

# LEAD MAGNET LAUNCHPAD Session 5

- **Getting Your Opt-In In Front of Your Ideal Audience**







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&

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**YOU KNOW HOW** most people **WANT TO** have energy and not feel sick or unwell? **WELL, I HELP** people who are struggling with chronic health issues discover the root cause of their issues, and improve their health **SO THEY CAN** live a happy, healthy life and be there for themselves and their family

# Welcome to *Foothills Functional Medicine!*

Welcome aboard! I'm thrilled to have you join our community and embark on a journey towards transforming your health naturally. Congratulations on taking this important step towards feeling your best.

[Click here](#) to download your FREE 5 Step Checklist to Transforming Your Health Naturally

Download now

Here at *Foothills Functional Medicine*, we are passionate about empowering individuals like you to achieve optimal health and wellness. Our mission is to provide you with valuable information, practical insights, and proven strategies that will guide you on your path to vibrant health.

## What can you expect from us?

1. [Exclusive Health Tips](#): Helpful, expert advice on health conditions, mindset changes, and healthy living
2. [Fun, new recipes](#) for you to try
3. [Important updates about Foothills Functional Medicine](#): New product releases, offering updates and behind the scenes looks into our story and passion for caring for others.
4. [Exclusive Offers](#): Be the first to know about sales and discounts in our online store!

I'm here to serve as your guide and resource every step of the way. If you ever have any questions, need further clarification on a topic, or simply want to share your progress, please don't hesitate to reach out. Your health and wellness are our top priorities.

Once again, welcome to the *Foothills Functional Medicine* community! I'm excited to see the positive transformations that lie ahead for you.

To your health and happiness,

Dr. Philip Kimsey  
*Functional Medicine Practitioner*

***“The most difficult thing is the decision to act;  
the rest is merely tenacity.”***

***-Amelia Earhart***





Subject: Welcome to the World of Possibilities

Hello Amazing Artist!

I'm so excited that you've taken action to move toward your artist dream! In taking this step, you are saying "Yes" to your dream and opening up a world of possibilities for your success as an artist. Get ready to be amazed at where this journey can take you!

If you haven't yet downloaded your free resource **It's Never Too Late to Be the Artist You Might Have Been: A 3-Step Guide to Activate Your Artist Dream**, go ahead and get it right here.

I wish I'd had this guide years ago when I was frustrated, discouraged and stuck. My art career was as unreachable as the moon and there was nothing I could do about it. At least that's what I thought.

My life changed forever when I discovered there actually were things I could do to bring my dream to life! It took some time but now I'm living my artist dream and loving it!

Follow the simple steps in this guide and you will begin to realize that it truly is possible to be the artist you might have been, the one you were meant to be!

It doesn't matter how long it's been since you tried to pursue your dream.

It doesn't matter how old you are.

It doesn't matter what your financial situation is or how busy your schedule is.

It doesn't matter if people around you aren't exactly supportive of your dream (that's their issue, not yours)

It still is NEVER TOO LATE to be the artist you long to be! You can do it and Arise Creativity Mentoring is here to help!

Remember what Audrey Hepburn said, "Nothing is impossible, the word itself says '**I'm possible**'!"

I'll be checking back with you in a few days to see how things are going. In the meantime, if you have questions or comments, feel free to contact me at [anne@arisecreativity.com](mailto:anne@arisecreativity.com). I'd love to hear from you!

Keep moving toward your dreams!

Anne Lindley

P.S. Join our Facebook group, The Amazing Artgirls, for support, encouragement and fun!



# **PLACE IT ON YOUR WEBSITE**

**In the sidebar**

**In the footer**

**Prominent above the fold opt-in**

**Hello Bar**

**Customize your 404 pages**

**About page, testimonials page, products &  
services page**

**On individual blog posts as a content upgrade**

**On thank you pages of other opt-ins you may  
have**

**Resource page**

**Write a blog post about your opt-in and post it**

**Make it a Pop Up or Slide In**





## LIFESCORE ASSESSMENT

# Set Goals Where You Need Them *Most.*

To design a picture-perfect year, you need goals in different areas of life. Receive instant clarity on what areas of your life need improvement with the Full Focus LifeScore™ Assessment.

