

A handcrafted

Bridechilla Audit·Report

Prepared by Alexandre Therrien

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Summary

Shopify Conversion Rate Optimization and CPC Expert.

“ I am looking to hire a consultant to assist us in conversion rate optimization for our Shopify Store.

The candidate should be...

- Proficient in the **Shopify platform** and **CPC campaigns** using **Facebook** and **Google AdWords** to drive **traffic and sales** to Shopify stores.
- Be confident in **providing advice on ad creation, keywords, and SEO**
- Have backend experience **setting up accurate conversion tracking** (Facebook and Google Adwords) for eCommerce campaigns

Goal.

We are **currently running retargeting campaigns** but aren't seeing the traffic and click-through that we would like. Our goal is to work with a consultant who can **assist us with strategy moving forward to improve our conversions/sales** and attract new customers. If this sounds like you, please do apply

Timeline.

Creation of a new state-of-the-art sales funnels with full retargeting capacity to be ready for mid-November for **January to March 2019 wedding season**. Valentine's Day is a winner and needs a warm up from January 2019 on Facebook. Currently have a **7 days weddingplan** with 9 emails through a **drip campaign**.

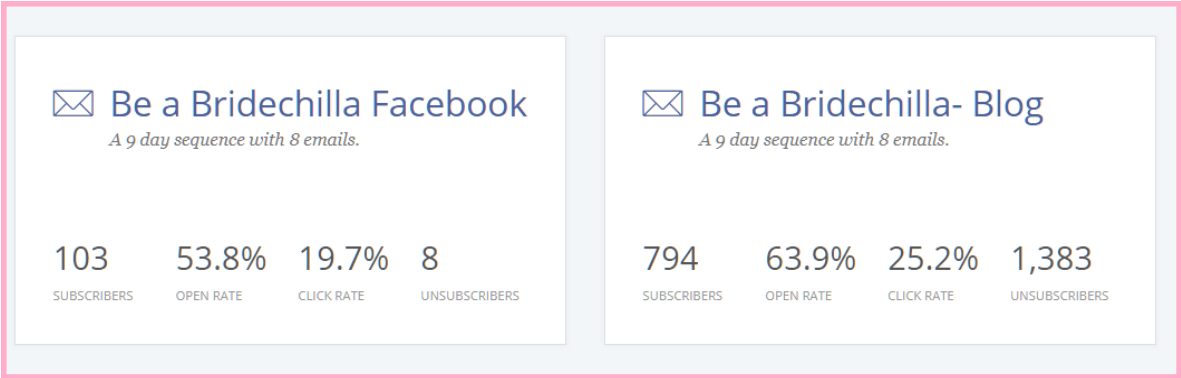
Email in sent in Double.

“Reference:Skype Transcription Wednesday Oct.24th

Our Chat.

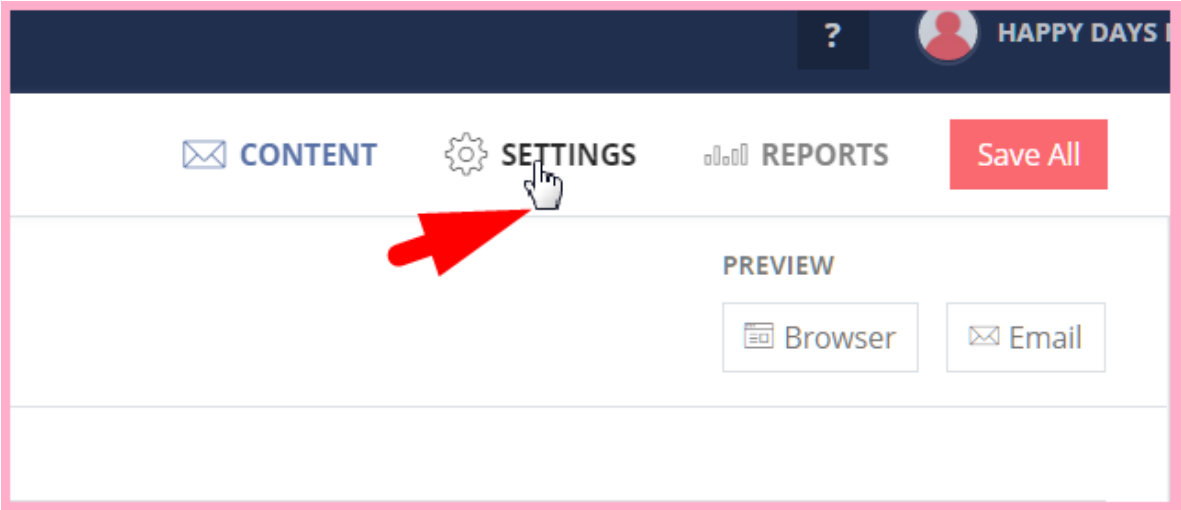
there was a workflow sequence logic that was required since two of the *Bridechilla - Blog* and *Bridechilla - Facebook*

Configuration for exclusion:



The screenshot shows two email campaign performance cards side-by-side. Each card displays the campaign name, a description, and four key metrics: Subscribers, Open Rate, Click Rate, and Unsubscribers.

Campaign Name	Description	Subscribers	Open Rate	Click Rate	Unsubscribers
Be a Bridechilla Facebook	A 9 day sequence with 8 emails.	103	53.8%	19.7%	8
Be a Bridechilla- Blog	A 9 day sequence with 8 emails.	794	63.9%	25.2%	1,383



The screenshot shows the configuration interface for an email campaign. The top navigation bar includes 'CONTENT', 'SETTINGS', and 'REPORTS'. A red arrow points to the 'SETTINGS' button, which is highlighted with a hand cursor. Below the navigation bar, there is a 'PREVIEW' section with buttons for 'Browser' and 'Email'. A 'Save All' button is also visible in the top right corner.

Be a Bridechilla Facebook 



Send emails as

"aleisha@thebridechilla.com" <aleisha@thebridechilla.com>

Send Emails

Mon	Tue	Wed	Thr	Fri	Sat	Sun
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

You can also change send days for individual emails within the sequence.

Around (GMT-05:00) Eastern Time (US & Cana...

Email template:

Modern

Exclude subscribers from this sequence

Won't deliver emails to **any** of your subscribers who have subscriptions to the following selections, even if they're added to this sequence via an automation rule or form subscription.

Exclude these subscribers 9 sources selected

Forms 0 of 10 selected

Sequences 2 of 4 selected

- Be a Bridechilla- Bridechillastore 187 subscribers
- Be a Bridechilla Facebook 103 subscribers
- Be a Bridechilla- Blog 794 subscribers
- Bridechilla Wedding Directory No subscribers

Tags 7 of 34 selected





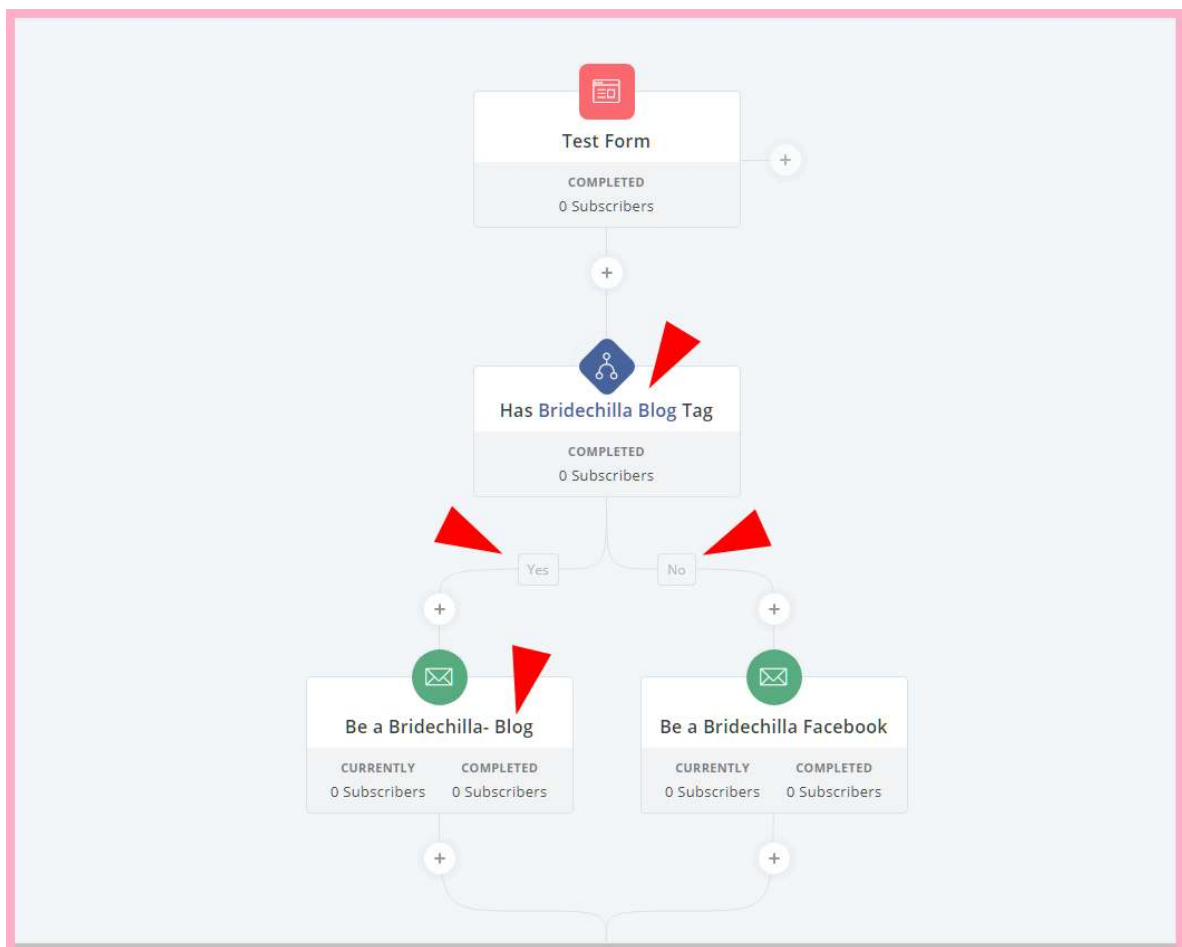
Recommendation:

