



#114 - How to Use Tripwire Marketing for Your Business

Andrew: In today's podcast we're talking about how to use tripwire marketing for your business. We're going to cover why tripwires work. We're going to show you some examples of some tripwires and also what are the mistakes that people are making with tripwires. Hey everybody welcome to Autopilot Your Business Podcast. My name is Andrew McCauley. This is Episode 114. Today we're going to dig into tripwires. What is a tripwire? How does it work and what are the things that you need to know for your business to make sure that tripwires are an effective tool for you?

Heather Porter all the way from sunny or is it cold Sydney? Hello.

Heather: Sunny Sydney. Hello, how's it going.

Andrew: Hey, I'm good, good, good. Hey, what's going on? How is Sydney going for you today?

Heather: Lovely. Lovely. I am originally from San Diego, so I lived there for 8 years before I moved over to Australia and I love it here because it's really mild like Southern California, you know, I'm going into Autumn and it's still sunny and lovely.

Andrew: Yes.

Heather: It snowed where you are. That's insane in Palm Springs

Andrew: I know. Just on the mountains, on the mountain tops and everywhere else it was snowing. It was minus 8 degrees on one of the mountain tops around here. Minus 8 Celsius that is and whoa it's cold. Funnily enough we were swimming in the pool two days before that so, pretty crazy weather going on over here in California.

Heather: Yeah, sounds like. What else have you been up to? Have you learned anything Andrew?

Andrew: You know what. I'm going to share something with you today that I've been digging into and I found it interesting because you and I do podcasts, we listen to podcasts and I often listen to a lot of business type podcast, online marketing sort of stuff, whether it's a chat format like this or interviews style where the host interviews a special guest and that sort of stuff. There's a lot of those around and you sort of get over them a bit, but I've discovered -- and I've been hearing about this podcast for a long time -- but I discovered it finally a couple of weeks ago and I couldn't put it down and it is a podcast called Serial. Have you ever heard of it?

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Heather: No

Andrew: It's the most downloaded podcast on the planet, I believe. Yes, Serial. Basically, they say it's the same story told piece by piece every week sort of thing. What they did was they for the first season, they went in and they looked at a cold case if you like, a murder case, whodunit and they put somebody away. Each week the host and her team, this is part of This American Life which is a big TV show or program over here or radio program. So there's a lot of support behind it, if you like. But they go and interview people; they go and try and recreate the scene; they go back and try and investigate what happened. They don't give it a spin such as -- "oh this is who we think did it" -- they sort of throw up all the options and say "well this is who could have done it because of these reasons, but then again who else did it." I found it fascinating, it was almost like watching a TV show without having to watch a show. You could listen to it, so when I'm driving I was listening to it; I found myself like, "quick I'm driving for four minutes I'm going to put this in and listen to it."

So, they're up to season 2 now. First one was a case about a guy who supposedly murdered his ex-girlfriend but he's saying he didn't do it and that sort of stuff. Then the second season is about an army guy in Afghanistan who deserted his post and became a prisoner of the Taliban for 5 years. Now the whole case is about, did he desert or didn't he, should he go back to jail because he deserted or has 5 years spent in captivity been enough for him.

It's fascinating to see the views of people and how it's virtually one-sided sometimes and then it swings over to the other side. So, I just found this sort of podcast, they're not new, but I just found this one was really well done, they do a lot of interviews with people and the actual people that are involved with the case. So that was something that I'm enjoying and I can't wait until the next one. I've caught up over the last 3 weeks and I'm waiting for the next podcast to come out in the next few days.

Heather: Sounds cool. I'm going to check it out. Thank you for that.

Andrew: Yes, Serial. It's called Serial podcast.

Heather: Alright.

Andrew: How about you, what's been going on with you?

Heather: OK. So, I'm always often asked from people, "How do I have scarcity in my marketing, like genuine, real scarcity?" And one of the tips I say... First of all, if you think about what you're selling online, some of it you'd have a flash sale or you'd have a deal or you might have a product launch which has built in

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scarcity, but many of us have services or products or things that we're selling, evergreen or ongoing and it's kind of difficult to come up with real genuine scarcity.

