Membership Cube 3.0

Setup Your Single Payment, Fixed Term, Continuity, and Coaching Sites for Recurring Passive Income!

Complete Guide

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Signup for the Affiliate Program:
http://www.membershipcube.com/affiliates

Welcome to Membership Cube, where we'll setup a single payment membership site. Having a membership site doesn't mean you have to come up with something new every day. It doesn't mean you have to charge somebody a certain amount per month.

We'll setup a simple site where someone can pay us money and get their own unique personal access, their own login, their own username, their own account. They get into a course we create. We can customize it and differentiate from anything else out there. All using membership clones.

Member's Area: http://www.membershipcube.com/members
Four Daily Tasks Group: http://www.fourdailytasks.com/group

Module 1: Single Payment Membership Site

When we setup a new site, we use WordPress and we use clones. We'll setup a real site. We'll research a real new niche, a real new product, setting up a real business. What we'll show you today is something real that we're doing, but at the same time is simple enough for you to do it, even if you're setting up something quick and simple.

We'll install clones, which means setup a site, setup WordPress, a theme, and different plugins. We'll get it done in a short amount of time with a few clicks.

There are all these possible plugins and possibilities with WordPress, but most of the time you should keep it simple. We'll setup a single site clone, which will add a template to our site. Once it's on there, click around on a couple different screens and customize what's there. It's easier to edit.

Setting up of a membership site is easy these days. Unfortunately, most people spend the majority of their time on the wrong things. They never get to a working, functioning site that does what they want. They never advance their business to the point where it's making money, making sales, or has members in their sites. They're researching how create an upsell, how to name some download area. They let that research stop them from having something complete. They never finish their sites.

You'll have a site up, running and ready to go. Then you can worry about creating your product, you can spend your time focusing on making sales rather than on this technology piece. I think that what we'll show you is a real breakthrough throughout this entire course.

Understand the architecture of what we'll go through. For the first three modules of this course, we'll jump around a bit, but this is our process when we build a site.

We'll explain to you what we're doing and how we're doing it. By the end of the first three modules, it will fit together. What we'll give you today: get that site up, get it running, get something you can customize, move forward and be ready for the following two modules.

What We're Building

Every successful site I visit has two distinct pieces. The first piece: a front-end, which is your sales page, your main payment button, an opt-in page to build your list up. That's going to be at our "root domain." That's an address like www.membershipcube.com or www.google.com.

That's your root domain, because there is nothing after that domain address.

Keep your forward-facing components like your sales page, payment button, and opt-in page in its own site, that way you don't have to worry about frustrating caching plugins. If there's a problem with your front-end WordPress site, it doesn't affect your members that already paid. It keeps it separate. Use this architecture.

We'll start with the "back-end" or membership site, Wishlist Member and WP Drip. It's where you deliver your product. It has an upgrade process (automatic upsell) built into the system. We'll set some of that up today and show you how you can show people what level they're on and what they can upgrade to, so you have an automatic built-in upgrade.

The backend goes at **example.com/members**. The front-end and the back-end are two separate WordPress installations. I can't stress this enough. This gets you out of a lot of the performance issues people have. This gets you out of having one part go down and having your entire business be down. Keep these in separate WordPress installations. As we move through this course, we'll have one WordPress installation at the root, and we'll have a separate WordPress installation at /members, which is going to be our membership site.

We're making the membership site first. We make the website first. That means have the hosting account and a .com name. On top of that, we'll install WordPress, a blogging tool that hosts the content of the site. If we want to add a video or a download link, this is the content.

Once the WordPress site is installed, we'll install a plugin. That's easy once you know what to click. Our plugin will unpack a clone and build out pages, plugins and settings. We start off with the website it. On top of that, we build WordPress and then install the plugin.

Whether you're starting from scratch doing the cloning process that we'll show you or whether you have an existing site, the plugins in this course are in the member's area at membershipcube.com/members. Let's say your main site is working and you don't want to use a clone to wipe it out, that's fine. Go into the member's area, grab the different pieces and plugins, the parts we'll be going through in this course.

How the Internet Works

Let's understand some concepts and words (such as front-end and back-end) that you'll hear around the Internet, that we'll talk about. They are things like web address, URL and domain.

These are different words for the same thing. This is what you type into the address bar of your web browser.

www.membershipcube.com is a web address or URL or domain. Think of it as an address. You're mailing a postcard to your friend. You write the address on the postcard. That's what your web address, URL or domain is. An address.

The web hosting of your website is the physical location, that's the house the address is linked to. When you write an address on a letter, you insert it in a postal box and it's delivered to the physical location, which is the house. Your web hosting and your website is the physical location.

