

Profit
ACADEMY

MODULE 12

SEGMENT 3



Speaker 1: In the previous step, you learned about WordPress and the benefits of using WordPress as our website platform and also getting it installed, so you can build out your sales funnel site and get your pages online. Now this step, it's all about getting prepared and organized. Our goal in this video is to get a clear picture of what we are building and then organizing the pieces needed to construct our funnel.

This funnel is based on the ClickBank Pitch Plus flow and primarily how this differs than the other funnels that we've shown you, for example, in the upsell/downsell. Because that the main page where people are directed to their download page is controlled by ClickBank and that is where you see the main DL and upsell DL. This entire page is kind of like a traffic director. ClickBank controls that.

Here's what happens, let's start from the beginning. Sales page correct, they hit the Order button, they make their payment. After their payment is completed, then they see an upsell page. An upsell is another sales pages, right, this is our second product we are offering on the back-end. They have two choices, they can say "yes" and if they do, they go right to this confirmation page that is built for us by ClickBank. If they say "no", then nobody offered the downsell. Typically, for our example, this is going to be the same product, it's just going to be a downgraded version, okay. Remember we talked about, for example, a downgraded version might be the same product but a lesser price, but maybe if taking away a bonus or something from it, that justifies the lower price. If they say "no" here and take the downsell, they pay, their transaction is complete, they'll be taken to this confirmation page from ClickBank. Either way, whether they take the full version or the light version as we call it, they are going to be sent this confirmation page. Here's what happens from there.

ClickBank is going to automatically put the product name in a link to its product access page next to it. However many products you're selling here, that's how many is going to show up on this confirmation page provided by ClickBank. It's a one-stop page to access all the products they've purchased in your funnel. We'll have the main download, of course, right, that's the first product, the main download from main DL and there will be a button. If they click on that to access the initial front-end product, they are going to be sent to a customer registration page that you will be building and I'll show you how to do that in the next video.

Once they register and click the Submit button, now you've got buyers on your list, you got a list segmented only to Buyers only, and as soon as they hit that Submit button, they are going to be directed to the main product download page. In the background, all the emails are going to go out immediately that says "Thanks for your order, here's the link for your product" or "Here's the link to the download page" to access that product.

All right, so back to the confirmation page. Well, if they purchased either the upsell or downsell, this is going to be listed below that. They click that button, they go to the upsell download page. Now understand that there's only one download page for either of these, because it's the same product. Makes sense? We don't have to have two download pages, just one, it's just that it was a price difference.

Now, for the record, the downsell can be a different product. Remember we talked about upsells and downsells and the products, you know, the types that you can offer as long as it's related, right? That's fine. If that's the case, then you will need a separate download page and that will show up here on the ClickBank confirmation page as a separate line item. We're just keeping it simple. You see, once they get to the upsell download page, I have a red arrow going over to the main product page, why do I do that? It's just a good practice, a good customer support practice to do this.

What you're going to do, is give them the link to download the product, the upsell product on the upsell download page, that makes sense. You're also going to, for their convenience, offer a link that says, "Here, click here to access the main product." If the main product is called "Five secrets to a better garden", then you say, "Click here to download 'Five secrets to a better garden'". It's very clear and evident to them what they are getting access to. That's a convenience, they're going to appreciate that, it's just a good relationship builder with your buyers, with your customers. They can click a link to download the upsell and they can click a link to go access their main product they purchased when the whole funnel started out.

Now, in the next video I'm going to show you how to build out the pages in this funnel and also I want you to pay attention to something. We're going to keep this simple. When you're just starting out, it might be a little overwhelming to [inaudible 00:05:17] multiple upsells. It's important to know what they are and how they fit into your funnel, but when you're just starting out, better recommend exactly what I've got on the screen. One upsell, one downsell, we're just going to keep it simple. That's the KISS method, you probably heard that, "Keep it simple, stupid." None of us are stupid. That's the old phrase, right, K-I-S-S?

Here's what we're going to do. In the next video I'm going to show you how to create the sales page, the upsell page; show you how to create a downsell page, I'm going to show you to create a customer registration page, and it's going to be pretty exciting because you won't believe how simple it is to do. You don't have to have any experience or coding experience or have to know anything about HTML or any of that stuff. But that's to come.

