

Speaker 4: Hello Profit Academy Members and welcome to tonight's coaching webinar. Nice to have you with us so far. I see a few names popping up. I wanted to recognize perhaps from the forms I see Esther of course here popping up. I'm going to be talking about, and giving you a resource for an hour in just a few minute. I just want to make sure those who are with me can hear me okay. Just give me a yes thumbs up in the text box and we will get going. So to make sure it's all good. Terrific!

Excellent! I see a few more names I recognize. Excellent that's all right. It sounds great. Thanks for taking time to pop that Y.E.S in there for me so, we know everything is good. We're talking about two modules tonight. We are not going to go through everything step-by-step, but I'm going to pull out the best of the important things that are covered in both. I'll just give you an overview of some things. Then I'll take a few questions at the end. We are trying to keep this to an hour max tonight. Normally we won't take a whole lot of questions we'll just give you a lot of demonstration and explanation and that sort of thing.

What I first want to jump into is Sales Copy.

You see on the screen here I'm actually in Module 11. We talked about the Sales Material and how to write a Sales Letter. That's what I'm going to focus on. Of course you have your options text or video sales letter and things like. Then we will go on to 12. I don't know if you've seen 12 yet. We're just going to get that up days ago. I guess few days ago. It's really, really good information in there. That really ties everything together when you get to 12.

We talk about your up sales and down sales, and building you funnels, and creating your sales letter. Linking everything together. Then when I get to 12 I teach you actually how to pull in a theme which is something you use in WordPress. I'm sure a lot of you already know that. It actually creates your pages for you with just a few clicks of the mouse. Then you just fill it in. I thought that was an excellent thing to recommend to people and demonstrate in Module 12. I'll show you just a little bit about it tonight. Won't give you all the details like I did in the training, but just to give you an overview and maybe answer a few questions tonight as well. Does that sound good?

What I really want to jump into just briefly is... Let's see which one I'm going to start off with here. Just creating the Sales Material. There are a few points I want to pull out here and then I will jump into the 9-Step Formula for creating your sales copy. I will spend a few minutes actually talking about headlines because that's the first thing people see whether it's ... Of course, we're talking about sales letters here in phase 2, but in phase 1 it's equally as important to come up with some compelling copy because that's what you put on your opt-in page. It's called a "headline". The biggest benefit, the largest for the big thing you want

people to see first of all within a second of hitting the page, is that headline. It's so important to get it right.

I'd like to show you a few critics I've done in the form maybe you've see then, maybe you haven't. Just before and afters. So, you get an idea of some A B comparisons and how things can be improved hopefully that helps. Creating some of the sales material. Do-it-yourself outsourcing. We talked about video or text sales letters. There is a lot of sales letters out there that are video sales letters. You may ask, "why is that?" Some people don't like using, but I personally don't like it maybe or I know somebody, or I don't know who would actually likes that kind of stuff. All these questions can come up, but the test's always showing that the conversions are higher.

Here is why I think that is.

It's because if I put up a sales letter in text form, I can scroll past, and skip over all the stuff that are really important. That I'm just skipping over. I'm not doing myself a service for not reading the whole letter, but in a sales letter, it's usually PowerPoint slide, may be some animation, things like that, that piece by piece deliver that message. So, you are forced to see the important stuff in that sales letter. The important things that tell you what's in it for you. Why this is something you need to pay attention to. Why it's something you may want to consider for a solution for your problem.

So, force feeds you all that information instead of just allows you to just scroll down the pages and at two, three things and then leave. Of course it's the entertainment factor right? Videos are huge; I mean they are growing year after year. YouTube is getting bigger. I mean stars are born on YouTube these days. It's crazy, the publicity people get, and the careers that are launched there. Video is entertainment factor and it's spoon feeding and its information for the video sales letter. Here is what you have to do first, when you have to write that sales letter in text form anyway. You have to do it first, then you have to create a video sales letter, then you take that text and piece it into a power point. It can be just as simple as what I'm just doing here.

Can just have to have some white background, nothing fancy. No red blue pink yellow or green letters here so much, its mostly black. But that's how it works. Just a little bit about text versus sales letter. I will say that, you've probably noticed, that some people will also use both on the page. Sometimes at the very top you have a headline then you have a video. A video pretty much talks about...includes some of the text that are already on that sales page and maybe just hitting the best parts. Then people are going to scroll down and read. Here is another thing that people do that you may want to consider. I have a video sales letter only, but if you try to leave that page, maybe you are in a hurry or

something or maybe you just don't like videos ... Well to a quantity of people who don't. When you close that out they prompt you with a little pop up that say, “hey, understand maybe video is a little long and it's not for you how about the text version. You can click stay on page or cancel or whatever.” Then when you accept that, you see the whole text version. Something to think about. You can use both to your advantage. We are talking about sales copies and the formats we deliver them in.

I have talked about swipe files in the form quite a bit, and if you go to the terminology section which I think it's under Profits the community section there, It's just slick. You can see all the terminology there, but I'll just run it by you right now. When I say swipe file, in fact I want you to be familiar with that and actually take advantage of swipe files because that's how I learned to write copying. Swipe files are something you swipe. It's something that you take and model after. So for example if I go to web page I can actually download their web page, and save it on my computer. Moreover, if I see an email or someone says I unsubscribe to... and I really like that email it's well written, I'm thinking from a consumer point of view this time. Excuse me I'm thinking from a business point of view not a consumer. I'm looking at the subject line and I'm looking at the way it's written, I'm going to copy both the subject line, and the email, and save it like a text pattern in a folder called swipe file. So, any time you see something that you really like, it's well written, it's well done, even if it's just a design or maybe a great looking opt in page and that's what helped me to come up with opt in page from scratch. I basically build them using HTML and they seemed unedited instead of using some of these services that are out there now. Like no leaf page, One Minute site, Ultimate Press, all make super easy-to-create pages. Well designed, but that's just a swipe file you can use. You can use a screen shot. You can take a screen shot of what's there on your screen. If you see a good design, that's down there, I still have my favorite section in my documents that have a lot of opt-in pages that are well designed. I can say I refer to when I'm trying to update a design of my own take from.

That's swipe files. If you see a sales letter somewhere and made you want to buy. Then save that web page to your computer. What I usually used to do is print them off. Sales letters can be 15 to 20 pages long. It's a lot of paper, but here's the thing. I would sit on my couch, and I want to read them. We are creatures of habit. The more we do something, the more repetitive, the more it becomes ingrained in us and depending on the order we give we sent a waiver. We send a waiver because it is a creatures' habit. This is going to be a habit in your mind. It's going to start becoming used to the formula and the way things are being said and how they are said and the order in which they are said, the more you engulf in this. So I print these off and I would read them and I try to read them from a business mind.

Understand... Here is the thing I have said before. I said this in another webinar, One other great way to learn about sales copy on the internet, we write down...They are called direct marketing. "Direct Marketing Sales Process", that's the term. But what we write is what infomercials say. That's pretty much... that's the way to think about it. If you ever see an infomercial next time, see it. Don't watch it because you are interested in the product, watch, listen, and pay attention to the first thing they see or they say when they come online.

When an infomercial comes on watch the order of things they say. How do they say it? What are they addressing? What are they trying to get across? What part do they introduce what they call prove, like a testimony. What do they say? Usually address your problem right up front. Like, "are you tired? Are you sick of? Are you experiencing?" they have a solution. You address a problem. You have a solution, but I won't talk about that. Couple of things. Swipe files are really important to help you learn about sales copy. If you happen to see an infomercial, don't turn away from it, watch it and learn from it.