“ When you have multiple opt-in boxes, it’s possible to have them all linked to one list/sequence. There is always a risk with duplicated content over multiple list and sequences to send the same email more than twice. This must be a top priority.

Flows with Tags.

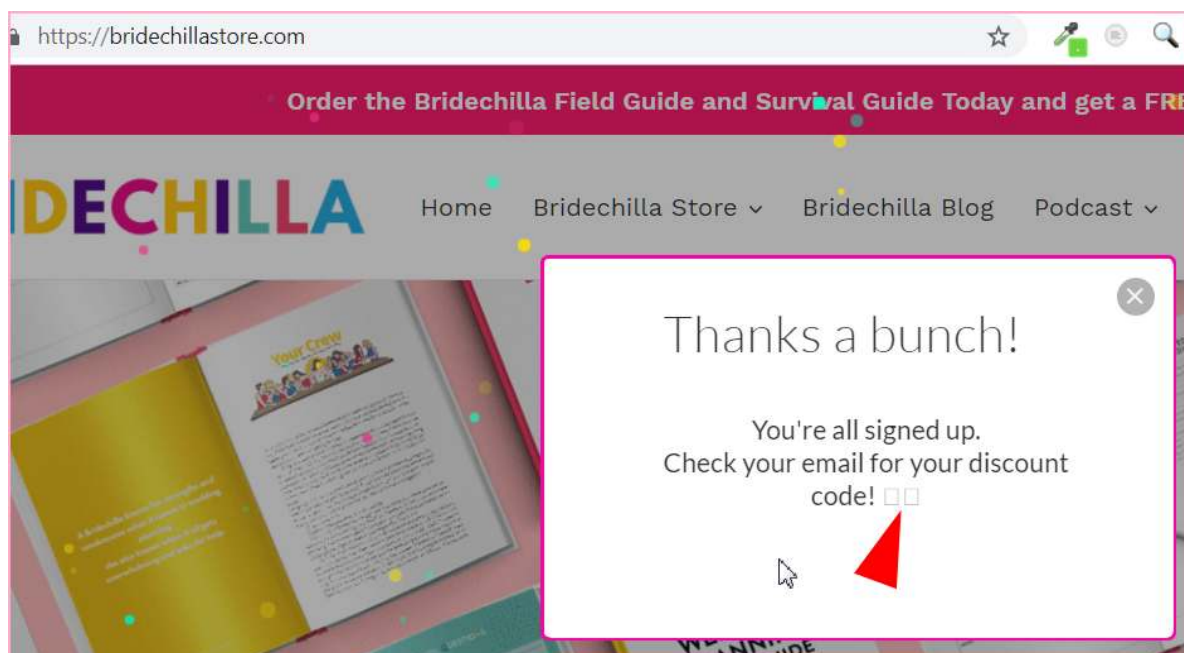
If you have emails that you want to send across multiple opt-in offers and while some other email exclusively for one offer, using **flows with tags** would be the best way to keep a better control over what's sent and what's not.

“ This is an example. All Saas have their restrictions, ConvertKit doesn't offer the option to add hidden custom fields that retrieves the URL on which the opt-in form was parsed. The workaround would be to use an automation like this (need some testing).



Opt-in Boxes emoji.

These emoji for the store code will only show on mobile. I haven't done multiple browser tests. This is a shopify app issue.



I don't have an admin access to the App section of the Shopify store so I wasn't able to have a look at the inline coding for that Thank you message of the discount code offer popup.

“These boxes and question marks appear because emoji support on the sender's device is not the same as emoji support on the device of the recipient. It could be two different OSes with differing levels of Unicode support; it could be an old client app without access to

Source: <https://gizmodo.com/why-other-people-cant-see-your-emojis-and-how-to-fix-it-182003725>

A person with their hands clasped behind their back, wearing a ring. The background is a soft, out-of-focus outdoor setting.

Conclusion

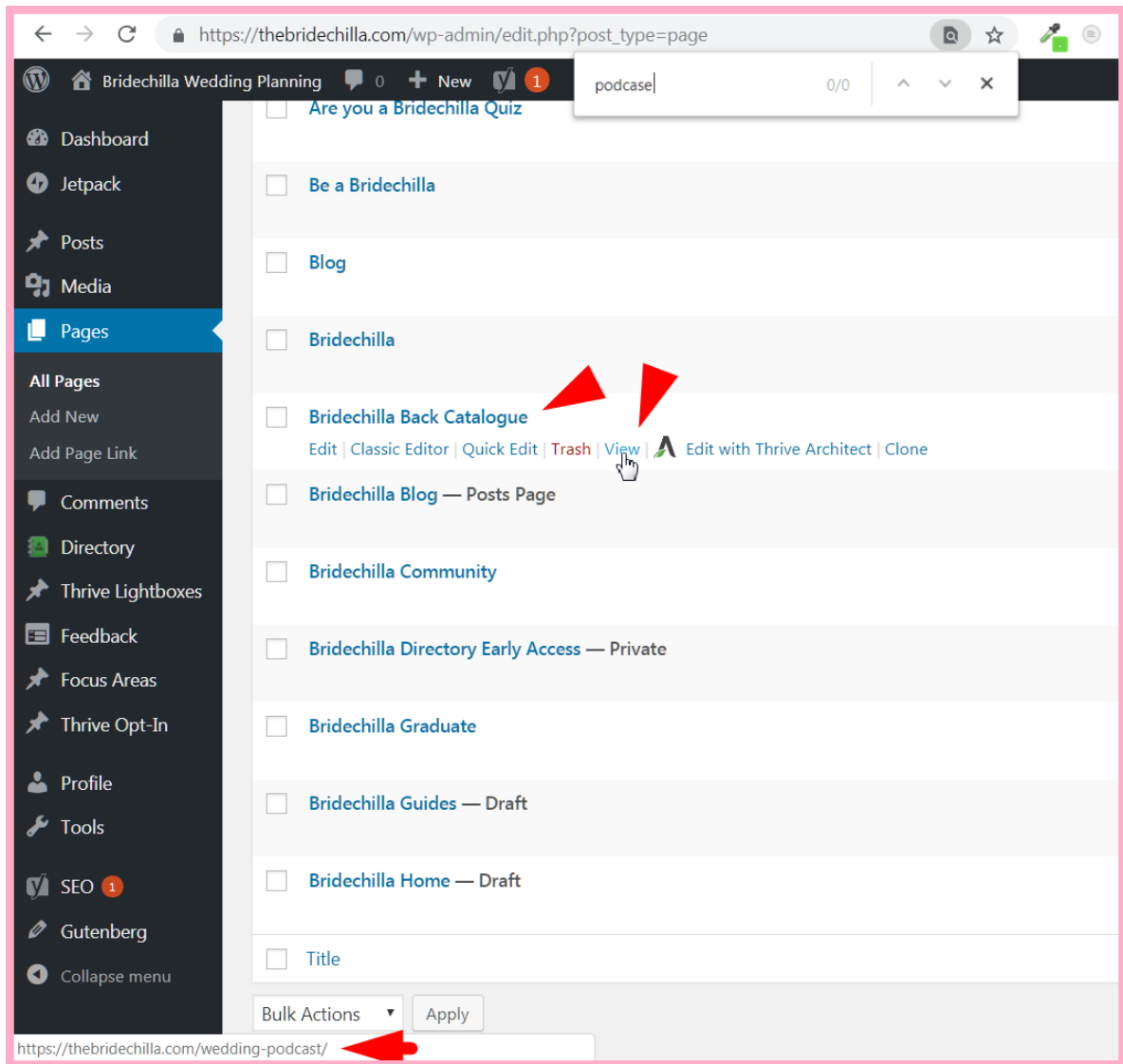
You might see them but some of your visitors won't due to the above possible scenarios.