GET YOUR LIFESCORE





# Prioritize clarity and accountability.

As a leader, your job is to make sure your team members know what is expected of them.

The anger and frustration that mark the onset of conflict are frequently markers of an unmet expectation. Expectations are rarely inherently right or wrong. They can be negotiable. But they must be understood and agreed upon by both parties to be helpful. Unspoken expectations are bound to go unmet.

However, once expectations are clear, accountability is essential. What you tolerate, not what you say, reflects your true standards. Your failure to confront unacceptable behavior **communicates indifference to others impacted** by the situation. The twin values of clarity and accountability create confidence because they define success and facilitate collaboration.

The best part? Trust spreads. When you leverage these practices, you're sowing seeds of culture. One in which words have weight. In which making space for others and celebrating excellence is commonplace. In which feedback is welcomed and healthy dialogue is normal. In which expectations do not go unspoken and harmful behaviors do not go unchallenged.

You're creating a space in which others can flourish and grow. And that is leadership at its best.

## What's Your Lifescore?

Take the new and improved **Lifescore Assessment** to discover your strengths and where you can grow, so you set goals in the right areas of your life.

[fullfocus.co/lifescore](https://fullfocus.co/lifescore)

58

23

THE CIRCLE OF BEING

25

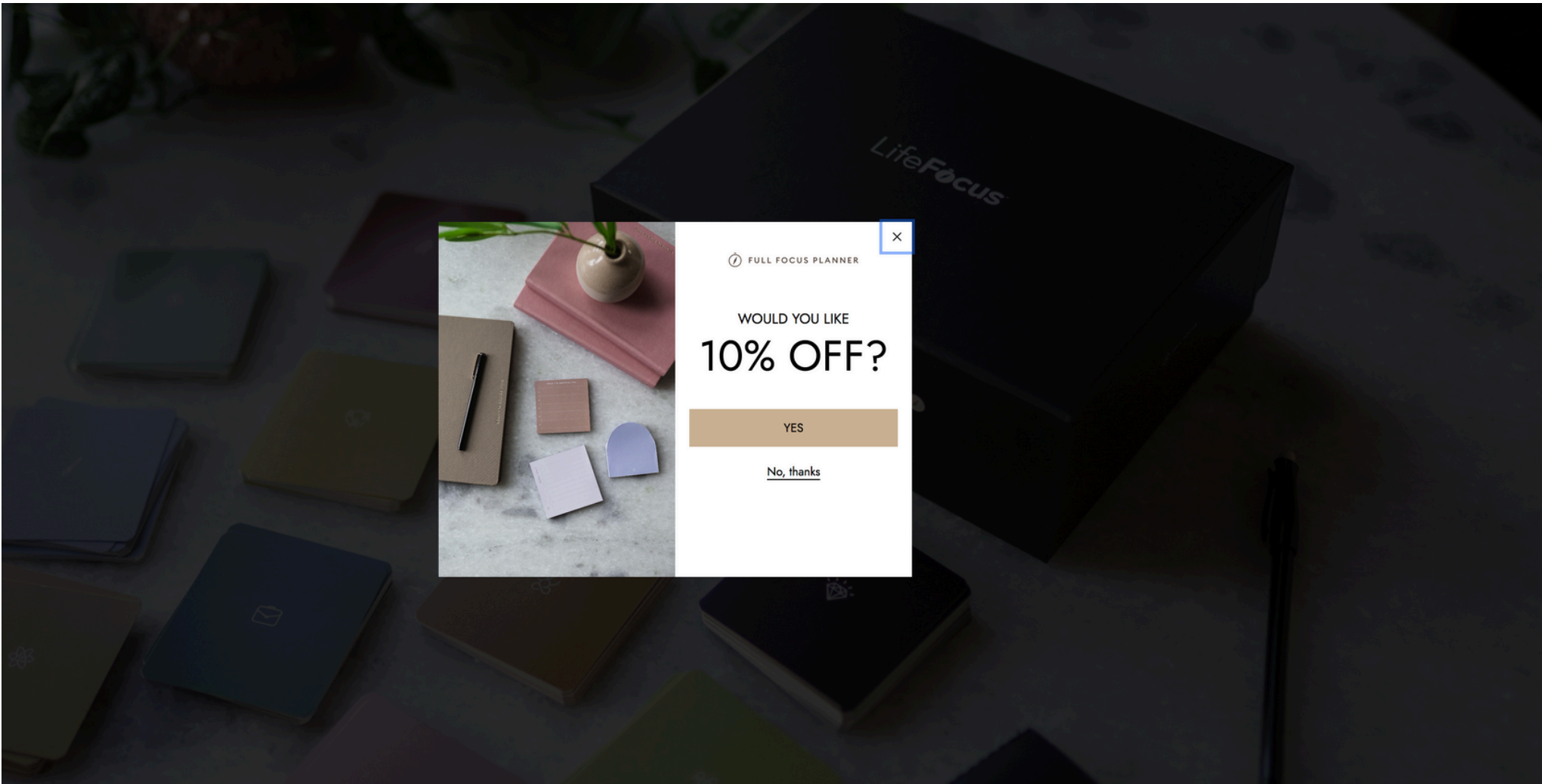
THE CIRCLE OF RELATING

20

THE CIRCLE OF DOING

DOMAIN	
Circle of Being	Beliefs
	Values
	Goals
Circle of Relating	Family
	Community
	Work
Circle of Doing	Productivity
	Health
YOUR OVERALL LIFESCORE: 58	

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Earn One Key rewards





EP

ENTREPASTORS

PODCAST

Helping Pastors Turn Trading Into Revenue with Michael Shafer

Episode 202