So there's a couple of things I say to people. The first thing I was saying this week to somebody was the first thing you can do is basically email them and say this is the last time I'm going to ever tell you about this product, which is genuine scarcity because it's the last time you're going to email them.

The second thing you can do is, there's a timer that you can install on a landing page, your sales page. It's called pageexpirationrobot.com and it's kind of like a plug-in that sits across your different websites. I was doing a lot of research on this and this is the only one I could find that was relatively user friendly and easy to use for the normal person. What it allows you to do is basically track your visitor from their IP or their address of their computer. Then it displays different countdown clocks based on the person's computer. Most of them out there are just generalized countdowns right? If you have an event coming up it's just the same countdown clock across the board. But this one's different.

Depending on what computer or IP address you come in from you see a different countdown clock. It's pretty cool. So if you're doing automation sequences in your business or follow up emails or you're selling something that's the same across the board then you can use a clock like this. The person sees genuine scarcity in a clock on the page and then guess what? The plug-in also, when it counts down and expires, redirects the page for that person saying -- "Sorry, time's out."

Andrew: Wow, so it really does deliver on your promise of being only available for a short time

Heather: Yeah, exactly. So, I just wanted to bring that up to your attention guys. A pretty cool little tool that you can use, if you're looking at having these sort of evergreen sequences and you want to have scarcity built-in.

Andrew: Very cool. Is there a cost to that plug-in?

Heather: Why, yes there is and it's cheap and I can't remember how much it is. It's you know, very reasonable for what it is. I'm thinking as low as \$50 a year, it's not a lot. So, pretty cool.

Andrew: Awesome. Cool.

Heather: Yeah and it's a good one because it kind of feeds into, I guess what we're going to be talking about in this episode which is something that's part of sequences, part of marketing, part of automation, really, to scale and grow business. It's

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such an important piece of your business isn't it?

Andrew: We're talking about tripwires of course.

Heather: We are.

Andrew: For those that have just joined us or haven't heard us before, I guess we should start off by saying and telling people what really is a tripwire. Because a tripwire is one of those terms that's come out of marketing land somewhere in the last two or three, four years and it's by far our most popular post on our website autopilotyourbusiness.com. It just amazes us how much traffic every day goes to this particular blog post. So we thought -- why don't we go and revisit the tripwire session and talk about some of the things that are happening. Some examples of tripwires, some mistakes that people are making, especially us. That we did make.

Heather: We did.

Andrew: -- and why they work. Give us a quick overview of what a tripwire is so that people don't jump off the podcast just yet.

Heather: I love it. OK, I'm going to use the example that is actually in our blog post, because I think it's such a good one. Tripwires have existed way back before the Internet times and one of the main original ones I think of is back in 80s and 90s when it started, when you basically get any 12 CDs or actually started as cassettes or albums for a dollar or a penny in some places. You'd get 12. It was mostly magazine ads and you could pick twelve, you'd basically give them your credit card for a dollar and then from there the upsell was into a CD or DVD of the month club. So you'd get these ongoing things shipped to your house.

Andrew: Did you ever join one of those?

Heather: How many times did I join one of those?

Andrew: I just thought it was the best golden goose ever, I'm like "this is awesome." I remember joining that and I'm like, "Aha I hit the jackpot here."

Heather: Totally. Even though they were old dodgy albums, you'd still find a few jackpot and then if you forgot to cancel or whatever, you'd keep getting them and for a while you'd find value in that. Then I read a cool statistic on it that they did so well... Obviously there would be cancellations straight away; people would get the dodgy twelve or the older albums. But then the statistics were that most people would stay in for a few months. So they did really well with this. That's a great example of a tripwire.

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What a tripwire really is, is it's a no-brainer. It's a no-brainer way of... It has to be money involved in some way, shape or form because it's converting a lead, or a freebie person that's come into your funnel or opted in for something for free, into a buyer. But it's a no-brainer. That's the key. It has to be very, very much like, they come on to the offer and they're like, "Wow, that is such great value. Yeah great, it's perfect for me; I'm in."

Andrew: The psychology behind it is that people get there... If you've got someone on your list who is a potential client but they haven't spent any money with you, then the chances are slim that they're going to spend money on you, especially if you show them a higher priced ticket item. But if you've got the ability for them to put their hand in their pocket and it doesn't matter how much it is -- it can be a dollar, this is why this whole penny music program was so good -- is because all they had to do was stick some money down. Just by the mere fact of them actually putting their hand in their pocket and giving money, that changed their mindset into now I'm paying for a service or a product. The people are much more likely then to go and spend more money with you after that point.

