

E89 - How to build a FREE list building machine in your business.

Welcome to The Empowered Edupreneur podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators, just like you to create freedom filled online businesses and lives they love.

If you are looking to uplevel your skills, your finances, your mindset, and change the trajectory of your life as an educator in business. Then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you to play bigger with your life and go after your dreams.

We are going to have so much fun together. So thank you so much for pushing play today. Now let's dive in.

Hello, hello, and welcome back. It's so good to be chatting to you today. I hope you're having an amazing day. So today I'm going to be talking to you about how to build a free list building machine in your business, a machine that builds your list 24 seven all the time on autopilot. And ideally is free.

So you're running ads to this thing and it's paying for your ads. So you're not having to pay anything for it. That is the holy grail, but it may just be covering, let's say 70%, 80 percent of your ad spend. So instead of spending a dollar per lead, you would end up spending 20 cents a lead and you're cutting down your costs insanely in your marketing expenses and your business.

And this is for all the peeps out there who are, list building, running ads or have this intention of growing their list, and potentially running ads. And this is also, if you don't run ads and you just want to roll with organic, this machine is worth building in your business. And this machine is really there's a time and a place where you want to put this machine in your business.

This isn't for the person who's new to business. This isn't something you want to be doing in the early days of your business. I wouldn't say personally, I think the one prerequisite I believe you need is to have some sort of core offer that you have sold before that, converts.

A signature course, a membership, a high ticket done-for-you offer even. A premium offer, whatever that core offer is, the main thing that you want to sell in your business, your main revenue generator, it needs to be built and validated. So if you haven't yet got an offer that has been sold, that has converted, that has hit the benchmarks then this isn't the thing for you.

You need to do that first because it doesn't make sense not to have that piece of the puzzle and then to build this piece of the puzzle, right? These puzzles all work together, but the order in which you do them is important. So I believe core offer is number one. And that's why in the Digiteachers Biz Academy, that is all I help my students do is to create a core offer, a signature program and launch it and sell it.

Because that's a skill in itself. And it takes a bit of time to get there, but once you've got that piece of the puzzle, there is the next step of the puzzle. So now you've got a business and those of you who've been in DBA and maybe listening to this or you haven't been in DBA, and you have a course and you've sold it and you've got all the things, you've got an email list.

You've reached this next point in your business where what you want is more eyeballs. What you want is more leads. What you want is a bigger email list. You want more people to come through your launches. You want more people to see your offers. And you're probably thinking how the hell do I do that?

Like it's always this next beast. It's another thing to solve, really. Because you can only get so far, of course, you can be an organic, list building machine. And you could have the most incredible organic skills and only rely on organic, of course to build your audience.

But I think a lot of people don't fall in that category. And a lot of people don't have the time to spend a gazillion hours creating organic content and growing an audience. Because that's not really why we built a business. We don't really feel like spending all our time creating videos. So the immediate next step people always go to is go paid advertising.

And because it's fast, it's quick. You just pay for something, carry on with your life and then leads just come in. There is a lot of charm to that. And it's great and it can work. And for some niches you can get really cheap leads. That

makes business sense. So you could get dollar leads and when you launch, you have a three X, four X return on that investment.

But for many niches. The cost per lead is very high or too high that it doesn't really make business sense to run ads. Because when you convert on the back end of that, with your launch, you realize that you aren't really hitting the numbers you want. You're not actually making much profit.

And so what's the point. And so the question is, how can I build my email list and my audience without spending all my money on marketing. And that's where this machine comes in. So this thing is called a tripwire funnel or a self-liquidating offer funnel. People call it a million different things.

I'm just going to refer to it as a tripwire because it's easy to say. This is a machine and it's something that you build on the back end of your business, just like how you would build your freebie funnel and all of that. This is a tripwire funnel and it's quite an advanced funnel to build.

That's why it's not a beginner thing to do. It's something you do once you've been in business, and you understand funnels and how these things work. So this is a tripwire funnel, and it sits on the backend of your business. And the goal of this machine, the goal of this funnel is to build your email list all the time, 24/7 on autopilot whilst you live your life.

And while it's building your email list, it's also simultaneously building your customer list. People are buying from you 24/7 all the time. How dreamy does that sound? So it is pretty dreamy when you get it right. Basically what this means is it's a funnel that has low ticket offers along the way.

So people go through the funnel, and they go through different offers in the funnel that they can buy that relate to that particular topic. So it's quite a strategic thing. You can't just be willy nilly and throwing a bunch of random offers together in different topics and hoping that that's going to work.

It doesn't really work like that. You have to be strategic about this for it to work. And the most important thing is you have to make sure that this funnel that you build is closely related to your core offer. Meaning that the leads you build with this funnel and the low-ticket customers you build with this funnel will end up being interested in your next program.

