Profit
ACADEMY

MODULE 12

SEGMENT 4

Speaker 1: So let's create our final 2 pages. We need a Customer Registration Page. Let's go back to All Pages. What we're looking for is the "Text to squeeze" page right here. Let's click on edit. First thing I want to do before we forget is always come down and make sure we take on these No Follow Tags. Let's go look at our copy; our verbiage for this page. This is Customer Registration, let's see right here.

Remember, we're going to enter this permalink, this URL as our Thank You Page for the initial product in ClickBank because they're going to register first and then we're going to send them to the actual download page. Here's some verbiage I want to use. We want to use "Thank you for your purchase". I'm going to put this right here. We're going to make that centered and we want to make that a bigger heading there. Let's go up to heading 1, make it centered. Then let's put this reminder right here. Let's center that. It's going to put it straight across, it would be fine. Actually, we're not going to use any of this.

All right what's next? They want us to put this text. When I say they, ClickBank, of course. Where's my Customer Registration? Right there. I'm just going to put this verbiage right in here. "If you have any questions about your order or need support, contact us." We're going to link that to our contact page, or actually you can probably put an email address here. Just type and don't make it clickable because preferably we don't want people jumping off the page yet. They say we can put an email address or contact link here. Just send an email to or whatever it is.

You can say, "This info will also be provided to you on the product access page." Why do I say that? Because I want them to know that "Hey, this isn't the only place you're going to get it. I'm just putting it here really because ClickBank wants it here for reference." Which is also a good point because if they should close out the page and they have trouble, at least they can maybe copy and paste this down and be able to contact you if they have any problems at this stage. This is to ensure them, "Hey, this isn't the only place you're going to have it, so don't stress. Don't worry about it."

To receive instant access, please register below. After submitting the form, you'll immediately be directed to the Product Access Page to download your product. All this information is pertinent for ClickBank. You got to tell them when and how they're going to get it.

Then we have the Product Registration Form. I'm going to create a box here for that. Actually, I'm going to create an option box. Let's see, let's go to popped in form and we're going to choose one. That's fine. That's cool. All right, so what we want to do now is connect our autoresponder to this form so that it works on people. Hit get instant access, they're subscribed to our buyer list and they're automatically redirected to the actual download page.

[inaudible 00:03:36] it is integration. We find our form that we've created and we'll click on "Integrate with your site". Now in this form, you would've created this prior to this stage. I mean, it doesn't have to be but most likely you've already set the autoresponder up and have your list created and so forth. Just remember, in [inaudible 00:04:02] the Thank You Page and other settings is where your actual download link will go in this space right here and then just click on save.

If we go ahead and go to integrate with your own site, then we'll see the form. We want to highlight in there, so we can copy it and then we'll come back and paste it right here in this area where it says "Paste autoresponder form code right here". We're good there, now of course and get response.

We'll go to Web Forms. Let me pull that down to make sure you can see that. We go to Web Forms, our Web Form's list, we find the one that we've created for our buyers and then we'll go over to Settings. Remember custom Thank You Page is what we'll click on where we put the link where we want people to go after they subscribed, so that's where I put the actual download link for our front-end product. Then we want to use Save Web Form down here at the bottom. Make sure we save that and then we go to the next step which will be publish, and that's where we're going to get our code. We'll click on the "Show HTML" tab and right click. Next, I'm going to turn the Stylings off. Right click select all, copy URL code, and then paste it back here if you're using get response. Kind of similar steps no matter where you go.

Once that's in, let's see what else we need to do here. All right, so we want to change, simply answer your details on the form below to receive Instant Access at the very top. Instead, I'm going to call it Customer Registration Form or Customer Registration because I already told them what to do. I've already said enter you e-mail address below to get instant access above the button. Anything else? We can change this button by the way. We got a red type right now, so if I want to make that something else. We do want to say get instant access that's fine. I know, we've kind of got a green background, or we'll have that. I don't really want a green button, maybe we'll just do a blue. Where is the Get Instant Access? No, not that one. I want the flat one. Actually, I'm just going to leave it there. The red is fine but just to show you do have options. Of course, you can use pre-made options but that's fine. It gets the job done, "Get instant access" that's just what we needed to say.

I am going to go up and click on the X button there. Again, we want to make sure. We added those, that's good. Anything else? Let's preview the page to make sure our form is showing up, so I'm going up here and click on the preview button. All right, so I see that the form is there. It looks good. There's 1 little problem. There is a big huge headline up here which tells me I shouldn't put the

"Thank you for your purchase". I should've just used the headline and edited that. Just like I did on the Sales Page.