Separate the front-end and the back-end, and separate your domain versus your hosting. Keep those two separate, so that if something goes wrong with one of them, no one company owns all of it.

The third thing to understand: DNS (Domain Name Servers) or nameservers. That's the post office. When you type www.membershipcube.com into your web browser, you're telling your web browser, "I want to go to this address." That goes to the Internet post office, or the DNS or Nameservers, and it says, "This person wants to go to membershipcube.com. Which physical location, which actual computer on the Internet is that located at?" It sends me there.

When you buy a web address or a URL, that doesn't mean you have a website. You still need a house and a physical location. That's your web host. Just because you have a web address and a website, it doesn't mean that somebody can get to your house until you tell the post office how to get there.

We'll start with your web address, hosting account. Then tell the Internet post office, the nameserver portion of the Internet how to link those two together.

Services & Tools

We see people get tripped up trying to get fancy. They will say, "I know that you register a .com name, but I'm going to register a .net name." Or, "I know that you register a .com and you put the sales letter at the root and you put the membership site at /members. I'm going to get fancy and add a sub-domain." Or, "I'm going to put my member's area on a different .com name."

We say, "Use this autoresponder." They say, "I'm going to use a different autoresponder." Many people fall into trap of, "I'm going to look at what you told me and do one better." They end up getting lost, confused, and making things more complex than they have to be.

We're about to show you where to get your .com name, where to get web hosting and an autoresponder. Maybe you've heard of other service that provide the same things, but do us this one favor this time around. Do it exactly this way, with exactly these services, with this structure. Once you get good at this, you can change things up.

Use DoubleAgentDomains.com to buy your domain, this is our link to NameCheap. We strongly suggest you use DoubleAgentHosting.com for web hosting, this is our link to HostGator. They're a giant low-cost hosting company.

HostGator gives you a cPanel account once you register, where they give you everything that you need to build your "house" or website. Ws we only need to worry about button at the back-end to build this.

We'll use DoubleAgentAutoresponder.com for our email autoresponder, that's our link to a service called Aweber. You have all of these resources available to you also in the member's area, under the Module 1 tab. If you need to go back or wonder where they are, that's where you will find them.

Web Hosting: DoubleAgentHosting.com

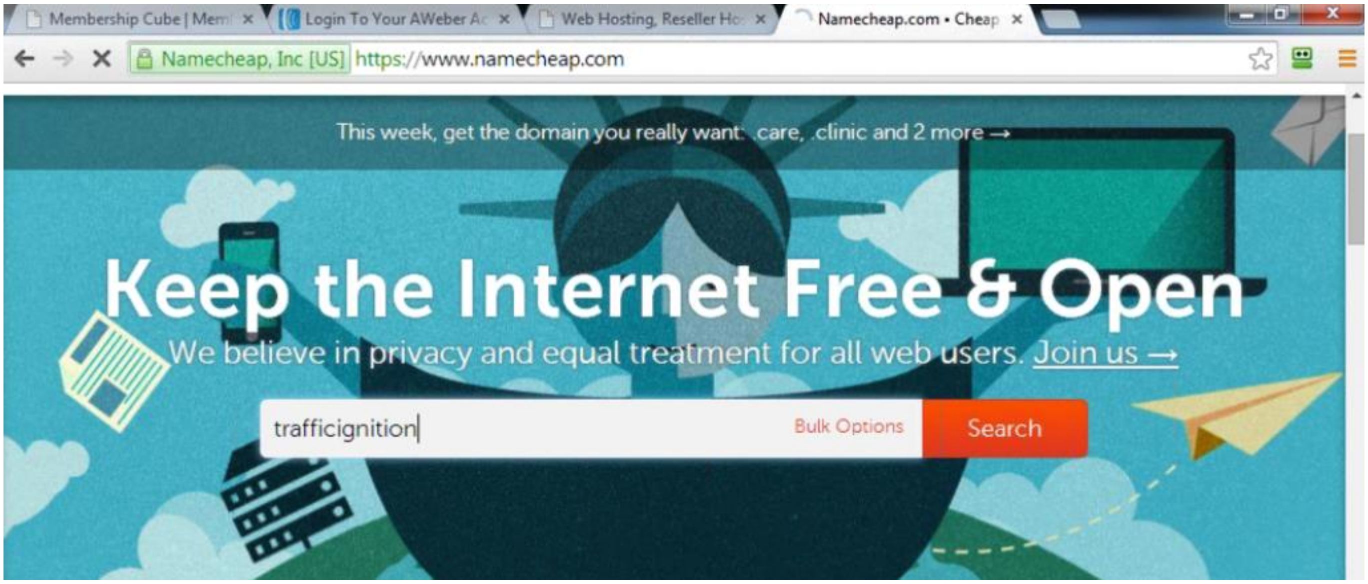
In order to get your hosting account, which is your cPanel, or your Control Panel, you'll go to DoubleAgentHosting.com. It doesn't matter if you have a Mac or PC computer, it's the same, because it's all in the Internet. This is your address inside the Internet.

