

Profit
ACADEMY

MODULE 12

SEGMENT 1



Speaker 1: Welcome to Module 12, where we're finally going to take all that we've learned so far in Phase 2 and put it all together. In this video, as we start out in Module 12, Step 1, gathering your tools.

Before we get into that, let's talk about what we've learned so far in Phase 2. You've learned about creating your product, of course. That's what Phase 2 is all about about. Briefly talked about creating your sales copy, sales letters, video sales letters, all designed to sell your product, to get people purchasing, to put money in your pocket. We talked about upsells and downsells. How they fit into your sales funnel with examples and even pricing strategies.

Now, moving forward in this module, here's what we're going to talk about. I'll talk about the tools you'll need before we get started. Choosing a website platform for creating and managing your web pages. I'll talk about your options for choosing a merchant to accept payments. Getting prepared and organized, a very important step. And, a surprisingly easy way to get your pages created and your funnel set up, no experience required. You're going to love that part of the training coming up in this module.

The first tool you're going to need is a domain name. We need a place to put your web pages so they can be seen on the web. You need to get a domain name related to your product name. If your product's "Muscle-Building Secrets," try to get "musclebuildingsecrets." Even if muscle-building secrets is a description of your product, it doesn't have to be the exact name because that doesn't always make sense, but I think you get the point.

Here's another rule for you, try not to get your domain with five or six words. At a max, four words. The shorter, the better. Just try to keep that in mind.

Avoid hyphens in the domain name.

Do your best to get a .com. Brainstorm with your domain name. You can search in bulk when you search for a domain name. Come up with several, five, six, seven, ten, whatever, of your favorites that will work, and do a search. It will tell you with one quick search as to whether any, or all, or none are available. Speaking of none available, if you can't get a .com, then get a .net. That's okay, but try to get the .com if possible.

My favorite place to get domains is Namecheap. I used to be with GoDaddy, but I really got tired of GoDaddy really quick. They're just not as user-friendly as far as the navigation, getting around the site, finding your settings, than Namecheap is. In my experience, GoDaddy has also had a lot of in-your-face advertising every time you turn around. To me, it was just a real pain just trying to get into my site, get in and out, and navigating through, and et cetera.

I don't know, but in my experience also, Namecheap is also a little bit cheaper than GoDaddy. I prefer Namecheap and I highly recommend them to you as well.

Just a second ago, I talked about searching in bulk. When you go to Namecheap, click on this "bulk options" right here. Instead of just typing one domain at a time, click on "bulk options." Then we can see that we actually put up to 50 domains, one line at a time, and do a full search all at once. That's how you do that.

The next tool, of course, hosting. You need a hosting account.
Recommendations:

Get a host that has cPanel. I want to believe that most hosting companies that you go with will have a control panel known as cPanel, but make sure it does, just in case. You want to make sure you have those 1-click script installs because that's going to make installing our web platform very, very easy.

Ninety-nine percent up time.

Convenient support hours. With the one I'm going to recommend, they have 24/7, so if you're new to the game, you're going to appreciate having that 24/7 support available to you.

Of course, you want to make sure they have plenty of help tutorials.

All of these apply to this recommendation. I'm going to ask you to check out HostGator.com, and specifically, their Baby account. I'll show you that in just a second. They're offering unlimited disk space, unlimited bandwidth, their easy control panel, the 1-click script installs. They even give \$100 Google Adwords offer, so that's a little something that can get you free traffic to your site, with that \$100.

Ninety-nine percent up time guarantee. They actually give you not a 30, but a 45-day money back guarantee as well. As you see on the screen there, they offer 24/7, 365 days a year technical support, whenever you need it.

I want to point out something to you. On the screen, you see there, "starting at only \$3.96 a month." Let me jump over to HostGator. I'm going to click on "get started now," and we'll choose a plan. I recommended the Baby plan because you get unlimited domains. If you choose the Basic package, it's just for one single domain. Believe me, as your business grows, you're going to want different domains at some point. It's not that much more.

Speaking of more, this is really what I wanted to point out to you right here. When it advertises the \$6.36 a month, you can see that is based on paying for three years up front. If you want to pay for a year up front, it's \$7.96 a month, or, they're not really giving you a break there, if you just want to pay monthly it's \$7.96 a month. Still, that's only \$1.60 more on a monthly basis. Hosting is extremely affordable, no matter how you look at it, but I wanted to explain the pricing to you. This is my recommendation, to get the Baby plan.

Let's talk about some other tools you're going to need.

You're going to need a Merchant Account. You need some way to take money. Some of the most popular options are PayPal. You're going to need a business account if you chose PayPal. You can choose Stripe. Then of course, there's ClickBank. Let's talk about these, so a little bit of comparison.

PayPal. Well-known, trusted brand online. People know that name when they see it. That's a plus. Quick and easy to get set up. Great for doing business if you're doing under \$10,000 a month, and that's going to be most of us who are just starting out, correct?

They accept credit cards and, of course, PayPal payments from your website. The fee to do that is 2.9% plus .30 per transaction. That's very reasonable. There's no startup costs, there's no termination fee, no monthly fees, that's pretty reasonable.

Let's look at Stripe. Very competitive alternative to PayPal. The only thing is right now they're not as well known, or hasn't been around as long as PayPal, so there are less applications that integrate with Stripe, but that's changing. It is a very good alternative. A lot of people are happy with Stripe.

