

DAY 4 - Collecting Leads & YOUR Results Pages

Welcome back Bootcamper,

Today is **Day 4 of The Bootcamp** - and it's time to create your EMAIL lead form, and send your quiz takers to the correct Results Page based off of their 'buckets'.

RECAP:

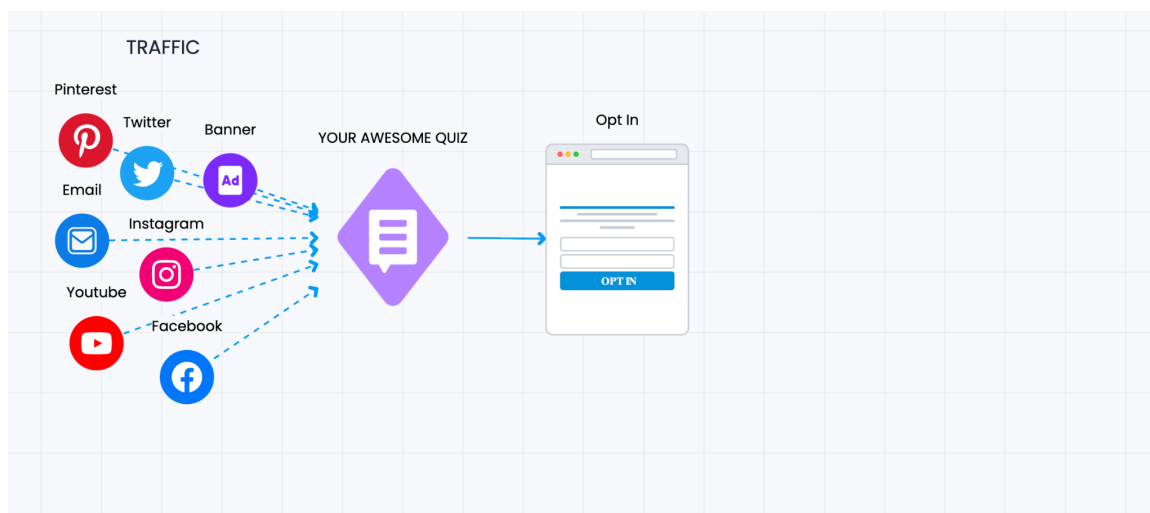
Hopefully you should have a QUIZ cover, plus an image, and you've at least started to write out your QUIZ questions too:

- ✓ Quiz Title
- ✓ Quiz Description (*sub-title*)
- ✓ Quiz Buckets (*audience groups*)
- ✓ 6-8 Quiz Questions
- ✓ Quiz Image (*again, this is not as important*)

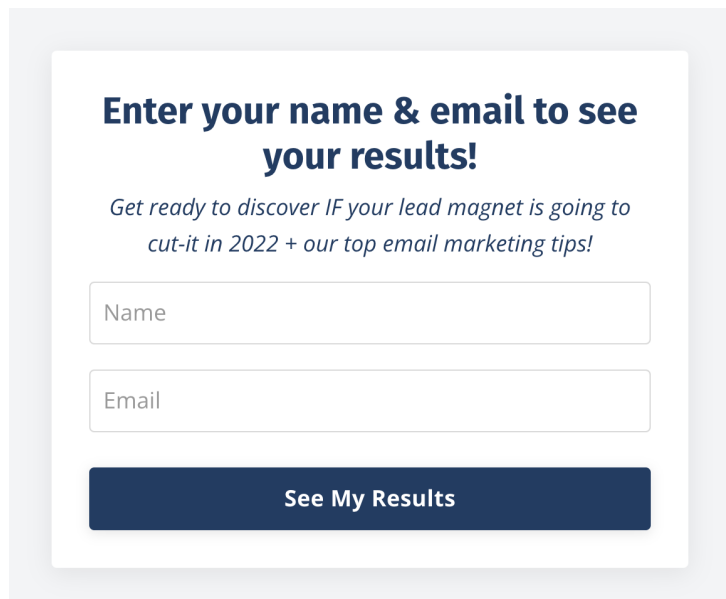
THE QUIZ FUNNEL:

When someone takes your QUIZ, you ideally want to collect their email addresses before you present them with their results.

