

Profit
ACADEMY

MODULE 12

SEGMENT 4



Speaker 1: Welcome to step 4 in module 12. This is where the fun really starts. We're actually going to start building your pages and your funnel, so building your website. Just as a reminder, this is what we're putting together. We saw this in the last video. We're going to have a sales page, an upsell page, a downsell page and then we're going to have a couple of download pages, one for the main product, one for the upsell and a customer registration page.

Also, we'll put up a contact support page as well and I'll give you some verbiage that you can use on the pages other than the sales page. Obviously, you'll have to have your own sales copy. When it comes to customer registration, what you can say on the download page, on the contact page and that sort of thing, I'm going to help you out with that as well.

First things first, we're going to open up our toolbox. Remember that My Funnel folder I asked you to create in the previous video? Pull that open. You should have your hosting and cPanel login information. You want to have your sales copy ready or your page verbiage, list of pages required that's on your checklists and of course locate your Profits Theme plugin because we're going to jump into our hosting account through cPanel and install that. Let's jump over there right now.

Just a quick note, the way to log in to your cPanel is to go in the browser your domain dot com, whatever it is, forward slash cPanel. Unless your hosting service tells you otherwise that's how to easily get in, so your domain dot com forward slash cPanel.

I've logged in to my cPanel and this is the screen as it's called what it looks like in my cPanel. Yours may be a little bit different but you can see I've got my funnel pulled up for my documents. I have several things already there at the bottom of the screen. I've got some verbiage and text file. I've got my license key. There's my Profits Theme folder or file, excuse me, a zipped file. I've got some notes that I put here and a chichi. These are the things that I'm going to be relying on and pulling up as I progress into the install. I'm going to drop for now and let's go into the file manager. We're going to find that right under the files category and click on file manager.

In video 2, we showed you how to install WordPress, so that is already installed. At this step, we're just looking for the WordPress files. As you remember, you should be installing this in your root domain that means in your public HTML and the root domain means directly under your domain dot com, whatever it is. If it's johndoe.com all files in your WordPress, files are installed in your public HTML.

You won't see all these files. This is years' worth of files that have been put into a website. You may only see 1 or 2 little folders here and what you're going to look

for is the WP content folder. It's going to look like this. See, there's WP content right there. Now you can see I'm in my public HTML, a section in the root domain by looking right here, public underscore HTML, so that confirms where I am.

However, now just for this demonstration, I already have a WordPress installed in my root domain so I actually installed a new version of WordPress or new install into a folder called My Product. Let me look for that. I'm going to open that up. Let's look for that WP content. We want to open that up. I'll double click on the blue folder and I want to go to themes, double click on that, and now I want to upload my Profits Theme plugin.

Just a side note, knowing that I just pulled up the theme's folder, it just hit me I've been calling the Profits Theme a plugin. It is a theme thus in the title. Forgive me for the slip-up there but it is a theme that's why we're installing it into the theme's folder in our WP content directory.

We're going to go to the upload. When I click on that, it's going to allow me to browse My Computer to find that file. All I have to do is click on choose file to browse My Computer and I see in My Documents there's my folder called My Funnel and I'll double click on that.

There's the Profits Theme in zipped. I want to click on that then click on open and we'll be able to see in the bottom-right corner there. We'll see the progress a bit up really. Now this is quite a not relatively large file that has themes and graphics and images and things like that so it could take a few minutes for that to completely load. I'm going to pause the video while that is uploading.

Once it's complete, we can just click on this link to go back and we can see the Profits Theme zipped file right here. We want to highlight that and we're going to come up and click on extract. Just click on the extract files, close that and let's refresh the page so we can see the folder in there. Now we can see all of our files with WordPress but let's go back into WP content themes and there's our Profits Theme right there. We can go ahead and get rid of this zipped file by clicking on delete; we no longer need the zipped file taking up space.

The next thing we need to do is log into our WordPress application so that we can activate the theme. When you installed WordPress, you should have got organized and gathered your login information to WordPress and save it to a file as well. Here's what you're going to get when you install WordPress. It's going to tell you, "Hey, here's your login link. Go to this and use the username and password that you entered for your name and password into get into your WordPress application." It's always going to be your domain dot com forward slash WP hyphen admin. This is always going to be to the end at the far right of your domain. That's your login link.