So for example, if you have a language business and say you're teaching Spanish, and your core offer is a Spanish group program. And you go and build your tripwire funnel on Spanish grammar, then there is going to be a disconnect potentially between the people who come into your list and your signature program.

Because the people who are coming into your email list have shown interest in Spanish grammar or writing or whatever it may be. But they haven't shown interest in speaking necessarily. And so when you then sell a speaking thing to them later down the line, are they really the right people you want to have on your email list?

So your tripwire should be closely aligned to your core for your signature program. The goal is to attract the right type of person into email list so that later down the line. You can sell your programs to them that, and they are, the right people. So there's a lot of intentionality, a lot of strategy that goes into this.

And there's a lot of ways to get it wrong, basically. So you don't want to wing this. That's for sure what I'm saying. I think the most important thing just to mention here is that a tripwire funnel. Is not for profit. If you make profit on your tripwire funnel, meaning say you spend 1 per day on ads and every day you get 1,50 back because people bought your stuff in the funnel.

You made 50 cents profit that day, in terms of ad spend, but that's not the goal. The goal for this machine is not to make profit. The goal of this machine is to grow your audience and pay for your advertising. And I think that's the other thing that people get confused with.

People are like, oh, I want to build out a trip wire. They're like, I want to make 10 K months and just build out like a trip wire funnel. And I'm like and do you have a core offer, like a signature thing you're going to sell to those people? No, I haven't got that yet. Okay. Well then that's not going to work.

Because that's, it's just not the right puzzle piece to be working on. So it really depends where you are at in your business for this to work. What does a tripwire funnel look like? Typically what it looks like is you're going to have a free offer on the front, which is some sort of lead magnet.

And then once someone opts into that on the next page, they are going to go to a sales page for a low-ticket offer. And that low ticket offer is generally between 7 to about 37, but maybe sometimes 47. So let's say the range is seven to 47 USD or euros or pounds. And say they want to buy that product, they then go to the checkout page.

And on the checkout page of that, there's one other little order bump there. And an order bump is like when you're in the grocery store and you're walking down an aisle and you like look at all the chocolates and sweets and you just pick one up, and you throw it in your basket. That's what an order bump is in the online business world.

You're in checkout and you've got a few little offers on that checkout page that you can just add to your order. And it's normally low-ticket stuff. So you're looking between seven to 67 maybe 97 for an orderbump. So you can have a couple of order bumps on that checkout page, but you at least want one order bump.

And that's something that they can then add to their cart before they buy. And then once they buy, they get redirected to an upsell page. And an upsell page is selling something that's typically between 97 to \$197 euros pounds. And it's like a mini course of some sort or some sort of thing that is related to the first thing they opted into.

So it's all relatively related to one another. And basically, a percentage of people will then take that upsell if it's the right offer, if it's positioned in the right way, if you've got the right messaging on the page. And so what that looks like is that someone's going to opt in and they're going to go through all these different pages where they are able to purchase something from you.

And this thing is going to solve whatever problems, pains they have in whatever topic you're doing it in. And if the offer is correct, if it's something that people want, if it's positioned correctly, if the messaging is right, then you're going to have certain percentages of people take up each one of these offers.

And there are benchmarks that you want to hit, of conversions where each page you want to hit a certain number for it to make sense. This ends up meaning that someone opts in to your world and then can buy a few little low

ticket offers from you. And firstly, that will pay for the marketing that it costs you to get that person into your list or getting that person into your world.

It will pay for that or at least 70%, 80 percent hopefully pay for that, even if it's 50%. If you're cutting your cost by 50%, that's still a big thing. All of it adds up. So instead of spending \$1 a lead or \$2 a lead, you're spending 50 cents or a dollar a lead. So that looks like that.

And what ends up happening is people buy these low ticket offers from you, and they get to experience working with you or how you work in a much less riskier way. Because sometimes people just want, a 37 product versus a 1,000 product. And they want to just experience how you work and how you teach or how you solve problems, whatever it may be. They want to experience you before they go and invest more money with you.

And that's another thing. So not only are you building leads, but you're building customers and customers are a very valuable thing to build in a business, obviously. But low-ticket customers, it is valuable to build because you can build lots more of them. You can get more customers in. And then those people are often more likely to want to work with you later down the line because they have trust in you.

You've solved something for them in the past and they want you to help solve more things for them. They build up trust and then they're more likely to invest. And if you have someone who's bought from you once before, they're 10 times more likely to buy again than someone who's completely new on the internet.

so what you want to be trying to do in this stage of business, when you've got a signature program, a membership, whatever it may be, a premium offer that you're trying to sell, you want to build a machine that gets people into your world. And that's a tripwire funnel that is a self-liquidating offer funnel.