This is why this tripwire is so important for businesses is that you've got to get them to put their hand in their money, even if it's just for a cent. Maybe a dollar these days; a cent wouldn't cut it. A dollar or... We'll talk about examples coming up soon, but maybe it's covering the shipping on a book that you're giving away sort of thing.

It's an interesting concept and a very interesting psychological experiment that's been happening for a long time and it still works today.

Heather: Absolutely. What is a tripwire today? It's basically, mostly where you see it, is where you offer something for free, otherwise known as, some people say "leader magnet," we say "party starter," but you're giving away something for free to attract people into your email list and the tripwire is positioned as the next natural step. So basically what happens is somebody opts in for a freebie and then when they opt in they're taken to a thank you page and that's where you have the tripwire offer.

So it's like, "Hey, here's your free thing and while you're here" -- like you suggested -- "why don't you get a free copy of our book and you just pay for shipping." Or you get this other thing for like \$7 or \$1 or whatever it is. What you're doing immediately in that moment, is that you're segmenting the buyers from the people that are not yet your customers or not yet interested in being your customers.

Andrew: Yes, that brings up a whole other kettle of fish, I guess, is the segmentation of

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that. But the cool thing is that you don't have to have a massive product to be giving away. You don't have to have a lot on offer, it can just be something small but getting them to take that action of spending something with you in the first place.

Heather: Absolutely. Of course you can use your tripwire offer to your normal database too, so you can present these or position these just as marketing pieces. I think a really cool thing, Andrew, is just to jump into examples, people can start to picture how it works across so many different businesses and industries. What do you think?

Andrew: Yeah, definitely. I think, you started off with that example, "Buy any 12 albums for a \$1" and then you're sucked in forever for that which was good. Book Clubs or Magazines did the same sort of thing back then. What other examples are there that you can reel off, just off the top of your head?

Heather: Well, one of them that comes to mind is -- I think there's two actually from this guy -- I'll say one you can say the other. This is a guy we listen to who's part of the Digital Marketing Group and Digital Marketer, his name's Perry Belcher and he talks about tripwires in their events and seminars.

One of the examples I really liked was, he was giving away a cufflink for a tripwire, so basically you come to the site and -- I think it was free with shipping or something, I can't remember the exact idea behind it --but it was around cufflinks as a tripwire and then from there the next natural step would be to enter into his "Shirt of The Month Club." So, you're basically getting an almost free gorgeous sterling silver cufflink and then they're like, "Hey, do you need a good shirt to stick that cufflink on?" and then they suck you into the shirt of the month club. Even though he's selling a shirt of the month club and he's selling shirts, the tripwire was a small piece of that, it wasn't a shirt but it was something that was a piece of that overarching idea.

Andrew: I want to add something here which is extremely important to this whole conversation. That is that the tripwire must be something that's relevant to the next step. So they've got to take the next step. Whatever the next step is, it's got to be relevant to that previous step.

So if we had the ability to give away iPads for instance. Let's say we could give away free iPads and we were giving away iPads or we're selling iPads for \$5 and the next step was that we were selling them into an online marketing program, it wouldn't work. It wouldn't work because we would be losing our shirts because people would be taking the iPads and not taking the next step which is the up-sell. Cufflinks is a perfect example because if you've got cufflinks, you can't wear cufflinks without a shirt.

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Heather: Exactly.

Andrew: Alright. So, it makes sense that the next offer is "Hey, you've got some great cufflinks; now you need a shirt to go with those cufflinks."

There's two other examples that I want to share. One was the same guy. Perry was -- he became the biggest candle seller in the US. Candles. His tripwire was... Remember he's selling candles, who buys candles? OK. We all can go buy candles at a shop, but the people that make candles were his biggest customers. What he was giving away was, I think he was giving away something like a 1000 wicks, like wicks for a candle for \$5 -- whatever it was -- \$6, \$5. People were going, "Wow 1000 wicks; I can't get that anywhere below \$50 for a 1000 wicks and this guy's selling them for \$5 a bag." But he knew that if you got a 1000 wicks you're going to have to do the next step which is buy wax. Right? Make your candles. He knew that he wasn't selling them to the consumer because nobody in their right mind would buy wicks if you're just a person who wants one candle. You'd go to the shop. But he knew that the candle makers were the people he was targeting. So he was selling bags of wax or however wax comes -- I'm not even sure, bottles of wax. So...