Here is what that looks like:

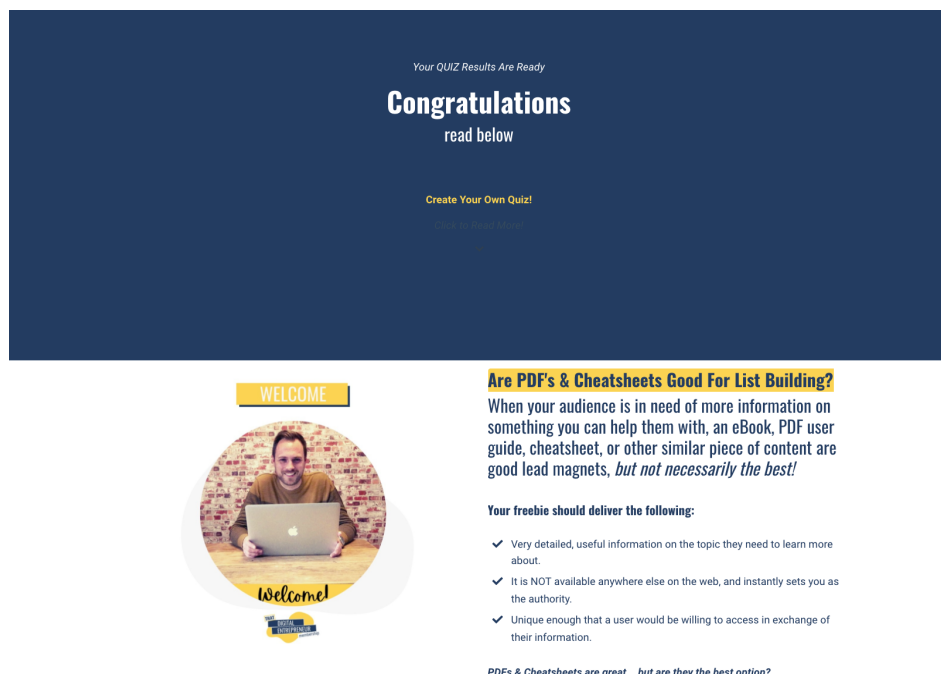


This is the Opt-In Form that I host on my Kajabi website to collect email addresses:

An opt-in form with a white background and a dark blue border. The title "Enter your name & email to see your results!" is in bold dark blue. Below it is a subtitle in italicized dark blue: "Get ready to discover IF your lead magnet is going to cut-it in 2022 + our top email marketing tips!". There are two input fields: "Name" and "Email". At the bottom is a dark blue button with the text "See My Results" in white.

When someone enters their details in my Opt-In form, my website platform that I use (Kajabi) instantly re-directs my new lead to their correct Results Page.

Here is an example of a Results Page:

A results page with a dark blue background. At the top, it says "Your QUIZ Results Are Ready" in small white text, followed by "Congratulations" in large white text, and "read below" in smaller white text. Below that is a yellow button that says "Create Your Own Quiz!". On the left side, there is a circular image of a man with a beard sitting at a desk with a laptop. Above the image is a yellow banner that says "WELCOME" and below it is a yellow banner that says "Welcome!". On the right side, there is a yellow banner that says "Are PDF's & Cheatsheets Good For List Building?". Below this banner is a paragraph of text: "When your audience is in need of more information on something you can help them with, an eBook, PDF user guide, cheatsheet, or other similar piece of content are good lead magnets, *but not necessarily the best!*". Below the paragraph is a section titled "Your freebie should deliver the following:" followed by a list of three bullet points: "✓ Very detailed, useful information on the topic they need to learn more about.", "✓ It is NOT available anywhere else on the web, and instantly sets you as the authority.", and "✓ Unique enough that a user would be willing to access in exchange of their information." At the bottom of the right side, there is a line of text: "PDFs & Cheatsheets are great... but are they the best option?"

Here Are The **FIVE Lead Magnets** That Are Guaranteed to Generate Conversions *and* Turn Your Audience Into Customers Fast in 2022!:

You can **CLICK** here to see one of my Result Pages:

<https://www.jacklongdigital.com/pdf-cheatsheets>

TOMORROW - I will reveal HOW you can grab our QUIZ Result Page Templates!

Our templates have been customized and build for you so that you don't spend a week trying to create a page yourself guessing all the parts on the page...

... we've done all the hard work for you!

INSIDE TRYINTERACT:

When you have your URL for the email Opt-In form, you simple copy and paste your Email Opt-In form URL as the 'Redirect' inside TryInteract:

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https://www.jacklongdigital.com/opt-in-pdf

Enter your name & email to see your results!

Get ready to discover IF your lead magnet is going to cut-it in 2022 + our top email marketing tips!

