



MODULE 12

SEGMENT 1



Gathering Your Tools

(Step 1)



What We've Learned

- ✓ In Phase 2, You Learned About:
 - Creating your **product**.
 - Creating **sales copy**, sales letters, and VSL's to sell your product.

What We've Learned

- **Upsells & Downsells** and how they fit in your sales funnel (w/ examples, and pricing strategies).

Putting It All Together

- ✓ In This Module, I'm Going To Talk About...
- **"Tools"** you'll need
- Choosing a **Website Platform** for creating and managing your web pages.

Putting It All Together

- Your options for **Choosing a Merchant** to accept payments.
- Getting **Prepared & Organized**.
- The **Easiest Way** to get your pages and your funnel created (no experience required)!

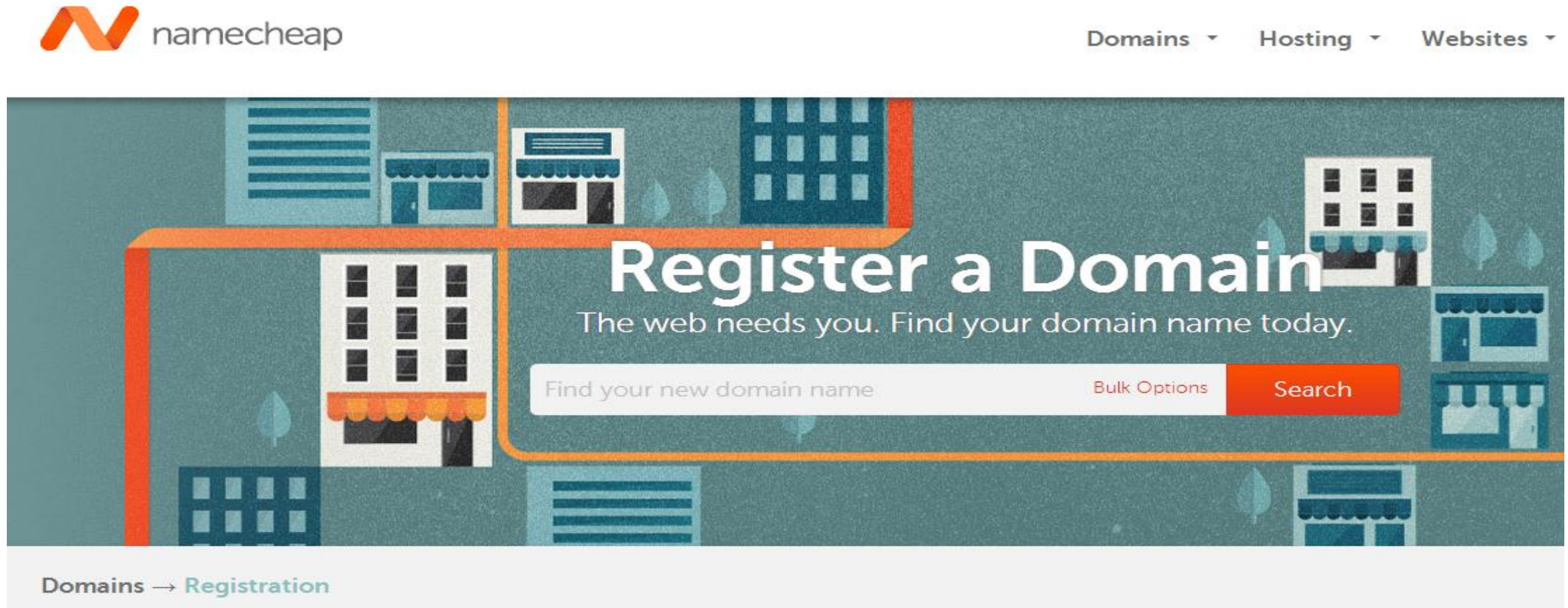
Tools You Need

✓ Domain Name

- Get domain related to your product name.
- Avoid hyphens.
- Get a .Com (or .net if your favorite domain is taken with .com)

Tools You Need

- ✓ **Domain** (NameCheap.com)



Tools You Need

✓ **Hosting Account**

- Must have cPanel (with 1-click script installs).
- 99.9% Up Time.
- Convenient Support Hours (24/7).
- “Help” Tutorials.