Recommendation

Use Font-awesome, ASCII symbols or animated gifs not emoji or nothing at all.

Wedding-Podcast Page with **broken** Layout.

The Back Catalogue leads to this
page...

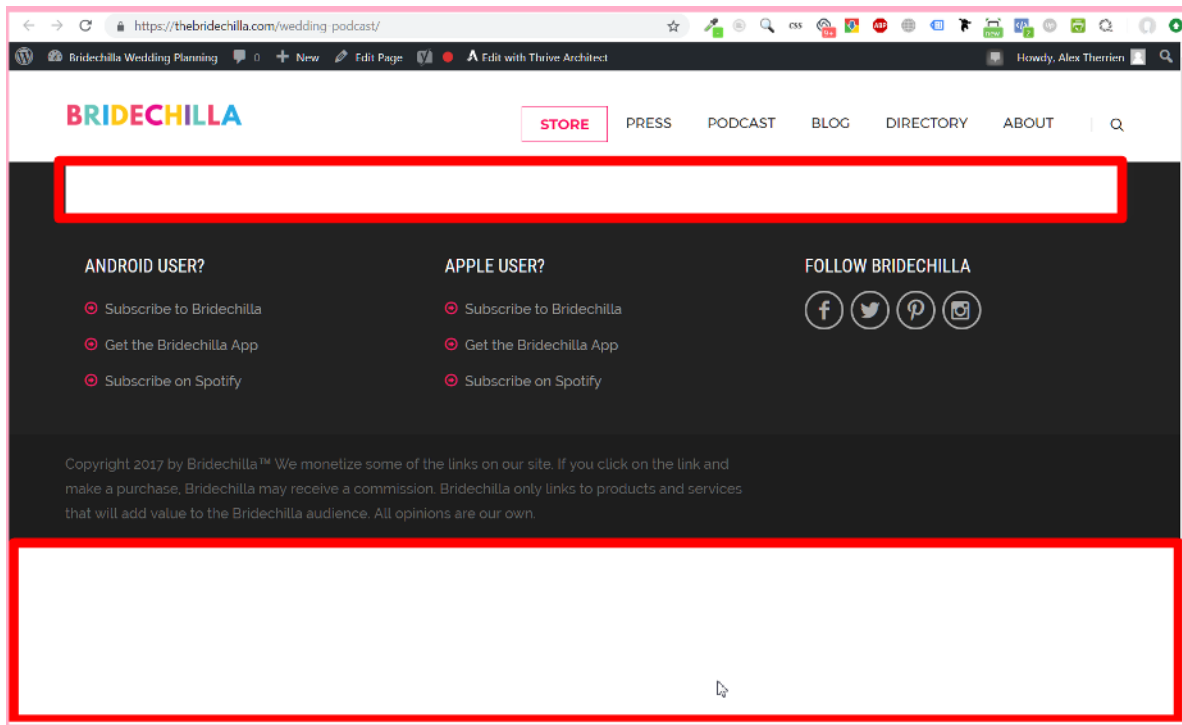


This is the link for the back catalogue page: <https://thebridechilla.com/wedding-podcast/>

There is no scrolling, the footer has a white space under it.

“ There is no content area.

I suggest unpublishing that page even if it's not in the menu navigation (web spider will find these pages and penalize your SEO ranking)



“ *www redirect to non-www htaccess rule missing:*

<https://www.thebridechilla.com/>

<https://thebridechilla.com/>

Google will treat www and non-www as separate websites. This can hurt your SEO. Google has no preference. But choose one stick to it.

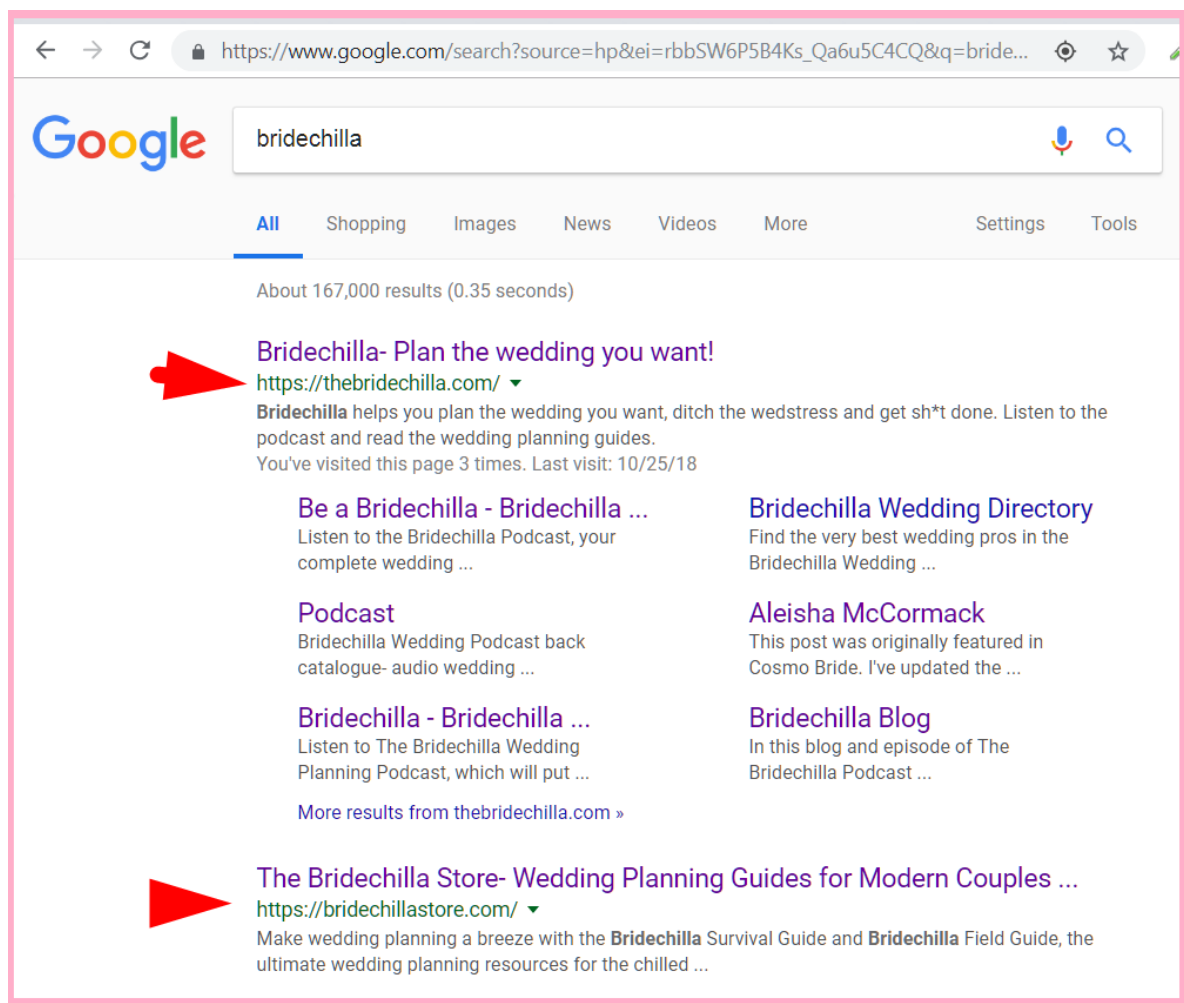


Recommendation:

See below, google has ranked your non-www over your www.website.

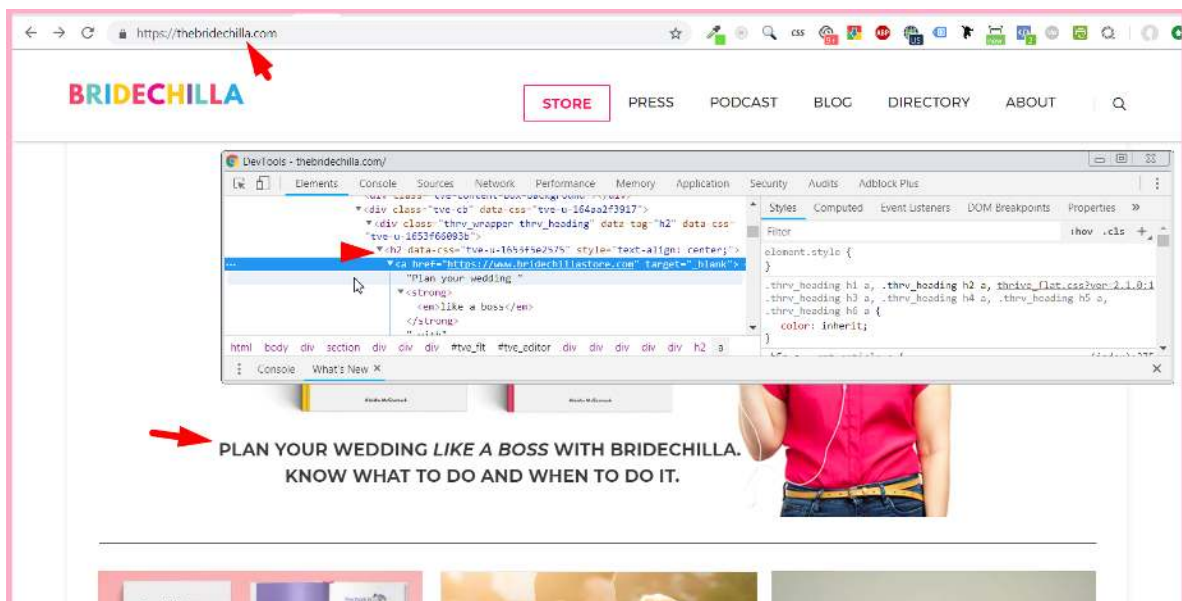
htaccess rules.