Go to DoubleAgentHosting.com. View Web Hosting Plans in the middle. View Web Hosting Plans. Choose Baby Plan.

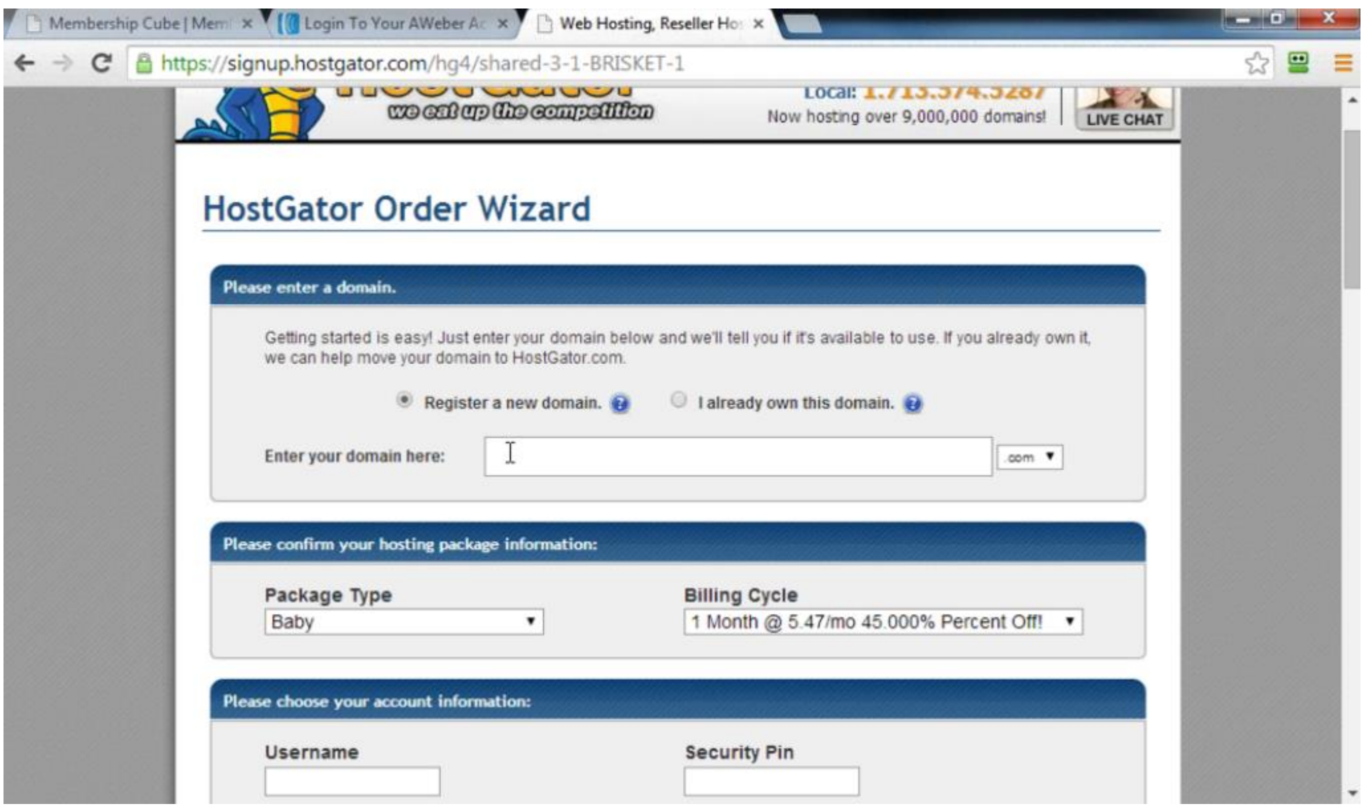
You don't want the Hatchling Plan, because it only lets you have one domain name per plan. People may go, "I'm going to do this and be smart." For $2.75 a month, it's not. It comes out like $8 or $10 per month after the trial offer for that. For every single domain or address you want to have a website for, you have to get another one and another one. You'd have to manage all these things and pay more and more each time.

You don't need the Business Plan, because the only difference between the Business Plan and the Baby Plan is it comes with private SSL and you don't need that. It comes with a free toll-free number. You don't need that.