Heather: Bottles.

Andrew: How do you sell wax?

Heather: I think it comes in little pellets.

Andrew: Shows you my expertise in the candle field. So he was selling candle wax; he became the biggest seller of candle wax in the US because his tripwire was wicks in the first place.

Then there was another story of a guitar manufacturer who was obviously selling high class, high quality guitars but his tripwire was picks, guitar picks. So, he was selling those very cheaply for a lot of them. He would know that the people that would be buying lots of picks are guitar players and the next thing is, "Hey, you've got some great picks; how about a great guitar to go with those picks?" That was his next up-sell, which I thought was very clever. Once again it's a small step in for the consumer, just a taste, get their toe dipping in the water and then once they're a buyer then they can become a larger buyer after they've made that initial purchase.

Heather: Absolutely.

Here's another couple that work well, one's a service based and one's an e-commerce. Let's start with the e-commerce one. This guy sells dried fruit hampers and basically was trying to do fruit of the month club, kind of like shirt

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of the month club where you get every month some dried fruit delivered to your house. I was actually working with this guy and talking through this with him and what we came up with was to piggy-back off of the trend, the paleo-diet. What he did is he developed a lead magnet that was a free recipe, like five amazing recipes for paleo-diet. Then the trip-wire was a free... No, it was free with shipping, so they paid. They sensed that they got a free valuable item but they paid the \$7 shipping fee, this free with shipping paleo fruit pack. That was then a no-risk entry point into how amazing the brand was to get fruit to your door. Obviously the recipes that were in the PDF that they downloaded for free, corresponded with the fruit that was delivered. So it's all leading in and they get the fruit and then the next natural upsell is "Hey why don't you just join and then every month we'll deliver a gorgeous pack like this to your door and a recipe pack that you can use with it."

Andrew: Awesome.

Heather: That's another one. Here's another one. If you're a service based business, this is an idea around if you're a pool servicing person or a company. What you could do is you could have a little freebie that's "5 steps to know if your pool is polluted or hurting your children's skin" or something along those lines. Then the tripwire could be a little sampler -- what are they called? -- Pool Testing, water testing kits.

Andrew: pH testing Kits.

Heather: Yeah, exactly. Then you get off that off the site; that comes over to the house and then you could do follow up emails that basically say, "Hey is your water pink in this area or too pink, if it is it probably means that you actually need professional assistance, so we're here to help." Then obviously it sells them into the ultimate product or service. So you can see how these tripwires are the next natural step into the products.

Andrew: Yes. Great, awesome. So, is there any other examples you want to share because I know the Dollar Shave Club comes to mind as well.

Heather: Tell me about that.

Andrew: Dollar Shave Club has -- it's like Shirt of The Month -- but they deliver razors to your door every month and I think you start at a dollar month. You can start as cheap as a dollar a month. They give you a low end sort of razor and you've got to pay \$2 for shipping and handling or something, but every month you get a new blade. But then you want to go more than that if you're someone who shaves more than couple times a month, then you may want to go \$6 a month which ultimately still is cheap because you go and buy razors these days and you're paying, for five razors you can be paying \$20 or \$30 anyway. Once

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again it's like, you can test the water, pay for \$1 a month, who can afford that? Everybody. So they get you in and then after a little while -- you know what these razors are pretty good and also -- ah, you've got some shaving cream, you've got some hair butter, you've got some casual hair clay or whatever it is. Wow, I want that stuff; this is delivered to my door. I don't have to go shopping at all; this is great -- just a great example of low-end barrier point tripwire. Awesome.

Heather: I love it. I'm going to give one more because I know a lot of the guys listening have info products and e-courses and things like that and they're not actually selling any tangible goods. So you can definitely use tripwire for that as well. Let's say that -- we'll kind of talk about this further in a second -- but you're basically looking at a piece of what you're selling, what's your info product, your course or your training that you're selling. Break off a little piece of that; that's very valuable and gives a good result. Package that into a video and a download and then you could sell that. It's obviously teasing -- what's to come? It's a bigger, this is just the tip, it's the iceberg of the whole package. So you can sell that and it's all digital of course and delivered online which is pretty cool.