Pros and cons as far as you are doing it yourself or outsourcing. Of course outsourcing it is going to be money. If you do it yourself, it's going to save you some money, but it's going to be a learning curve. It can take you a little time. Basically, anything you are going to do online. It's going to depend on time, and money. If you have money, but you don't have time, you have some things that you could ... Some paths you can take. If it's the other way round, you have a different set of paths. Just think about that. Consider where you are, what your experience is, what's your level, what's your budget, whether you have more time than money or vice versa, and then make your decision from there.

Cons is kind of what it says there, if you don't have experience in sales, it's going to take you a little bit of time to put this together, to learn the techniques. My first one wasn't great. I probably too, could have been a month to put it together. By then I had already invested in maybe some sales copy training. I think it was Molan Sanders. He was the guy. Meaning he's still around. This guy is a character. If you ever get to watch him on video, do. He is very entertaining. He knows his stuff about sales copying. The truth is some people that I have learned from, were the pioneers, they learned from other people who were pioneers in the direct marketing industry. Anyway, I think I got some couple of names I can mention to you in a few minutes that you can follow or try to find information about copy writing.

Outsourcing of course you get people with experience. These people already know how to touch on emotions, the buying triggers of your prospect. Will take advantage of, or react to, through written word. Definitely you are at an advantage. Cost is probably one of the biggest cons. I think the least I ever paid for a sales letter was about \$1000. I'm not saying that you couldn't find a

descent sales letter for \$500, but most people typically are not charging less than \$500. Excuse me less than \$1000.

Whole sign of conversions come up. We thought about conversions with opt-in pages, but there is also conversions with sales letters. Right? The same principal of how many people are converting that hit you page and the buyers. The thing is with either option whether you're doing it yourself or outsourcing or whatever method there is really no guarantee of a specific conversion rate. The industry average rate however is about 2%. That's the hard reality of it, so if you have a lot of people going to your page, "what's up with all this, most of the people hitting that page are not purchasing". If you think about it, it's about 2%. About 2 people made a purchase out of 100. That's a guide line it's not a hard rule. Could be more, could be less. A lot of factors are involved, but the one thing is, no matter what, your product must be a quality offer, and must provide a needed solution to a problem that the market is seeking.

Video or text.

Talk a little bit about that. Here is a sample of a video. I think I took this shot from a site called oneminutesite.com. I don't know if you have heard of that. We haven't talked that much about it in the forms or in the profit academy. It's kind of an alternative to lead pages. It's about the same price I think. There are some slightly different designs. I like that design. The color is just kind of flat. A new modern flat look with the images. So you have a logo there a video [Inaudible].

I have already talked about video converting pretty much better than text, but for the most part there is just a sample of what the page would look like. Nice looking page. Another pro in a face list is a non Internet. That's another great point really.

Brick and mortar.

We see faces we see personality. You want to know why you're dealing with faceless people, no personality, and no voice. It doesn't seem there is a real human, it's just all mechanics. That's another pro for having a video. You can hear someone's voice. You can hear their personality. You're connecting because that's the only way to do so. When you're online.

We are talking more about that video has some cons. Some current tools some skills. Maybe that budget you're outsourcing to create the videos. Again which path are you in which makes sense are you

I have a budget, and you're going to invest in some of these tools and help you do that. Or otherwise you may have to learn it from scratch?

Or you're outsourcing.

The PRO for text. Obviously a lot less technical Knowhow. You can be up and running pretty quickly because you're just writing text. There is a way to format it and that where the swipe files come in. They look like sales pages but look through your business eyes this time as an entrepreneur and not a consumer and pay attention to fonts, sizes, where they are big and where they are small, what's being said and what images are being placed, that sort of thing.

Cons for text. Too easy for prospect to rush through copy I talked about that already and I mentioned that some sellers do both of the same page. Here is a little screen short of one doing both on the same page. I can't remember if these are lead pages or one minute sites, but you can see at the top we have videos, Image that's optional on the side and then we got order button underneath it. Then when we scroll down it actually introduces the product a little more. Kind of combination of both.

I saw a question earlier about, how do we get those animation videos? There are few types of videos. Actually I think they are three. There is a white board animation like this. You've probably seen this where the head looks like it's writing the words on the screen. This are typically called doddle videos or white board animation.

If you type in Google or you are looking for an outsourcer or tools that do this. I think scribe is one of the videos that do this. S-C-R-I-B-E, May have that wrong, but these are the key words you need to search for. White board animation and doddle videos. If you have to learn about these, or how to get the done, how to outsource them. Here is the animation video someone was talking about earlier called an explainer video. You've probably seen this. Give you a little inside dip here. All these you can get done in Fivver; really it's about \$5 . I don't know if they charge extra for the extra thing you make them do. To charge you for \$10, but I can tell you how they are doing this. Most of them are using one or two pieces of software, that they've purchase. They learn how to do it and they go on Fivver to people who are unaware these softwares even exist and do this easily. One of them is called Video Maker FX.

Video Maker FX. Type in Google, Arnold Todd Gross is the guy. One of the guys that is a Co-founder there ... Todd is big in videos and Internet Marketing niche, but he is one of the guys who is behind the video stuff out there and software. Some of the called explain D.I O. The word 'explain D-I-O', in the end is something similar... The one you are looking at now with a cartoon character I think that one sold. He was huge. The Video Maker FX should look that up. I think it probably \$67 just to give you an idea but they are going to create this for you. There are plenty of there tutorials to help you learn how to do it. Again if

you are not technical oriented and you want to learn something you can always outsource it at the Fivver and they'll create this for you. Guess what you have to have in place before you can outsource them? You need that copy. You need that story. Whatever you are going to say you have to have that provided for them and they'll do the rest for you.

Number 3 is the Power point video like you are seeing right now.

This is pretty common. One of the most common video sales letters format. I just got Microsoft PowerPoint. For those who don't know, if you don't have the budget for Microsoft you can open office. It's actually a clone of Microsoft Word ... Excuse me, the Microsoft Office Suite is a clone of the entire thing. If you are going to open office.org you will download it for free. You create your power points there. By the way, their version of word is called Writer.

It has build in save to pdf. Every time you are creating a report or even your products, and you're creating something in pdf, type it under writer and save it to pdf, Click of the button save it. It's pretty simple. Quite a good resource right in there. I see someone else is talking about they are also called Sketch PRO. There's a brand new on called Sketch PRO out there.

Let me talk about those animation videos.

We've talked about swipe files already be able to bypass that. One thing I do want to point out here is don't you swipe copy word for word in your won... it's okay to take like headline and copy it but edit it to fit your own and reword it a little bit. Just don't take someone's sales copy like a whole paragraph and use it as it is. Actually I get someone to do that. I had a product called the Info product creation guide. I had written the sales letter myself and then another guy created competition a similar product. I thank God I just went to the site and he took me word for word to try and sell his product. Two things, first it ticked

me off. The second one, it was kind of flattering I must have done a good job with my sales copy if they wanted it bad enough for their own. But you never ever want to do that.

I actually contacted the guy and said it's obviously someone that I shown him my side and he showed me his. Sorry, my web master did that. Who know it's the truth but ...

Here are the names I wanted to point out for you. Some of the pioneers of sales copy and direct marketing J. Abraham. Jot these names down. You want to look this up. J. Abraham, Dan Kennedy, Jay Sugarman, you remember them. The blue blacker Infomercial, he is behind that. So, jot those names down. I have talked

about things you can swipe. Emails, sales page, screen shots. That's the preliminary and some prerequisite tips.

