

Profit
ACADEMY

MODULE 12

SEGMENT 5



Speaker 1: In this final video, just a quick review and summary of module 12. In step one of four, we gathered our tools. We started by getting our domain name, jumping over to namecheap.com, and maybe doing a bulk search. Doing a little brainstorming, coming up with the perfect domain. Then we got our hosting from hostgator.com. We talked about maybe getting the baby package to get unlimited domains, although you could start off with the basic package. But suggested going with hostgator because they had the 24/7 around the clock, 7 days a week, 365 days a year support available to you. That's important if you're just getting started.

Video platform. Finding something for your video sales letter, or your content videos. The recommendation was using wistia.com. Then we compared some transaction merchants, PayPal, Stripe and then ClickBank, and then ultimately just recommending that we're going to go with ClickBank because of several huge benefits to you and your business just starting out in that they manage everything, especially when it comes to affiliates. You're creating an information product, so why not set up your cart system and your affiliate management system all in one by going to ClickBank and letting them manage the affiliates, and pay them, and pay you. Everything's on autopilot for their refunds or whatever it is. Anything financially on the back end, they handle all that for you, so ClickBank.com.

Step two, setting up your domain DNS to hostgator. We showed you a video about what DNS is, that hostgator sends it to you in an email. You take that, you jump over to namecheap. We showed you where to go in namecheap to enter that DNS, so that your domain points to your hosting account at hostgator. Then we showed you within your hosting c panel where to go to set up a new email. Then we installed WordPress using hostgator's quick install. You can also see quick installs under names like Softaculous or Fantastico. Then it gave you an overview of some of the basic settings and navigation in your WordPress dashboard. All these in order in sequence building up to getting our site and sales funnel built and launched.

Step three was all about getting organized, getting prepared, mapping out our sales funnel so we get a very clear picture of what we're building. Here was the diagram that we showed you, so it's the sales page that goes to an upsale page after they purchase their main product. If they say yes, they go to a confirmation page from ClickBank that gives them access to both products. If they say no, they go to the downsale. After that, then they go to the confirmation page that gives them access to anything they've purchased. On the confirmation page are links that give them immediate access to the download pages for the products they've purchased. We showed you about setting up that customer registration page off of the main product.

So, if they've arrived at that main confirmation page at ClickBank, they click the button that says access your main product, the front end product, then they're shown a customer registration page so we can capture those buyers on a list first, so that we can email those buyers and treat them really well into the future. They'll keep buying from us. Once they subscribe or register on that page, then they're automatically sent to the main product download page. This is something you want to reference, you want to keep handy, because it gives you a very clear picture of what you're building.

On step three, we talked about getting organized. Creating a checklist. We started off breaking down the exact pages we need based on the funnel we just reviewed. We needed the sales page. The upsale. The downsale. That was the other thing we recommended, starting off simple. You don't have to have multiple upsells to get going. We recommend you at least have one, and then one downsell. The downsell, of course, is going to be a light version or a downgraded version of the upsell. That kind of keeps it simple. We wanted to make it easy for you. The least path of resistance getting going. Again, we had a checklist of all the exact pages we need to build out our sales funnel.

Next on the list was getting our sales copy written for our sales page, and collecting or writing our verbiage for the other pages, which would include things like the contact support page and customer registration. Of course, I showed you several examples of verbiage that you could use on your own pages.

I introduced you to profits theme that makes building your funnel pages super easy with one click, and then taking a little bit of time to edit them so that their customized for your specific product. It only takes a minute to get the pages installed, but then gave you within an hour that you can go in and customize everything, assuming that you already have your sales copy and your verbiage handy.

All right, so once we got all this together, we've got our virtual contractor, the profits thing that builds the pages for us. We've got all of our information, our checklist. I said build a folder that's called my funnel. A central location where we store and organize all the information that we've compiled up to this point, that stores all the notes you saved on there to that folder. Your checklist. Your login info for your hosting account or namecheap account. Your WordPress admin. Your login link, and your user and pass. You save it there. The profits theme files that you download, including your license key info. You save it there. All this for quick reference when we start putting it all together.

That's what we did in step four. We installed profits theme, which you get from profitstheme.com. It is a theme and not a plug in, as I may have said in some of the videos. After that I demonstrated how to create, edit and customize all the

pages needed for our sales funnel. The main product. The upsale, downsale. All the download pages. The customer registration and the contact us support page. Even provided several sample texts and verbiage that you can use on all those pages to really give you a jumpstart and get things going.

Just some final thoughts. We've given you some step by step face to. Very exciting. It opens up doors that you didn't have in phase 1 for financial opportunities and really expanding your business. Some final thoughts here as we wrap it up. Keep your eye on the prize. Truth it, Rome wasn't built in a day, but it was built. I'm going to encourage you to make a plan, follow it. Make a plan and work that plan at a pace that works for you. Remember, it's not a race, but yes there is a finish line if you want to cross it. Keep your eyes focused on it and keep pushing until you get there.