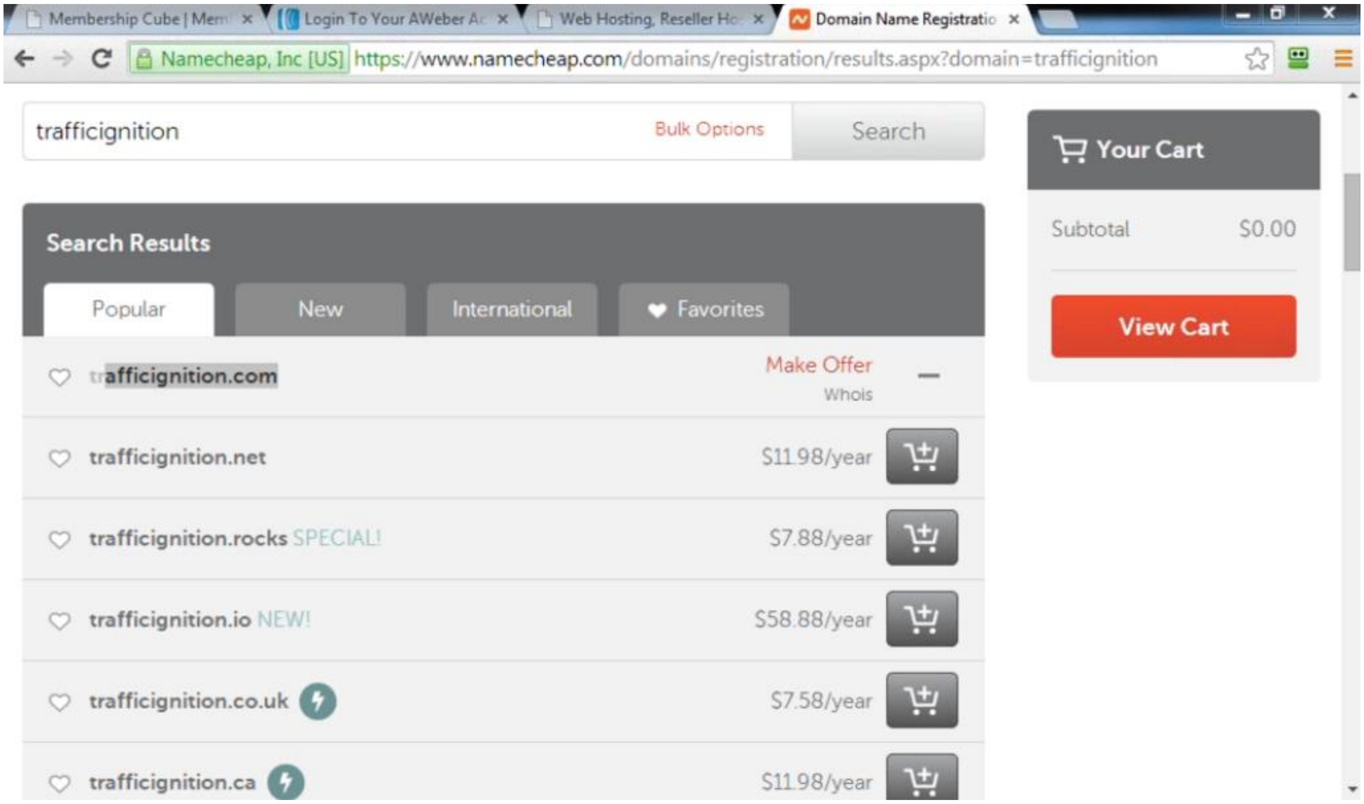
The Baby Plan lets you have as many domains as you want, as many addresses as you want, all hosted under one account. Start with the monthly plan but don't register your domain name there.



Go to "I already own a domain", because we'll show you how to get your own domain at DoubleAgentDomains.com (NameCheap). I don't have a domain, what do I want it to be? If you already have a domain, you can skip this step. We'll look for a new domain name.