Let's talk about the 9-Step formula.

This is really what I wanted to focus on here. Then we will go to the next slide that. Here they are. For those of you who see this probably you took some note. There is a check list added in there now. I don't think it was before. I get it maybe another 24 hours and if this is not the check list is be there then we'll list this. Even if you don't want to jot it down right now you'll get the check list that has it. For Module11 this will be in the checklist. This is pretty much the order of how you write a sales letter in sequence. The first thing is going to be that headline. Which is, "What's the biggest benefit that people will receive, if they purchase your product." In other words you're addressing the problem in that head line in a way that says you are at the right place to resolve it.

Headlines are great swipe files by the way. You can even search for headline swipe files online and you can get them for free. Some people sell them. I have a photo full of them. They become my ... That would be fine to do that. Go purchase some if you have to it really saves you a lot of time. In the forms I actually can search for the search file, headlines or headline templates. You might see a post that I have made up there where I give a dozen different headline templates that you can use. Just fill in the blanks. The headline is the number one thing. It's always the thing has a big head line excuse me, the biggest font, the biggest words on top of the page. Immediately, once you do that you re- going to the problem. It is tempting for me to go into a lot the details for me here but, I kind of want to give you the over vies as much as possible, I got quite a few details inside the module.

Powerful headline first then you state the problem. This is where you identify what the person. You want them to say "yes that's me. You are talking about me." One way to do it is to tell a story. If something happened to you or just let me throw off the weight lose I've used it quite often. Let's just use that as where we are going here. Let say you had a weight problem you went on a diet. You exercised certain way X time of day you ate certain ways and it worked for you like a charm. It can be easy for you to write the sales letter because you experienced it.

Maybe it doesn't have to be you. Maybe you have a friend or relative or somebody you know who had that. Then you interview them. Find out what they did and then you can address it. Say, "does this sound like you? Are you struggling with you weight? I was in the same bout as you. Here is my story. Here is how I over came it." but first before you talk about overcoming it you have to relate within the pain. Does that make sense? Because if you can pull pain out of



somebody you got them hooked. Because that's emotion. Sales letters are all about identifying with the emotion. People buy on emotions and justify with logic later. Want you think about what I just said there, and that is something key. People buy on emotion and justify with logic later.

If you think about things you bought you'll probably say “yes that makes sense”. Especially in high tickets. Items like a car. You get attached to it. That's why the car dealer lets you take it for a spin. May be I forget the term but let you take home maybe overnight. That's kind of shady practice. But that gets you hooked. You love that car, that new car smell, you're identifying with, you're putting fuel like it's yours and you'll do everything you can to keep it even if it means they are maybe asking a lot too much money or whatever it is.

One time a puppy dog does that one you. People buy on emotion. They justify that purchase later with logic. You have to address the emotion. What problems are people having as a result, what are they experiencing in life as a result of the problem. If it's weight lose, maybe they are staying inside a lot. They don't have a social life. They can't fit in the clothes they wore. Maybe they won't enjoy summer as much maybe whatever. You really have to get in through the mind of your prospect when it comes to writing this process

It's a brain storm session for sure. Even if you have to search online and see what others are doing. What they are talking about. But really get in to their mind. Think about... put yourself into their shoes. Address those pains and that's where the part two problem comes in. So first the headline the big thing that want them to stay on the page. Teases them. It tells them “hey you are at the right place and I'm going to solve your problem in X number of ways and give me just a few minutes and you will never have to worry about bla bla bla again”

“You're here at the right place at the right time.” Really works like that. I have done that in the past.

Headlines, problem, address the pain, Identify with them. If you have a story excellent. People love stories. They keep on reading. Number three is the promise. The promise actually means the solution. I'm going to promise to help you solve that problem. Then you introduce your product and say, you've addressed everything else, you've identified their pain with them, what they are going through and say, “but there are good news, introducing bla bla bla.” Think of what they say in infomercials. “Introducing” then you have the product there. Then you start giving benefits of what that product going to do. You talk about your product. What's the big thing it's going to help them do?

Talking about benefits, you've seen bullet point from a sales page, little check marks next to probably 10 – 15 lines. Probably 10 on average. I want to say this

again. I have said it before but I want to tell you about the difference between feature and benefits. Because when I say benefit maybe goes up your hair. What's a benefits Drive? Feature what it does. A benefit is what it does for you. You can tell them it's a shiny red car but it... Red will get you more tickets. It's a cool blue. This is going to save you from getting booed over. That's a bad excuse. I think I have used in the past. Here is a copy that has an insulator on it. That's the feature but the benefit is you'll never burn your hand when you use this cup. It's never going to be felt hot on your hand. Think about the difference there when you are coming up with those benefits.

Proof of course is social proof.

People identify... People like to follow crowds is the way I think about it. If others are doing something "hey it must be good or true". Even if it's not If you can get some testimonies or even people who are maybe recognized in your industry who can comment on your product. You have to give away free demo copies. In this point of phase two, you should already have a little bit of a list of write the people you can communicate with. That the whole plan I in that same area, we want to talk about scarcity of value. Two things there, scarcity will get ... What reason do they have to buy right now? That can also time with value. Value means bonuses; remember we talked about that day in a recent module? We talked about the value of bonuses? You can put two or three bonuses in there and each could be worth \$19.95. So, you are giving them \$60 worth of products for free. Let's think about the info commercial, 'but wait, if you order now we'll double the order.' That's the way they do it online, you can't really do that with a digital product, right, but you get the point, that is 'you'll get these now, if you order now, I'll give you all three of these products \$60 value.' Or scarcity could mean a couple of things. It could mean, for the next 72 hours, or for the next week, or whatever it is you are going to get X percent discount, or, I'll include two extra bonuses, for the next X period of time, or for the first X number of customers. You see what I am saying, so there are several ways to address the scarcity in value to give them a reason to act now.

You always want to give a guarantee like, "listen, don't worry," in fact, here's what I've said in several webinars like these, you can use these, "don't say yes today, say maybe."

You are removing that defensive wall in front of them when you say that. Don't say yes today, just say maybe that's all I'm asking for, keep the tires for 60 days. Put it through the paces, enjoy the benefits, at the end of 60 days, if you are not convinced that it's everything I say it is, then contact me. My support information will be on the download page, and I will return every penny, and you can keep everything, as my way of saying thanks for giving this a shot.

### A Call to Action.

It's like on the TV. What do they say, 'pick up the phone and call now,' 'Get your credit card and call 1-800, blur blur' that's a call to action. You are telling people what to do next and exactly what to do. It's just old style that's been around for year's evergreen direct marketing tactics and strategies. Everybody has been doing it forever and it's going to continue to be that way. So you tell them what to do. You think, 'why would I have to tell them?' you think they know, 'they are going to click the button, they are going to call,' but trust me, you just have to do it. It is part of an urgency thing as well, it's like you are telling them to act now. It's all a psychological thing. It's emotional and psychological. That's the two things to keep in mind when you are writing this. Grabbing the emotion and addressing the psychology of it all.

### Then you have the Order Button,

The PS is probably one of the most read things on a sales letter. We give you an opportunity to do a few things. Address, it's a recap because some people are scared if you are to send a sales text letter, from a video sales letter, you don't have to have a PS. Let's go to the Call to Action A team, but in a sales letter, people are scanning, they will scan the headline, that's the first thing the most important thing to get right. They will look at some of the benefits, those bullet points I told you about, price guarantee and then they will go from there. The PS gives you a chance to summarize, as a lot of people will read that PS as if it's a text sales letter. One of the most important parts, it summarizes. "If you are suffering from blank then this is going to solve your problem." You may have another PS that says, 'don't worry, everything is risk free, you get a full 60 day money back guarantee, so you have nothing to lose all the risk is on me, so go ahead and order now.' We have a couple of summarizing things at the very end, so that's the nine step formulae for creating sales copy.