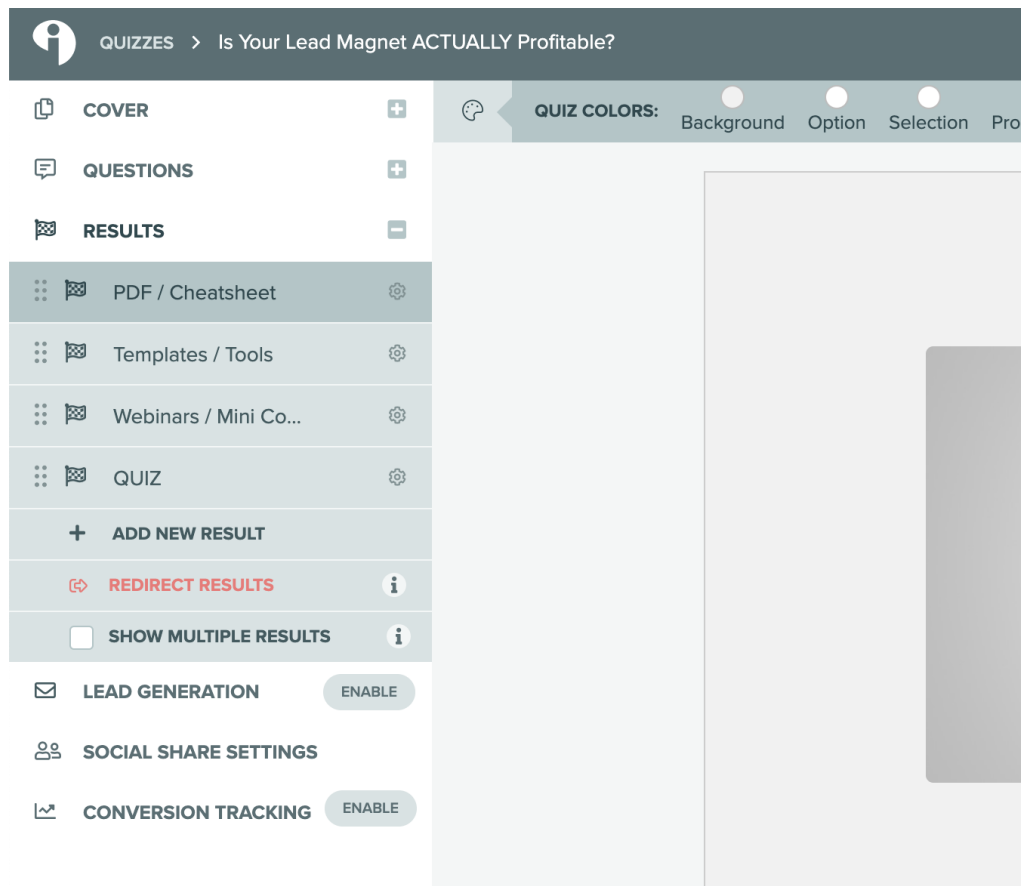
Name

Email

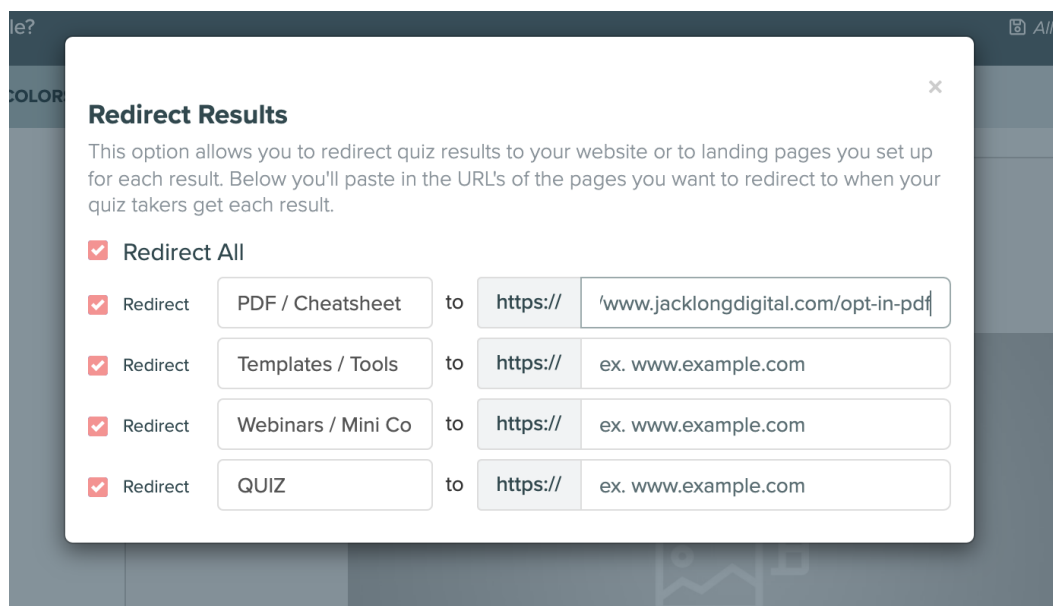
See My Results

Now head over to TryInteract:

You need to click on - **'Results'** on the left hand side of TryInteract.



And now select **REDIRECT RESULTS**



Copy & Paste your URL into the corresponding 'Redirect' box that correlates to your 'Bucket'. **DONE! Now repeat again for the rest!**