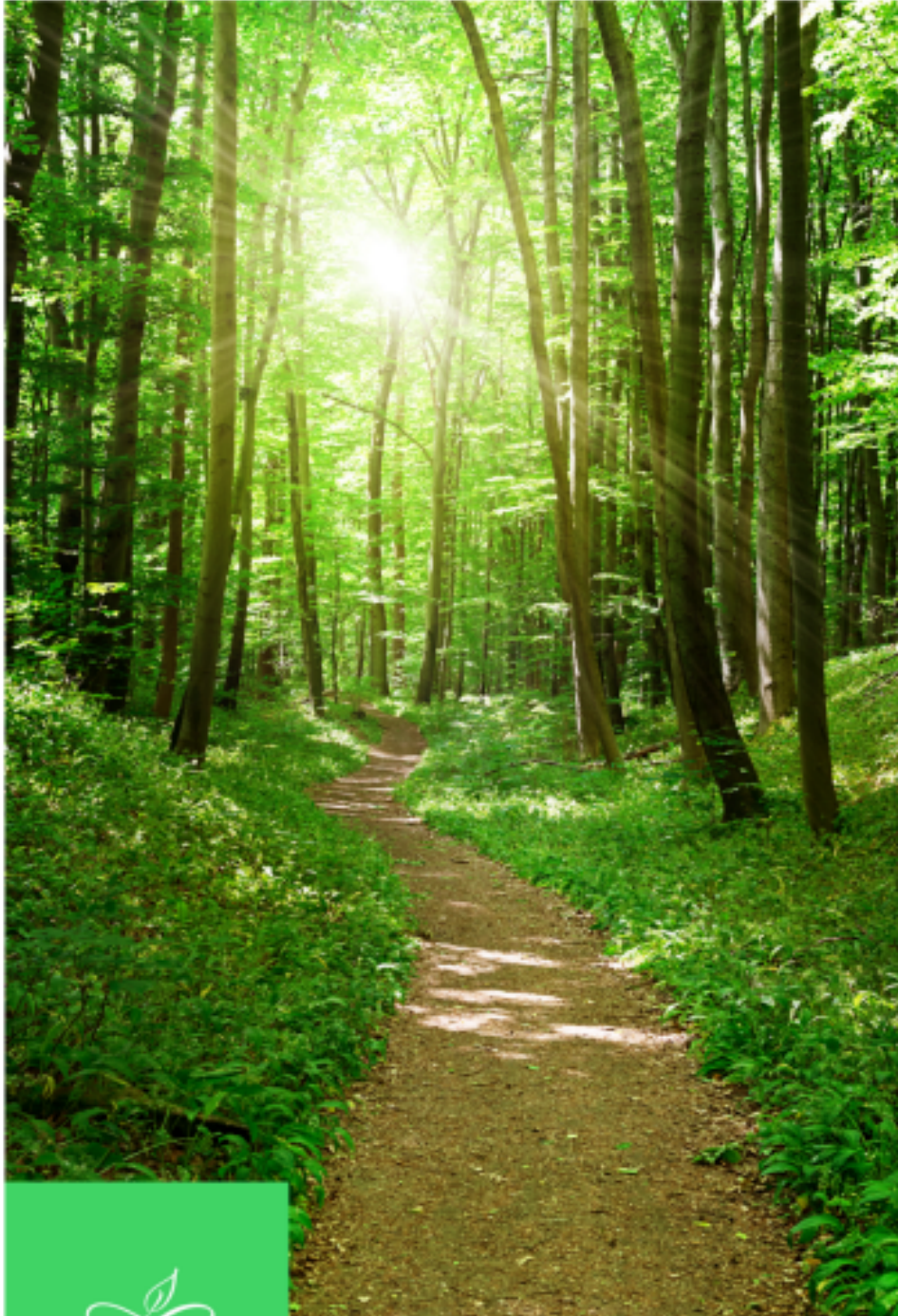
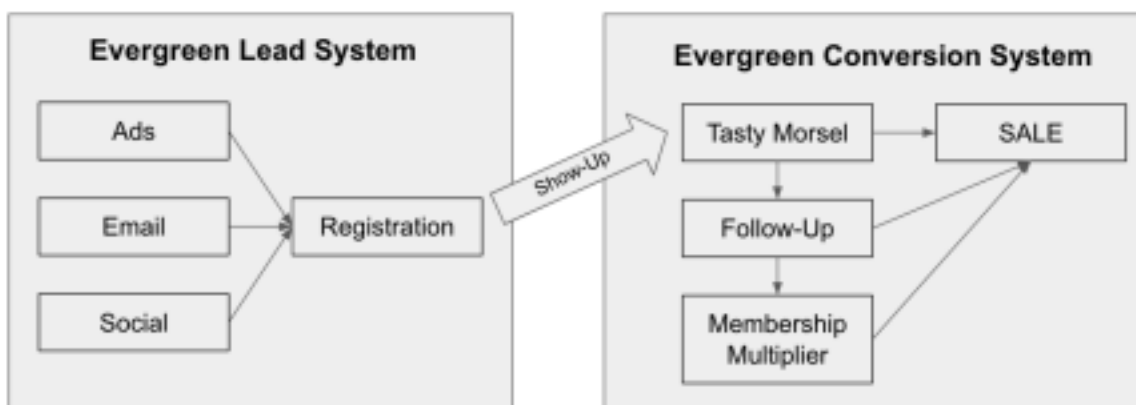