ENTREPASTORS.COM

# Helping Pastors Turn Trading Into Revenue with Michael Shafer

Jul 19, 2024

Helping Pastors Turn Trading Into Revenue with Michael Shafer

EntrePastors

15

▶

30

1x



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In this episode of the EntrePastors podcast Jon and Les talk with Michael...

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EP

ENTREPASTORS

PODCAST

Are You Willing to Pay the Price for Your Freedom?

Episode 200



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# Are You Willing to Pay the Price for Your Freedom?

Jul 05, 2024

Are You Willing to Pay the Price for Your Freedom? (#200)

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ENTREPASTORS

PODCAST

Ask the Better Question with Kevin Elworth

Episode 201



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# Ask the Better Question with Kevin Elworth

Jul 12, 2024

Ask the Better Question with Kevin Elworth (#201)

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15

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30

1x



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In this episode of the EntrePastors podcast Jon and Les have a conversation...

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EP

ENTREPASTORS

PODCAST

Blending Ministry and Business Success with Devin Schubert

Episode 199




ENTREPASTORS.COM

# Blending Ministry and Business Success with Devin Schubert

Jun 28, 2024

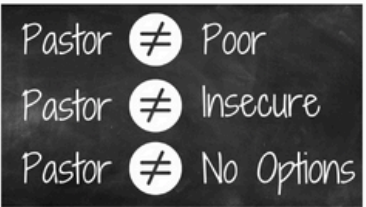
Blending Ministry and Business Success with Devin Schubert (#199)

EntrePastors



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Search...



Hi, Pastor!

Are you trying to figure out where to even start with building a business or creating some side income for your family?

The best place to start is with your own passions and unique abilities.

Our **FREE 5-Step Get Started Guide** will walk you through the process of determining the best starting point for you AND includes 50+ business ideas.

