

5 SWIPE FILES TO KEEP

AND HOW TO USE THEM

1 PUBLICITY SWIPES

Take a picture of it on your computer or phone, and then upload it to a "Publicity Swipes" folder.



When you see an influencer in your industry has been featured in an online magazine, interviewed on a particular podcast, spoken on a stage, or has otherwise gained some sort of publicity.

2 FUNNEL SWIPES



When I opt in to someone's list and then get sent on a funnel to buy something that I just can't

Take pictures of their landing pages and even make note of the page URLs in a little spreadsheet where I store my "Funnel Swipes".

3 EMAIL SWIPES

You can model the structure and intention of their emails rather than having to start from scratch.



When you sign up for someone's mailing list and you get a newsletter you really love one day, or even better, the person runs a sale to their list that sells really well..

4 CONTENT IDEAS



When you see someone running a program, hosting a webinar, doing a facebook live, or even writing a blog article about something that you could re-use for ideas later.

then take a picture of it and store it in a "Content Ideas" folder on your computer.

5 GRAPHIC SWIPES

Upload it to a "Graphic Swipes" folder on your computer.



When you come across a facebook ad that really stands out in your news feed, a promotional image that you see in a facebook group that catches your eye.



CLICK THE BUTTON TO JOIN THE GROUP

<http://marketlikeanerd.com>