Let's jump back over here. Let's get rid of "Thank you for purchase". Get rid of the spacing. Nope, I don't want all of that. All right, now let's go down to the headline right here and now we're going to change that to "Thank you for your purchase". We'll keep it the same color. Everything else we'll just leave as is. Now, if we update the page, it should be a little bit better now. All right, that looks much better. That's the lesson, just use the headline settings to change that and it looks much better. All right, so of course you want to come down and test this link. That's all part of the final step. You want to test everything, with something we know we need to do. All right, so that's our Customer Registration Page.

We need one more page and that is our Contact and Support Page. Let's jump back over to All Pages. Actually, one thing I tell you never to forget, I almost forgot, click the Publish. Don't forget, once you click Preview and it looks okay, that doesn't mean it's the final version; it's just the preview. Always come back and hit Publish. Almost missed that. I actually kind of glad I showed you that to show that can happen. Just remember to last step before you move on to anything else, make sure you hit Publish.

All right, so now let's go over to All Pages and let's work on our Contact Page. Let's click on Edit. Then let's see what have for verbiage for this page. We'll go back to our final document and pull up the note pen. Now let's see where we are, Contact to Support, right here. I'm just going to copy all of this and I'm going to paste it right here. Of course, they're basic verbiage that's already there. "If you have any questions or need help, you just contact us here."

If you have a help desk or something, put the link there or put your URL or whatever information you need to give them, but here's something I have for you. "If you need support for any of our products you may contact us by visiting our help desk" which you could hyperlink if you have a separate third party help desk somewhere, or "send in an e-mail to" and that would be your support e-mail. "Well, our support staff my reply to you the same day, please allow up to 48 hours for a response excluding weekends and holidays. Thank you for your business" and your name, or company name, or something like that.

You can steal that, take any of the verbatim I'm actually showing you. That's your work for this page. You can have "contact us" whatever. Now, you can update this page to have whatever you need on it. For example, you may actually include an FAQ section too. You could say, "Hey, before you contact us, check out our FAQ section or our frequently asked questions to see if your question is already answered on this page" and then you could just come in and add those

FAQ questions down here. You can have the question goes here, answer here, and so forth.

All right, so what do we need to do here? Contact Page. Do we need the meta tags for that? Not necessarily because there are no links on this page that take you anywhere or reference any links to product access. You don't have to do it there, so I'm going to say no to this one. Anything else? Let's see, take a quick scan. Nope, I think we're good there. So what do we do? We change this at the top.

You can actually change this to "Support" if you want. Title can stay there, that's fine, but this is our actual permalink that we want to pay attention to that we're going to get right because those are links that we're going to be providing. People actually see this in their browser right here. They may actually see this title page up in the tab but that's okay. They're easy to adjust as far as the title goes. Permalink you can keep, but the title you can change. It shouldn't affect anything. We are publishing, right? This is the last step and that will take care of our Support Page. Really, that takes care of all the pages that we need so far.

Let's jump back in to All Pages, take a look what we've got here. Got our Sales Letter Page. Where's our Upsell Page? Then we have a Second Chance which is our Downsell Page. We have our Download Page for the main product. Here's our Upsell Product Download Page. We have our Contact and Support Page. And here's our Customer Registration Page right here. Let me go back into edit because it looks like we forgot to change this top part; and we did. We don't want it really called "Text to squeeze page", do we? You could put "Registration". Let's edit that.

We need to update. We already published it once, so any changes beyond the initial published is considered an update. All right, so we need to make some changes, right? Some finer details. We want to go in and open up each of these and change the page setting to match our theme. Now, if you remember I chose a green background for each of these. I need to go back in here and I believe that was fancy green and it is. I do that. Go up and click on Update and I'll do that for each of the pages. Repeat the exact same step, hit Update after I choose the theme and then all of these will be congruent.

Whats our next step? Once all our pages are completed, you want to make sure you go back and collect all of those permalinks. That's your page URLs. You want to save them because then we need to go into ClickBank, enter those into our Pitch Plus flow when we setup our products in ClickBank and tell them where our Pitch Pages are located, our Download Pages, our Upsell, Downsell, Registration, all that. When we do that, ClickBank is going to give us the information that we need. All right, so for each product you need the following to be entered in

ClickBank in the setting. The product title, the price, where to send customer after they purchase, what's the product access, and download URL. That's going to be those permalinks that we get.

After you do that, collect the Order Links including the No Thanks Links for All Pages. You are going to need the Main Page Order Link. You are going to need the Upsell and Downsell order buttons and you also need 2 No Thanks Links for the Upsell and Downsell pages. Once you get all that together, you want to add the Order Links and the No Thanks Links from ClickBank to your Buy Now buttons and of course to the No Thanks Links that you have on your pages. On the Main Product Sales Page you are going to have an Order Link only. On the Upsell, Sales Page, you are going to have the Order Link of course, and you are going to have a No Thanks Link. On the Downsell Sales Page, an Order Link and a No Thanks Link.

