

**WEEK 9**

VIDEO MODULE 2 – SUPER SIGNATURES

WORKSHEET

A “super signature” is an extended email signature, which has further calls to action included:

This can be an offer to download your lead magnet, claim your free/special offer, or similar. This can be really valuable in helping you build your email list and generating leads!

With any call to action (CTA), make sure you tell people exactly what to do.

Be it “click here”, “click below”, “reply with FREE OFFER in the headline”, etc., make sure you give very clear and simple instructions on how they can claim what you’re offering.

Again, here is mine as an example:



Action Items:

1. Add a note to your email signature about your free offer. This can either be a link to your booking page, or you can simply ask people to reply or get in touch. Make sure you tell them exactly what to do to claim this!
2. Add a note and link to your email signature about your lead magnet, hyperlink this to your lead magnet’s landing page.