You can use that to create your own, time and time again, and put it in that order, so again, when you compare [spite file?] look at other text sales letter and see what's going on, and then look back at this list, you're going to see a very similar pattern. You will learn. like I said, when I learnt, I read all these sale letters all the time, actually to get a couple of them I actually got from the couch and wanted to go online and buy because the sale letters were so good, even though I was reading them for personal education. You will learn quite a lot from just applying these tips I'm telling you tonight, that's how I did it. Alright, that's really all. I want to go over there. I don't want to go through the other slides, because basically what I've just explained through each of these nine steps is in the slide. So, that's sales copy.

Let me go over some of the critics that I promised that I've seen. Let me pull up my critique folder. Let's see if I can get before, and after here. I saved this on the forms, so I don't know may be this is your page, if you are on tonight, but none the less this was one night that really stood out for me because it was full of... Having paged that, 'free report reveals why you should care which chemicals are in your kids skin care products.' My reply was the problem with this headline parents already know why they should care.

The headline needs to hit an emotional heart button, remember we had talked about emotions. What's the heart button in there? It goes from ... And I will show you my revision ... Started out with 'why you should care which chemicals are in your kid's skincare products to ' the shocking research that proves, that chemicals in your kid's skincare products are dangerous,' and really that's what the research was really saying. She just didn't capitalize on that. See how that wording, there's some power words in there too shocking, dangerous, proofs, not just, 'research shows chemicals are hurting your kids,' which is more powerful, which hits the heart button more, which makes you want to keep reading more, why you should care or the shocking research, this is dangerous. So you see the difference there, it's the way you say it and putting some power words in there and hitting the heart button.

Let's find another one here. This is something I haven't heard of before. 'Vibration and Law of Attraction' this is my response, I took about 15 minutes to come up with this. The before headline, ' free report reveals how to use law of attraction and vibration together to achieve any goal'. Command your free report, and add a few bullet points. How to allow these two laws work for you instead of against you can and add some grammar and English and things like that to straighten up.

Set your goals properly, exercise, change of attitude. This kind of broken sentence from here. Bonus! My three step process of action on ideas. It's just okay it doesn't move me or make me want to take any action here. Here is what I came up with. We want to change the primary headline which was, 'free report reveals how to use law of attraction and vibration together to achieve any goal.' 'To unleash the power of vibration with the law of attraction to concur any goal in just three easy steps.' See the big difference? Instead of command your free report but 'powerful free report.' That's a power word. If you just sell free reports, and you had a page next to it that says 'here's a powerful free report, which one would you lean towards?

You can look up a copy of right power words too. There's a list of words having collected those. Some of these power words you can use that really are great adjectives that you can use to really beef up the point that you are making to make it more emotional. As we remove all the bullet points you can add them

back later. The bullet points aren't really great sometimes you can just make a good headline and that's all you need. If you get stuck and can't come up with some really good bullet points that really make people want to take action, just tickle a great headline, and start your copy from there. I think I came up with some bullet points here. Some of this is often page related so, this is really implying what we are doing here. Here are some better bullet points that I came up with. I told him, 'make them hungry for what you are offering'. So, I came up with some examples to compare what you have, and you see the difference.

Here is what I said, "why you should never begin any goal setting exercise using one law without the other." The key to properly setting a goal so you don't sabotage yourself. The one exercise that will thrust your achievement genes and the overdrive. And the 3 steps reveal, getting some powers and adding some adjectives making them a little more powerful, making them more desired. That was a pretty big difference with some of the words that I used there and the way I said it.

Paint a picture with it if you think about it by throwing in jeans. This is like the difference between 'loose the belly fat,' or 'burn the fat'. 'Burn' is a power word, it's a motion word. In your mind, it has psychologically it has a greater meaning, is a stronger word, right? You can lose fat, or you can really burn the fat. Actually it's all work on torch, torch the fat, I love that one. So it's all about the words you choose, how you paint a picture, in their mind.

I think I got another here. He's selling and I'm selling, we all could be selling, and we are talking about selling here in phase two. This is for not intense order, intended for selling, so if you want to sell a product on getting people on the right path to building a business and they are all confused and information overloaded, this is really what he's trying to do. He said, "Confused and tired, with online business? One mistake made by online businesses that you should not do." really what I am saying from a lot of people, coming up with these headlines is a great start.

Things I'm reading are the first things that I might write. But then I change it. I might spend a couple of hours on it, just brainstorming. Start with the generic. No power words, no adjectives, just the first thing that comes to your mind, brain storm, you'll change it many times. In fact sit down do it for thirty minutes' walk away and come back maybe an hour later and you will have a fresh mind and you will see it again from fresh eyes and things will start to happen.

Here is what I said, "Morning, do not start an online business until you get this free report. Download now, and avoid the number one deadliest mistake most people make." See, that's a big difference. I want to tell you, this right here, was in a swipe file. This warning, 'do not blink until you blink'. Why reinvent the

wheel? Take headlines that have proven to work in the past over the years, and use them in customizing for you. That makes a huge difference. I think mistakes or mysteries are always great because mistakes ... No one likes to be wrong. Mysteries ... We all want to know if we are right. That's the two sides of the story. We don't want to be wrong, so address a mistake, Yesterday, you don't make the mistake the other thing is mystery. We are curious to know if we are right about what we are enquiring, or what that mystery is. The whole thing about who done it, we all want to know who done it the same thing we address headlines involve mystery.

You can actually see a page difference here. 'Here's a before free proven plan to lose weight starts at eighty Craig to hook you up with these free e-books, simply enter your email below and you will soon learn couple of benefits.' 'The six simple steps to the shape you desire', 'completely natural ways to help your lifestyle.' There is some unleaded fat in there, no pun intended, I like to cover. That's a professional looking cover. It could be little bit bigger, for sure maybe a couple of sizes bigger, so let's see if I got the after. Here is how I changed it, 'free downloads, how to drop the fat in just six easy steps, get the body you want by summer, 'free proven plan to lose weight', after, 'get the body you want by summer', 'six easy steps'.

People love lists, this is whether you are writing an article, coming up with headline, they want to know specifics. Specifics always sell more. They convert more opulence they convert more buyers. If you can save x amount of time, x period, x number of days, like a good headline, here's a headline for you, give me x [blank -----?] and I will [blank-----] so you will never have to ----- again. I will give you everything you need so, you will never have to worry about money again. Some of those variables you can use with that type of headline.

I've got rid of these bullet points altogether, they weren't strong, the six simple steps that really need to be right at the top. Because I know and you know too from experience, when you get into writing copy and learning it and reading these swipe files and engraining it in your brain, know what kind of thing should go where. That's a big difference there. I would have fixed this background as well. This is the same lane. This is in the default background image. I would find something that works a little bit better. I think one of the sizes you can look for stuck images like 1440 by 1100. That's a note here, but that's approximate so it's a big size. Stock image size are big stuck photo is one of the big stuck photo.com, and there is an istock photo, where you can get some of these stock images.