Here's what that login page looks like. I'm going to put my username and password in and login and we'll get started. Here's our dashboard. The first one we really want to do is come over to the left-hand side and we will look for appearance and go to themes, look for our Profits Theme and there it is. We want to click on activate and the first thing it is asking us is to put in the license key. You would go into your My Funnel folder and find your license key information, open that up, copy and paste it in here and just click activate now.

This is the page that you'll see after it's been successfully activated. We immediately see our page generator. If you don't see this initially, here's how you get here and really the first step we'll take start here page generator. We click on that. Again, it takes us to the same page but by default it took us there. This one will give you a navigation unless you go to the left-hand side. Click on Profits Theme and then click on start here page generator to start generating all the pages.

Now I'm making an assumption that you already made some settings changes, some basic settings but I'll just cover those again real briefly. If we go into settings, we only go down to permalinks and make sure that we click the post name and then we'll click on save changes. If we go to general, you may have done this in the process of installing WordPress. You had an option to do it then or you could do it now. You go to settings in general and then you type in your site title, a tag line if you want and that's about it or we can change our time format.

Really, we don't necessarily have to have these other settings. These are just couple of the basics that you really need to have in place especially the permalinks. Let's go back to appearance or Profits Theme, excuse me, go to start here page generator. Now I told you in an earlier video, in the previous video actually that it only takes seconds to generate all your pages because all we have to do here is just tic the box next to any page we want to generate and click generate pages and it's done. I told it's going to be exciting it's real simple to do.

We know that we want a sales page; I'm going to click on that. We're not going to do any membership pages so I'll overlook that. I'm not going to do any legal pages for this demonstration but this will show you that you can just tic the box next to it and have those automatically generated for you. It does tell you that before you do that you need to click the business information tab and fill out that information first.

Other pages. We're going to use an upsell-downsell page. I'm going to generate a new download page there, a contact this page which will actually be our contact support page. You can also see you can generate an affiliate tools page. This is a little template that you can create to start adding your affiliate creative. Of

course, from previous videos you remember that term creative as all of the tools that affiliates need to promote your product, the emails, the banners. Whatever you're offering for them that's what goes on that page.

Let's take a look. Just going to pull up my check list as far as the pages and I know on the 3 sales pages; the main, the upsell, downsell, I need 2 download pages. With the contact support page I need a customer registration page, so one thing at a time. Let's go create a sales page then we can just duplicate it and edit it as we need, so let's jump into that.

I'm going to go ahead and click on generate page to get all this creative and then we can edit them individually. Let's just do a final double check, make sure I've got what I need. I need a sales page, we need a download page, we need our contact support page, our upsell page here that's good. I think I'm forgetting one thing that's going to be the customer registration page. What we want to do is come up to squeeze pages and we don't want to video squeeze page. We just want a text and we only want 1 column, so I'm going to take on that.

I think we're ready. Let's go and click generate pages. Give that a minute just to generate all the pages and then to see them come over to pages and then all pages. Just like that all of the pages are there waiting for us. Let's take a look at some of this. Let's go to the 1-column squeeze page. I'm going to open this up in tabs and then we'll just scroll through them.

Look at the download page and the contact this page. See, here is our contact page. It's got a form which we can edit to make sure it works for the autoresponders and text is already there that's an easy one to customize. That's our sample page. We're not going to do anything with that.

This is our sales letter page. We already have a cool little background there, which we can edit by the way and customize. We've got a headline. We've got a video. We've got some more texts, some of these sub-headlines. We've got images about our product along with bullet points and some images there for the bullet points.

We've already got our satisfaction guarantee section here with the verbiage already there. We just need to insert our customization with our product name and hover the number of days that we're making that guarantee, et cetera. That's great as a timesaver.

Bonus sections. We talked about the bonus, what's the benefits here, we can use or not use totally customizable. We already got our add-to-cart section there along with the price and some testimonials they look nice. You can see that's a

huge timesaver and it's a great looking page. I'll show you some ways to customize that in just a bit. Let's look our next page.

Here's our OTO page, which I already has copy built into it. Please customize your order step 1 of blank; more text, more benefit areas, place for the bonus if we have an extra bonus or just talk about our upsell product right here. The buy button is already there and here's our no thanks link that we've talked about and I'll show you how to hyperlink that as we progress in the training here.

Here's our download area. It's going to be easy to customize that. What else? Contact us, very simple to customize that. You can see everything retains the theme so it's consistent throughout the funnel. Now when we update and customize our pages, we'll make sure that whatever changes we make, we make all of the pages where everything is consistent okay. That's a shortcut for us having all of these pages with some text and elements already there. Let's get started with our sales letter page.

