



MODULE 12

SEGMENT 5



Module 12

(Review & Summary)



Gathered Tools

✓ In Step 1...

- ❑ **Domain** (NameCheap.com)
- ❑ **Hosting** (HostGator.com)
- ❑ **Video Platform** for VSL or Content (Wistia.com)
- ❑ PayPal / Stripe / **ClickBank** (Clickbank.com).

Setting Up Your CMS

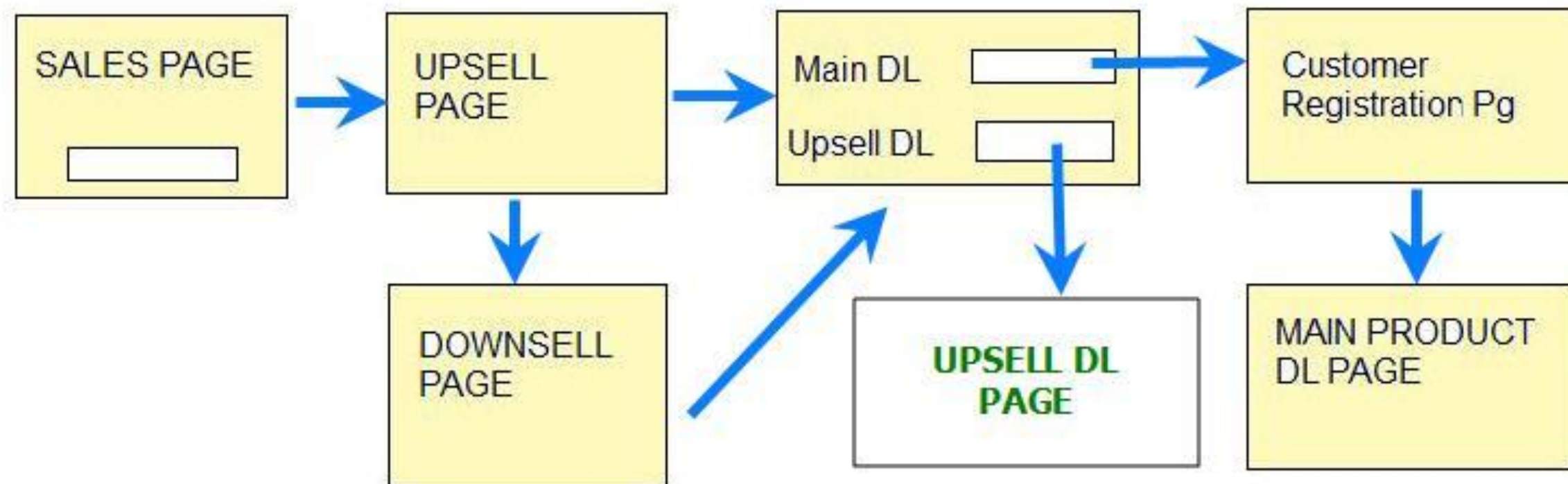
✓ In Step 2...

- ❑ Setting up your **Domain DNS** to HostGator.
- ❑ Where to Setup a **New Email** in cPanel.
- ❑ Installed **WordPress** via HostGator's Quick Install.
- ❑ Basic **Settings and Navigation** in your WP Dashboard.

Getting Organized

✓ In Step 3...

❑ Mapped Out our Sales Funnel (for ClickBank).



Getting Organized

✓ In Step 3...

- ❑ Creating a **Checklist** breaking down the exact pages we need to build out our sales funnel.
- ❑ Getting our **Sales Copy** written for our sales page + **Verbiage** for our “other” pages (Contact, Registration).

Getting Organized

- ❑ Introduced you to **Profits Theme** for easily building all of your funnel pages in one click.
- ❑ Creating a “**My Funnel**” **folder** to store all the notes, checklist, login info for Hosting account & WordPress admin, profits theme files/license info, etc for quick reference when we start putting it all together.

Getting Organized

✓ In Step 4...

- ❑ Installed **Profits Theme** www.ProfitsTheme.com
- ❑ Demonstrated how to create, edit, and customize **all pages** needed for our sales funnel (Main, Upsell, and Downsell sales pages, Download pages, Customer Registration, and Contact Us) including sample Verbiage.

Final Thoughts

✓ Keep Your Eye on the Prize!

Rome wasn't built in a day, but it WAS built! Make a plan and work that plan at a pace that works for you.

It's not a race, but there is a finish line. Keep your eyes focused on it and keep pushing till you get there!