Alright, that's another before and after there, might be enough for now. Maybe we got one more? Let's see. Here is a before and I think I took an after shot. Here's another thing, am showing you this because I'm seeing a lot of pages and I know am talking of optima page but let's just assume someone will do the same

thing for a sales page, because you are selling the customer either way on something. Don't use all this multicolor, highlighting, never do that. It's probably best not to using highlighting and all. I saw some that have the bright blue, and red, and yellow, and that's kind of really old-school. This being constructive, criticism, because we all start doing things like that initially.

Initially it's just about getting the words right, then you can go get the formatting, make it look nice and pretty. It's like what is down here needs to be up top. This whole top things need to go away. Great looking graphic I love that. Let's see if I have an after here. I am not sure that I do, but I do have the other verbiage. I will find that. Let's see if I can pull it side by side, here. here is my note, the headline up here says ' the top five secrets to millionaire mind free download.' so I changed it to be 'if you want to be successful, do what useful people do,' then I say, "get rid of all those texts to the right and replace with free download," "grab your free copy of the secrets of 'to a millionaire mind' and discover how to think your way to massive profits. "Just a little better way of saying the top five secrets to a millionaire mind free download, doesn't really address, what that means well, But again, this would have been a starting place.

I don't know if this was really helpful for you now as much as the others, but its design is how it looks, and it's about where you put things. Sometimes ... Again this farfetched in some of these it doesn't need to be there. We have to trimmer that out. I might be going over what we have at this point but, just maybe it will sink in planting a seed for later when you really start getting into some of these. I will close out with some of those before and after. But, that's headiness because, headline's really something you really want to get good at, because it's the first impression. First impressions are huge, it's just like meeting someone on the street but this time, it's like "what's in it for me? I am coming into this page you got me here somehow, how are going to keep me, and the way you are going to keep him there is the headline.

Head back to that ninth step for a second. I want to say something that is important. Each step, in sequence is designed to keep people reading the next paragraph. That's what it's there for. Those steps, each step from headline, first thing they see all the way down is designed to keep their eyes going to the next, keep them interested and wanting to desire a product more. It's a funnel for ... It's a one page funnel, you want them to come home and picture of D and you are sending people down that D and at the bottom of the D is the bye button. Let me just sit to hear any questions about some of the sales copies before I show you a demonstration about

First impressions are huge which is like meeting someone on the street, but this time it's "hey what's in it for me, I'm coming to this page. You got me here somehow. How are you going to keep me," and the way you're going to keep

them? There is their headline. Kind of back to the ninth step for a second I want to say something that is important. Each step in sequence is designed to keep people reading the next paragraph. That's what it's there for and those steps. Each step from the headline and first thing they see all the way down is designed to keep their eyes going to the next. Keep them interested and wanting to design your product more final or it's a one page final you want them to come home to picture V and you're sending people down that V and at the end of the V is the buy button.

Alright, let me just see if you have any questions about some of the sales copy before I show you a demonstration without quitting those pages somebody to check for a quick here. Yeah, I think you probably have answered. He's asking though what do you do with swipe fast but I thought from it then you have to sketch PRO Talk about them .Yes I'm sure the point of view is that I'm doing it intentionally.

Okay, cool, all right, so, guys let's go on to the next thing because this kind of moves into twelve. See where we're let see the form. To go over here to twelve, setting up and going live some of you had the chance to see this yet. So, we talk about gathering your tools, and now I just give you a quick overview that setting up your website platform which is WordPress, getting organized is really important to get organized then I show you that building your website and then in the course of your review and summary with a checklist on that.

I think we'll talk about that, Yes merge the 11th I'll do a quick review here actually let me checklists will be in the members area for you to download. You check back in there, but not tonight. It could be tomorrow. I think it could be in there though I think twelve hour waiting it's going to get you there if you're not ready. We'll cover this right now. Who's going do some demonstration? Let's talk about this.

Gathering your tools.

What are we talking about when we mean by gathering your tools. That means you're building a brick and mortar store. You start with a concrete foundation. Right in before that, you're laying pipes and whatever. We're going to treat it the same way. We're building our business as if it is a virtual business online. What we need when we go online as opposed to all we'll need. We need a domain and we need a hosting. Next probably the first or two engines we get, and what kind of domain where you want well you want to get related to your product, For example my product was called in private creation guide desk the domain I got.



If it's muscle building secrets get some more buildings secrets or, if it doesn't have to be the exact title, as long as it's related for example I could have muscle building for skinny guys but then I may be must then muscle building for skinny guys is taken but I have found something called muscle building secrets one on one long as its related if you can get something that's really closely related to the title of your product get something that's related to the subject as much as possible. Okay? Question use come up does have to be dot com.

Try your best to get the dot.com wherever you can do. Now when you do some brainstorming yourself and you can do a model high recommend in any cheap.com if you've used mine from someone else to know go for it he used should to be Go Daddy for years largest cow sick Go Daddy the navigation was just horrible trying to find what will be there from place to place trying to find where you go from place to place and then you know when you check out you have to go through what seems like five different pages of stuff.

He wants this, this, this and this. It's this, and I think it was just a breath fresh air, and there are also a little bit cheaper or why they're always a little bit cheaper that's why I moved everything. Over at one point to get rid of everything from good to took it all over the main team. So what I want to say here is his book option. you know when you come here in this type in one domain at the time to click search but you click a different book option you can put up the fifty names at a time as long as a one line so there's a brainstorming .If you have to go see what you typing so, if you do a muscle building type muscle building and see what others are trying to get some idea from swipes or case some mental swipes of terms that other people are using that they may then help you compile.

Another tip. Try not to make it more than four words max you don't want really long domain names. If you come in here and you've tried twenty different domains, and it seem like they're all taken. If you want to go to a dot net do that. Try to get your dotcom on one of those two. Okay? Look it back getting your domain name but name cheap but my preference my recommendation then do a box search on Google one by one that's just time consuming. So your domain names excuse me your hosting account in there is a lot of good hosting accounts out there. I think blue host is one that the culture tool as usual recommends. One thing I like about host care and this may be true for some others but if you're new they have twenty four seven around the clock, three hundred sixty five days a year. Technical Support while up to their check at any given time

That's great, and they have plenty of tutorial So if you're in the forum and get stuck somewhere and it's all about hosting or C. Panel or how to use it and manager files whatever it is you're fine Just a video tutorial just about every single subject related to that. I know there's a lot of the hosting companies that will provide the care support too but I just see these when I use video to try and

get their support sometimes I just go to Google type in a host skaters video tutorials and you'll find the page very quick. If you're feeling stuck with technical stuff or how to do when it come to things like this, go directly to the search possible as many of these services and resources will tell you others have their own Help section. I mean we've got a long list of how to stuff I... Gosh! Anything you imagine doing here they show you how to do.

Anyway, you can call or talk free, you can do the twenty four seven via chat. Whatever it is that will help preferably. One thing I want to share with you is I want to show you of patterns if you get stuck by now I don't want to talk about this pricing because it's a little deceiving because you think I want to take three or six months when you'll technically but that's only if you pay for three years in advance. The monthly seven dollars and sixteen cents if it's month to month.

That said this is really cheap for building a business let's just say has to say three dollars and ninety six times thirty six months at one hundred and forty two dollars for three years. To either way it's a good deal. It's a cheap way to get a business online but as one of the fore officer you're not caught as you go down the buying process in maybe get to the end you felt oh I'm not really sure but then looking at the bill about why is it a seven dollars or three dollars wherever, so it's not what you thought it was that probably was. One package I would recommend in this plan the middle one because you get unlimited domain delicate one with action plan.