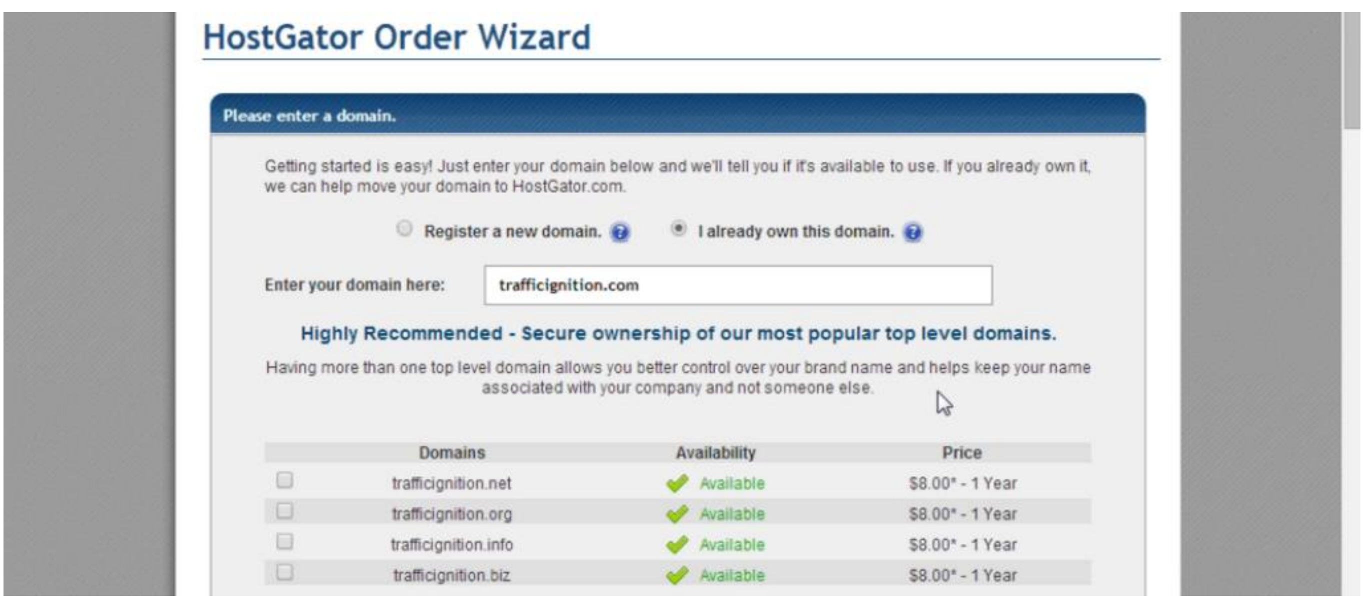


We'll grab a domain name called "TrafficIgnition." When we type it in it shows the possibilities. It says TrafficIgnition is already taken, we already bought it. There are all these domains that you can choose to buy. If you see one that you like and you want to buy it, click this basket and that allows you to buy it.



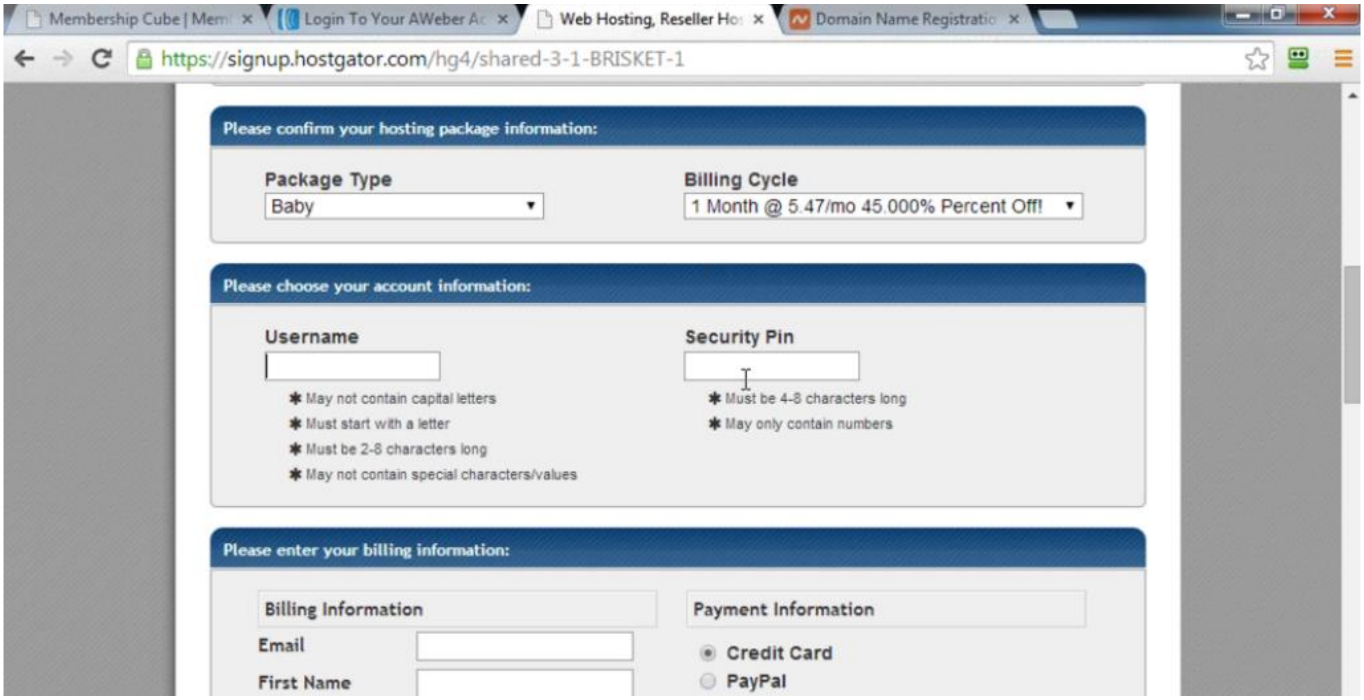
When you're choosing your domain name, always buy the .com. That's what people are used to on the Internet. When a friend tells you to go to Google, do you think about google.net, google.io, google.rocks? No. The default that everybody goes to is google.com.