Tools You Need

- ✓ **Hosting** (HostGator.com "Baby" account)



Unlimited Web Hosting

Web Hosting Made EASY And AFFORDABLE!

- [UNLIMITED](#) Disk Space
- [UNLIMITED](#) Bandwidth
- [EASY](#) Control Panel (Try Demo)
- 1-CLICK Script Installs
- \$100 Google AdWords Offer
- 4,500 Free Website Templates
- 99.9% Uptime Guarantee
- [45 Day](#) Money Back Guarantee
- 24/7/365 Technical Support

Get Started Now!

Starting At Only
\$3.96/mo*

Now
20% OFF*

The advertisement features a cartoon alligator character wearing a green and white baseball cap and blue overalls, holding a shovel and standing next to a small green plant. The background is a light blue sky with a yellow sun. The text is in various colors and fonts, with the main headline in large blue letters. The price is highlighted in orange and red, and the discount is in a red starburst shape.

Tools You Need

✓ **Merchant Account**

- PayPal Business Account
- Stripe
- ClickBank

Comparison

✓ PayPal

- Well Known and Trusted Brand
- Quick and Easy to Get Setup
- Great for doing under 10k/month

Comparison

Accept Credit Cards + PayPal on your website.

Build a payment processing solution as unique as your business, at the scale of your business.

PayPal Payments Standard & Express Checkout

- No startup costs, no termination fee, no monthly fees
- Accept PayPal payments with Express Checkout
- Accept PayPal payments and all major credit cards with PayPal Payments Standard

\$0 to \$3,000 monthly	2.9% + \$0.30 per transaction
\$3,000 to \$10,000 monthly	2.5% + \$0.30 per transaction
\$10,000 to \$100,000 monthly	2.2% + \$0.30 per transaction

Comparison

✓ **Stripe**

- Competitive Alternative To PayPal
- Less Applications Integrate With Stripe

Comparison

2.9% + 30¢

per successful charge.

-  **No monthly fees**
Only get charged when you earn money.
-  **No refund costs**
If you refund a transaction, Stripe will return the entire fee.
-  **No hidden fees**
Stripe has no setup fees, no monthly fees, no card storage fees.

Pricing like it should be

Stripe charges 2.9% + 30¢ per successful charge, or less based on volume.

Processing more than \$80,000 per month? Send us an email at sales@stripe.com

Earnings are transferred to your bank account on a 2-day rolling basis.

VISA

MasterCard

AMERICAN EXPRESS

DISCOVER

JCB

PayPal vs. Stripe

Stripe vs PayPal transaction fee comparison chart

Volume / month	Stripe	PayPal Standard
\$500	\$22	\$22
\$1000	\$44	\$44
\$2,500	\$110	\$110
\$5,000	\$220	\$200
\$10,000	\$440	\$370

Comparison

✓ ClickBank

- ClickBank is an **All-In-One** solution...
- Accepts payments worldwide (including PayPal and online check) AND manages Affiliate transactions and commission payments for you!

Comparison

- ✓ Pays you **every 2 weeks**. Pays your affiliates the same.
- ✓ **Largest marketplace** for digital products in various niches.

Comparison

- ✓ You can sell Upsells and Downsells (up to 3) using ClickBank's "**PitchPlus**" feature in which the upsells & downsells can be one-click (meaning customers don't need to re-fill an order form for each purchase).

*This speeds up the process and makes for a better buyer experience.

Comparison

- ✓ Handles everything (payments, refunds, etc).
But at a cost...

\$49.95 setup, then 7.5% + \$1 per transaction,
but it's **hands-off** for you on the backend.

