



# Connected Spirit Connected Biz JV Partner Gift Prep Checklist

## Your Free Gift

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- \_\_\_ Create your own Gift
- \_\_\_ Attention Grabbing Gift Title
- \_\_\_ Graphic for your Gift: can be 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)

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- \_\_\_ 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)

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- \_\_\_ 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

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\_\_\_\_\_ 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, this 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 with if you are new 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
- \_\_\_\_\_ 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.
- \_\_\_\_\_ 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 Connected Spirit!***

***Sherry***

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