

Profit
ACADEMY

MODULE 12

SEGMENT 4



Speaker 1: All right, let's edit another page in our pages section here. Let's go to one time offer and let's do another quick preview of what this looks like by default. Please customize your order step one of blank. I understand you want to get your hands on product name before you proceed any further. Would you like to get product name that does blah blah blah blah at 50% discount then a sales video. We have some text more about the product and the buy button.

The same steps are required here as we add it to the first page. Once you do one and get used to doing it and it goes smoothly. It's going to be easy to get through the rest of them. It's just a matter of deciding whether you want a video or a text sales letter and then customizing your copy. Let's just look at the top. Maybe we can use this. Please customize or your order step one up. Let's look at that. I want to click on edit. Let's just say it's step one of two. Now, you don't have to use this. I'm going to use it for this one.

Please customize your order step one of two. It could be two steps either way you look at it so if they decline this, it's an offer and access to the downloads so think of it that way. Step one is grabbing the up-sell. Step two is getting to the download page. An up-sell is step one. Even the down-sell is part of step one. It's just removing a road block to one. When we get to step two, that's going to show them the confirmation page so they can access the products so that's fine, I'll leave it that.

I wouldn't want to say, I understand that you want to get your hands on, I would just say thanks for your purchase of and put the product name and before you continue, would you like to. Thanks for your order or thanks for your purchase of green grass secrets. Before you continue, would you like to get ... Related product at a such and such discount of course, really customizable or you're free to change this up anyway you want. If you don't want the video, we'll click on it, get rid of it by hitting delete on our keyboard. We may not want this line here so I'm going to highlight all of that.

I'm going to make sure we take that back to the left alignment like it was before. Maybe we don't need these benefits here. We just want some text. Remove these benefits and we do want this because this is where we really want the benefits. We'll introduce the product name. Maybe we'll put an image like I showed you before which would be helpful. Some of the benefits is to what's in it for them. What they're going to get. What they're going to expect to solve or resolve or fix or cure.

This is the regular price is but if you take action right now, you get the discount so spell out what it is normally so they can really see visually the savings, click here to buy now. This is actually the verbiage that you want in your button for ClickBank, click here to buy now and that works. Now, we have our no thanks, I

understand this offer will not be made again. We go up to the hyperlink icon, paste in the link and now it's hyperlink so when they click on this, they're going to be taken to the down-sell.

Let's go here to all pages so we can see everything and now we see our new one or I always say draft when you first create a page. Let's go back and edit that. Give it a different name. Maybe you want to call this, second chance. You don't have to do the hyphen there. If we want our page linked to have second chance in it we just do that. Let's take a look at ... Let's see if we have any copy or verbiage for this. You'd go into your my funnel folder correct and pull that up.

I do have something I can work with that says okay, I understand if that offer may not be a good fit for you. It doesn't fit your budget today and that's one of the other that's you can choose whichever one and how about a light version for just. Let's just say we'll use that. I'm going to remove the word-wrap there and highlight all of that and let's put it right here. I'm going to remove the parenthesis and I'm going to take the first part of that and stick with that.

How about a light version for just blah blah blah and then I'll put an explanation right here in this section okay which would be something to the effect of you could put, you will get everything promised ... I won't speed time making you sit through that but you'll get everything promised on the previous page with the exception of ex-bonus but you'll save ten dollars today so order right now because you won't see this price again, give them some urgency. Take advantage of this one time offer and hit the order button below.

You can actually delete all of this if you want. This whole section or repeat the product name again or you could leave it, that's fine because it's not that much copy going on there. You could have a few, keep the bullet points again that's cool. Otherwise, you can delete it by highlighting everything down to the other word there. Click delete on your keyboard and just have a reminder, the regular price is ... Order right now and get the light version at whatever price.

It doesn't have to be a discount. See, it makes sense right? Just comments and stuff here. Just click the order button below. Now remember, if you want this to be a video sales letter instead, you follow the exact same process we do in the primary sales page on the up-sell page. Remember we had a button ... We don't have to make that button appear on a delay this time though because this message is going to be pretty short because I've already seen the entire sales message on the up-sell page, they don't need to see it again.

