

The Confident Boss ACADEMY

MODULE SIX CHECKLIST

LESSON 6:1 MARKETING FOR CLIENT ATTACTION - LEAD MAGNET

- Submit your lead magnet final idea and title for approval to Marie.
- Create your lead magnet and submit it for review.
- Write your landing page copy and submit it.
- Create your landing page.
- Create your Thank You page.
- Test your entire delivery for your lead magnet.
- Promote your lead magnet in your current community/Facebook group

LESSON 6:2 NURTURING YOUR AUDIENCE AND EMAIL SEQUENCES

- Download the [Nurturing Your Audience and Email Sequences Workbook](#).
- Write the first draft of your email sequences and submit it to Marie.
- Set up your email sequence in your CRM system.

LESSON 6:3 ACTIVE CAMPAIN EMAIL SEQUENCE AUTOMATION TUTORIAL

- Download the [Sample PDF Lead Magnet](#)

LESSON 6:4 ADVERTISING YOUR LEAD MAGNET

- Download the [Automated Masterful Marketing PDF](#)

LESSON 6:6 INSTALLING YOUR FACEBOOK PIXELS

- Create and install your Facebook pixel

LESSON 6:7 SETTING UP YOUR ADS

- Set up your Facebook ad