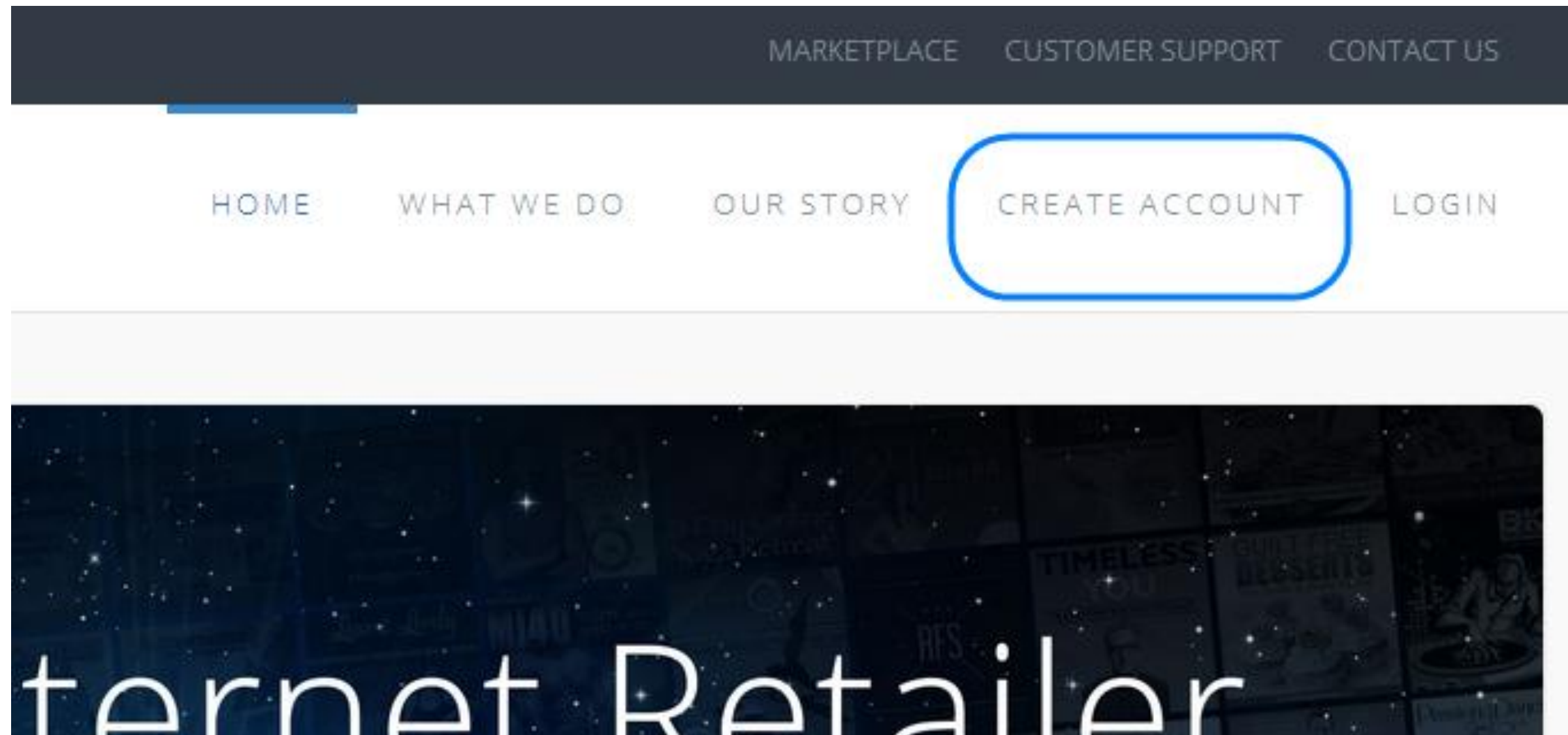
Recommendation?

✓ ClickBank

Just the affiliate management alone could be worth the extra cost to you.

Plus you'll have your product listed in the largest affiliate marketplace!

Getting Your CB Account



Getting Help

Setting Up Your Vendor Account

<https://support.clickbank.com/forums/21599233-Setting-Up-Your-Vendor-Account>

Understanding CB's Upselling Functionality:

<https://support.clickbank.com/entries/22857138-PitchPlus-ClickBank-s-Upselling-Functionality>

Getting Help

Creating PitchPlus Flows:

<https://support.clickbank.com/entries/80720116-Creating-PitchPlus-Flows>

Setting Up Your Order Links:

<https://support.clickbank.com/entries/22829862-Creating-a-Payment-Link>

Up Next...

- ✓ Choosing & Setting Up Your **Website Platform**

