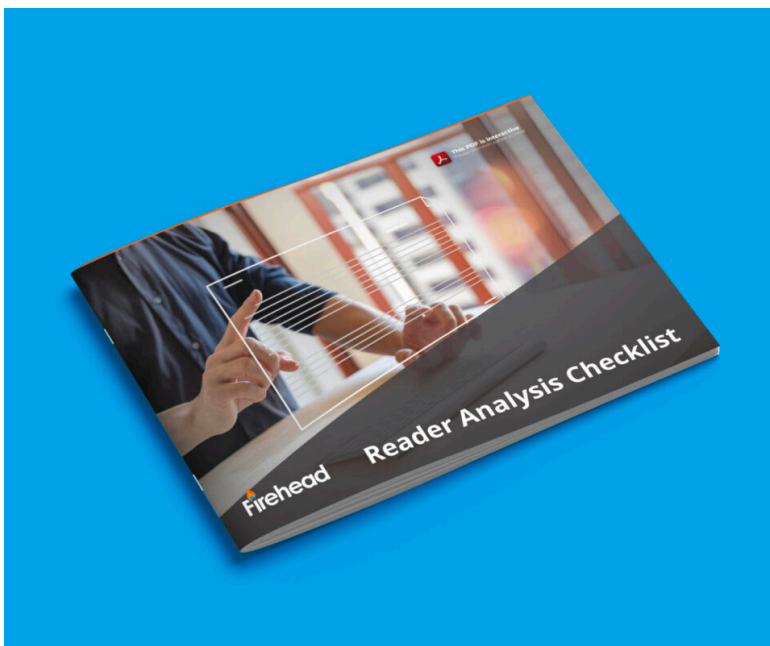




Free Resources Process

Step One

- a) Decide on title of resource
- b) Create an image of the book cover. Example:



- c) Create PDF of content

Step Two

- a) Login to firehead.net website
- b) Go to Free Resources Download
- c) Insert title of resource
- d) In Free Resources Download section:
 - Add Resource Title, such as
"Reader Analysis Checklist - Free Resource"
 - Upload image of cover and pdf (created in Step One)
- e) Publish
- f) Copy full Permalink for use in Step Three

Step Three

- a) Go to Free Resources
- b) Add New Page
- c) Insert appropriate text in Free Resources section
- d) Upload image of cover from Step One
- e) Insert suitable Resource Tag (this is used in Mailchimp and must be unique and not used previously)
- f) Paste download link (Permalink copied in Step Two) into Download Page field
- g) Select (or add) Free Resource Category
- h) Select (or add) Free resource Author
- i) Publish

Step Four

- a) Login to Mailchimp
- b) Audience menu - left sidebar
- c) Tags
- e) Select "Free Resources Subscribers" from "Current audience" dropdown
- f) Create Tag
- g) Add name of tag used in Step Three e) EXACTLY as before
- h) Create

Step Five

- a) Automations in sidebar menu
- b) All journeys
- c) Click dropdown arrow next to View Report on any existing (Free Resource)
- d) Click "Replicate"
- e) Enter name - use Title from Step Two d)
- f) Ensure Audience is Free resource Subscribers
- g) Continue
- h) Click on "Contact tagged" section
- i) Change Tag to whatever this Resource is tagged as in Step Three e)
- j) Save Starting Point
- k) Click on "Send email"
- l) Change Subject to title of this resource (as in Step One)
- m) Edit Email Content
- n) Change Heading

- o) Click on image and in left control panel - Change
- p) Upload image (navigate to image on computer as created in Step One b)
- q) Click on "Download Free Resource Here" button
- r) Change the URL in the "Link to" section to the permalink from Step Two f)*

*This can be obtained by logging in to firehead.net website / free resources download / name of this resource / edit / permalink Then copy and paste link into Mailchimp field

- s) Save and return to journey
- t) Continue
- u) Select "Sell stuff" from option cards
- v) Turn On
- w) Continue

Now test by going to the Free Resources page and signing up for this item

When email notification (of sign-up) is received it contains instruction regarding adding the Tag to that subscriber in Mailchimp

Step Six

Login to Mailchimp

Audience

All contacts

Check "Current audience" is Free Resources Subscribers

The new subscriber will be listed

Click the name

Add Tag - use the one created in Step Three e)