They have the exact same pricing structure, as far as the per transaction charge, so 2.9% and .30. Again, no monthly fees for them, no refund costs, and no hidden fees. No monthly fees, no card storage fees, anything like that.

Also, earnings are transferred to your bank account on about a two-day rolling basis. That's about even with PayPal. It takes about two business days. I think they say two to three business days to get to your account if you're doing a direct deposit.

Quick comparison of a fee chart with Stripe and PayPal. Between \$500 a month volume up to \$2500, they're identical as far as their fees, the transaction fees. At the \$5000 mark, we see that changes, so if you really turn this business into something really successful and you're making 10 grand a month, then you can see the charges are actually less with PayPal than they are with Stripe.

However, let's talk about ClickBank. Because ClickBank is an all-in-one solution. ClickBank has been around for many, many years. They accept payments worldwide, including PayPal. Yes, including PayPal, and online check, and big advantage, they will manage your affiliate transactions and commission payments for you. That's a huge advantage.

They're going to pay you every two weeks like clockwork, whether you're selling your own products or as an affiliate. They even pay your affiliates the same, every two weeks.

Largest marketplace for digital products in various niches. We've talked about this throughout our training. This is the marketplace for digital products.

You can also do upsells and downsells, so they can act as a cart. In fact, you can do up to three using what they call "PitchPlus." This is their PitchPlus feature in which the upsells and downsells can be one-click. One-click. This means their customers don't need to refill an order form for each purchase. That's huge. You're going to get a big increase in back-end sales because of that feature. This is going to speed up the process and make for a better buy experience.

Quite a few things that are on the plus side for ClickBank. They handle everything. Payments, refunds, you never have to touch any of that stuff. When you're new, that's a godsend.

The con, it is at a cost. There's a \$49.95 setup to get your product listed into the marketplace, to get your account setup. Then, inside of 2.9% and .30, it's 7.5% plus \$1 per transaction. That's the trade-off, but it is hands-off for you on the backend. Once you get everything set up on the front end, it'll just run on auto-pilot. You never have to touch any money, send any money to affiliates, have to track refunds, and do all that money managing. They do that for you.

Something to consider, especially if you're new, but that's who we're going to recommend that you start off with. My recommendation, ClickBank. Just the affiliate management alone could be worth the extra cost to you because that's how you're going to get your traffic. Once you get everything set up, you'll spend your time contacting, recruiting affiliates. Of course, you have the big marketplace there that attract affiliates from around the world. Plus, as I said, you'll have your product listed in the largest affiliate marketplace, attracting affiliates from all over.

Getting your ClickBank account. Just as easy as jumping over to ClickBank and hitting the "create account" link at the top of the page. I'm just jumping over to ClickBank. Here's the link, create account. Basic information. Location, country, address, phone, email, how do you prefer to receive emails, plain text or HTML.

A couple of places where you want to pay attention to, or spend just a minute or two on, is this step, when you create your account nickname. You can see that when you click in there, it tells you what's required. In this case 5-10 letters and digits.

What I used to do, and what a lot of people do, is put their nickname that's something related to the product. This is easy for affiliates too, if they're using a raw link. People who are professional affiliates understand the ClickBank link and how it works, so they understand where the nickname fits into that link. I used to sell a product called Resale Rights Bootcamp, so I put "RRBoot," just to give you an example.

Come up with your password, confirm, and then you're payee name. This can be your business name, or you as an individual, just decide which is right for you.

You want to make sure you glance through the client contract, tick the box that says, "I've read and agreed," of course pretty much means you really do have to read and agree, at least scroll all the way down through it before it allows you tick that box. Put in the CAPTCHA information here. Submit account registration.

At that point, you'll probably get an email or two, give you further instructions. It may send you right over to your account, so you can start looking around and filling out your settings there.

Now, I'm not going to go through the step-by-step of using ClickBank, getting your account set up, because they have plenty of documentation to help you do that. However, I have grabbed some shortcut links for you and you're going to get this PowerPoint that you can download with this presentation, so you should be able to click through that PowerPoint and access these specific pages on ClickBank to help you.

For example, setting your vendor account, they have a page there. Understanding ClickBank's upsell functionality, they have a page that walks you through everything regarding that. Creating the PitchPlus flows, page for that. Setting up your order links, a page for that. We'll talk about order links a little bit later.

Just a quick look at those pages, let's go ahead and do that.

Here's the first page about setting up your vendor account. You can see we have "creating your first product," "creating a payment link," all the topics you need to know about. Just click on any of these titles and that will give you the details, including some screenshots, instructions, et cetera.

Here's one on creating your first product. Creating that pitch page and thank you page. I'm going to show you how to create that. This isn't about creating the page, but more of what that page should be, what it should say, what kind of things you need to include so that it meets their requirements. That includes the thank you page. Here's making a payment link and here's what it looks like. Completing your site information when you go into your admin settings. Everything is there.

Here's a page that talks all about the PitchPlus and how it works. Some very detailed information there that you want to look over. Finally, on the same subject, here's a page dedicated to just flows, focusing on creating those PitchPlus upsell flows, so you understand what they look like. We've shown you some funnels, as far as upsells and downsells, but this is directly related to ClickBank, so worth a look to come over and check out these resource links to these pages.

That's getting your tools together in Step One. What's up next? We're going to talk about choosing and setting up your website platform.