Use a htaccess rules for your WP website to redirect all traffic from [www](https://www.thebridechilla.com/) <https://www.thebridechilla.com/> to <https://thebridechilla.com>



Your website homepage doesn't have a H1 tag.

“ <https://thebridechilla.com/> ”



Your storepage doesn't have a H1 tag.

“ <https://bridechillastore.com/> ”

Order the Bridechilla Field Guide and Survival Guide Today and get a FREE Happy Days Total!

BRIDECHILLA Home Bridechilla Store

Plan Your Wedding Like a Boss With The Bridechilla Guides

Whoever says wedding planning is **easy**, has never planned a wedding! Based on the hit podcast, **Bridechilla**, the Bridechilla Guides are bullshit-free, optimistic,

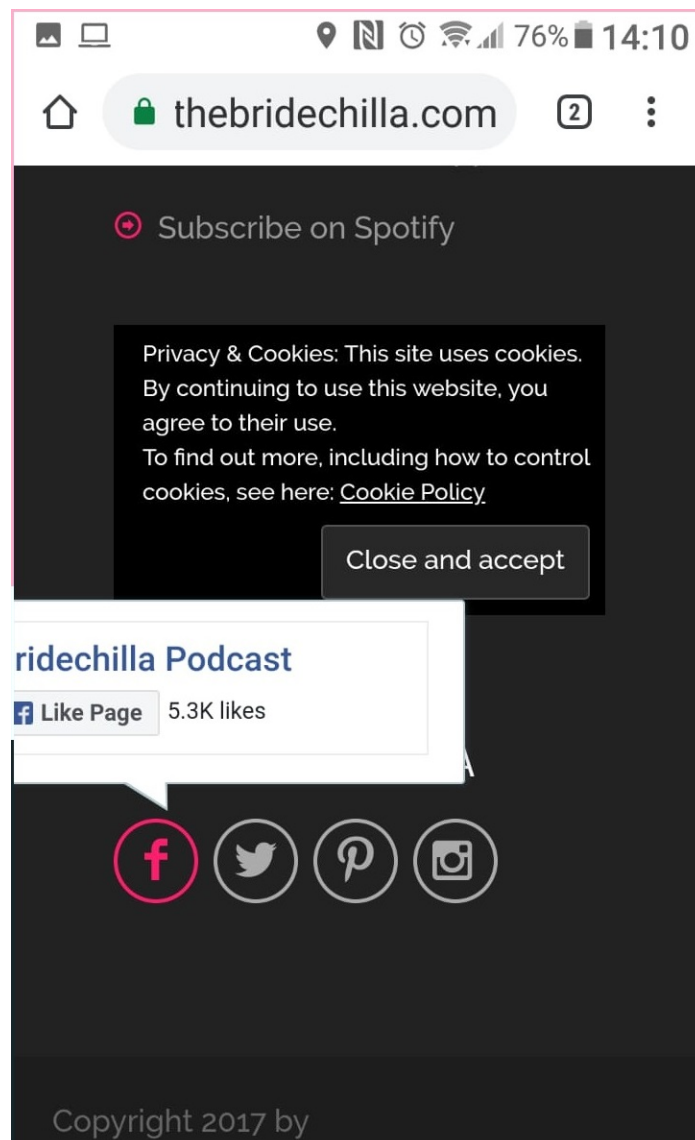
Footer Copyright date “year” is not updated.

Copyright 2017 by Bridechilla™ We monetize some of the links on our site. If you click on the link and make a purchase, Bridechilla may receive a commission. Bridechilla only links to products and services that will add value to the Bridechilla audience. All opinions are our own.

“**Recommendation:** Use PHP code to sync (plugin) the year in real time.

Footer Social Media Facebook Likes

“Bubble” needs a CSS.



“**Recommendation:** Use custom CSS overrides to center it back in view.



Marketing Section

Copy.

“ Phrases with repetition are sometimes hard to read for casual readers.



The advertisement features two books on the left: 'BRIDECHILLA WEDDING PLANNING FIELD GUIDE' and 'BRIDECHILLA WEDDING PLANNING SURVIVAL GUIDE'. To the right is a woman in a pink shirt holding a smartphone with the 'BRIDECHILLA' app on the screen. Below the books and woman is the text: 'PLAN YOUR WEDDING *LIKE A BOSS* WITH BRIDECHILLA. KNOW WHAT TO DO AND WHEN TO DO IT.'

A close-up photograph of a hand with light pink nail polish applying a thick, white cream to the forearm. The cream is being spread from the wrist towards the elbow, creating a smooth, even layer. The background is a soft, out-of-focus pinkish-white.

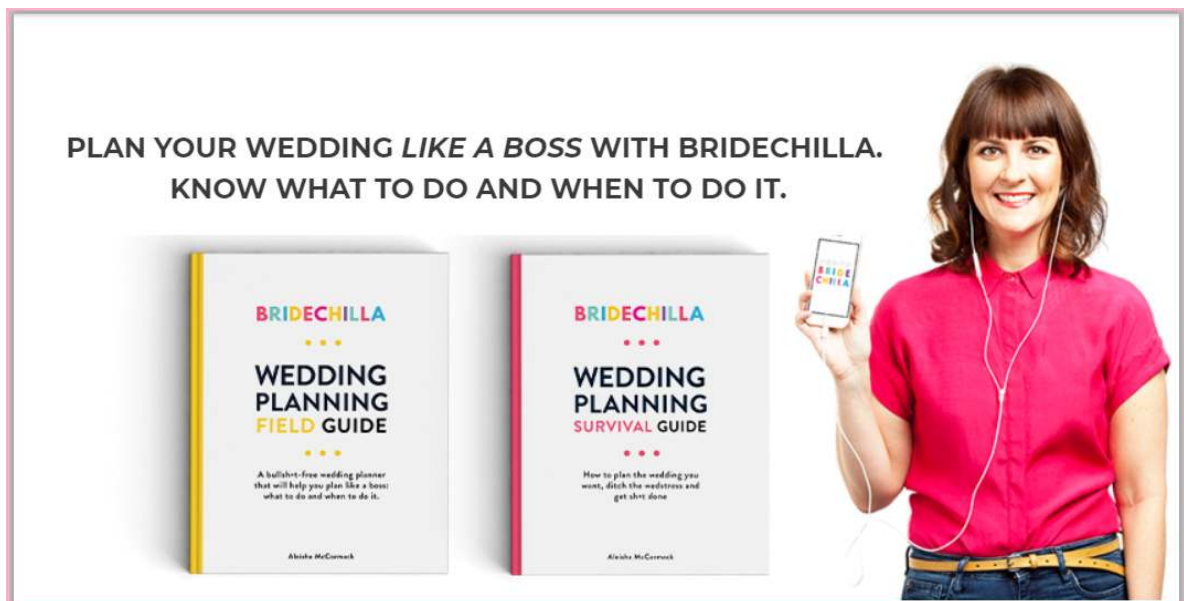
Recommendation:

Underline “What” and “When”, using this as a Header with a H1 tag considering it above the book as shown below (without or without full stop on both lines, I understand that this could be your signature kopy as an author - don't listen to me if that's the case).

