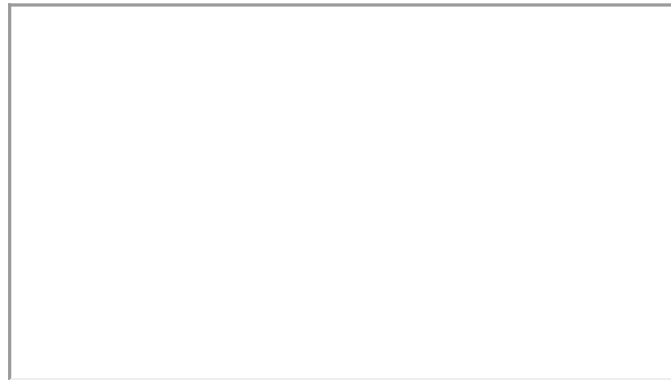


# Play Blueprint: Guide Follow Up + Offer

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**Why Run It:** To convert clients after they have downloaded and consumed a lead magnet

**Who It's For:** Any business using a lead magnet to build their list and can convert clients digitally

 Implementation time: 30-45min

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## Play Snapshot

When you're offering a Free Guide Download as a lead magnet, you're sharing a specific piece of educational content (like a "how-to") that your potential customer can use, has a high perceived value, and is relevant to your products or services.

By sharing high quality content in your Free Guide, a prospect now recognizes that you and your company are subject matter experts. As a result, the prospects that download your free guide have a much higher chance of conversion -- if they read it.

Having a great intro offer is the perfect Call-To-Action (or CTA for short) in this email nurture. The high value, low cost product or service that gets them in the door, dazzles them with your skill and service, and primes them to purchase your high ticket products and services later.

[Quick Start Guide !\[\]\(faf942dc3e59ce8eb64b4ac481eca7e0\_img.jpg\)](#)

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[Play Action Plan !\[\]\(cf531ed27e91483460120fcc057b3901\_img.jpg\)](#)

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Automations Bank 

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Measuring Success + What's Next 

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