

# **Offline Funnel Mastery**



## **Step by Step Implementation**

- 1. Import your contacts into Lead Management System**
- 2. Create a Lead-Capture Form**
- 3. Create a Landing Page to host your Lead-Capture Form**
- 4. Create your emails with links to Landing Page**
- 5. Schedule emails in a campaign**
- 6. Assign contacts to the campaign**
- 7. Monitor results**
- 8. Take action on best prospects ("RWA")**
- 9. Direct other leads to "Nurture Campaign"**
- 10. Keep contacting and keep "listening"**