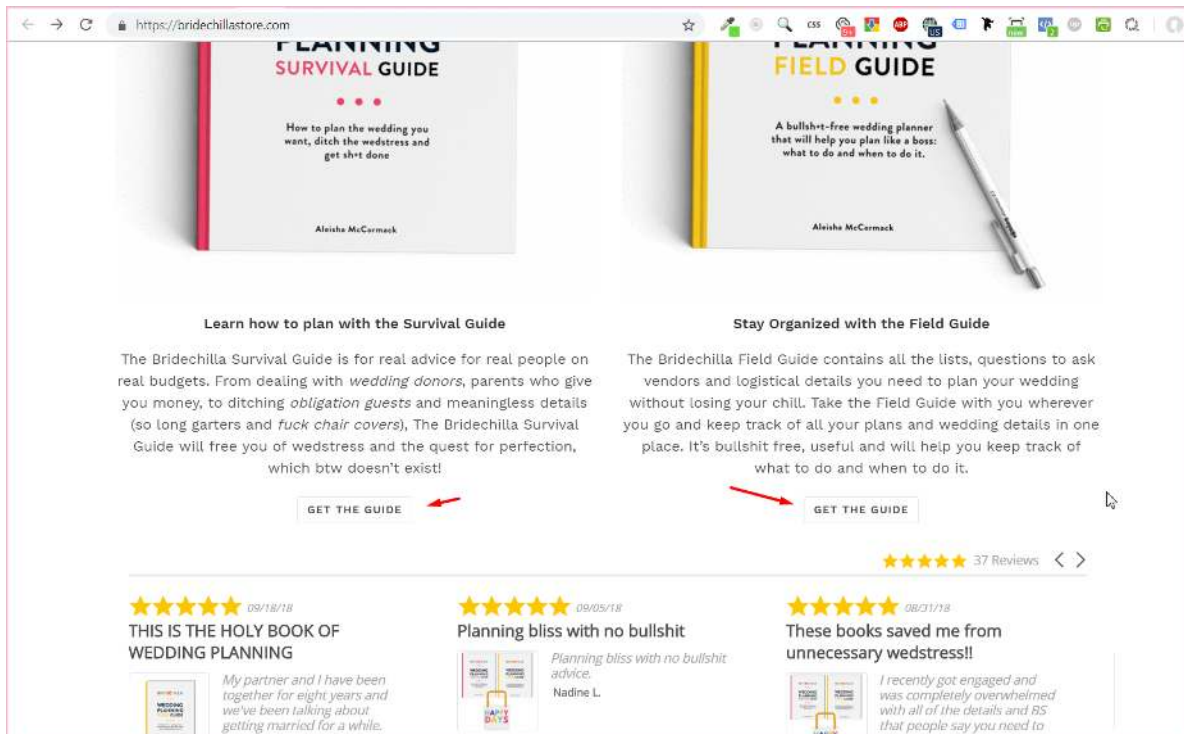
You Couldtry this...

- If there isn't any reason why you haven't considered this yet.

“ Notice the eyeline with “chilla”...



Store- These button we don't see them...



“ Recommendation: use pink buttons with call to action.

Lot's of reading!
Yeah I know it's a
book... :)

“ **Recommendation:** Use bullets or bold text or both!
(preferably bullets)

<https://bridechillastore.com/products/bridechilla-survial-guide>

Learn how to plan with the Survival Guide

The Bridechilla Survival Guide is for real advice for real people on real budgets. From dealing with *wedding donors*, parents who give you money, to ditching *obligation guests* and meaningless details (so long garters and *fuck chair covers*), The Bridechilla Survival Guide will free you of wedstress and the quest for perfection, which btw doesn't exist!

GET THE GUIDE

Stay Organized with the Field Guide

The Bridechilla Field Guide contains all the lists, questions to ask vendors and logistical details you need to plan your wedding without losing your chill. Take the Field Guide with you wherever you go and keep track of all your plans and wedding details in one place. It's bullshit free, useful and will help you keep track of what to do and when to do it.

GET THE GUIDE

★★★★★ 37 Reviews < >

★★★★★ 08/20/18
Paper people rejoice!
As an old fashioned paper person the field guide is exactly what I need to keep my damn head straight over the next 9 months until...
[Read More](#)

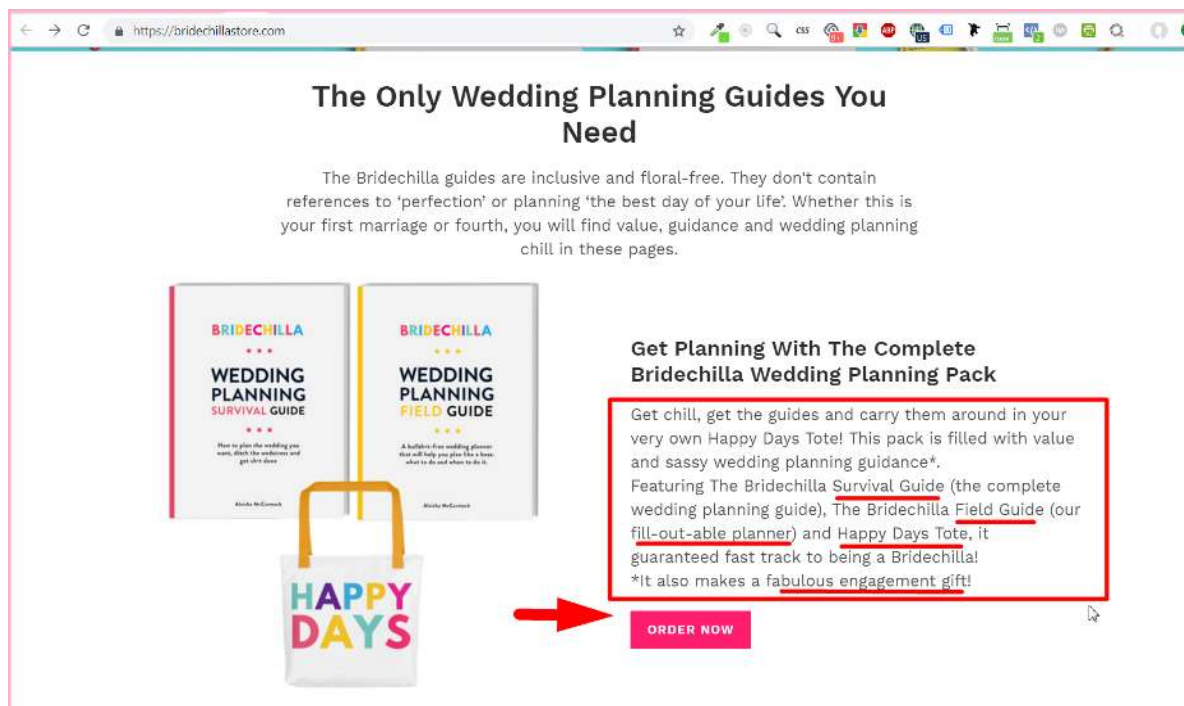
★★★★★ 10/22/18
Best and coolest advise!
After having the Bridechilla survival and field guide used as my go-to advise for planning my wedding for a couple of weeks I cann...
[Read More](#)

★★★★★ 10/20/18
Perfection!
The books are fantastic. The survival guide is essentially the podcast in book form, which is great for being able to review the k...
[Read More](#)

Call to Action



This is your Best Seller; Call it out like a Boss!



The screenshot shows a web browser window with the URL <https://bridechillastore.com>. The main heading is "The Only Wedding Planning Guides You Need". Below this, a paragraph states: "The Bridechilla guides are inclusive and floral-free. They don't contain references to 'perfection' or planning 'the best day of your life'. Whether this is your first marriage or fourth, you will find value, guidance and wedding planning chill in these pages."

Two book covers are displayed: "BRIDECHILLA WEDDING PLANNING SURVIVAL GUIDE" and "BRIDECHILLA WEDDING PLANNING FIELD GUIDE". Below the books is a white tote bag with "HAPPY DAYS" written on it in colorful letters. A red arrow points from the tote bag to a pink "ORDER NOW" button.

Get Planning With The Complete Bridechilla Wedding Planning Pack

Get chill, get the guides and carry them around in your very own Happy Days Tote! This pack is filled with value and sassy wedding planning guidance*.

Featuring The Bridechilla Survival Guide (the complete wedding planning guide), The Bridechilla Field Guide (our fill-out-able planner) and Happy Days Tote, it guaranteed fast track to being a Bridechilla!

*It also makes a fabulous engagement gift!

