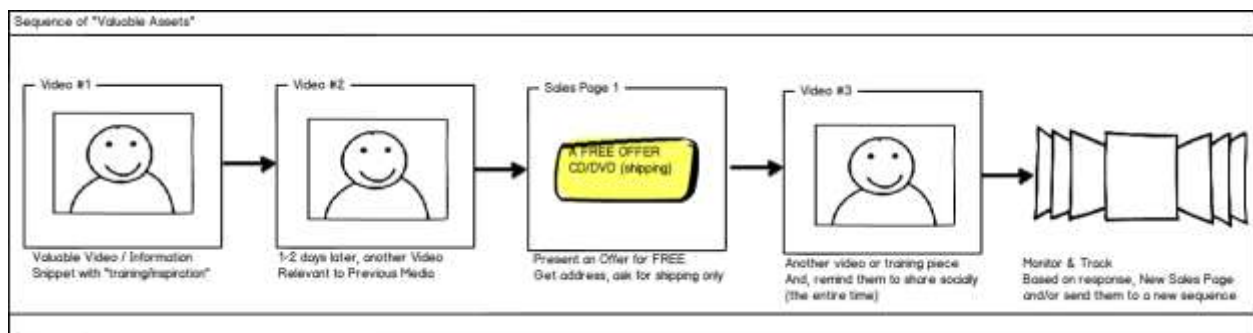


THE SALES LEAD NURTURING SEQUENCE

4 Simple Steps to More Sales & Fame

www.jonrognrud.com



Steps:

- Video 1 – overview, opportunity & challenge
- Video 2 – deeper dive on content
- Sales Page 1 – great offer with CD ship option (CD is free, charge for shipping only)
- Video 3 – More value and content

For all of these, track video retention, page bounces and how they “generally” stick. This includes conversion rates from your CD or special offer.