It's totally up to you if you don't see yourself using a dish item I'm guessing you can upgrade later but when I went to something like this I get a non unlimited. Excuse me a non-limited domains because I ends up using quite a lot because if you're doing separate products sometimes you want its own domain name. Down the road but again that is kind of down the road but up to you but this will explain what you're going to hear when you look at prices and packages. You whoever you go with make sure they have a Cpanel. Cpanel, it's a kind of brand of site management. It's most popular brand ... Most of them have that between that they do because it makes life so much easier when installing things like WordPress and I want to show you that tool in just a moment we're get to the demonstration because there is something called Soft tabular there is something called fantastical and maybe a few of them who seems to enjoy and WordPress Mogul or she's probably talked about them part of one click install.

I mean as you fill out a couple of fields, and then you click install but it's super easy. That was the other thing that we wanted to do when we talked about it into when we talked about when the Model twelve was you set up at all you need a domain you're hosting. Then you need to choose a platform or you're building your site and that WordPress. Because, it's the standard I mean the others three bothers there is a several of the other couple that are out there that

are well known but WordPress has always been the leading industry standard effect anybody who's creating or developing anything from plug-in and themes they all do it for WordPress. Is that built in features are the plug-in that you can get for free and some for paid can make your site do amazing things.

If you think I wish my site could do yada, yada, and yada. Chances are there is a plug-in for that and still there is an app for that. It's amazing what you can do, and you know somebody's huge carbon is out there. Forty five hundred you're using WordPress you don't know it doesn't look like Word Press. In other words, we think WordPress you think of blogs. A blog is a form of a website. What is a Website? You think about it, but you know it's a separate division of a website. You look at these things and make them look amazing. That looks nothing like a blog, it's just adding themes, and I will show you that. Speaking of themes here's how you create those sales pages. Very simple and let me close the sale. Let's go over to. I think this is the one. Yes, this is called Profit Theme. If you go to profitstheme.com, let me pull this up, let me stop this video before it plays.

Here's where this comes from. It is a theme that will instantly create your pages for you. Now you can do out in pages it was kind of old school pages so if you want to get something like you know with similar or you can live pages to stick with that for that but this is great for doing your sales page, your thank you pages, your customer registration page you can even do membership sites here and here is one of the cool things about this particular thing is that when you create membership sites and you more like locked down with the use of password many times these themes will help you create the pages but they don't have anything built in to provide password protection for that you have to go to third party services and Wish listed is one of those. D.A.P. is another.

There's probably three or four that are on the top of the list of some of those protection of scripts and software. have you something called Membersonic Pro that I've really liked, and it is made of super simple. Others are made about the whole process from people signing up, to receiving an email on an autopilot that they provided their large information if they can't or so they aren't marked either or counseled out of membership but it didn't have to go and do that.

You look for these sorts of things when you shop. Ask, what kind of features do I have, must I have and then you provide the less price in excellent, but the reason I mention it is that in most cases you have to get third party. Purchase another piece of software to do that.

This will allow you to do that ... Work with Wish list, but it also has a built in protection. It's one of the few that gives you that option so, you don't have to spend money elsewhere. It's kind of the basic not all the big bills and whistles that delegate the job. Less profit theme I think its ninety seven dollars right now

that's at one time in its unlimited domains. There's no recurring, it serves just one website I think the best great benefit. You want to go and download that, and then I'll show you how we're going to use that. If you go in to, and this is to WordPress and we say some pages I created the only created pages actually we see right here first. When you installed plug-in and themes, its super simple used on this sealing of this first before this you go to appearance, themes, and then you add new, when you add new you can search on your computer maybe you found one somewhere out allow you download it then you sub-upload it and when it appear here you activate it and then it's live. It adds, activates, customizes. Now if you want to search and stop themes you can do right here but if you had new some options here.

This is from the WordPress database, you got popular in the latest you can even do a feature of you know filter for you what's up at one column two column whatever, colors whatever you can apply the filter and search that way. That's how you get that installed. The same thing with plug-in you got a plug-in and new same process. You can search the WordPress database for the plug-in out there. For example, there is a Corn there called Lex Studio Tiny NCE to search helps us that was searching for them. All that was searching from within the page here. But you see the same favorite recommended popular and there is your upload button for the plug in.

It's, add, activate, customize. If you want to search install themes you can do it here but let's say if I add new some options here. this is from the WordPress database you can go to popular you can go to latest, you can even do a feature filter if you want something of one column two, whatever, colors you going to try to filter in and search that way, but that's how you get that installed.

Same thing with plug-ins. you go to plug-ins, add new, same process you can search the WordPress database for the plug-ins out there for example there is a cool one that's called, 'lack studio tiny MCE.' To a search PHIP. I guess that was searching from within the page here but you see the same favorite recommended popular and there is an upload button for the plug-in. So I click on more details if I want to check It out if I want to store now then ill activate it... okay. Here's a quick way to find any plug-in by the way. You go to goggle, you type WP Plug-in you type a name if it like this, and you are going to see this WordPress .org plug-ins that's where you find their database and you can search their database when you get to that site as well.

Let's go to themes sales, we are in store that and I have of course and usually when you store a theme, especially this type of theme you see them here on the left had side up here and it just click and you see all the options available for that theme for customization so this is profits theme and here's how easy it is to create pages. You just take a box next to the one you want to create you come

all the way down here and click generate pages. So let's see what they have here. squeeze pages, I am going to use a squeeze page, while actually I've used one, I'm not going to do a full demonstration here because it's a moderate file am just going to give you an overview and then you go to moderate files and then you see the step by step. I've actually used, I believe, not the video squeeze a text so generated this one for my customer registration page.

I'm going to show you what that looks like if I can just a second, generating a sales page, yes, not going to add any member pages but just to show you it will create your logging page your account page your training module page your welcome page your sign up page your log out page, just boom! Then you customize it with the right verbiage for your product. That's super simple that's a legal pages privacy policy your disclaimer, your terms of service, it'll create those for you. Now, you need to fill out your business information first, and the settings. Then when to generate this it's going to feel like in for simple one.

I use quite a bit of the other pages because I wanted the down load page. I wanted the contact us page, the contact us could be your support page too by the way. Generate any one time offer or an upscale down sale page, remember we talked about that? There you go, click it you can have to generate and the cool thing is, that these pages are going to have text already built in and elements already there you just modify it really speeds things up. Now, I'll show you how easy that is, I will click generate one am not going to do it here but if I click generate pages all these are going to be created for me. How do you view your pages, left hand menu pages all pages, here's other pages that I've created. I'm going to hover over this I'm going to shortly go to a preview open a new tab and a review for each that's my download, there's my offer sales medic age there's my customer registration.

Right, let's start with the sales page. so I've decided to create a video sales page, see how the button just suddenly appeared, I don't know if you caught that let me refresh and see if it does again. so no sales button, no order button, right, in about 5 seconds that's going to appear, there it is , such is called a delayed order button. You can use that feature just by a couple of clicks to make that happen. You kind of click and drag elements on to the page. Then you adjust some settings, For instance you tell how long you want this button to wait before it appears.

A side note about this, why would you want that to appear later? I know you've experienced yourself if you've ever been to a video sales letter, because it's not staring you in the face and saying buy me buy me buy me you want them focusing on the message in that and not the ignore it button. You can only make that appear when it's time for a quote action or a price, actually a price. When

you start talking about price, that's when you want to make that appear. It's an optional feature that you don't have to make it do that but that's there.

