Case Study Buildout - Tools & Pages Needed

1. **ClickFunnels**

   a. Here's the share funnel link that you can use:
   https://app.clickfunnels.com/funnels/5928950/share/w2synj7frimw1ow3

   b. Optin Page: https://lp.partnerwithmikeb.com/agencycase

      i. It should be one "Big Idea" headline that's going to hook them and get them to optin. Keep it simple

      ii. You want to collect name, email, and phone number, so you can text people who haven't booked a call yet. You will use Twilio for the text messages.

   c. Case Study Page: https://lp.partnerwithmikeb.com/casestudyaccess

      i. One headline that should match the original opt-in page headline

      ii. Video under it

      iii. You can either have your Scheduleonce link under it, or you can have a button to have them click over to it.

      iv. I have them click over to it, as it's just easier for me to retarget people who actually landed on that page

   d. Book A Call Page (If Needed): https://lp.partnerwithmikeb.com/bookcase

      i. Simple headline telling them what to do

      ii. Scheduleonce calendar app right below it

      iii. You don't need to really sell them here at all, they just watched a 10-15 minute presentation and are already presold, keep this page very simple

e. Homework Page - https://lp.partnerwithmikeb.com/thankyoumedia

    i. You want to presell them more, and also give them the ability to inbound call, inbound calls are worth 4x more to us. Make sure they are calling your direct cell phone line so you can answer. I've closed Hundred's of Thousands of Dollars worth just by adding the inbound call.

2. Scheduleonce

    a. Oncehub.com

    b. You want to embed your form on the ClickFunnels page with the Custom Javascript

    c. Make sure they can only schedule 2 days out, you don't want them scheduling calls weeks away, or they will not show up

3. Activecampaign - Activecampaign.com

    a. We use ActiveCampaign to email out, we've found it easier than using ClickFunnels own SMTP system

    b. You want 15 follow up emails after they optin, with different pitches each time, stories, testimonials, etc..

4. Twilio - Twilio.com

    a. You want to send 2-3 text messages after someone opts in

    b. 30 minutes after they initially opted in, tell them to go back and watch the case study

    c. 4 hours after, give them a good reason to book a call

    d. 1 day later, ask them a question "Are you currently running paid ads? If so what do you need help with?"

    e. Make sure the replies are forwarded to your phone number