

Fast Start Check List

How To Get Your Projects Started Fast With TENX

Provide Your Team Info:

Who is the ONE person that we can communicate with so we can quickly make decisions and get your project completely quickly and decisively?

Name: _____

Phone: _____

Email: _____

Skype: _____ (not required but helpful)

**We are about to ask you to provide a LOT of “stuff” to us,
so please realize TWO things:**

1. We Will Protect Your Privacy: We keep all your information private and will not share it with anyone outside our team and your team unless you give us specific written/email permission to do so.
2. We need to collect all this information/assets as easy as possible, so we need you to choose from ONE of the two choices below:
 - a. *Share a Dropbox folder with us and name the folder “**Your Company Name_Funnel Assets**”* (send invite to your Project Manager)
 - b. *Share a Google Drive folder with us and name it “**Your Company Name_Funnel Assets**”* (send invite to your Project Manager)

Example folder name: *Cool Guys Gadgets_Funnel Assets*

EVERNOTE Application: If you would like to give us access to an Evernote folder you use for Notes, basic documentation (like logins) and examples that's fine too, but large files like graphics, videos, audios, and PDF's, we need in Dropbox or Google Drive.

Provide Your Admin Logins:

(click the links for instructions on how to invite us or provide login credentials)

To be clear, you may not have all of these logins to provide to us, please just provide the ones you know you own. You also may have other logins we may need that aren't listed below.

- [Infusionsoft](#) Please add login@tenxmarketing.com as an admin user to your infusionsoft application.
- [CustomerHub](#)
- [Wordpress Website](#)
- Web Hosting (i.e. [WestHost](#), Bluehost, HostMonster, HostGator, Godaddy, etc)
- Domain Manager (i.e. Godaddy, Network Solutions, etc)
- Any Other Software You need us to access: i.e. OptimizePress, LeadPages, Kajabi, Unbounce, etc
- Video Hosting Sites: youtube, Vimeo, Amazon S3, Wistia, etc.
- FixYourFunnel.com: [SMS](#), [Call Monitoring](#), [Direct Mail](#), [SendOutCards](#), [OneClickUpsell](#)

Actions You Need To Take For Final Completion: (unless we've specifically arranged to do them for you)

We recommend you start these immediately, it takes a lot of time to get this done, it's not something you can do a few days before you want your project delivered. It takes us time to take your content and insert it into everything to be automated, please take this serious and schedule time in your calendar to get this done ASAP.

We've provided some MAJOR resources below that will help you figure out what copy, graphics, and videos you may want to use. Please don't feel you need to do it all but certainly we suggest you do everything you can to make your funnel convert at the highest rate possible. Overall, you probably won't be able to get to everything but you should do your best to get as much as possible in the time allotted. So don't skimp on your efforts but realize it takes time to write, design, and create video that looks and feels just how you want it. *The best thing to do is just take imperfect action and then plan time each month to improve upon what you've started with.*

Provide The Copy Writing:

- Emails for sequences
 - Headlines for Offers
 - Landing/Squeeze pages
 - Sales Pages
 - Checkout pages
 - Any other website we've agreed to build
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Provide The Graphic Design:

- Logos in these formats (listed in order of best to “not best”): ai, eps, psd, png, jpg
 - Website headers
 - Images for ebooks, books, videos, products, product packages, etc
 - Photos of you and your team
 - Any other graphics you use frequently that represent your organization
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Provide Any Videos/Audios for:

- Landing/Squeeze pages
 - Sales Pages
 - Upsell Pages
 - Thank You Pages
 - Checkout pages
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Provide The Website/Web Pages:

We typically create basic landing pages, sales pages, and other “one-off” pages for your marketing funnels. If we’ve already arranged this with you, then you’re good to go. If you’re not sure, then please contact your Project Manager to get clear.

If you do hire us to build your pages, here’s the custom software we build your pages with. Please choose one option only. If you already have one, that’s fantastic, all we need is the login credentials. If you don’t, then talk with us **FIRST** before you sign up for one because they all have different strengths and weaknesses along with different price plans)

- Unbounce
 - OptimizePress
 - Leadpages
 - MegaPhone
 - Kajabi
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Custom Websites

If you need a full custom website designed we offer custom pricing separate from your marketing funnels. Let us know if you need this help, we can provide some amazing and high converting design for your website.

If you need custom API integration from one software to another, this is extra cost and time. (unless we’ve already clearly explained that we’ve included this in your project pricing and timeline)

Examples of common custom integrations requests are:

- You have a different shopping cart that you want to integrate with Infusionsoft
 - You want a different CRM to work with Infusionsoft
 - You need to do “one-click” upsells on your upsell pages/offers
 - You want a webinar to auto-register someone when they fill out their information on your custom designed registration page
 - You want an automated webinar service to integrate with infusionsoft
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Provide Us With Your Product Breakdown:

We don't create products for you but we do understand the essentials that every product must have in order to generate interest and convert at a high level. Here's a basic checklist for you to provide us (and yourself) with in order to create your pages and any email copy we may have agreed to create for you.

1. What is your Product?
2. What problem is it solving for your customer?
3. How does it solve your customer's problem?
4. What are all the BENEFITS of your product? (what pain does it relieve? and what joy does it bring?)
5. What are the features of your product? (what does it include, what widgets does it have, how does it work, what's “in the box” when they open it?)

The Product Description:

For Trainings/consulting:

Break down each Section of your training into “modules” and break down each topic you'll cover within that module. Now each module into a daily/weekly/monthly training and the schedule they should expect.

For Physical products:

Break down each major piece of your product and then describe the details of each feature (Think Apple and how they break down all the features of their latest iPhone or iPad). Let them know how long it will take to arrive at their door.

Your Guarantee

- What's the guarantee you offer with your product?
- If they aren't satisfied with your training or your product, can they return it?
- How long do they have to test it out before they cannot return it?
- Do you require them to return any piece of the product physically?

- Do they get to keep any bonuses even if they want a refund?
- Will you have a return policy that asks why they are returning it or require them to prove they've used your product? (we don't typically recommend this but if you feel you have to, then describe it here)

Bonuses

- Are you offering any free bonuses when they buy your product?
- What are the bonuses?
- Why would they want these bonuses?
- Could you give away a free bonuses of a strategic partner/affiliate of yours? If yes, call them and present the option and figure out how to deliver it without any effort on your or their part after it's set up.

Scarcity

- Is there a deadline to buy this product/service/training?
 - Will you be taking any bonuses away after a certain period of time? if so, how long do they have until the bonuses are gone?
 - Is there a limited amount of people or units that you can offer before you're sold out?
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