I just decided call this 'Green Grass Secrets ' for the demonstration, this is green grass secrets that will make your neighbors jealous guaranteed. I've been studying in yards and landscaping so, this theme was afresh in my mind. It's kind of getting my grass green. I thought this will make a cool product. There's got to be a lot of people like me who are trying to figure out what's the magic ingredient other than chicken poop to make it green. There's a side note then you can add a video sales letter if you want or you can do text. It's a matter of pulling out elements pulling some back in.

Let's look at the download page that kept the thing. You can change this background. There are various themes that make it look different, unique, I just chose to use one that looks like. This and this is just from drop down window basic verbiage. By the way when you watch this video I provide you and give you some verbiage that you can use, standard verbiage that speeds up the process of the things that you can say on this page. You get some basic verbiage and a template that comes with this, but you want to replace it and customize it so, you get some short cuts to that will help you out with that.

These little boxes you see here with this kind of click and drag. I just chose when to use this box select it appears, and then I copy and paste it or whatever you will see the video pretty simple to put this together there is my e book there is the video there is the resource card there is a click here to download button, for each. Looks pretty good, nice, and clean. Here is my one time offer page. This button is already provided. This link is already. Three I believe ... Not the link but the verbiage. This verbiage was already there this sales copy here I am going to customize it for myself this is the top is already there. I just customize it so for instance this will be the first up sales please customize your orders, stamp on it too.

On the videos I am recommending you do one up sale, down sale. Don't over-complicate it with a couple of up sales, I think you can get started get your feet, wet do one up sale and one down sale. So I try to keep it simple for you and throughout entire model. This says ' hey congrats on your Purchase of product name here before you continue would you like to get bla, bla, bla, which will solve X problem at 50% discount. Then you have a short little sales video on it. A little quick reminder of the price and some emergency, but if you take right action right now you will get it at special discount. All you need to do is use your call to action, 'Click the button below'.

Always give them a way out, I talked about it in the up sale down sale module if you watched that, every page in that except for the main an up sale page down

sale always give them a way out so, they can get to the product they initially purchased this no thanks link if they click this, that would take them to the down sale. I would hyperlink this to the down sale.

How do I know which page to send them to? Where do I find my down sale page and I would go and pull it out in the browser and then just highlight and copy that link in the browser that's the link? So these pages are already created for you on your domain you just grab them and place them where they need to go. There's the contact us page.

That hasn't been updated. Let's see if I get it different. You'd say, "Hey please contact or support or flash or whatever it is, if you have any questions or you need assistance, don't worry." You can contact us here", and may be give them a support desk link. If you are using that support desk. Or, here is my support email address. maybe give the m some instructions as to when you are answering or what time they can expect that you will reply for example you might say, while we do our best to respond the same day or even with an hour, please allow up to 24 -40 hours for us to respond excluding weekends and holidays. Something along those lines gives people everything they need. It's really like typing into word you just you type it in here and save the page.

I didn't customize the background for the other pages, but that was really simple to do. you just see in the videos, so there's the down load page, there is the up sale, here is the customer registration page what I did was take that squeeze page, just a simple text page. You have a couple of different designs you can choose from the background in order . The color of the button, but you will see in the video I will recommend this one end the one that says get instant access. in click bank, they are going to require you some things on this page, I'll tell you what that verbiage is in fact it's on here now, so everything is covered aid is here to help you accommodate their rules and regulations.

You thank them for the purchase. I see this pager by the way after they check out and try to access the main product. Again you don't have to throw questions at me about that right now. It's all explained in the video first. What they see and when, the funnel ... The entire funnel. What would happen they would click here, fill in their name and email account, product registration for m and then they would be directed right other main download page that we selling them to go for them to go for the main product . So we did the customer registration contact us, there is sales video I think I looked at that already.

Let's go ahead and create a new one I'll show you. Here are the profit themes, start here page generator am going to create a sales page real. create a new sales page quick come here down, and click on generate page I don't know if it's just on my site but it's a little slow going when it tries to loads or make a change

that was the only thing about profit themes-- that was actually a little quicker than before, I waited about 30 seconds the other night when I was working on it.

Sales letter page.

What you would do when you create these pages? It's going to give a date right next to it separated from the others so let's preview this. Here is what you get by default, we are not using a YouTube video but you can use an added video from anywhere. You can be Video, or it must be Vimeo PRO if you are going to use the sales you have to use the PRO-account. If you are using Vimeo, Westier, I recommend westier.com. You will hear about that, and why of course you get a free account. It can be about 50 videos or so, but it's easy for a video. You see how easy that is? so it gives you already a big sized fan from the headlines that you can use there, if you customize that it's already got some suggestions here what to put in this section there's you, "hey dear friend, forget my bluntness, but the fact that you are on this page tells me that you have in some problem here."

Some tips on creating your sales copy. There is your sub headlines you notice some sales text letter headlines are throughout the headlines to design to connect the previous to the next paragraph to keep them reading. Remember that whole thing design to keep them going from one thing to the next. there are some images already there you allergy got this boxes created so you can answer the product name and here's all those benefits I told you about, where you tell them what's in it for them. What it's going to do for them.

There's a 100% guaranteed box, if you don't want this image you can click on it and get the lead on the edit section. Here's your section for the bonuses. Just fill in. and there's your 'add the card' button and the box already there just customize it. It's a great looking track testimonial box for proof you can move those elsewhere. PSs, pretty cool, right? That's why I love this. It's so easy to create pages it gets a lot of it done for you or ready which you can customize really speeds things up and I think it's going to be a real advantage to those who are new to have picture page created. Let's see what else we wanted to cover.

I think that's about it. I did... Let me see if I can show one thing. That's profits theme, when it comes time and again you can check it out to go through their member site if you want to user a password protected site. They've got tutorials and menus on how to do that, but you saw how easy it is to create the page, so profits theme is also good for that. Just real quick, you can also use a free theme and use something like member sonic, you don't have to ... When am talking about a member's area only ...

This isn't the sales panel but just an FYI for those who may be interested and have seen questions in the form. Here's a thing that I use, let me show you which



one. I am going to pull out and show you how it looks like here first. Hope that wasn't it. You can see why I use MemberSonic Pro. It also creates pages for you instantly. The log in page, your PayPal payment panes, the thank you page. There is the dash board, which is a home page, first thing people see, access denied page. Because I'm one of those techie guys I like doing techie stuff.

This will be the first page they see when they come in. "Welcome to members area." Hello, introductions and over here there's this training. This little side widget. Call it 'training' this can be Module 1, Module 2 or Video 1, Video 2, Video 4 and when you click it would go to that page for the other training. Here is a simpler log-in page. Actually am logged-in so it showing, "Hey welcome you have access to the following." Which I didn't complete on a previous task. I clicked on log out. This is what happened username, password and log in field here. You can create these menus up here to have several different navigations. Pretty simple site gets the job done.

Just to show you can use a free theme and then purchase Membersonic it's just a little learning curve no matter what you do, when you do this kind of techie stuff. You'll get the hang of it. Just learn by doing. You have to go in and create a test site in a separate folder. For example, Euronetdomain dotcom forward slash or whatever the name is, install WordPress there and play around with it. The minute you're ready to go live, install in into your main domain name. We talked about all this stuff in Module 12, so am leaving some stuff out. I just wanted to show you this. This I don't show but I will show you profits. I'll leave it there. Don't want to give more info overload with what you've got so far. Check my notes. I think I've covered everything I wanted to.

We're a little bit over. I'll just take a couple of questions here. First and before we go let's see if I can answer real quick. Takes a second to pull this down. This is some good comment there, "Thank you." This has been helpful I appreciate that.

Morgul says, ipage is a very good system. I'm not familiar with it so maybe you write down ipage, guys?