Anyone that you want to edit, you just click on the edit button underneath it. Sales letter page, click on edit. The first thing I really want to do here is get of that that just tells us the date and time that we've created that. I want you to pay attention right here where it says, "Permalink." This is going to be the URL to our sales page. Now here you want to have this central directory that will be gone because you are going to be installing WordPress into your root directory. It's just going to be your domain dot com forward slash sales letter page.

Now we can change the name of this page, first the URL right here. If we just want to put sales only and then click okay and now it's sales only where it says, "Sales 2," I think because I've got another ... maybe I have something else in here, but that's how you change that.

Now let's take a look at an overview. First of all, I want to say, "I'm not going to give you a step by step," because Profits Theme supports its own product. They have step-by-step tutorials and manual showing you how to do everything. I'm just going to give you an overview of some of the steps that are here.

This is an editor on the top. When you first open it, this probably all you're going to see at the top. If you click this toggle icon here on the right, it opens up all these other options for you. You can use any of these to insert these arrows exactly as you see them. If you insert the blue one, you click on that. You put your mouse somewhere first and then you click on it and see how easily it added that. I'm going to hot the undo. If we want an X somewhere, that's fine. If we want to insert any sales graphics that we want to use, we got a choice from buttons and badges to arrows it's right there.

If we want to insert a flash video, we can do that by clicking on this button. Over here is where we might insert a box. We've got a variety to choose from along with variety of colors. We can even choose our width and height padding and choose a specific type of template. Here we show a testimonial template, a by-mail template, product detail, just make it super easy to build our webpages.

Let's go down to the setting section of this page. You're going to see the same settings section for each of the pages created. This is really how you customize to your heart's desire. First you're going to see page settings and editor settings right here under general on every page. Let's start with page settings. You want to explore this. You can click on header settings. We're really not going to do anything width. It's just there by default, but we do want to work in page settings for each of this. If I go to page settings, we can see we can adjust the width of the page, the landing page width and right column width. We're really not going to fool with any of those. I just want to point out that they're there.

Padding, this is the white spaces around your pages content. If you want to open that up a little bit, you can adjust this. For the most part, just go with what's there by default and get everything in as far your copy or verbiage and any sales elements, whatever you need to get the page complete then you can always come back and tweak this if you need. You can play around with it.

We saw that we had this great background on all of our pages. We can adjust that just by using this dropdown box. It gives us a real time previous if we change it up. You can choose one you think is the best fit for you. What I like happened to be the fancy green. I'm going to go with that and that means I need to make note of what I chose here because I want to make that same setting for all of the other pages so it's consistent.

We have on top navigation. It says, "Remove navigation by default," that's fine because we're not using one. We do want to remove powered by Profits Theme. We can choose our footer thought, our footer size and I want to point out this right here. It says, "Enable exit, redirect," so that's going to create that exit pop-up window when someone tries to exit the page without purchasing. You might use this to say, "Hey, wait. Don't leave empty handed. I have a free gift for you. Just click the button that says, 'Stay on page,' to get free access." You'd put that verbiage right here. It just gave you some sample text, "Free gift. Click stay on page to get it." You can leave that if you wanted just to have something to get started.

Now where do you want them to go after they follow your instructions here? You put that URL right here and that URL that webpage link address that we're putting right here will actually go to your hop-in page so they can get on your list and you've gained another subscriber, so just something to keep in mind. I'm

going to leave that enabled. We'll see that in just a little bit. What you've made the changes there does X out of it. Those changes are retained but they won't apply them until we actually click published.

On the sales page, we have a headline. How do we adjust that? We click on headline right there it is. We can change the color. We can change the font right here. We can even change the size by making that adjustment here. I'm going to go into My Funnel and pull out just the headline that will be tailored to the product that I'm going to be selling.

Here's the headline I came up with. I'm going to copy and paste that and I'm going to put it right here. I let everything paste it; green grass secrets that will make you neighbors jealous guaranteed. I'm going to change the color, too. I don't want that charcoal color. I'm going to look for something in a blue family, a little bit lighter. I'm just going to click and drag that cross around the colors until I get pretty close to the shade I'm looking for, maybe something like that. Then when I found it I come up here and click and it will give me a real-time look at the changes. Let's go with that for now that shows you how to do it.