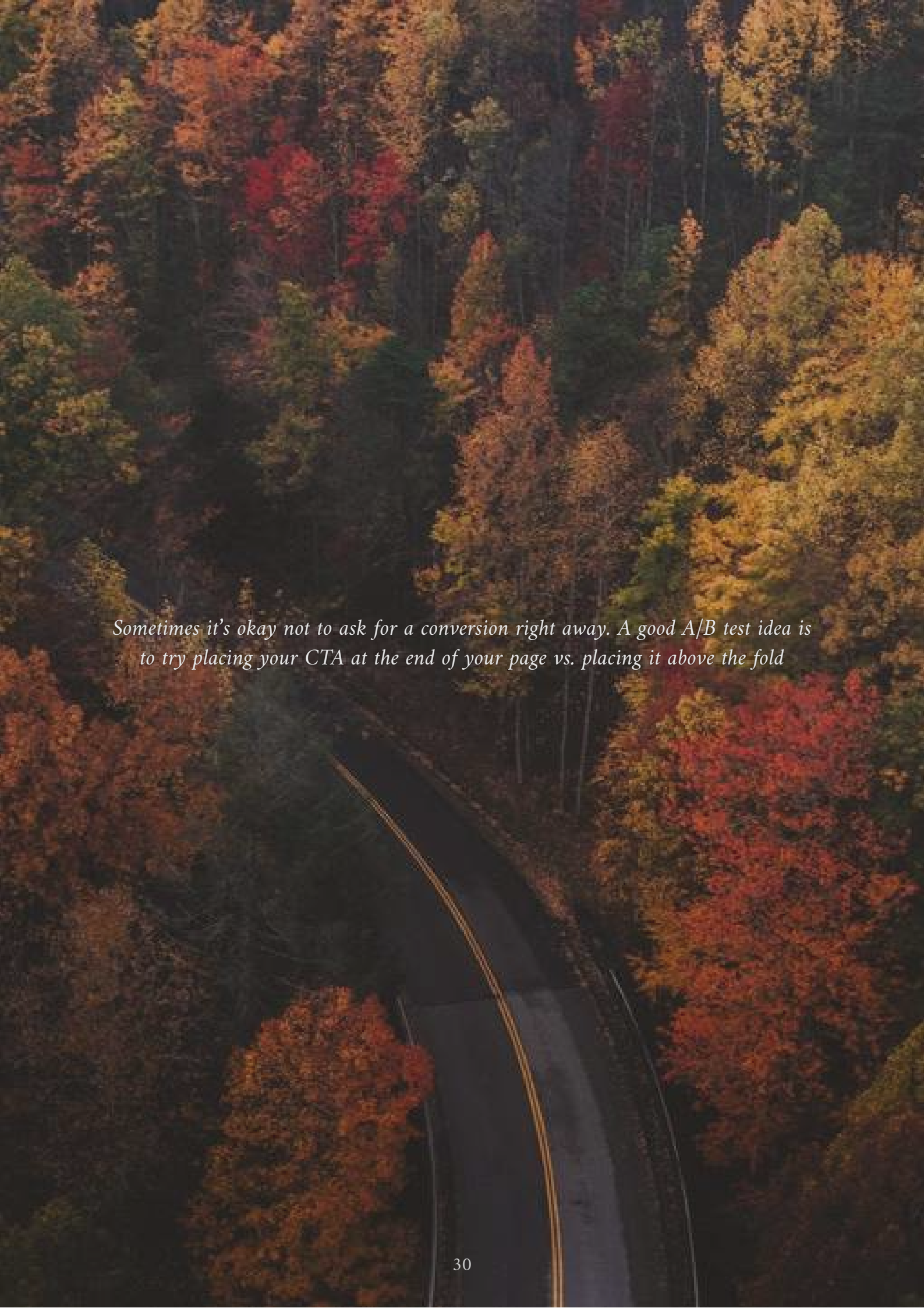
Recommendations:

Button: YES! I WANT MY COMPLETE BRIDECHILLA WEDDING PLANNING PACK !

Description: Use bullets or a more tidy copy with even lines and no line break cutting out ideas in two. Consider using bold words (see underlines)

Comment:

TAKEAWAY

An aerial photograph of a winding asphalt road with double yellow lines, cutting through a dense forest. The trees are in full autumn foliage, displaying a rich palette of colors including deep reds, oranges, yellows, and some remaining greens. The perspective is from a high angle, looking down at the road as it curves through the forest.

Sometimes it's okay not to ask for a conversion right away. A good A/B test idea is to try placing your CTA at the end of your page vs. placing it above the fold

Social Proof – Use numbers.

Meet Bridechilla Founder Aleisha

Aleisha is an Australian comedian, podcaster, and TV producer. When planning her wedding to husband Rich, Aleisha was surprised by the level of A1 bullshit surrounding the wedding industry and additional pressure placed on couples to plan a 'perfect party'.

Aleisha was inspired to start a podcast, Bridechilla, to inspire like-minded couples to plan their own wedding without losing their sanity. Having now produced over 300 episodes of the show and built a community of free-thinking Bridechillas from all over the world, Aleisha is delighted and surprised that what she started has become a movement and that she can continue to spread the Bridechilla ethos with The Bridechilla Survival and Field Guides.

[LISTEN TO THE PODCAST](#)




“ **CTA (button):** More than 500,000 listeners a month - Find our why

The upper fold is a bit crowded.

What will help you plan like a boss: [What to Ask the Wedding Vendor](#)

The Only Wedding Planning Guides You Need

The Bridechilla guides are inclusive and floral-free. They don't contain references to 'perfection' or planning 'the best day of your life'. Whether this is your first marriage or fourth, you will find value, guidance and wedding planning chill in these pages.




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[ORDER NOW](#)


PEOPLE TALKING ABOUT BRIDECHILLA



Meet Bridechilla Founder Aleisha

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[LISTEN TO THE PODCAST](#)

“ **Recommendation:** *Bring up the social proof under the introduction and above the product. Allow a better balance between graphic and text content with a more margin between your first section.*



Sales Funnel

Your Funnel **Architecture2.0!**

Introduction

As discussed on our two first call, we will:

1. Improve your lead magnet value by positioning it in a Signature Solution
2. Create video marketing assets to support & optimize the funnelization

Goals

- Improve lead generation (opt-in)
- Improve conversion rate
- Lower unsubscription rate



Basic Funnel & Authority Amplifier

Authority Amplifier: Congratulate & Thank
Establish Authority, Set Expectations, Walk Through,
Stretch the Gap (Signature Solution), Next Step



Lead Magnet: Solves ONLY One Problem, Position itself within the Signature Solution, Time Friendly, Incomplete, Call to Action





Starting from... your
current

Content Marketing!

Remember That...

Many less prolific online entrepreneurs can achieve an interesting level of success with significantly less content marketing than what you have.

Some people work hard but don't have your creative talent. You seem to have both a high energy personality and high IQ for content marketing and digital marketing.

That being said, you can do much more with what you currently have, simply by implementing the methods and attributes that makes a state-of-the-art funnel with HIGH GRADE optimized funnelization.

- Improved opt-in rates.
- Conversion Rate Optimization.

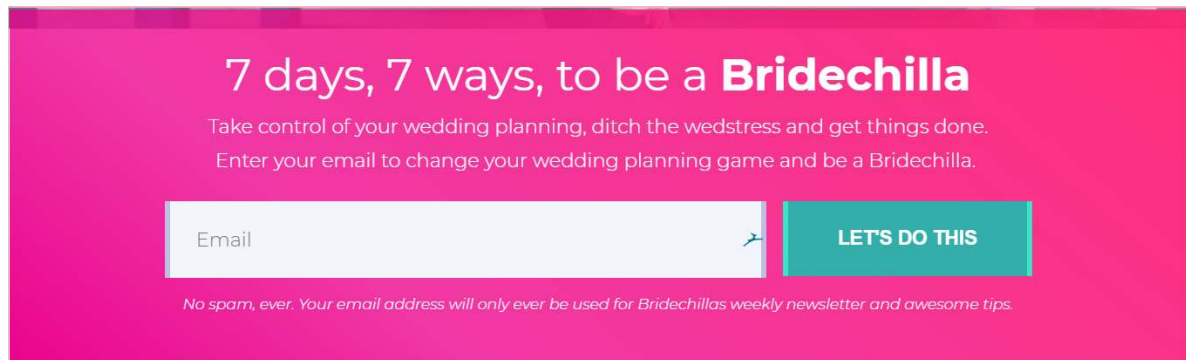
“ **Contextual Opt-in:** All the different section of your 30 day planning should have their own opt-in box call to action. Using annoying pop ups and exit intents to interrupt the leads will NOT compromise the image of your brand.



Ideas for opt-in.

(Preliminary Suggestions...)

- Learn what is a Bridechilla.
- Start Working Together as a Team.
- Will You Take a Tear to Plan A Wedding?
- Learn to be a Bridechilla Wedding Planner.
- Learn who are the three people you should ditch from your wedding guest list!
- **500,000 Downloads: Get Bridechilla The F*ck It Bucket for Free.**



7 days, 7 ways, to be a **Bridechilla**

Take control of your wedding planning, ditch the wedstress and get things done.
Enter your email to change your wedding planning game and be a Bridechilla.

Email

No spam, ever. Your email address will only ever be used for Bridechillas weekly newsletter and awesome tips.

Ideas for inbox.

“**Recommendation:** Your “from” field name shouldn’t be your email twice:

From aleisha@thebridechilla.com <aleisha@thebridechilla.com>★
Subject **Why does Wedding stuff cost SO MUCH?! 😬** 10/20/2018 10:20 PM
To Me <alex.atsolutions@gmail.com>★

It's should be
something **easy to**
spot in the inbox
like...

|| “ ~The Bridechilla

★	Important: confirm your subscription	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Important: Confirm your Bridechilla subs...	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	The 7 Stages of Wedding Planning 🤔🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	The 7 Stages of Wedding Planning 🤔🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Let's hack your guest list 🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Let's hack your guest list 🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Sometimes wedding planning is a compl...	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Sometimes wedding planning is a compl...	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Introducing the f*ck it bucket 🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Introducing the f*ck it bucket 🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Why does Wedding stuff cost SO MUCH...	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Why does Wedding stuff cost SO MUCH...	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Super Bridechilla Tips To Save You 🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	Super Bridechilla Tips To Save You 🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	The Secret to Being a Bridechilla 🤔🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
★	The Secret to Being a Bridechilla 🤔🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>
☆	Welcome - 5 days to Bridechilla 🤔🤔	•	aleisha@thebridechilla.com <aleisha@thebridechilla.com>

A close-up photograph of a person's hand moving a white chess king piece on a chessboard. The background is blurred, showing another person in a blue shirt. The text is overlaid in the center of the image.

