

Prerequisites:

1. Have your website up and hosted. It doesn't have to be fancy – just has to exist. We recommend hosting on Bluehost, which has a boatload of additional features including a free toll-free phone number, unlimited domains hosted, tons of storage and free emails. Use this link: <http://www.Bluehost.com/track/Bralynn> We highly recommend NOT hosting with a third party provider who owns the hosting and you rent from them. (Such as Wix or Weebly) Hosting directly is far better.

Marketing Tip: Buy the domain names for your business, your name, the name(s) or your signature products and/or programs, and keywords that people would search for to find what you offer. Don't worry! They can all point to the same website at first. Register them for at least 3 years, if not 5 or even 10. The longer the better for SEO (Search Engine Optimization).

Your Content Management System (CMS) can be Wordpress* (with any theme, free or paid) installed on your main domain, and a sales page generator plug-in such as Optimize Press, which is about \$100 one-time fee. For a more robust and higher priced solution, we recommend LeadPages, but there are several other good ones out there as well.

2. Have at least one freebie ready to give away. We recommend a small product that is already done and deliverable online – and we recommend having 1 to 3 of them to choose from depending on what your prospect needs. START with ONE!

3. Have your Contact Relationship Management (CRM) set up ready to receive people into your list. We recommend MailChimp for beginners because it's free, it's user friendly and has a lot of nice features – and it's easy to grow into. You can also step up into the paid version of Mailchimp, or use Aweber for some more features. For a more robust CRM, we recommend Ontraport for most of our clients.

4. Have an autoresponder email series set up in your CRM. (You do not need a shopping cart to have people opt-in to your list, but you'll want one to sell to them.)

Intended Outcome:

1. Build your contact list



2. Make sales

Helpful Skills:

1. Know (in theory) how this sequence is supposed to work – which you will after going through this checklist. If you are comfortable with computers and can set up your pages you may want to do it once or twice just to make sure you understand – but **this is generally a task you'll want to delegate as soon as possible**. You just need to be clear (make a detailed checklist!) about what you want so your delegate can do it without bugging you for more info/input.
2. Understand sales copy to write magnetic copy and headlines that attract your ideal client and get them to opt-in. (You can also delegate this.)

Average Time Required: To understand how this cycle works: 20-30 minutes. To implement this process: 2 hours if it's your first time, or 30-60 minutes if you're comfortable with it.

Success Metrics &
Action Cycle:

Someone will be able to:

- 1) Find your opt-in page,
- 2) Be compelled to opt-in,
- 3) Get a thank you page and a thank you email they need to confirm
- 4) Get a delivery page with your goodie and another thank you or bonus
- 5) Be subscribed to your list in the correct group
- 6) Receive your emails, and eventually a link to your sales page
(We recommend give, give, give, ask.)

Secondary Outcomes: Your business website is found and you are established as an expert or thought-leader in your sphere of influence, and people know, like and trust you enough to buy from you and recommend you to their friends and lists.

** Wordpress.com is a free site where you can put your blog. We **do not recommend** this because you don't "own" that site and they can shut it down or change it at any time, for any reason. The Wordpress we are recommending here is Wordpress.ORG, which you install on your own domain through your web hosting company.*



Step-By-Step Process

Step One: Create an Opt-in/ Squeeze / Lead Page

Elements:

1. Catchy headline, preferably with at least one keyword in it
2. We recommend a video intro of yourself and the result they will get from getting your freebie. (30 – 90 seconds long is optimal) *If you cannot do a video, then at least have a photo of you so they can see who they are “buying”.
3. Sales copy detailing what they are getting when they opt-in (emphasize the results/solution to their problem/relief from their pain.)
4. An image of the freebie, if possible.
5. Call to action, which is to reserve their seat, get their eBook, get their audio, whatever...but **NOT “opt in to my list”!** We recommend giving this call to action, which can be worded in different ways at least twice.
6. Opt-in fields where they can type. Go for Name and Email only on the first round.

Tech Tip:

(Intermediate)

For creating your opt-in page on your website:

On most web editors there will be a place where it asks you for the code from your CRM (Contact Relationship Management system). To get this go to your CRM and look for “autoresponder code”, or “opt-in form code” – if it’s not obvious you can usually search for it in the “help” area. It may also say something about “3rd party”. Copy that code and go back to your web editor and paste it in the box it gives you.

For creating your opt-in page within your CRM or shopping cart (as in Mailchimp or Constant Contact):

There will be a section that walks you through this step by step, usually beginning with choosing a template for it to look like (same as the web editor). When you get to the autoresponder section you will only need to specify which list or group you want the contacts to be added to, and it will have all the code already in place.