GET YOUR FREE GUIDE

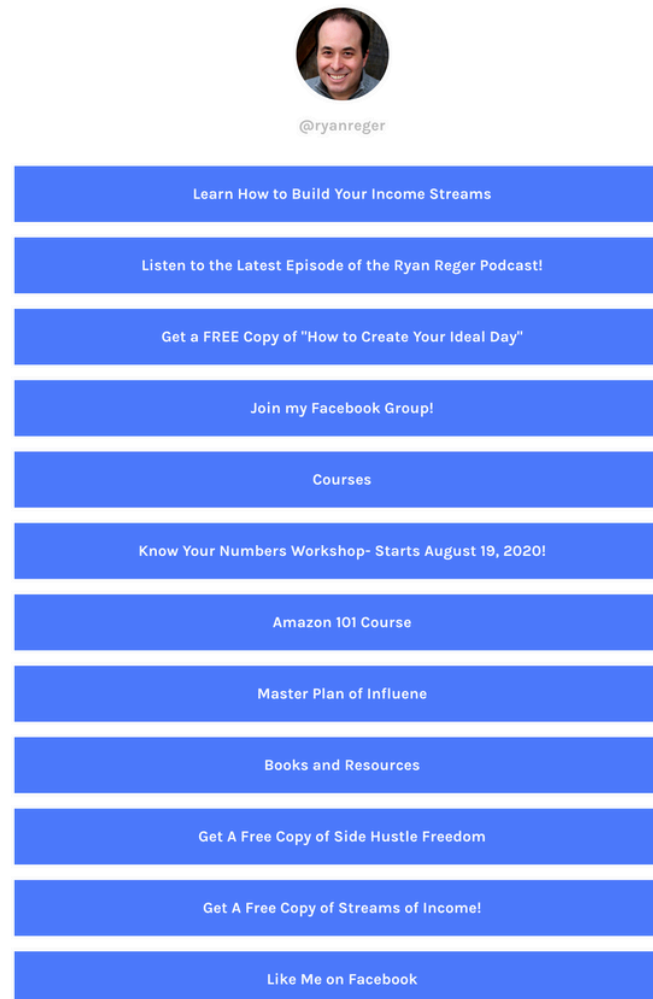
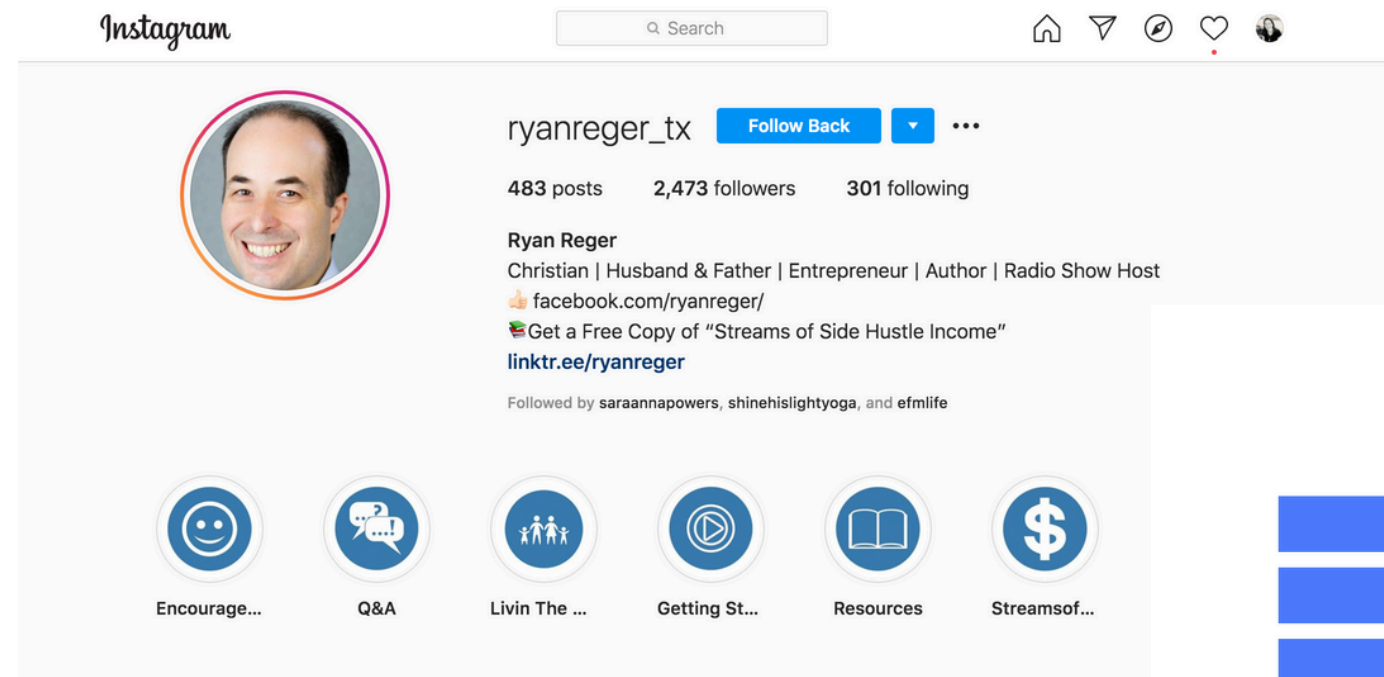