All you're going to tell them this time is hey, sorry that wasn't the best offer for you. How about this instead ... Here's what you get, you get everything before that doesn't include yada yada yada. Here's what you'll pay. Just hit the order

button below now and you'll get instant access. Remember, you drag the proper elements up into the page, you remove the main content. Dragging that back down and then you'll pull up the video either simple or advanced depending on where your video is being hosted or if you're a bin and then we use the add to cart. You just wouldn't use the delay the feature this time.

You're just repeating processes. You see, once you create one page, it gets really easy to create the other. You're just following similar steps and processes to design your page and customize it. As always, once everything is good, we go over here and click on publish. All right, we've got our sales page up-sell, we've got our down-sell that we called second chance. Let's go back to all pages and let's work on the download page. We have two download pages we need remember?

I'll click on edit. We're going to get rid of this. We're deleting that. All right, let's look at our verbiage that we have for download page. Our download area is okay. I like to have a thank you for your order and we are going to need to put a bank statement. We'll have this on the primary product that we're selling. Excuse me, we'll have it on that product's thank you page which is the customer registration page.

Remember if you look back at that funnel, it will all make sense because the actual thank you page that you'll put for the primary products and ClickBank will be that registration page because then we send them to the actual download page after they subscribe but ClickBank requires that we put some of this information on the first page that they see no matter which page that is. We can just put thank you for your order that's fine here. We can also put the bank statement. Let's see, this is really what ClickBank will want you to put on there. I'm going to make sure that is centered.

Now, they have some simple instructions here which is cool, you can keep it as simple as you want but I'll show you what I usually do. It says, your product link here. Right click and choose save target as or save link as that's fine. You could put download, hyperlink that, get the full path to your file and then click add link. I'm just putting a place order pound sign just for the hyperlink to see it working. You could get away with that and then say if you have any questions or need help, contact us here with hyperlink that to our contact page. In the meantime, you might be interested in then you can have a little ad for the affiliate product there.

It could be the same or excuse me, it could be affiliate product or it could be another one of your own products or you can skip it all together. Nonetheless, we at least need the top part and I've actually got similar copy that's already like this. This is certainly a shortcut helps you get things going quickly but I'll show

you what I've put together here. We've got thank you for your order, your bank statement, constructions, support tools you'll need, download your file. I'm going to copy all of that and put it right here. I like to bold the areas so we've got an instruction area, we've got support tools you'll need.

Instructions to download your product files, right click and choose save and the text that was already there was actually proper. We save target as or save link as so depending on which of the top two browsers people are using that's what it's going to say. All right, to download your product files, right click and choose save target as or save link as to save to your computer. Support, if you need contact or technical assistance, please contact us so you want in your contact us or support page created first, grab that permalink coming to you and use the hyperlink icon and create a link out of that.

Tools you'll need. This is very important to help your customer. Most people will know this but it's kind of a good customer service practice to provide them with access to tools they're going to need so they're not inconvenience without having to go out and find them. Most files are either going to be pdf or zip right. We won't address those two at least. You'll need a free adobe reader to view the pdf. If you don't have the reader, download it here.

You go search on Google for pdf reader download, go grab the link, paste it here. To view the video tutorial if you have a video as part of your product, you'll need a video player. If you do not have one, download VLC player here and hyperlink here for that. You can use these exact tools here, VLC player is kind of the go to media player. You just go search for VLC player download on Google, grab the link, put it right here. You'll also need a zip extractor such as WinZip to extract the zipped file.

Many computers now have a built in zip file extractor ... Most people are familiar with that name. If you do not have any zip extraction tool, you may download 7-zip for free here. 7-Zip is a great extraction tool that it is free so people won't have to download a trial or pay for WinZip so that's a convenience for people. Make note of all those and you'd give a hyperlink there. Now, one thing to remember when you're creating hyperlinks in your sales funnel especially when you download pages, make sure they go to a new window.

Let's click on hyperlink, open a link and a new window tab. Why would you want to do that because if you don't, they're going to be taken away from this download page and not be able to get back to it. Then they're going to be upset and they're going to email support and say I lost the page or you sent me away from it and it just aggravates them. Save yourself some customer support tickets. Always open link in any window tab. If any link would take them away from

something that they shouldn't be taken away from, that's the general rule of them all right?