Search engines give you better rankings for a .com name. Once you find something you want to buy, add it to your cart, check out with your NameCheap account, they will charge you $9 a year for a .com, then it will be in your account.

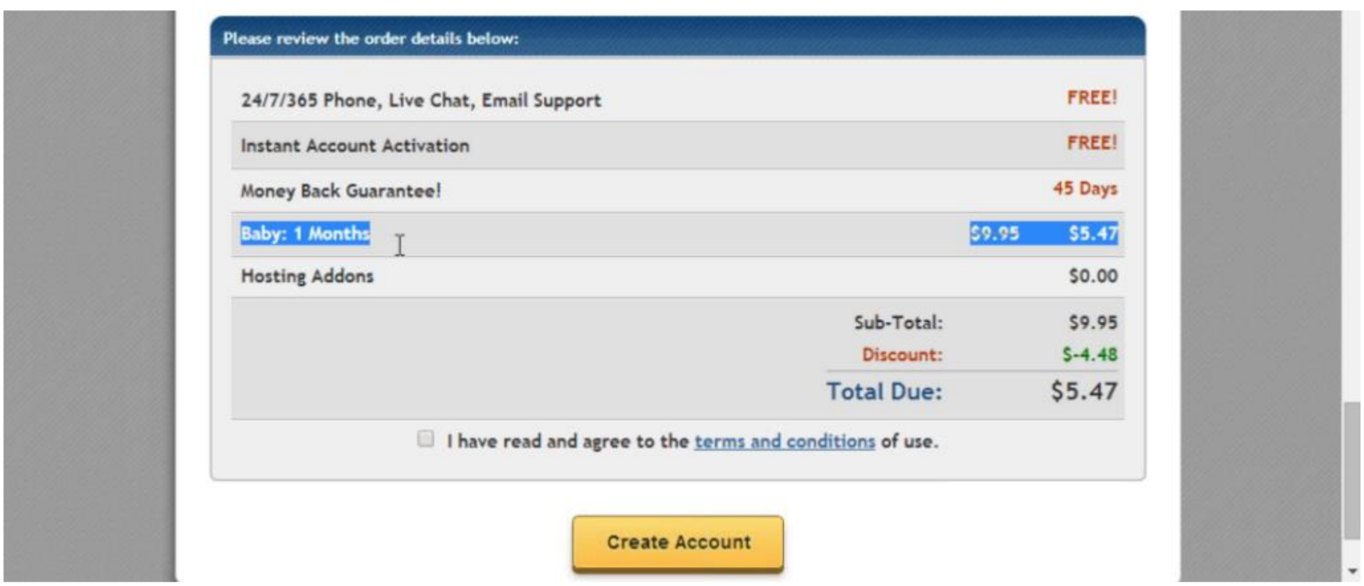


Once you own that, go back to your HostGator account and make sure you choose "I already own this domain." Type in the domain name you bought. In our case, it's TrafficIgnition.com. It says you can use that one.