Why use this form when we have lead pages? We use lead pages, we've got sales pages correct, do we primarily use them for squeeze pages. I don't have lead pages so I can't answer that. I don't if that makes it easier with what you saw over here with profits theme. If it does then you don't need to.

As profits theme I see someone's written profit singular.

Ingrid says, "Will we ever be half as clever as ?

Clever comes from a lot of trial and error. Just to tell you. You've got a lot trial and error and hang in there Miss. I just missed the word.

Did you install profits theme as a second theme on your existing website? I didn't know that was possible.

If you're probably seeing my browser David dot com forward. What I did was install it to a separate directory so yes. What you do is install WordPress. When you have your own product you're going to have your own domain for it. You install WordPress which also means you install your themes with that WordPress and what's called your root folder which is public\_html Just remember public\_html that's where your primary files go on your main domain so if you have johndoe.com every file that appears on johndoe.com goes into you public\_html that's called the root folder. When you pull up your site all you have to do is pull up johndoe.com not forward slash anything. Your sales page will be there.

I think I showed how to make any page be the first page that appears on your domain and Module 12 in case I didn't ... For example, you go down to here and create your pages and if you want your sales page to be the first thing that appears when someone pulls up your domain or your url. You go to settings, reading. Right here where it says a static page select below scroll down and you'll see all the pages that you've created, and you select the one that says sales letter or whichever one is your sales letter. Click on save changes and now that's the front page that appears on your site when someone pulls up your domain name.

Back in to the question. Tom, "I actually installed again in a separate directory forward slash different directory because I already have WordPress installed in my root."

Elizabeth that's an awesome comment. Let's see what else. All right Murphy. I guess Murphy is going on. Elizabeth thank you for the comment. Glad the presentation was helpful for you.

Roland was going to ask what someone else had already asked, but are your profits themes used by lead pages?

Here's the thing with profits theme I don't care for lead pages blow them away, but for setting up your sales funnel and your sales pages now I don't know what lead pages offer for creating like a video sales letter or text sales letter or up sale down sale pages, support pages, contact page, registration, I don't know but you see what am using it for primarily here and recommending in Module 12 is using it for your sales funnels.

Elizabeth good questions. I'm I using WordPress.com or WordPress.org?

When you go into WordPress when you go into Cpanel and install it from there, they're actually using is it wordpress.org or is it confusing? I'm going to find out ... Pretty sure its wordpress.org. Yeah, that's what I'm using. You host your own website on WordPress.com. The themes you have to install them on your own site, and it's one click to install really. I'm going to show you how to install. When you get to hosting you get Cpanel. Here it is.

This is your control panel. Yours might be slightly different with a different skin on, with a different looking field pretty maybe different color maybe red maybe blue or something you've seen broken up into many categories. Most of the time what you're going to be doing in your Cpanel is sitting this section here called files and files manager. 99% of the time you're always going to be arriving here. Emailing patents and anything else, but you come down here to the bottom where it says Softaculous some few panels call it Fantastico and it's very, very similar and you click on WordPress.

Now, in Module 12 Shawn does that of installing. He shows you how to do some quick install more often than not this is what you're going to use. I wasn't familiar with quick install so much because I've always used either Fantastico or Softaculous. You click this button that says install, then you tell it where you want it to install. It's important if you want to install it in your root domain. Your root domain is going to appear in your strap down box, you don't do anything, you don't fill in this empty space at all because this is trying to install in a different directory under your root domain. That's what I did. I typed in ... I created a new directory under my domain in other words forward slash demo to have that installed, but in your case on your new domain you just leave that blank to install it in your root. You fill a couple of blanks use a password give your site a name. This step go, and do it here. Then it's going to come down and install.

I always like to put my email address here first so it gives me all my install instructions. What to log in, my link and all that stuff. I always do that it's a habit. Think you can see how easy it is, cover a couple of blanks, run a user pass, amend email, click install. Let's see what else.

If I understand correctly you can have a theme already activated in WordPress and then you can also use a separate theme from profitstheme.com for Phase 2 products. You have to have a different version of WordPress installed because whatever theme you choose for that installation is how your site is going to look and act. If you already have a theme installed that means I've already got a site. If you go to davidlovelies.com where WordPress is already installed I can't install another theme I just get rid of that whole site or I get ... Excuse me, does not get

rid of the site but it changes up the whole look and feels like it's a different site. So, you have to have a different installer of WordPress and then install a new theme in that. All the MemberSonic stuff is in WordPress yeah, you install that in to a WordPress. Purchase it and then install it in there.

Do you need to have some programming know-how to make such a website?

No, that's the beauty of why I like recommending profits theme. There's going to be a learning curve if you're new to anything, okay? It's not going to make sense until you get in and start doing and playing around with it. Always watch the tutorial and the manuals so you get a feel for it, but again I do show you in Module 12 how to got through and do 90% of everything to get you going. For some finer details you can always jump over the profits theme but I got you enough to get you going. You have the 1-2-3 of how everything works there.

Couple of guys yeah, thanks for the comments I appreciate that. I'm glad you found this to be some great info for you. Excellent. This Profit Theme is similar to Optimized Press. It's similar in that it creates down for you pages. The design is completely different Optimized Press is kind of a few notches up. That is next level, just kind of the bellows and whistles version, okay?

Friends thanks for the comment. I'm glad you like this ... Yeah, excellent. You're saying you created your main WordPress on davidlovelies.com and created everything on plugged-in your website and then used those pages on your product ... You created your main website on david lovelies network that's right. I've got a network installed on davidlovelies.com your site included everything with plug-ins on that site. You have got my own set of plug-ins, my whole set of themes. There are themes that only apply to davidlovelies.com, but for the sales pages I actually installed WordPress again ... A second install not on top of the original, but in a different directory. Not the root directory, not the davidlovelies.com but davidlovelies.com forward slash I think I used PT Theme. It's a separate install, different directory so, it doesn't overwrite anything in the root directory. It's a separate install I meant it's got its own plug ins and own themes. It's completely different.

How long will it going to take? Everybody is going to take different. It just depends on how quickly you've picked on it.

How do you host different domains? Use and add-on feature.

See if I get Cpanel pulled up where did I close that. You're right here. If you have multiple domains, what you are going to do, you come here to something called Add-on Domains. See this domain section? You click on add-on domains and you just type ... First you have to purchase it. You go to Namecheap you purchase it

first, somehow the great worldwide web knows, your hosting company knows when it's been purchased through the magic of the worldwide webs. You have to purchase it first then you come in here and you type in that domain name as an add-on domain and it recognizes, okay, cool. You can give it a password as you save it and then you can start putting files on it. Use add-on domains as the answer to that.

All right guys I think we're going to wrap it up here. Just seeing some good comments here. I really appreciate that feedback that you're learning something from this. That's what it's all about.

Yeah, guys listen, be sure and go into Module 12 and watch it especially the ... I mean all of it is important about getting your tools together. The organizing part is really important too. That's really going to help you. Then the whole build your website, it's all about Profits Theme, editing some of those pages to customize it. Here's what I suggest often. Go on and maybe watch it the first time just as an overview. No need to take notes. Just focus on the video to get an overview then the next time it'll start sinking in the steps.

Thanks for showing up all of you really it means a lot that you come out. It shows you're serious about what you're doing. You want to learn, you want to apply, and make things work for yourself.

Sounds like this was useful, and I really appreciate the comments, excellent. We'll see some of you in the forms next time until then.

Have a great night!

How did Erin do?



If you rate this transcript 3 or below, Erin S will not see your future orders