Then you take care of your autoresponder. You haven't done that yet, right? You are going to add your "Customer thank you for your order email" into your autoresponder. This is just for your buyers. This is the list you created just for your buyers. The first -mail that goes out is thanking them for the order, telling them how to access it; just you like you for for a free report when people subscribed to your list.

You want to do a friendly follow up email the second day it's, "Hey, just checking in on you, make sure you're able to download everything, that you didn't have any problems, if so please let me know I want to make it right." You can hit reply or if you don't them to reply just tell them to go to help desk or send an email to whatever. People are going to appreciate the fact that you're following up and making sure that they did get what they paid for and that they're happy. They're going to appreciate that. That's just a little quick side tip for you as far as those first 2 emails that you want to go out on auto-pilot. Schedule those in your autoresponders.

For right now, what we need to do is go back in, and I'll just cover the steps for putting those Order Links back in and then No Thanks Links. Back in the All Pages section, let's double check that make sure everything shows up. Let's go to the Sales Letter Page. I'll do one of each here. If we're going to edit, remember we're going to have an Order Link down here at the bottom, correct? Let's go into these settings. Actually add the Cart Settings. Here's where you put that Order Page URL. Whatever ClickBank gives you for the primary product, you come and put it right here, and then you click on Update.

All right, let's go back to All Pages. We will repeat that process when we go into the One Time Offer. Let's take a look. We're going to have that there but actually, we set that up in the page settings. In this one, we actually do this by clicking on it. Clicking on the button, clicking on the hyperlink, putting the Order Link right there and then click Add Link. Now, you don't need a new window tab for an Order Link. It's okay if they go away from that page. We want to go into the Transaction Page or the Secure Form and then click on Add the Link.

All right, let's go back to All Pages. The Second Chance was the Downsell, let's take a look at that. No, we didn't have an Add to Cart section down here, so we do the same thing here. Click on it. Follow the same steps. All right, so actually on those previous 2 pages, I skipped something, didn't I? Hopefully you caught that. On the Upsell Page, the One Time Offer and the Second Chance, we needed to attach the No Thanks Link to the verbiage that says "No thanks". It's right here, but you know how to do that. Highlight, go to the hyperlink, paste in the link. Same thing for both pages and that's basically it. We have our Order Links for the sales letter for the main product. We have the Order Link for our Upsell and our Downsell and then we have 2 No Thanks Links for the same 2 pages.

I told you about getting your links to all the pages and getting organized before you jump over to ClickBank, so let's go up to view. We can just actually right click each of these in our tab. I'm right clicking on the view. I'm hovering over. You see how it goes away if I move my mouse, but I bring it down into around the title of the page and find the view and right click. When I do that, I click on that tab and then I just come up here in my browser, right click and copy.

I'm going up a new Notepad and I copy that. Now, I'm going to write, here's my Sales, Upsell, Downsell. Actually, while we're on the Upsell, I'm just going to put the Upsell DL and the DL for that, and Customer Registration Page. I think that's it. I actually did the last one first. All right, so I would do the same thing for each. Click on the tab, highlight the address, open my browser, and let's see. That one is One Time Offer so that's my Upsell, and so forth. Repeat the steps, save this in My Funnel, so everything's organized before you jump over to ClickBank; so then when it comes the time to filling out all the product information for your final, you can have it right here and you're able to tell the ClickBank exactly what they need to know, so your customer has a seamless experience.

What's next? Well, it's the last step. You got to test everything. Once you go in and get approved, it could take maybe 2 or 3 days to get approved by ClickBank. Check their site for the latest information but once everything's approved you definitely want to test everything. In fact they probably will tell you to test it first. The good news is, ClickBank has a test mode. I think they still do this, they give you a test credit card. It's a fake number but it works for their system. You can use that to place a mock order so that you go through the entire sales funnel to ensure all is working as designed before you go live.

I would encourage you to come back and watch this video again. This first time, just consider it an overview. This is kind of a first pass just to get familiar with the steps and what we're working with. I would encourage you to go back, watch this video again, and pause it, and then go into your own site with Profits Theme and go to the steps. You can pause it, implement the step, come back and watch the video. Now just remember, if you want to really learn more details about how Profits Theme works and the elements, and then click and drag us back.

You can learn more by getting into the Profits Theme members area and they'll help you with manuals, and videos, and things like that to help you become a pro with Profits Theme. That's an overview. That's how easy it is to create your pages. Don't worry, if it takes you a little bit longer the first time you do this, that's okay. That's expected. It's new to you. After a while, it's going to be just a breeze; just like riding a bike to come back through and create those pages. I hope this helps. This is everything you need to get your sales funnel going up and your product launched.