

# Tripwire

## Template in the Playbook

### Use the following

Use Tripwire example in the playbook

With your Tripwire use personalisation

Send your Tripwire to the right audience

Use Tripwire with your pricing strategy by devising a pricing plan

Use 2 to 5 core asset of marketing and 1 strategy in your Tripwire

A tripwire is a strategy where you offer a product at two or more different value price. It maybe the same product but with less features or functionalities, therefore, its price is cheaper or a similar product which is cheaper than the original product.

An example of a tripwire is The Core Asset of Marketing Startup Kit. Because it does not have the Cellar attached to it, the dual implementation system you are using now.

Therefore, it is a cheaper product and has less information than The Core Asset of Marketing Revealed has even though they are the same product.

Hence, our playbook The Core Asset of Marketing Startup Kit is aimed at startup businesses and the other playbook to existing business who want to grow their business.



### Tips for Tripwire

- Always research your audience
- Decide the type of Tripwire you want to do and who is it for.
- Use your imagination to create a pulling Tripwire which attract.

SOURCE: GIRLFRIDAYZ

### My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.