

Bonus

Full-Spectrum Strategy Sheet

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Table Of Contents

Introduction – The Full-Spectrum Approach	4
Module 1: List-Building Pages	4
Module 2: Low-Ticket Offers / Tripwires	4
Module 3: Core Offer Sales Pages	5
Module 4: Upsells & Cross-Sells.....	5
Module 5: Webinars & Launch Campaigns.....	5
Module 6: Member Areas & Courses	6
Module 7: Advanced Funnel Sequencing	6
Module 8: Implementation Checklist	6
Conclusion	7

Introduction – The Full-Spectrum Approach

Most marketers drop the widget onto a single sales page and call it a day. That's like using a sports car just to drive around the block.

Your widget is designed to create urgency, provide social proof, and keep visitors focused on action. If you only use it in one place, you're leaving conversions on the table.

The **Full-Spectrum Strategy** is about deploying your widget at multiple stages of your funnel — from the first opt-in page to post-purchase member areas — so it works in the background, moving people toward the next step.

Important: This guide is about **where and why** to use the widget. For **how to change messages, colors, or styling**, see your **Bonus – ChatGPT Widget Customizer Guide**.

Module 1: List-Building Pages

Your funnel begins with capturing leads. Adding your widget here builds trust and urgency right from the start.

How to use it:

- Display social proof: *"[Name] just grabbed the free checklist"*.
- Urgency for free events or downloads: *"Only 12 spots left for today's live training"*.
- Position it near the top but away from form fields.

Why it works: Social proof here reassures cold visitors they're making a smart choice by opting in.

Module 2: Low-Ticket Offers / Tripwires

Low-ticket offers are a fast way to turn leads into paying customers.

How to use it:

- Activity alerts for momentum: *"Jane just purchased the \$7 Starter Pack"*.
- Scarcity for intro pricing: *"Early-bird price ends today"*.
- Tie the purchase to a fast-action bonus to encourage quick decisions.

Why it works: This is the perfect moment to nudge them into becoming a buyer without hesitation.

Module 3: Core Offer Sales Pages

The main sales page is where most people already place their widget — but you can do more than just drop it in.

How to use it:

- Position above the fold and near CTAs.
- Reinforce bonuses: *“Sarah just claimed the \$497 bonus package”*.
- Use proof of recent purchases to eliminate doubt.

Why it works: It complements your sales copy by proving others are taking action right now.

Module 4: Upsells & Cross-Sells

Your widget can boost acceptance of upsells and cross-sells immediately after purchase.

How to use it:

- “Others also bought” style messages.
- Showcase upgrade activity: *“Mike upgraded to Pro for an extra \$29”*.
- Highlight exclusive bonuses for saying “yes” now.

Why it works: Buyers are still in decision mode — the widget pushes them to maximize their order.

Module 5: Webinars & Launch Campaigns

Launch periods and webinars thrive on urgency and momentum.

How to use it:

- Alerts for sign-ups: *“Alex just registered for the live event”*.
- Limited seats: *“Only 8 spots left”*.
- Update messaging as you move from early-bird to last-chance.

Why it works: Builds excitement and scarcity leading up to your event.

Module 6: Member Areas & Courses

Even after a sale, the widget can drive more engagement and revenue.

How to use it:

- Promote additional products: *“Emily just unlocked the Advanced Module”*.
- Announce premium upgrades.
- Encourage course progress with achievement-style alerts.

Why it works: Keeps members active and exposes them to further offers without being intrusive.

Module 7: Advanced Funnel Sequencing

For maximum impact, match your widget messaging to the visitor’s stage in your funnel.

Examples:

- **Opt-in page:** “Jamie just joined the free training.”
- **Sales page:** “Taylor just purchased [Product Name].”
- **Upsell page:** “Chris just upgraded to VIP.”

For any text or design changes, refer to your **Bonus – ChatGPT Widget Customizer Guide** — do not edit the code directly without it.

Module 8: Implementation Checklist

Before launching, make sure:

- Widget is placed on all target funnel stages.
- Each placement serves a clear purpose.
- Messages are tailored using the Customizer Guide.
- All links in the widget are tested.
- Widget styling matches your brand at every stage.

Conclusion

When you deploy your widget across the full funnel, it becomes more than a sales-page add-on — it's a constant conversion driver.

From the moment someone opts in to long after they become a customer, the widget can guide, reassure, and motivate them toward the next step.

Combine the strategies in this guide with your **Bonus Page Blueprint** for sales page deployment and your **ChatGPT Widget Customizer Guide** for safe message/design updates. Together, they turn a single widget into a funnel-wide profit system.

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