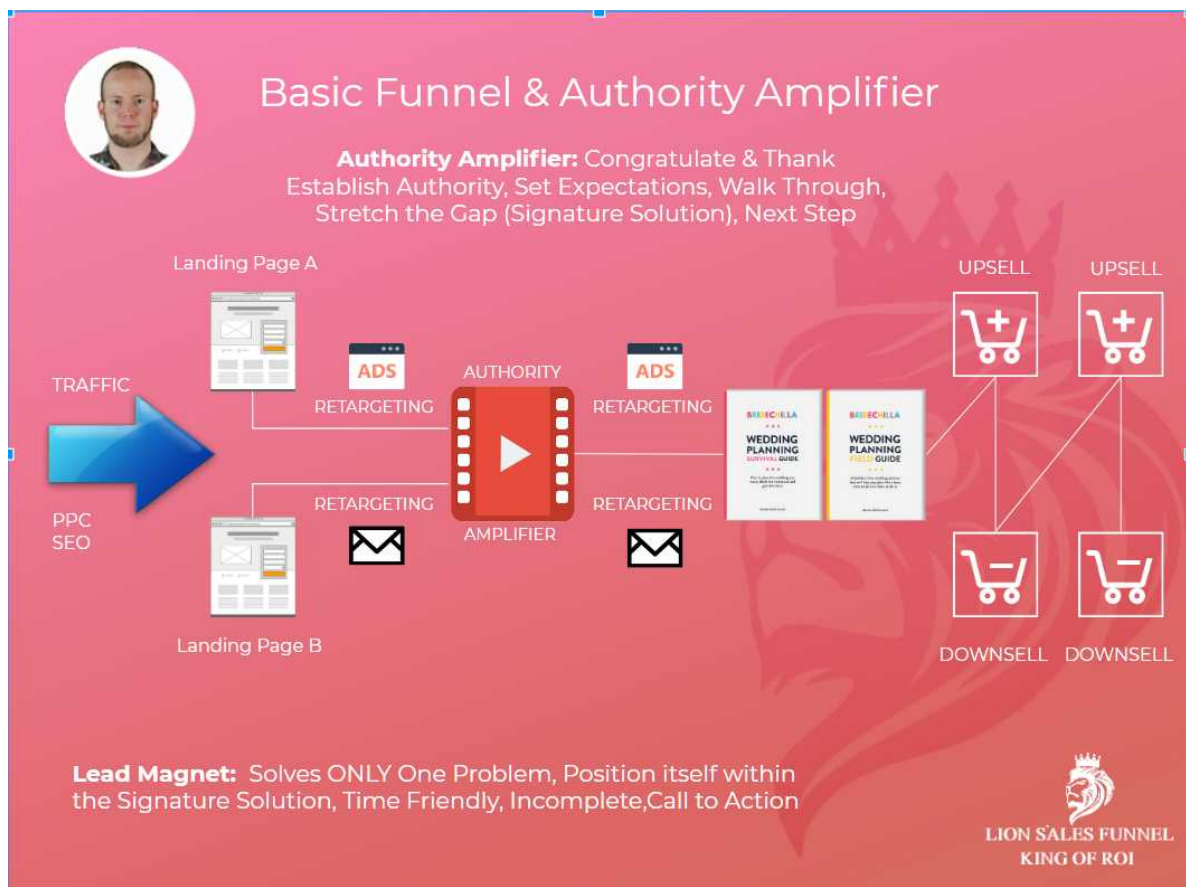
Your #1 Top Content for a
Lead Magnet

Lead Magnet

Solves ONLY One Problem, Position itself within the Signature Solution, Time Friendly, Incomplete, Call to Action

Authority Amplifier

Congratulate & Thank Establish Authority, Set Expectations, Walk Through, Stretch the Gap (Signature Solution), Next Step



The F*ckit Bucket.

THE FUCK IT BUCKET

Here's a bunch of things that really don't matter. They can be fun and pretty but if you are into them or have run out of time, money and fucks, you can chuck them in the fuck it bucket and move on



Rehearsal Dinner:

It's basically a whole other event and it's held at peak wedding stress time. If you can't afford it or do care. Chuck it.

The day-after-brunch:

You are tired, hungover and the thought of being 'on again' exhausts you. Ditch it.

Photo booth:

Silly hats and mustaches don't maketh a wedding. Can't be bothered finding all of this stuff. Forget it.

Hotel blocks

Let people book their own hotel rooms.

Gift bags :

This isn't the Oscars. Fuck it.

Bridal Party Gifts...gifts in general

Too many gifts! Next, we'll be getting people a 'thanks for RSVPing gift', oh wait, that's the whole freaking wedding!

Bridesmaid invites

Just ask them, with your mouth...voice, you know what I mean

Guestbook:

Ask any couple how often they read their wedding guest book. 0 Zero fucks.

Engagement pictures:

Unless these come in a package deal, you don't need them

Reception games:

Whats evs

Chair Covers

Fuck them!

Fancy Napkins

Ikea make very nice paper napkins in the best patterns and color ranges

Boutonnieres and flowers for the mothers

If you aren't 'flower people' ditcheroo

Cake cutting

If gathering people to watch you cut a cake isn't on your bucket list, you know which bucket you can put this in (and buying cake servers You will never use them again. Never.)

Garter or bouquet toss

No one needs to see a guys head up a ladies skirt, removing a piece of lacy elastic. No one.

Return address stamps

There is no scientific prof that this will make people return RSVPs quicker.

Bridesmaids shoes

Let the ladies wear their own shoes or pick shoes they will wear again. Haven't they suffered enough?

Dance lessons

I think I'm over the surprise, the couple have been doing dance lessons for 6 years routine

Any sort of getting ready pajamas or robes

TBH can't be bothered

Bridesmaid invites

Just ask them, with your mouth...voice, you know what I mean

DOWNLOAD THE BRIDECHILLA APP, SUBSCRIBE AND LISTEN TO OVER 300+ EPISODES OF THE SHOW!

“ **Recommendation:** *This top content lead magnet needs to be an infographic now since it’s so successful. Every items should have a branded icon and work in a system that is nested within your Signature Solution (for which I’ll help you create if you want me to!)*

Source: <https://id.pinterest.com/pin/54746951694190972/>

PLAN YOUR WEDDING AT A GLANCE

To make this special day more special you need to plan the day out with your family and friends and avoid unwanted challenges or stress as far as possible.

SET A BUDGET

Your goal should be to never exceed your budget keeping in mind the many more wonderful days of your lives ahead which might be spoilt because of your reckless plans.

WEDDING CLOTHES AND ACCESSORIES

You will need to fix on the idea of whether you want to go for a custom made wedding dress, a ready-made one or an heirloom dress which requires further alterations.

Decide your bridesmaid's dress, your other accessories like the veil, ornaments, make up, hair do, footwear etc.

Same goes for the groom which includes the selection of his and the groomsmen's tuxedos.

DECIDE THE WEDDING VENUE AND THE DATE

You need to check out the spaces offered along with the catering details, marriage fees, wedding space etc.

Keep an eye on when the bookings start.

Think about who will be attending the wedding and accordingly fix the date to their convenience.

SELECTING THE WEDDING RINGS

This is something meant to be done both by the would be bride and the groom. A moment which highlights their joys and feelings for each other.

WEDDING THEME AND INVITATIONS

You can choose a wedding theme adding a special flavour to your wedding. But you need to contact a professional to help you out.

Send out the invitations with adequate time prior to the wedding.

HONEYMOON PLACE

Select the place you want to visit for your honeymoon. Check the availabilities and book your room. Make sure that all travel planings are done and tickets are

PHOTOS VIDEOS AND MUSIC

Find a photographer as well as a videographer to make your day more memorable and capture the wonderful moments.

Consult your friends for their recommendations

Go through the portfolios before you appoint one for the task.

Decide your preference, quartet, orchestra, band or a DJ.

FOOD AND BEVERAGES

FOOD AND REFRESHMENTS

Decide on the type of food, refreshment or drinks you want to be served to the guest. This should be fixed based both on your budget as well as the culture and tradition of the family. This would also include your choice of the wedding cake.

booked before you start for your honeymoon.

TRANSPORT OPTIONS

Choose your mode of transport for the guests as well the bridegroom. Fix on how you want to decorate the wedding car.