I'm happy with the size. I'm going to leave everything alone and what else? I've got a simple video there. What they have done in that sample page that's already created for you, they put a YouTube ... they embedded the code for the YouTube video here. If we go up to our sales page again, let's see. There it is, so that's how that video appears there from the simple video element. You can click and drag that away. If you don't want the video, then we'll take that and pull it down here to this add element section, not one appeared there. If take that simple video and pull it back, we'll see it again. We click on that. If you want to use a YouTube video, you'd grab that embed code. Replace what's already there with yours and that's going to show your video.

Look at main content. The text that's already on the page, it's an open sand spot. We can change that if we want. We can change the size, line height, in other words the white spacing around the paragraph. We feel it's a little bit too close. Or if we want it closer, we can make that adjustment right there. I'm going to leave it as is.

Just take a look at some of those elements that we can click and drag up into our page if we want. We have a comment section, not that we need it for our funnel. We have a couple of versions of opt-in forms. If we need to put a script on the page, we can do it there, if we just need a single image, social buttons, sub-headlines. We'll use this sub-headline if wanted to add more than what's already there.

What you'll need to do is come in here and just play around then get familiar. Look over the manual, click and drag some of the sections in and check out what the page looks like. These are your available options to customize. You can have a launch funnel. We have advanced video and advanced video 2, so let me just talk about ... Actually, in a moment I'm going to talk about how to use these to just use a sales video.

We also have our edit cart buttons that we can always put up there. I'm going to first show you just the easy way to edit this text. It's just like being in Word. You come in here and you highlight something and replace it with different texts. If I've got some verbiage here that I want to put in that page, I've got my sales copy I come over here and I just highlight something, right click and paste and now it's changed. Let's say I don't want this image in there, I just going to highlight it or click on it actually and then hit the delete key on my keyboard gets rid of it. I've got a space there now. I want to hit delete again to remove that. I want to fill in this information with my product here. Whatever your copy is, you're just replacing texts.

I really like seeing this money-back guarantee verbiage here. Most of the verbiage is already there so I don't have to worry about what to say. Let's say I'll leave than one there and here's bonus information. Remember we talked about adding bonuses to boost your value. You put that information here. Now you don't have to keep any of these bullet points if you want. If you don't want tem, just highlight them and click delete or I can hit the back key to get rid of that last one.

Let's say we want to put an image in here. I'm going to put my mouse at the end, hit the enter key one and then I'm going to go to add media right here at the top. Any images that you're going to be using, just add them to your media library and here's how you do it. If I click on add media, now I've got an image there. Anything you've uploaded to your media library is going to show right here. All you have to do is click it to select it and then click on insert into page to make it show up on your page of course.

Now 2 different ways to upload images. Just click upload, click on select file that's going to allow you to browse your computer for the image that you want. Really the quickest way is just to find the image and click and drag it over into this window. Here's my images folder. If I want to add this one, I'm just going to click and drag it and let go and boom, there it is.

Let's just say I want to insert that. I'm just going to click on insert into page and there it is just that simple. I'm going to click it to highlight it. Click on align center. It may not show center here but it should when you publish the page. That's one of the strange things like right here. This isn't what you see is what you get. In

other words, if this is your purchase here 100 percent and then protected on the second line, doesn't look like this one that's on the actual page. Don't let that throw you off. Just make your adjustments and then when you actually published the page or preview it, you'll see that it actually looks the way it's supposed to, so just an FYI there.

You can basically repeat the steps to replace texts to match what you are doing. If you want to link these buttons to your order link and you do, you just click on ... you come up here and click on this. Looks like a paperclip but it's like a chain link. Then here it auto highlights that first section. I'll just paste in my order link from ClickBank here. We'll talk more about that a little bit later but that's just how you add a link. I'll click add link and now this will be hyperlinked to the order link. If someone clicks on it, it will go to the ClickBank order form page or whatever card you're using.

Now what if you just want a video sales letter page you don't want all just copy? Here's what you can do. I'm going to come down to the page and I'm going to back out. I'm going to take this main content out. I'm going to drag it down to this add element section. Now if I click on the preview, then we can see all the text is gone now all that is left is the video. We need to make some changes there, so let's go back to the edit section.

That's the simple video that's there. We're going to need an order button, so we'll show you the order button. Let me show you the simple video. If we click on that, remember that was the YouTube video. You can paste in embed code from YouTube, Vimeo, Vidler, Daily Motion, whatever provides you with embeddable code you can paste it right there.

