



TECH PREP SHEET

#FastMoneyMaker

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To get the most from the **F.A.S.T. Money Challenge**, you'll need:

- 1. Email Service Provider:** A place to **keep the email addresses** of all your smokin' hot leads
- 2. Page Delivery:** A place to host your sign-up/thank you page so you can **collect all those wonderful email addresses**
- 3. Visual Branding:** **cool stock photos or personal images** to compliment your landing pages, social media posts and Facebook ads

Not sure where to go to set these things up? Lucky for you, I have a list below of service providers I either use now, have used or have heard great things about.

We'll go over each of these during the Challenge, but I wanted to share just in case you want to make sure your tech stuff is in order.



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Email Service Provider

Options for housing the email addresses of all your brand new smokin' hot leads:

- ❖ **ConvertKit** (<http://mbsy.co/convertkit/22597792>): Easy to use once you set it up
- ❖ **MailChimp** (mailchimp.com): Easy to use, limited functionality if you sell a ton of info products
- ❖ **ActiveCampaign** (activecampaign.com): I never used it, but I have some biz besties who love it):



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Sign-Up/Landing/Thank You Pages

Options to host the place to get folks excited enough to give you their email address so they can snatch up your freebie offer:

- ❖ **LeadPages** (<https://www.leadpages.net/>): Extremely easy to use – monthly fee):
- ❖ **OptimizePress** ([optimizepress.com](https://www.optimizepress.com/)): WordPress plugin – one-time fee)

You can find tons of other options by Googling “companies like LeadPages.”

**Note: ConvertKit includes a landing page builder. It’s not pretty, but it will serve the purpose.*



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Stock Photos and DIY Images

Options to find or create images that complement your brand:

- ❖ **Women of Color** (<http://www.wocintechchat.com/blog/wocintechphotos>): FREE stock photo options
- ❖ **Depositphotos** (<http://depositphotos.com/>): FREE and paid options available
- ❖ **iStock Photo** (<http://www.istockphoto.com/>): Paid options only
- ❖ **Canva** (www.canva.com): DIY your photos for FREE



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The 5-Day F.A.S.T. Money Challenge officially kicks off on Periscope and FB Live at **12 p.m. EST Monday, July 18** so mark your calendars! You can follow me on Periscope at @BAABWriting.

Now I know there's a lot going on and it's easy to get distracted, but you must stay focused because the world needs your genius. So grab a biz bestie and let's get to hooking your smokin' hot leads!

Why a biz bestie? You see, research shows that **results SKYROCKET** when **2 or more people work together** toward a common goal. So this is truly the easiest way to achieve stellar results.

So copy this link (www.challengeme.info) to share the challenge with a few of your biz besties. It's time to support and encourage each other, and **get ready for SMOKIN' HOT leads to start pouring in.** See ya soon!