Now we're talking about download your files. Let's dress that up a little bit. We can just simple click here to download or you could put your product name. Next to it, then hyperlink download where the file lives wherever you've got. Just put the link to that file so they download it. That's one way to do it but I like to dress it up a little bit. What I want to do is come up here to the box, insert a box and I'm going to use this one, this gray one at the bottom. I'll leave the with and all that as is. You're not going to use a template. Let's just click on okay.

It looks nice doesn't it. Let's go down here and do that again. Let's just say you have two or three styles or products that you want to download. Let's go down here. Actually, what I wanted to do is put some text below this box. If you find that you're unable to create a new line there, here's one way to do it. Just go in to the text mode right here. Go to the very bottom where it says box in here. You'll see these openings start and end. That means that's where that box ends.

You just put your mouse to the end, hit enter on your keyboard. Just type something on your keyboard to give it some space and text. You can see I added it there because you want to sign off with ... Thanks for your business. Your name okay. What do you want to put here? Let's just say I've got a PDF here and we're going to make that bold. Green grass secrets and videos. Maybe I've got those in the zipped file and they can download it there. What we want to put here is just click here to download.

I want to center that and put it over here. I want to make it a little bigger let's say around heading three should be fine. I wonder if I can copy that and put it over here just to retain the formatting and I can. Now we want to take these and we want to hyperlink them so we're going to put in our link. Of course any download links don't need that open window right? That's unnecessary. Repeat the process here. Put in our link to our file and it's looking pretty good.

Let's go back to the top we're going to make sure we correct this. Download page, you probably want to give this a different name and maybe you could put one access that can refer to just so you will identify what this page is and what it relates to so give it a name that applies something you will recognize so we'll know what it means so if we put one access, that means product one access. Whatever makes sense for you but you don't want something people can guess so you really have to get a little creative so you might put something like that.

I'm going to edit and copy and paste it in there, click okay and what else? Here's the important thing on any of your download pages or anything beyond your sales page, anything beyond your first sales page but especially if you forget

anything else, do this on your download pages. We are turning this or setting this up as a password protected site. What we don't want to happen is this page showing up in Google. We come all the way down near the bottom here where it says add a noindex meta tag. I always click all three.

Add a noindex to this post page, add a no follow, add a no archive so that means when the Google robots or search engine robots come around, they're going to see this in the page and it tells them, hey go away, don't pay any attention to this page. Always do that for each of your download pages. It's very important. All right, our page is looking pretty good there. What we want to do now is come over to what ... Click on publish. We've got our sales page done or up-sell page done. Our down-sell page we've got one download page, we need one more download page so we have download page for our primary fronting product.

Now we need one for the up-sell so what do we do? I'm just going to come in here and go to text again. I want to select all, copy, let's go over to profits, themes, start here page generator. Just go create another download page which was down here under other pages and we'll click on generate pages. Then our next step is go over to all pages and we'll look for that new page. We're going to see it right here. Remember it's a draft, download page, click on edit. We'll go back into text. Select all, paste, go back to visual. All right great.

Now, there's one thing we need to change. We don't want these looking identical at the top because they'll be unclear as to which page they're on because they purchased two products so thank you for your order. You could put for product name right there. It's immediately identifiable that they're on the right page and they haven't accidentally landed on the same page or you can just come down here on this next line we want to make sure it's aligned and say or congrats or investing is a little better than purchasing.

If this is overbearing at the top that have the full product name there or if it's a long product name it's fine. Just make sure you have it right here. Congrats on investing or thanks for or congrats on grabbing your copy of whatever. You see the point is just separated so they'll know which download page they're on. That's the difference there and of course you can adjust these if you don't have ... If you only have one download link then of course, you can get rid of this second one okay?

Just like that. What do we do next? We want to come up here and clean this up. Maybe we want to make this accessible. Take that copy and put it in here. Click okay and I think you want to double check your links, make sure they're good. You're going to hyperlink that too and update anything here all right? Customize it for the product that are downloading. If everything looks good to you then of

course we're going to go to publish. Now, I don't know if you'd picked up on it but there's something I left out when creating these pages.

Remember I talked about making the theme consistent across all pages? We noticed after the sales page, I didn't come in and change the page settings for these did I? That's something we need to do. I'm going to finish creating the additional pages needed which will be the contact page and the customer registration page and then we'll come back and finish up with some of the final settings.