All right, so as we move forward we want to talk about creating a checklist. What do we need on that checklist? Well, looking at our funnel, we know that we're going to need three sales pages. We need a primary sales page for a front-end product, we need an upsell sales page and we need a downsell sales page. Three sales pages we need. What about download pages? Well, we really need two. We have the primary product that we want people to access and we have the upsell product. Now remember we don't need a downsell download page, because it's the same product as the upsell.

Other pages, include these on your checklist. What other type pages are we going to need? Well, in the funnel we talked about on the back-end you need a customer registration page, but yet you also need, and I didn't mention this, you need your contact support page. Right, so that's the back-end stuff. I talked about the registration page in the funnel, but you're also going to need that page that people can contact to.

What else? Need to gather your words, what does that mean? Sales copy. You need to get your sales copy written for both the front-end offer, the upsell and downsell, right? We get three sales pages, so we need copy, words that convince people to buy for each of those. Bottom-line here: now that we know what pages we need, we need words for those pages. Words that sell and then we need some verbiage for our other pages which we talk about. Now, just remember you are going to refer back to Module 11 for how to write a sales letter. If you need help with that, of course, you can always outsource this.

Here's the verbiage I'm talking about, the other words. You're going to need some verbiage for your customer registration page and your Contact Us support page. Now, optional video source, what I'm referring to there, is that if you're going to do a video sales letter, well, you're going to need a resource that provides hosting and/or a video player that's embeddable. You can put it on your website and make the video stream on your page. You see some resources there in green, wistia.com I'm going to recommend to you, YouTube, of course, Vimeo PRO. The first three will provide video hosting and, of course, built-in video player. Amazon S3 is strictly storage, but is the king of storage online and most anyone who's using video typically stores their files with Amazon S3, if they have their own player.

Just starting out, I would recommend Wistia. Now Wistia gives you so many videos for free when you sign up for their account. It's a great place to get started and it's super-easy and user-friendly. Let me jump over to Wistia and just show you what I'm talking about. First, we can see their free plan gives you 50 videos and 200 GB of bandwidth per month, which is quite a bit. This is really generous and will work perfectly for us, using our sales letters as we just get started. You also get some basic analytics, see how many views and things like

that and stats for our video. Free plan is going to be great starting out, if you want to use that.

Now let's go inside. Now, I've already logged in to an account, but one of the first things you'll do, of course, is set up your account settings. One of those is going to be giving your domain a unique user name. That means it's going to be username.wistia.com. These videos are hosted for you, remember, on Wistia, so you're going to need that unique domain that identifies you as account holder and all of your projects and videos. You go to the basic account settings and then how do you get videos up online? Well, you come over to Actions and you click on New Project, and we want to give that a name, we click on the Edit button, add a description if you want, otherwise we click on Save. Next, we need to upload a video. Well, we can see a link right here, it says First Step - Upload One.

If we click on that, it's going to allow us to browse our computer to find our MP4 video that we've created. We'll find it, select it and will begin uploading. Otherwise, here's the primary feature or function for uploading videos. You always go to your Project Actions and then click on Upload. Depending on the size of the video, it could take just a minute before it completely uploads. I'm going to go back to My Projects and you'll see them right here when they are uploaded. You want to click on the project title name. Actually, I may go back and use a real example here. They actually give you what's called a borrowed video when you first access your account, something you can work with. You'll see it here, it'll be listed, a little thumbnail image, and if you click on that we'll see some video actions. You have several you can choose from, but the two you probably use the most customize and embed, and share.

Let's start with customize and we'll see them in a new pop-up on the left-hand side. Let's go to Controls, and typically for video sales letters you want it to auto-play, so we want to tick that box and we can leave ... Well, we don't even really need the Play button tried, because if it auto-plays that's not needed. Controls Visible on Load, let's untick that. Let's also untick the Play Bar. We go up and click on Save, then we can click on Close. Then we want to grab our embed code, so that we can make it visible on our web page. We go back to Video Actions and this time click on Embed and Share.