# ADD IT TO YOUR FACEBOOK PAGES AND GROUPS





# INSTAGRAM LINK IN BIO





**Guest blog or be a guest on a podcast and offer your freebie.**

**Facebook Posts**

**Your Facebook Group - ask in the questions if they'd like more info on ...**

**Do a video with the first point (Facebook Live, YouTube, IGTV) - [click here to get more](#).**

**LinkedIn - Featured section with links to your freebies and resources**

**Facebook/Instagram Ads - lead ad**

**If you have an old list, send the resource to them to either re-opt in or tag them when they click to get it.**

**If you have links to your website and your freebies in all of your social media profiles, then as you go in and answer questions and serve, you'll have people click to see what you're all about and find your lead magnet.**

**Help a Reporter Out - [helpareporter.com](http://helpareporter.com)**

**[alignable.com](http://alignable.com)**

**Forums in your industry**

**TIP: Be creative and experiment to see what works best for your audience.**



**Pinned Post**

**About Facebook Business Page**

**As a Guide in your Facebook Group**

**Facebook groups that encourage promotion of your opt-in & business.**

**TikTok**

**YouTube**

**Instagram Stories/Highlights**

**Instagram Reels**

**Instagram Guides**

**List your business with a link direct to your opt-in**

**Google My Business Listing**



**Press Release**

**Pinterest**

**Pinterest Group Boards**

**Guest Blog Post**

**Guest Podcast**

**Virtual Summits**

**Create a “related freebies” collaboration with other businesses in a similar/contextual niche**

**Include a CTA + link to your opt-in in your signature for any “one-off” emails you may send**

**Submit your opt-in to other “resource” pages within your niche**

**Google “write for us” and your topic**

**Google “editor pitch me” and your topic**





# **AI PROMPTS**

**Ask Gemini or Chat GPT for a list of podcast, blogs, virtual summits, Facebook Groups**





**WHAT ARE THE THREE PLACES YOU ARE GOING TO FOCUS ON  
GETTING YOUR LEAD MAGNET IN FRONT OF YOUR AUDIENCE  
OVER THE NEXT 48 DAYS (AUGUST/SEPTEMBER)**

**1** \_\_\_\_\_  
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**2** \_\_\_\_\_  
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**3** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# A FEW NOTES:

- 1** Growing your email list with your ideal customer is not a microwave process. It's a crock pot process.
- 2** If you serve and provide valuable content and info and assistance, people will check you out. Make sure you have a next step for them.
- 3** Take one small step each day and you will reach your goal.
- 4** Be Consistent.

# **IF YOU NEED HELP AS YOU MOVE FORWARD**

**I offer marketing coaching services including Email Marketing, Digital Marketing, Marketing Strategies and Content Development.**

**Schedule a FREE 20-minute Discovery Call and we'll talk about your needs and if I can help.**

**[CLICK HERE TO SCHEDULE](#)**

**SheilaRaeDavis@att.net**



# I'D LOVE YOUR FEEDBACK

**Please share your feedback and how I may be able to help you going forward by filling out this brief survey.**

**[48days.com/launchpad-feedback](https://48days.com/launchpad-feedback)**