

Leadflow Quick Start Guide

NOTICE: This is an evolving guidebook. Meaning we will continually add content as new things come up. We will let customers know if/when there are changes.

Action Plan for Running the Leadflow Flywheel as a Service

This is the Action Plan for using the Leadflow Flywheel product as a paid service for your clients. This is most likely what your clients will want - for you to do it for them.

1. The first thing you should do is review, edit and tweak the articles as needed. This should be done for any PLR product you buy.
2. Load them up into your client's blog and schedule them to go out however you wish. One per day, one per week, whatever.
 - a. Be sure to choose one of the Lead Magnet Checklist Banner Ads to put at the bottom of the article. This will help convert visitors to join the company's email list.
 - b. Alternatively you can use simple text as your CTA (Call-to-Action) for them to get the checklist.
 - c. Lastly, you can use your [email autoresponder](#) to create an optin box with the CTA to get the checklist.
 - i. There are many email autoresponders out there please see the training and tutorials for the one you use for assistance.
3. (Optional) Setup the lead magnet funnel in [Systeme.io](#). Please see their training and tutorials for assistance.
 - a. We say this is optional because if you or your clients already use a funnel builder and/or email autoresponder we recommend you stick with what you know. We offer the Systeme.io setup simply as a convenience for people that do not already have a system in place and for people that are using Systeme.io.
4. Setup the Email Nurture Campaign
 - a. Please be sure to edit the email nurture sequence as needed.
 - b. Upload them into the Systeme.io platform according to their training and tutorials - OR - upload them into your own email autoresponder that you're already using.
5. Schedule Social Media Posts and Video Shorts to Match the Long Form Articles
 - a. You can use a system like [PostPlanner](#) to schedule the social media posts as well as the video shorts.

- b. You can set it up so they match the same day that the long form article will be posted on the blog.
- c. Be sure to include a CTA with the link to the article/blog post so the reader/viewer can get more information.

Action Plan for Selling Your Local Leadflow Flywheel Product

This is an Action Plan if you want to use the included [Systeme.io sales funnel](#) and web commercials.

1. Prepare the Sales Funnel
 - a. Remember we provide the Systeme.io simply as an option for you to use. However, you can use whatever funnel builder you wish. And yes, you can use all of the copy, graphics, design, etc to create your funnel.
 - b. Edit and customize the copy, layout, graphics, etc. per your brand and style.
 - c. The Web Commercial is optional. It is professionally created in a way that's proven to boost conversions. However, some people simply don't like to use video.
 - d. Add in your payment button. You can use whatever payment provider you wish. Please see their documentation on how to set this up.
 - i. If using Systeme.io you can set up everything inside their system. You will need either a PayPal or Stripe account. Once again please refer to them for assistance in setting this up.
2. Prepare the Thank You Page
 - a. Edit and customize the copy, layout, graphics, etc. per your brand and style.
 - b. Be sure to include a proper download link so buyers can have access to their downloads.
 - i. This can be done in Systeme.io or you can use a third party service like Dropbox or AWS (Amazon Web Services) to store your downloads.

Frequently Asked Questions

Do you have detailed training?

- This is a PLR product. Our PLR products are designed for experienced online marketers and marketing consultants. Typically they know exactly how to use our PLR products. Meaning they understand content marketing, lead magnets, social posting, etc. However, if you have further questions please open a support ticket by [clicking here](#). **NOTE:** by not having to provide detailed training is the #1 reason why we can keep our prices so low.

Can you provide training on how to set everything up?

- There are many different tools and services you can use to set up your flywheel system. We are NOT experts in all of them. Therefore we cannot provide support for any specific tool that is being used. We recommend that you use their support, training and tutorials. They are the experts in their own tool after all.

What price should I charge?

- Pricing is always tricky and not really fair for me to suggest. Here's why. I don't know you, your skillset, your experience, your market, etc. Plus if I tell you what I think you should charge and then you don't sell any then you can come to me complaining that it doesn't work, etc. So it's really hard for me to say, "yeah you need to charge xxx". Hopefully that makes sense.
- With all that being said, I will say this is a high end service and should be charged accordingly. Meaning, make it worth your while. Charge a fee that you're excited to work for.
- However, when starting out you may need to charge low or do it for free for the first client so you can get a case study and testimonial.

IMPORTANT

- The links used in this document may contain an affiliate link. If you chose to invest in any products or services through an affiliate link please note that I may make a commission. However, it does NOT change the price for you.