I guess one thing you were saying about the dollar of the month -- and tell me if you agree -- I've heard that a lot of times business owner's that do the tripwire exercise they actually don't mind if they lose money or even break even on the tripwire.

Andrew: Totally. It's not just making money at the front end, it's all about getting that person to make that initial purchase. Because once you've got that, the odds of them buying more stuff goes up significantly. So it's a low cost or break even or even a losing point, you've got to know your numbers to make it a losing fight, but at least at minimum try and recover your money back so you're not going to lose but then you'll make it up on the other side.

Heather: Yes, exactly. I think I want to talk a little about when you're brainstorming tripwires for your business. How do you actually come up with that particular item that makes sense to your business? Oftentimes when I'm talking to people about this in my speaking gigs or wherever I am, I'll say that the best place to start is at the end. So you actually reverse engineer and you just start with the signature product or service that -- your main offer basically, your low hanging fruit offer, what is it that you're selling in your business right now that's making the money -- and you reverse backwards from there. Like I was saying before, if it's an e-course you might have say 6 modules in that e-course, say in module number one you have five videos. You could basically combine two of those or break off one of those and use that video as a tripwire and say basically here's the tripwire and then the next step would be, do you want to unlock the rest of my course? Then here's where you go to do it. You're always working backwards and same with the pool guy, like if you're

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selling a pool service then how can you work backwards from there to educate through the tripwire that your service is needed.

Andrew: I think that's a key point. Work backwards. What is ultimately that you want people to buy and then -- OK let's break it down in small steps for them to take at a time so that they're confident spending money with you.

Heather: Totally. So, start with the end in mind, work backwards and oftentimes you can re-purpose what you're already using in your business -- and you should -- and that means you're on the right track. If you're thinking, "Oh god, I have to go and re-develop or do something from scratch," then you're probably going off in a whole new tangent that's maybe not the best focus of your time.

Andrew: What about mistakes then? What are some of the mistakes that we've seen and we've even done with tripwires that you can share with us?

Heather: I'm trying to remember them. I want to talk about the mistake we made; I'm trying to even remember what it was.

Andrew: OK, I'll give you a hint. It was something that was not related to what we were trying to sell.

Heather: What was it we were actually giving... Oh, it was... Oh I remember. OK. Right. So we were giving away, which is something that we still give away, "Five Steps To Triple Your Traffic." Andrew and I went through a whole exercise where we very carefully or scientifically went through steps on how we increase our traffic on our website and we put it into sort of a little map -- we're talking website visitors. This is what we were giving away and then on the tripwire we then tried to give away [laughs] -- it's funny, I'm sorry I can't help but laugh -- we tried to give away a little tripwire training on Facebook Ads. Because you know Facebook Ads and increasing website visitors is so incredibly related, right Andrew?

Andrew: Mm-hmm.

Heather: But that's OK. So then from there, one of the things we have right now is, we thought obviously that doesn't make sense. We just got caught up and swept up in being busy as business owner. We were just pulling pieces that we had of content and put that in.

But now what we have is the next natural step, which is a video that actually walks you through the map that you download. One of our tripwires is basically -- here's the map; now, why don't you actually get a little piece of how to really ramp up this particular map and we'll walk you through it together.

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Andrew: If people want to really actually look at how a tripwire works and even give us \$7 for it, where should they go?

Heather: Oh my gosh. aybguide.com It's also just across autopilotyourbusiness.com as well. If you're on the site you can just opt in, if you're checking out the podcast.

Andrew: Yep, it's everywhere. Do it. Do it.

Heather: So that is one of the biggest mistakes -- randomly choosing one product or service or something that you have in your business and sticking it on as a tripwire, too when somebody is entering into your email list you're just randomly choosing something and also, choosing something that makes no sense for where you're wanting to lead them next as well.