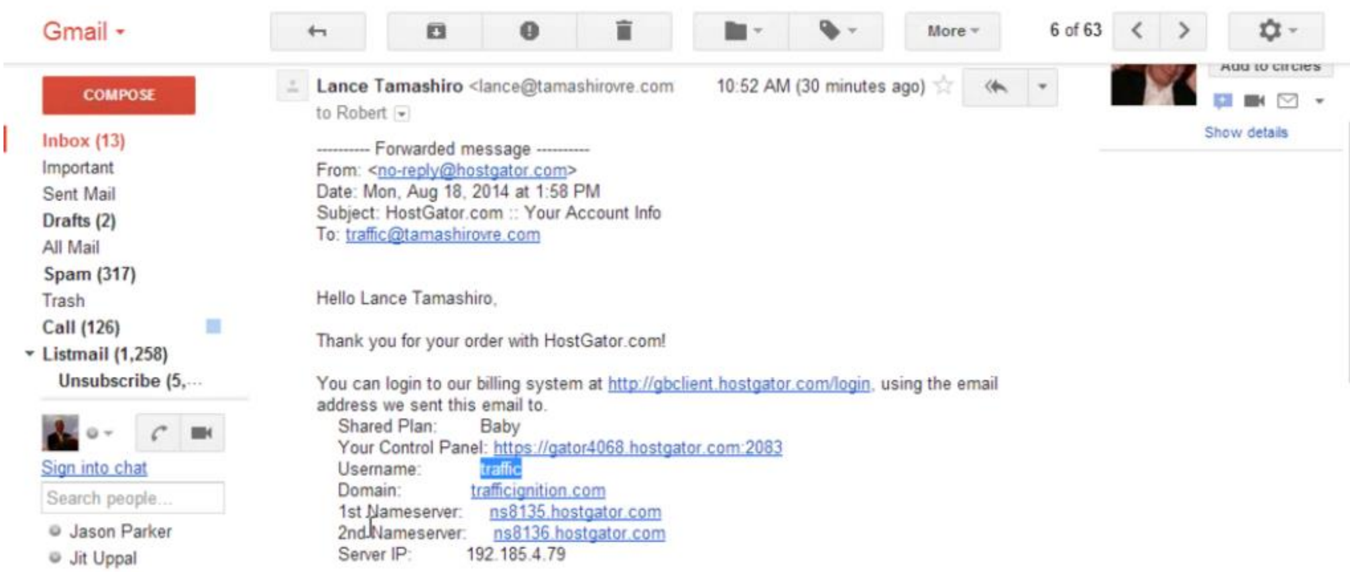
Choose the Baby package, then your billing cycle. Your username can be anything you want and that you remember. Choose a security PIN in case you lose your password or something happens. Pick a number for your security pin. Enter your billing information, for what you can pay with Credit Card or PayPal.



Uncheck the Hosting Addons. You don't need any of them. You don't need SiteLock, or CodeGuard. The only thing that you should have is the Baby Plan. It's $9.99 a month and $5.45 for the first month.



Click "I have read and agreed to the terms", then click Create account. It will charge your PayPal account or credit card.