There's another type of video that we can use for example if you're using S3. Remember I told about that? If you want to pull in video like your MP4, you start it somewhere whether it's on your own server or S3, we'll use advanced video. What I'm going to do is pull simple video down and take my advanced ... Oops, I need to go up here and click on advanced video. It's actually going to use the Flowplayer that's built-in. If you're hosting a video elsewhere and all it does is hosting, like Amazon S3, you need a video player to play it. In that case if that's your preference, then Flowplayer is chosen by default. You can leave that alone and all you need to do here is just put the direct link to that MP4 video wherever it's stored.

I've got a video and I just want to show you this. I'm going to grab a link. In My Funnel video, I've captured some embed code and just being organized but I've also got an MP4 by itself that's not inside embed code that someone else is providing. I'm going to take that and paste it right here. You can adjust the width and height here if you want. We are going to make it autoplay and auto-hide

video control. Cool? Let me close that out and then I'll click on preview. Here's the preview and there's our video and it's autoplay so that's good.

Let's go back to the edit page. I want to take advanced video back out and go back to simple video. Here it is. Click on that and now I'm going to grab Wistia embed code and put it right here because this is where you put the embed video. Let me pull up my funnel information again. Here's my Wistia code. I'm going to highlight that. We'll copy it, close that out and then I'll replace the YouTube with that video and then we'll do another preview. There's my Wistia video. Now that's quite large. I can adjust those settings as I showed you before. Pretty simple depending on where your video is hosted and whether using embed code or not, you can use either the simple or the advanced video.

Now we're going to need an order button. Let's get our add-to-cart and we'll pop it up under video. Not right there, we want it right there. Click on the add-to-cart link and then we make a couple of choices here. I'm going to ... First of all, just like when you're previewing the themes, you can preview the button when you change your selection here. I prefer an orange. I'm going to go for that one, so that's the one. You can choose whether you want a small, medium or large. I'm going to choose the big and here's where you put your order link all in 1 place.

Let's see, I think everything else is pretty much ... We'll leave alone except for one thing. As you see many times in sales videos, the order button doesn't appear until they start talking about price or a call to action. Profits Theme has this built in. It's called a button timer. What you would do is watch your video and make a note of the exact time and seconds when you start talking about price or when you want to show the order button or make it appear to the user. Why would you want to do that? If there's an order button staring at you the whole time during a presentation, it's a little pressure to buy. You want them focusing on the message not pressure to buy until it's time so that's why a lot of people use that.

You just do your math, come up with the total number of seconds and put it right here. I'm just going to say 5 seconds. I'm going to come up and close this and then we'll do another preview. Let's give it a few seconds and you saw it appeared down at the bottom. That's talking about sales letters and how you can make some custom edits to make it yours to get your headline in there, change the fonts and size and colors and get your videos in depending on who you're using for your video storage and embedding.

Now once you're happy with everything, you just come over here and click on publish. Do not forget to click on publish. That's going to save all your changes and make the page live the way you want it to. It's all customized at this point.

There's one thing I do want to show you. If you come over to Profits Theme and then click on site options, we can adjust our copyright text that appears on the bottom of each page. As is, here's what it's showing on mine. I gave the page title or the title of my site I called it Cool Products, so that's why it's showing there. What I really should put is Green Grass Secrets. That will be 2015 Gr6een Grass Secrets.

If I rename in general settings down here, if I rename it, then that's going to change. If you want to put privacy policy or legal pages, you'll need to duplicate this code and put those links in here. For example, between these 2 equals, not equals but between these 2 quotation marks, I want to put the full path to my privacy page because I haven't created those yet but when you do, you know how to get the permalink I showed you in the episode. You'd put that link here and then I put the word privacy. What I've done as really taken the same thing and put it over here. I just filled in the blanks where you see these brackets, the name, the tags, they're in those brackets.

That way when I go back to the page ... Let me say this and I'll show you. I'll save changes. Let me go back to the page and refresh and you'll see that pop up down here. You see now I've got a privacy link. That's a brief overview of how to edit your sales page, how to make some changes, how to customize it, not only for text sales letter but also a video sales letter and getting your add-to-cart up there, et cetera.

Just one thing, with ClickBank, the add-to-cart won't work for them as to buy now or order now and there are buttons that say that, so just an FYI about that. You'll learn about that when you jump over to ClickBank when it comes time to get your account set up.