MY *Evergreen*
ROADMAP



The Evergreen Funnel



evergreenedge.com

4 STEPS TO

Evergreen



Step 1: Project My Results

Project my results at evergreenedge.com/calculator. Do my numbers add up?

☐ Yes, it looks like I'm going to make a fortune!

☐ Hmm, I'm not completely sure.

☐ No, something definitely needs adjusting.

Step 2: Start Simply

There are several types of Tasty Morsels. Which do I already have?

- ☐ Webinar
- ☐ Workshop
- ☐ Masterclass
- ☐ Presentation
- ☐ Webcast
- ☐ Deep Dive
- ☐ Challenge
- ☐ None of these

I intend to create a Tasty Morsel that is:

- ☐ Paid
- ☐ Free

My first Tasty Morsel will be:

A _____

offered for \$_____.

Tasty Morsel Best Practices

1. Test my _____ before committing
2. Build _____ all throughout
3. Focus on _____
4. Establish _____
5. Eyes on the _____
6. _____ not _____

Validate My Tasty Morsel

1. Go live _____ each time to a
_____ of your _____
2. Give _____ of lead time at most
3. Get enough _____
4. Follow up with _____

What I'm Looking For

_____ Attendance

_____ Conversion

Improve Results With Bonuses

Write down ideas for each of the 3 bonuses. Check them off if the materials for the bonus already exist.

Sign Up/Show Up Bonus Ideas

1. _____
2. _____
3. _____

Stay Bonus Ideas

1. _____
2. _____
3. _____

Join Bonus Ideas

1. _____
2. _____
3. _____

Step 3: Automate My Systems

My Tech Stack

Primary ad platform(s) (Ex: Facebook, Google, LinkedIn, YouTube)

Registration page builder (Ex: ThriveCart, Ontraport, LeadPages)

Registration form builder (Ex: ThriveCart, Ontraport, ClickFunnels, Stealth Seminar)

Delivery/experience platform (Ex: Stealth Seminar, Demio, EverWebinar, Kajabi)

Email automation platform (Ex: ActiveCampaign, Keep, Ontraport)

Website/checkout platform (Ex: WordPress, ThriveCart, ClickFunnels, Stripe)

“Glue” software (Ex: Zapier, WPFusion)

What to Automate

- ☐ Scheduling
- ☐ Calls to Action
- ☐ Chat
- ☐ Captions
- ☐ Follow-Up

Step 4: Scale with Confidence

The secret to keeping an evergreen funnel converting at a high rate is tracking a few key data points. Here's how to get started simply:

Run My First Cold Ad Campaign

Use Facebook. Determine my initial campaign spend (\$500-\$1,000).

How do I choose my target audience?

How big should my audience be?

Pro Tip: Create my Test Lab

Collect the 4 Key Metrics

Metric 1: _____ per _____

How to Calculate: _____

Metric 2: _____ per _____

How to Calculate: _____

Metric 3: _____ Rate

How to Calculate: _____

Metric 4: _____ Rate

How to Calculate: _____

Calculate My Baseline Cost Per Acquisition (bCPA):

\$ _____

Keep My Costs Down While Scaling

Cost per Click should be _____ % or better

- ☐ Ad creative
- ☐ Ad targeting

Registration Rate should be _____ % or better

- ☐ Ad targeting
- ☐ Opt-in page

Attendance Rate should be _____ % or better

- ☐ Schedule tweaks
- ☐ Replay strategy
- ☐ "Miss" campaigns
- ☐ SMS
- ☐ Show-up emails

Conversion Rate should be _____ % or better

- ☐ Urgency
- ☐ Follow-up emails
- ☐ Abandoned cart emails
- ☐ Retargeting ads
- ☐ Sales page

Mind the Gap

Visualization

What would going evergreen change about my membership and life?

Breaking through my _____, I could
_____.

Reducing my reliance on _____, could
_____.

With more time to _____, I could
_____.

More consistent _____ would let me
_____.

With constant _____ and faster _____, I could
_____.

How would my business and life change with a consistently profitable evergreen funnel?