Andrew: Totally. I'll give you another mistake that people are making too often enough and that's confusing a real tripwire which is a real offer and confusing it with a coupon. It's not a discount; it's not a percentage off or a dollars off item. So don't get confused with saying -- well I've got this package and if you sign up now you get \$20 off. Because people are not signing up; they're not going to sign up. You're not going to get the same psychological result that you're looking for if you're giving away a discount versus giving away something that's only a small amount of money. There's a slight difference and I hope I've explained it enough. But if you're giving away discounts or coupons or percentages off, that is not a tripwire. OK? A tripwire has to be something that they're going to get that's going to be valuable for them. It may be a book. We've seen this done a lot and we're doing this ourselves, is giving away a book for free, but they've got to pay something which is obviously the shipping and handling. By giving them the shipping and handling you're giving away your book for free but you're getting their name and address because obviously you need to send that to them physically. That's been done as well, so maybe it's something like that. That's one of the mistakes we see is not making it a true tripwire.

Heather: Good point and those discounts and vouchers are generally actually lead magnets. So those would be entry points into your business and then the tripwire comes next.

Andrew: Yes.

Heather: One little bonus tip I guess. I started out this whole podcast with you talking about scarcity. So a good thing you can do is, if you're doing the tripwire, offering it as that thank you page. So somebody's coming in for your free item -- your lead magnet -- and then they're hitting the thank you page next. What you could do is the scarcity on that page and you can basically just have a

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specific tripwire only offered on that thank you page, otherwise called OTO or One Time Only offer. That is complete scarcity; think about it. If you're only offering it on that thank you page, you basically say -- hey, thanks for opting in; here's your free thing you just got; while you're here why don't we walk you through that free thing with our video or why don't you get a cufflink, or whatever it is, and by the way we're only offering it on this page; we don't offer this anywhere else. So, you can actually as a little bonus tip weave that scarcity in on your initial tripwire offer and that could help quite massively with your uptake.

Andrew: There you go. That's tripwires in a nutshell. Wow.

Heather: So...

Andrew: Go on?

Heather: Yes?

Andrew: Anything else you want to add before we summarize what we've just spoken about?

Heather: I think the main thing is that it's not a difficult thing to do and I would imagine there's some of you thinking "how do I set this up?" You don't need to be too tricky. If you are using something like a Leadpages or Instapage or even your own website to collect addresses, every single form that you're going to use, whether it's MailChimp or ConstantContact or Infusionsoft or whatever you use to collect email addresses on your website or your landing page, always have a thank you page. You have an ability to create a thank you page where the form re-directs the person to that page. Guys, if you're collecting emails you already have the capability of doing this and then all you need to do is create a thank you page and then basically if you just have PayPal -- you can totally just do this with PayPal -- you just have a PayPal button on that page selling your tripwire. It's easy so there's no excuses of why you can't be using it in your business.

Andrew: Yes. If you ever get stuck in that sort of thing -- Digital Traffic Institute -- we can help you with that. We can walk you through it, hold you by the hand and go through that with you as well.

Heather: Exactly.

Andrew: Alright so let's just go back and cover quickly what we spoke about in today's podcast. We spoke about why tripwires are the thing of the future, why you need to have one in your business. We gave you some cool examples of tripwires, tripwires that have been used for a long long time and tripwires that

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are working in today's current market. We also shared some mistakes that people are making with their tripwires.

Heather, is there anything else you want to add before we say goodbye?

Heather: No, that's it. I think we've really gone through the pros of using it in your business. Just give it a go, especially if you have an e-course or you're in the info-product space; it's the best, easiest way to get started.

I think the last thing I'd leave you in mind with is this. Think about human psychology and think about that if you're offering something for free, it's a very very big step for somebody to get something for free from you and then you say, "Hey buy my \$2,000 signature product." Right? That's why tripwires are so important. They're a risk free way of starting to get your buyers in one group and then you can promote more to those particular buyers. That's why it's so incredibly important. So get out there and give it a go today.

Andrew: Well said. Thank you Heather. Thank you everybody for joining us. If you're listening to us on iTunes, leave us a review; we'd love to hear your review. If you want to leave a comment on the bottom of our website you can do that too, aybpodcast.com and let us know what your tripwire is and we'll go and check it out.

Heather: Yeah, we'd love that. Alright you guys. Thanks Andrew

Andrew: Thanks Heather. See you later everybody.

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