YOUR FINAL COUNTDOWNS



Designed by:
InfoGraphic
DESIGN TEAM



Directory Listing Plan

Recommendation: this offer needs a dedicated funnel

Choose your Bridechilla Directory Plan

You have two options when joining the directory, the *Basic Listing*, and the *Premium Listing*. The actual content of the listings are the same, Premium just gets you a lot of extra goodies and top billing in the directory. If you have questions about what plan or options are best for you, please feel free to email Erica at erica@thebridechilla.com and she will be happy to walk you through your options!



Recommendation: This App offer... dedicated funnel...

Get planning with the free Bridechilla App

Subscribe to listen to
over 300 episodes of the
#1 wedding planning
podcast.



Get the IOS App

Get the Android App

Get the App and use the codeword **AUSSIE** to get 25% off*

1 Month
\$12

6 Month
\$59

12 Month
~~\$99~~
\$75

Headlines Ideas.


“ I help **wedding planners** achieve a hassle free celebration, so they can enjoy one of the most important day of their life without BS.


“ Your idea of social proof through numbers is good

- 500,000 listeners monthly
- 300 episodes
- #1 wedding planning podcast

- 20 fuck it bucket ideas to save you thousands in 7 days

THE BRIDECHILLA PODCAST

STORE PRESS **PODCAST** BLOG DIRECTORY
ABOUT 



Get planning with the free Bridechilla App

Subscribe to listen to over 300 episodes of the #1 wedding planning podcast and join thousands of Bridechillas who have planned their big day with the help of Bridechilla host Aleisha.

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Got the App, subscribe and use the codeword **KOALA** to get 25% off*


1 Month \$12.00 USD	6 Month \$59.00 USD	BEST DEAL 12 Month \$75.00 USD*
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Landing Page Inspirational Copywriting.

THE BRIDECHILLA PODCAST

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[ABOUT](#)

Hi. I'm Aleisha. I make wedding planning easy.



I have helped thousands of couples plan their big day without losing their marbles.

Subscribe and listen to The Bridechilla podcast on Apple and Android today.


[iTunes](#)

[Android](#)

Join the Bridechilla movement and get the support you need!

I'm an advice giver-er, a support person and a virtual bridesmaid. I swear and say things that would probably make some wedding traditionalists shudder. One of the show's mantras is 'fuck chair covers'.


As featured in A Practical Wedding, each episode of the Bridechilla Podcast is packed full of valuable wedding planning help and features interviews and advice from wedding experts, planners and Bridechillas from all over the world. With regular Bridechilla Q&A, I cover



Using a quiz for different lead magnet with a Saas Lead Quizzes.

ARE YOU A
BRIDECHILLA?
TAKE THE QUIZ

Start The Quiz



SO GLAD YOU ASKED

Opt-in boxes / Popup.

BRIDECHILLA STORE PRESS PODCAST BLOG DIRECTORY ABOUT

Whoever says
Wedding Planning
is **easy**, has never
planned a wedding

Aleisha,
Bridechilla Podcast
Founder & Host

Bridechilla is the ultimate Wedding Planning Guide.
It's the #1 Wedding Podcast, Wedding Planning Community and Blog.
It's a movement.
Bridechilla will help you bring together all of the moving parts of planning your wedding.
Ready to Ditch the Bullshit And Make Your Wedding Planning Easy?

[START HERE](#)

A/B Split Test Challenger Generation.

Make Wedding Planning a Breeze



The Bridechilla Podcast guides you through all stages of your wedding planning.

- Bridechilla has helped thousands of couples plan their wedding.
- Bridechilla is bullshit free, simplifies wedding planning and makes it enjoyable and fun.
- Listen at work, on your commute and get stuff done!
- **Subscribe below for FREE now!**

Android

iTunes

IHUFFPOST! catalyst *Bridal* A Practical Wedding *Wedding Chick* **MamaMia**

"Aleisha was the best thing to happen to me during our wedding planning process."

"Bridechilla is full of incredible information about the things beyond bridesmaids' dresses and those damn seat covers.."

Contextual Opt-in Boxes with custom CTA.

Category View

The screenshot displays a category view for 'Bridechilla'. It features a grid of content cards and a sidebar with promotional elements.

- Episode 341:** 'NAVIGATING FAMILY DRAMA AT YOUR WEDDING' (Princess Eugenie Style!). Description: In this episode of Bridechilla, Meghan Elyl from OFD Consulting, joins the Bridechilla podcast to discuss navigating family drama. Includes a 'CONTINUE READING' button.
- Episode 332:** 'CHOOSING THE RIGHT WEDDING VENDORS'. Description: As a lover of all things wedding and a fierce cheerleader for marriage equality, Brittney Drye, Founder and Editor in Chief of Love Inc decided to marry her two passions and create a resource where all couples—gay, straight and lesbian—can be equally represented. Includes a 'CONTINUE READING' button.
- Episode 330:** 'BRIDECHILLA LIVE IN CHICAGO AT Brideside'. Description: A live event recording.
- Guides:** 'The Bridechilla Guides' including 'WEDDING PLANNING GUIDE' and 'WEDDING PLANNING GUIDE'. Includes a promotional banner: 'Get 15% off Use the codeword FUCKIT'.
- Podcast Promotion:** 'SUBSCRIBE TO THE BRIDECHILLA PODCAST' featuring a woman on a phone.
- Partner Banner:** 'EBATES' with the tagline 'WHERE IT PAYS TO SHOP ONLINE'.

Item view

The screenshot displays a website layout for a podcast episode. On the left, there is a large banner image with the text "NAVIGATING FAMILY DRAMA AT YOUR WEDDING" and a photo of a couple. Below the banner is a paragraph of text and a "Listen to the episode" section with a play button and a progress bar. Underneath is another article titled "The Royal Wedding that no one is excited about" with a photo of Prince Harry and Meghan Markle. On the right side, there is a search bar, a pink promotional banner for "The Bridechilla Guides" offering 15% off with the codeword "FUCKIT", two book covers for "The Bridechilla Wedding Planning Essential Guide", a "The BRIDECHILLA Directory" banner with a photo of a bride and groom, a "SUBSCRIBE TO THE BRIDECHILLA PODCAST" banner with a photo of a woman on a phone, and an "EBATES" banner with a cartoon character holding money.


Facebook Chatbot Flows.

1. JSON Ads
2. Retargeting
3. Stories
4. Discount
5. Referrals Gamification

6. Testimonial

THE BRIDECHILLA COMMUNITY

Join our thriving community of *Chillas* in our private Facebook group*.
Share your wedding planning questions, give feedback and help each other be Bridechillas!

 JOIN THE GROUP



*A guaranteed A-hole free group!

Get video testimonials.

**CONGRATULATIONS
ON BEING A
BRIDECHILLA
GRADUATE!**



If the Bridechilla Podcast and Community has been of value and helped you during your wedding planning, I'd be grateful if you could share a brief recommendation to encourage future Bridechillas to get involved. x

*Testimonials may be used on our website and on social media

 **Get Started**

press ENTER

powered by Typeform

Extra!

Client Video Testimonials

Questions

*We want our clients to paint a picture of who they are, where they were BEFORE they got your products/services and where they are now AFTER they use your products/services. We want them to talk about their **feelings and the emotions they had throughout the journey**, that your ideal client can resonate with.*

The more REAL, RAW, VULNERABLE and AUTHENTIC the better.

Don't mind the length of the recording we can edit later. Record as long as it takes. However, the Ideal Testimonial Length should be under 3 mins.

The first 30 seconds should establish who the customer is and where they were before

The next 1 - 2 minutes talking about the problem they faced

During the final 30 seconds, discuss how your product solves their problem

IMPORTANT: Make sure you and your client are recording at a place with good lighting and good sound (minimal or preferably no external noises).

*** Also, you might want to execute your testimonial in a "interview" format. You can use 3rd-party tools such as this to record your skype calls. <http://www.ecamm.com/mac/callrecorder/>*

QUESTIONS/GUIDELINES OF WHAT TO TALK ABOUT:

Core Questions

- 1. Who you are and Where were you before working with [name].*
- 2. What made you nervous about working with [name].*
- 3. What specific results did you achieve in working with [name].*

Additional Questions

- 1. Could you describe how your transformation with [your service] has been like? (opening question to get them going)*

2. *What were you struggling with in your life? How did you feel about that at the time? (Go with the flow and go deeper)*

3. *How do you feel now? What has changed in you and in your life?*

4. *What transformed in your life?*

5. *How did we help you with this transformation?*

6. *Why did you choose [your service] over other [competitor service]?*

8. *For people who were just like you before and who are maybe on the fence to join the [your service] what would you like to say to them?*

9. *Why should they join the course?*

Feel free to ask any other questions you feel are applicable.

Click [here](#) for a procedure on how to request and collect video testimonials

Next Step...

Schedule a call with me to discuss about the scope of your project :)



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Talk soon!

-Alex

lionsalesfunnels.com