And as I mentioned, quite an advanced one to build. But once this machine is built, all you need to do is run ads and you can pay someone else to do that for you if you don't want to do it yourself. Run ads to your funnel, meaning the free offer on the front of it. Build leads and hopefully five to 10 percent of those leads by your low-ticket offer.

And then there's an upsell track that they can continue buying stuff from you. And your average cart value, meaning the amount someone spends in that funnel may be like 60, for example. If you look at the average amount people are spending within that funnel, that means you have 60 to go and acquire a new lead, basically, through Facebook.

And that puts you in a position of power because you now have money to spend to acquire new people into your world. And that is why it's a machine and why it can be so beneficial for the business. Now it's a labour of love to get it up and running. It's a big job to get it up and running. And it requires a lot of testing and tweaking, but when you get even 50 percent liquidation of your ad spend, meaning you're paying for 50 percent of your ads then you are winning, you're winning at life.

And the cool thing is, is if you're just rolling with organic and say, you're not ready to do ads, building out this machine is still worthwhile because you connect it to all your organic content and then you're just building leads and those leads are buying stuff immediately. And that's bringing in money into your business and that's insane.

That's amazing It's basically selling something all the time and what greater joy is that having a machine that's selling something 24/7 for you and building leads 24/7 for you. That is something that I have done in the business and it's really satisfying. I will tell you that.

And I've had a lot of DBA students and clients speak to me about it and I've helped quite a lot of coaching clients build out their own tripwire funnels. But I just thought I wanted to create a podcast on this because I think there's a lot of talk about it. People don't really fully understand what the goal is of the funnel.

I've got a lot of people coming to me saying, I want to do this. And then I'm like do you have a program, a signature offer that sells that you can make profits off? And then they don't. And then I have to tell them this isn't the right first step. So I think this was just a little bit of education on what this funnel is, what it can do for your business and what point you want to be putting it into your business.

So if you have a program and a core offer that converts, you've sold it before. It makes profit, people want it. It's had the 1 percent conversion validation. If

you're at that point and your next point is cool, how do I get more people into my world? Then a tripwire funnel is the right thing.

If you have not yet got that offer, then you need to work on that piece of the puzzle because ultimately the whole machine works like this. Your tripwire funnel builds your list, and it builds a bunch of low-ticket customers, and it runs all the time. You must just be running traffic to it all the time, whether through organic or Facebook ads.

And then every three months or so you can do a live. Type event to those people on your list can be like a live webinar or live video series or whatever it may be. And that's it. You then promote your signature program to those people. So you have a little live launch to those new leads.

What ends up happening is when you don't have the tripwire funnel in place, you end up spending a lot of money on leads for your launch, and then your launches become very stressful. Because you're constantly trying to pay for ad spend or whatever it may be. And you can't scale because you cannot afford to just run leads to a launch and pray that they converts.

It used to be something we could do in the past. That used to be the model. You could just run ads. Into a webinar and make 20K, 30K off that webinar. That was like normal. It's not like that as much anymore. So people need time to warm up to you. People need to be in your world a bit longer and you want to be building your list all the time in between launches specifically.

And then when you are ready to launch, you have a core offer that you launched them and that's when you make profits. So you building your email list with a tripwire and a customer base and then when you're ready to sell your signature program to them in whatever way you want to sell it. You have new fresh eyes who haven't seen it before, who would be interested in joining it.

If you keep selling the same thing to the same people over and over, there's fatigue. So you need fresh eyes basically. That's the next step in online business, is having fresh eyes come in all the time, seeing your stuff. I hope this didn't terrify you. If you have no idea what I'm talking about, then this is probably not the thing for you. But if you understand and you're at this point in your business and you are looking to build this free list building machine, which I like to call it. And you are looking for support in how to do it.

I am able to help with that. I have built it myself. I understand it very closely. I find it really fun actually to help my clients build out this machine. And yeah, just message me on Instagram or send me an email and just let me know. You can just send the word tripwire. And we can chat about it. And yeah, maybe I can help you build out this incredible machine, which is a very good idea for people who are in business and are wanting to grow their email list and make passive sales, basically.

Because it is passive. Once the machine's built, it solves the stuff for you all the time. And it's a really boss place to be in your business. Because you want to automate quite a bit of selling, especially as times change, you don't only want to sell through live launches.

You want to sell stuff more consistently. You want to make offers more consistently. And this funnel is very good call for the health of your business overall. I hope this was very helpful. I hope you have a smashing day. Reach out to me if you are looking for coaching and guidance with this beast, because I am very keen and love, love, love helping people do this.

So have an amazing day and I'll chat to you soon.

Bye.

Thank you so much for tuning into today's episode. If you love what you heard today, then be sure to take a screenshot of the episode and share it on your Instagram and tag me in it.

I honestly love hearing from you, and I appreciate you so much and can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.