Actually just click on the Copy button, it will automatically copy all this code in the window. Let's paste it to, excuse me, let's copy it to our computer clipboard, our virtual clipboard out there, and then it's ready for us to paste anywhere. What I like to do, is open up my handy-dandy Notepad and paste it there. Just part of being organized. Now I've got my video up to Wistia, I'm ready to use that when I create my page and I'll save that, you know, to my folder where I'm storing everything and getting organized.

Now, just real quick, the video size by default is basically what size your video is. If you need to adjust that you can always come in here first to make the adjustment and then click on Copy and it will automatically be reflected in the code, this size will automatically change in this code in the background. So that's just a short tutorial on using Wistia. You have some choices there.

What's next? Hire the contractor. The most important step here, you want to pay for your virtual contractor to help you build those web pages. Here's the contractor. It's Profits Theme. Profitstheme.com is where we are going to go. Now this is a \$97 plug-in that will create landing pages, all your sales pages, your contact page, your support page, even your privacy pages, you know, all those legal pages that need to be created. All with the click of a button, it's really cool. After doing some research among all the options out there, we really like Profits Theme. Why Profits Theme?

Well, first of all, no recurring monthly cost, it's a one-time fee, and you can use it on unlimited sites, you know, a lot of services out there will charge you recurring and then charge you extra if you want to put it on more than one or two sites. It's going to save a lot of time and headache, especially if you're new to this thing. If you don't know anything about creating pages, it's really going to be a godsend for you. Now, it's going to have, get this, all your pages created in minutes.

Actually, it only takes a few seconds, as you'll see in the next video, but you can have them all ready for sales in less than an hour, maybe we'll have to do some customization. How does that sound? For less than an hour having all your pages created for you from scratch. Not only does it create the sales funnel pages, but you can also optionally create a full-blown password protected member site, too. All built-in. Now the best part is, and this is one of the big reasons why I've chosen Profits Theme, is that when creating the pages with Profits Theme, filler text and sales elements are already on the page. You just have to replace and customize. Pretty cool, right?

Your next step in getting organized and prepared is to grab this plug-in. Go to profitstheme.com, you can check out the sales page, and get an idea of some of the additional features that are available if you like. Just hit the Order link and it will take you down to the bottom of the page, you can go ahead and place your order. Now remember, this is unlimited sites, unlimited domains. Plus, you get 30 days no-questions-asked money back guarantee. I'm going to log in to the site and show you a few things that you need to know on the back-end before downloading.

Here's a look inside the members' area and you can click on the Download to go ahead and download the plug-in and you can also check out the user manual.

Also, you want to make sure you get your license. This is going to be your license key, a long string of letters and numbers that you want to also copy to your Notepad so you can have that, just all a part of getting organized, so that you'll have it when it comes time to install. As I'll show you in the next video, okay? Download the manual for reference and get license.

For now, in this video I'm just going to go to the Download link and just want to point out something. Right now it's saying that, "Make sure your host has ionCube Loader 4 point something, something installed ..." It has to be, you know, Version 4 and higher, in other words. If you're unsure, just contact your host through their support desk or however you communicate with them, even if it's via live chat for using a host cater. I just want to make sure that ionCube Loader Version 4 or higher is installed. They'll let you know, if not, please request it and you should be fine. It was installed on mine. Most hosting companies will pretty much keep things updated, but you never know. As a rule you can always just, if you're unsure what this is all about, just [inaudible 00:16:26] and copy and paste it, right. Copy and then jump on the ... Chat with them and paste it and say, "I'm looking for a, you know, ionCube Loader", making sure it's 4.0 or higher.

Two things you're going to do here. Go ahead and download the plug-in to your computer, save it to the same folder where you're saving everything else, as we're getting prepared and organized, and then we want to make sure you jump over to get your license and make a note of that, so you have everything you need when it comes time to installing.

I talked about installing into our central folders so everything is organized, so let's talk about that. You want to put everything in your toolbox which is going to be a folder called My Funnel. Now that's a suggestion, you can call it whatever you want that makes sense for you, but that's my suggestion, create a folder, whether it's on your desktop or in your documents, wherever. Call it My Funnel and then everything we've talked about gathering, you know, from the checklist to the sales copy to your Profit Themes plug-in file to license key, any miscellaneous notes that you've made. Everything goes on this funnel for quick reference when you start building your site in the next video. Okay, you're ready to get going? That's up next, building your website.