- high-end courses etc.
- mastermind groups
- done-for-you work
- a membership

The list above would stem from your main product.

You can build out a system to manage whatever you choose and run it over and over again.

Another thing that not many creators capitalize on is affiliate offers.

Find products/services that relate to your product and ask to be an affiliate.

Expand your network and your offers.

7• Print Money

Once you take the time to build out this system, all you have to do is manage the ad spend (or hire someone to do it).

You can take your foot off the gas as your course sells on autopilot.

It's the best way to tap into traffic streams outside of your following.

Not everyone can wrap their head around creating this funnel.

Lucky for you, it's what I specialize in.

If you have a course that has over 100 sales and you want it to hit 5000 sales, DM me "FUNNEL"

AND

RT the first tweet if opened your eyes today.

Recap:

- create a lead magnet
- create an opt-in page
- set up an email list
- drive traffic with FB ads
- setup a landing page for your product
- create upsells for your offer
- find products to affiliate for

Now double and triple your sales on autopilot.