

## MODULE 2: COLD TO CLIENT INCUBATOR

# ACTION STEPS

If you have a Client Incubator (opt-in page, thank-you page, and autoresponder):

- Tweak opt-in page to be your automated sales agent
- Tweak thank-you page to be your secret weapon
- Use checklist to write or edit email sequence to increase your sales by up to 300%
- Tweak sales page to sell without selling
- Submit “Funnel Audit” form to have Tammy review your incubator and make recommendations to improve your conversions

If you DON'T have a Client Incubator:

- Sign-up for an autoresponder if you don't have one already
- Create an autoresponder form for your opt-in gift in your autoresponder and copy the html code to send to Tammy
- Create your 5 email nurture sequence and load it into your autoresponder
- Complete the “Marketing Mini-Site” form based on the Module 2 training.  
(It is critical that you complete the Module 2 training prior to filling out this form!)