



Connected Biz Online

JV Partner Gift Prep Checklist

Your Free Gift

- _____ Create your own Gift
- _____ Attention Grabbing Gift Title
- _____ Graphic for your Gift: can be a cover graphic, custom graphic, or simply a photo that represents your gift and creates the emotion, feel and energy of your gift.

Your Free Gift Page (Squeeze Page/Opt-in Page)

- _____ Enticing copy for your Gift: How will it help them? What makes it different? What problem will it solve?
- _____ Opt-in Form (see Autoresponder section)

Your Confirmation Page (Thank-you Page)

- _____ Thank the visitor for requesting your gift.
- _____ Explain that they will also receive helpful emails from you going forward.
- _____ Instruct them to check their email and click on the Confirmation link.
- _____ Remind them to check their Junk Mail or Spam Folder if they don't receive your email promptly.

Your Download Page – (Delivery Page)



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- _____ Thank the visitor again for requesting your gift
- _____ Graphic for your Gift.
- _____ Link download or access instructions your Gift
- _____ Instructions on how to download and save your Gift if applicable.
- _____ Instructions on how to contact you if there is a problem accessing your Gift.

Your Autoresponder

- _____ Sign up for an Autoresponder account if you don't have one already. Here are some recommendations:
 - [Systeme.io](#) – The best all in one system out there (in my honest opinion) for the quality of tools vs price. This is what I use and recommend to all my clients. They have a free account and affordable upgrade options for you when you are ready. **FYI – this is my affiliate link.
 - [Convertkit.com](#) – Free Account or upgrade. This is what I used prior to switching [Systeme.io](#). If you aren't interested in an all-in-one platform, thus has the best features, ease of use and integrations for the \$\$\$\$. They also have a Free Account option. **FYI – this is my affiliate link.
 - There are many more. These are just the best ones (in my opinion) to get you started and allow you to grow your business, without outgrowing them.
- _____ Create a new autoresponder list / campaign for this gift or a new tag and automation/sequence. (Depending on your system the terminology will be different.)
- _____ Create your Opt-in form or Landing Page



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_____ If you are using separate opt-in form (not a hosted landing page) you can either:

- Paste the Opt-in form code into your Gift Page to use an embedded form or
- add a button on your Gift Page that links to a hosted Opt-in form.

_____ Create your Autoresponder Confirmation email – In the confirmation settings and have the subscriber taken to the download / thank you page after they click the confirmation link. (Depending on your system the settings will be different.)

_____ Create your Welcome Email – they should receive this automatically after subscribing and confirming their email.

_____ Include the link to the download page, so they end up back on your website and download or access your gift.

_____ Include what they can expect to receive from you in the future

_____ Remind them to add you to their contacts so they will receive your future emails.

Wishing you a simple, profitable, Connected Biz Online!

Sherry

Sherry Bowers (she/her)
Your Intuitive Tech Guide, Ally for LGBTQ+

Connected Biz Online
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