Step Two:

Process:

Set Up Autoresponder Email and Thank You Page

As soon as they click the “submit” button on your opt-in page these things should simultaneously occur:



- 1) A thank you page opens in a new window and the opt-in page disappears. You may also have a thank you video here explaining that they'll get their freebie in just a second, they just need to confirm their email and you'll see them on the other side.
Here's an example of mine: <https://youtu.be/lGrAKgjaFDU>
- 2) An email is sent to them with a link to confirm their email address to get the freebie. Thank them again, and you can say something like, "Just checking to make sure you're really a human – those darn robots are always trying to get our freebies!" To lighten the double opt-in dread. (Most people are used to it by now, anyway.) We also recommend asking them to "white list" your email by adding it to their contacts list so your future emails don't accidentally go into their spam/junk box. With the new Gmail tabs, you may want to ask them to drag your email to the "Primary" tab, and then click "yes" to have all future emails from this sender go to primary.
- 3) An email is sent to you to let you know you have a new subscriber.

Step Three:

Process:

Deliver Your Freebie

When they click the link to confirm their email these things happen simultaneously:

- 1) They get another thank you email with their freebie. This may be the call-in details for a teleconference or webinar, or it may be a link to a download, such as an audio file or an eBook, etc. (Some autoresponder systems may also let you add an attachment, but that's not the norm if they do.)
Again – you have the option of "interacting" with them again via video on the page where the link takes them to get their stuff... if appropriate. When you do use a page like this, we call it a "value page."
- 2) You can also offer a bonus freebie here and shorten the time it takes to deliver the give, give, give ask sequence.
- 3) You receive an email that your new subscriber's email address has been confirmed.

Tech Tip:
(Intermediate)

In order for you to provide a link to your freebie such as an audio, video, eBook, etc., you'll need to first upload it into an online file storage



system. Most hosting companies have file storage, but make sure it can accommodate secured digital delivery. If not, there are places such as Amazon AWS or S3, or Dropbox.com that will store your files. Another nice site that can act as a store is GetDPD.com. One you upload your files, you'll need to get the url (web address) of that file so you can include it in your 2nd autoresponder email. If you want to shorten it to something you can remember, use a service like bitly or tinyurl, (both free).

Tech Savvy:
to (Advanced)

We encourage using a feature that shows a pop-up when someone tries retrieve a freebie without having opted in to your list, such as when a friend emails the link to them. The pop-up could say something like, "Whoa there, partner...looks like you borrowed this link from a friend. We want to give you this freebie too, so just go ahead and click right here." And that link takes them to the original opt-in page.

Step Four:
Process:

Give, Give, Give – then Ask

We use the model of giving away pieces of your best stuff 3 times before you ask for a sale. So repeat the above, with the exception that these people will already be opted into your list, so you have several options. You're going to send a well-crafted email with an intriguing subject line that offers them another freebie, and a link to go to another opt-in or value page which:

- 1) Have them answer a survey question
- 2) Capture their mobile phone number (so you can send text msgs)
- 3) Just do the std name & email again and set your CRM to capture the fact that they opted in, but don't duplicate their record in your database.

Step Five:
Process:

Time for the Ask: Create a Sales Page

This is going to be very similar to the opt-in page, except you'll want to be even more clear and detailed about the all of the features and benefits of what they are going to buy. Be sure to tie everything back to the result of getting or doing your "thing". We recommend a video here as a must.

Additional
Elements:

- 1) Testimonials, especially video if possible



- 2) Bonuses – as many as possible!
- 3) Value of each piece with a dollar sign
- 4) Discount or additional bonuses for acting fast or buying more than one, bringing a friend, and so on
- 5) Paint a picture of what life will be like once they have the result.
- 6) Buy Button that is connected to your merchant account so you can take their payment.

Step Six:

Process:

Checkout Page

This is usually automatically generated by your shopping cart software/system with only a few elements you need to change. You can customize it once with your branding, and that part remains. This is where they actually enter their credit card information. Some systems go off you page to PayPal or similar, and some (more expensive) stay on your page for the whole transaction.

Step Seven:

Process:

Upsell / Downsell Page

Before they actually hit submit for the payment you may have additional products or programs that add value and tie in directly with the product or program they are buying. If so, you might want to tell them about it here, which is essentially another (shorter) sales page where they can choose to “Add to Cart”.

Step Eight:

Process:

Thank You Page / Delivery

As soon as they hit submit for the payment these things should happen simultaneously:

- 1) The shopping cart disappears and a thank you page opens up. You have the option of delivering the goods right here, since the transaction has taken place and the credit card payment was accepted. It’s nice to do a video thank you here, if possible. (Depending on your shopping cart system.)
- 2) They get an email from your shopping cart confirming the sale. (And potentially delivering the goods if you didn’t do it on the thank you page.)
- 3) They get an email from the credit card processing system with a receipt of the sale.
- 4) You get an email that a sale has been made. Woo-hoo!! 😊



Common Challenges

- Challenge One: All the different software & systems are not playing nice together.
Solution: Seek professional help to get this done. If you're fairly tech savvy – go for it, but it's really not worth pulling your hair out trying to find the problem if you don't even know what you're looking for.
- Challenge Two: Being stuck trying to figure out which systems to use, getting mixed advice, Solution: etc. Just pick one. Do your due diligence and then STOP. Most of these things are not THAT cost prohibitive, and there are many free solutions to start out with. It's more important to just "get 'er done!"

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