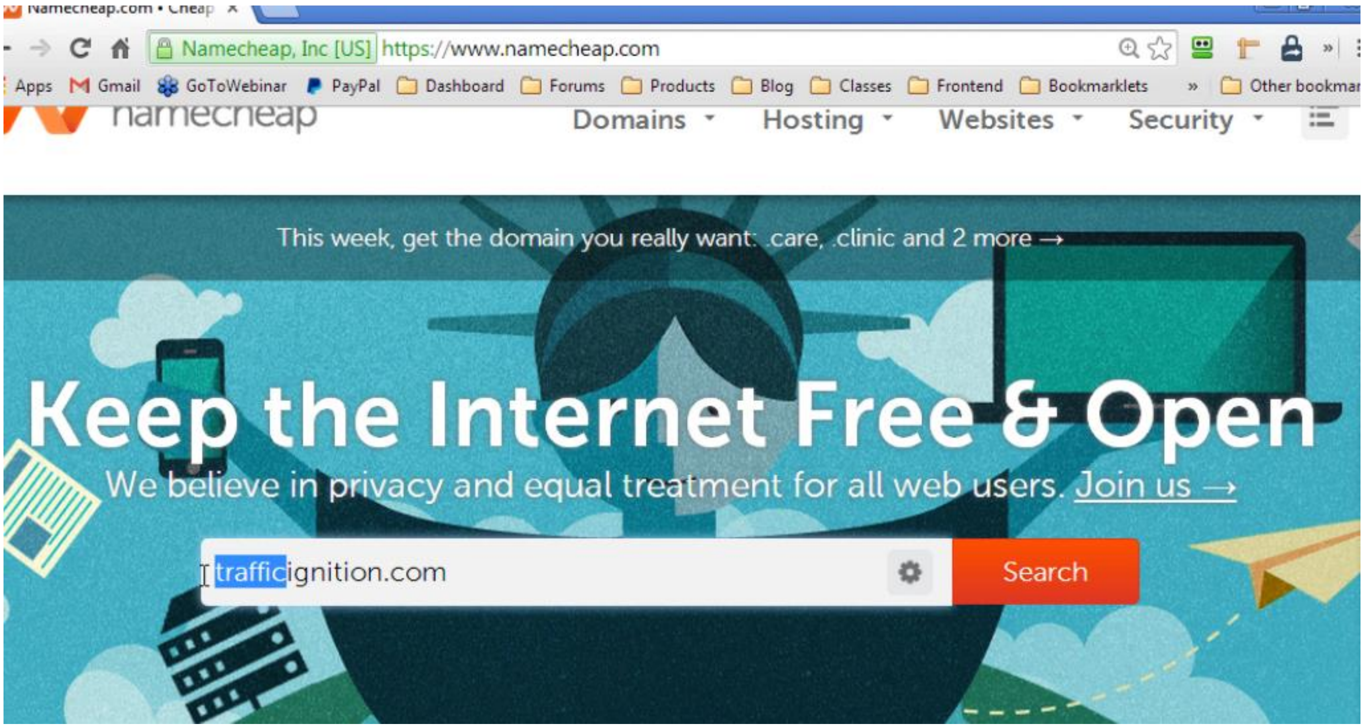


You'll get an email with your login information. You now have hosting, a URL, and your hosting account. The email has the name of your domain, your username and your password.

There is also some important information that we need. We've said that only because you have a domain and a hosting account, you still need this other information, the nameservers, in order to tell the Internet where to send your traffic. Get your account, choose the Baby Plan, and buy a domain at NameCheap.com. You'll be able to connect those two together through your domain registrar or NameCheap.com.

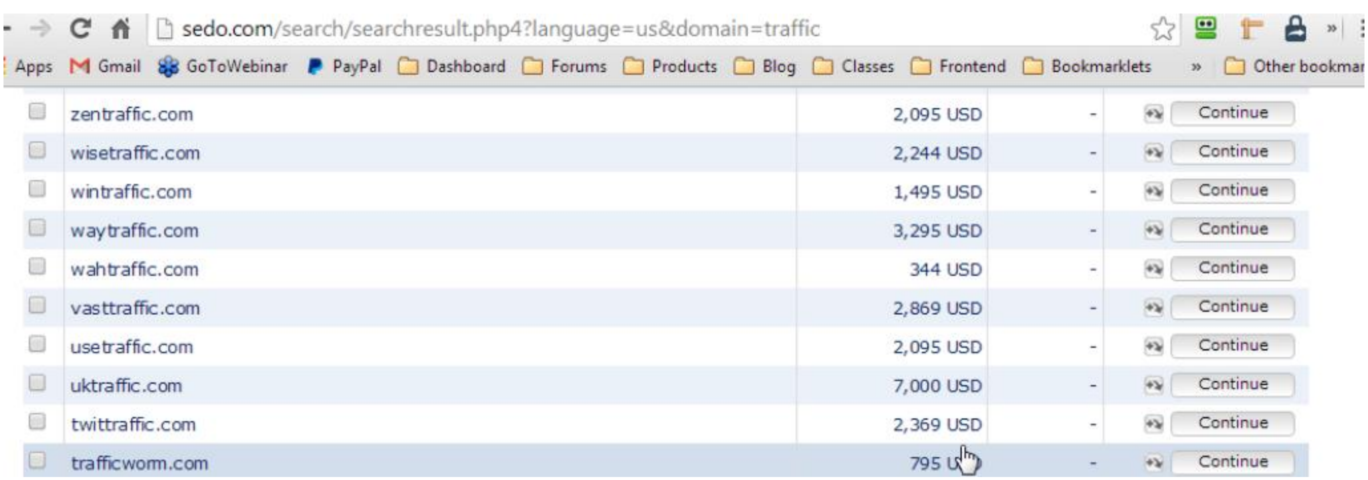
Domain Registration: DoubleAgentDomains.com

Get the .com domain name. We want the shortest name possible. If you had a website name with five words put together, no one will remember it. We like a name that sounds like it could be the name of a real company, like WebinarCrusher.com. A company named "Webinar Crusher LLC" or "Product University Inc." would sound about right.



Register a domain name that contains your keyword plus a filler word. We registered TrafficIgnition.com. Why?

We can't get traffic.com. That's been taken for decades. We'll add the second word, the "ignition." Someone can look at the sales letter, product, or articles on this site and easily see they're visiting site about traffic. If you have HealthCrusher.com or OrganicGardeningOnCrack.com, we like to have the built-in keyword.



We like to have the keyword first and that we have the filler word after that. It should be easy to spell and easy to say out loud. I wouldn't like to have TrafficCrusher.com, because when you spell it out loud you need to specify that it's two C's righit next to each other.

We like to have the main word and then a filler word. NameCheap (DoubleAgentDomains.com) gives you suggestions. If we didn't want TrafficIgnition, I would try TrafficOnCrack, TrafficEClass, TrafficBooster, let's search for a .com.

Don't grab a .net domain name, especially if the .com is taken. You want a .com name. To acquire TrafficIgnition I visited Sedo.com and searched for the keyword "traffic." I paid money for this domain.

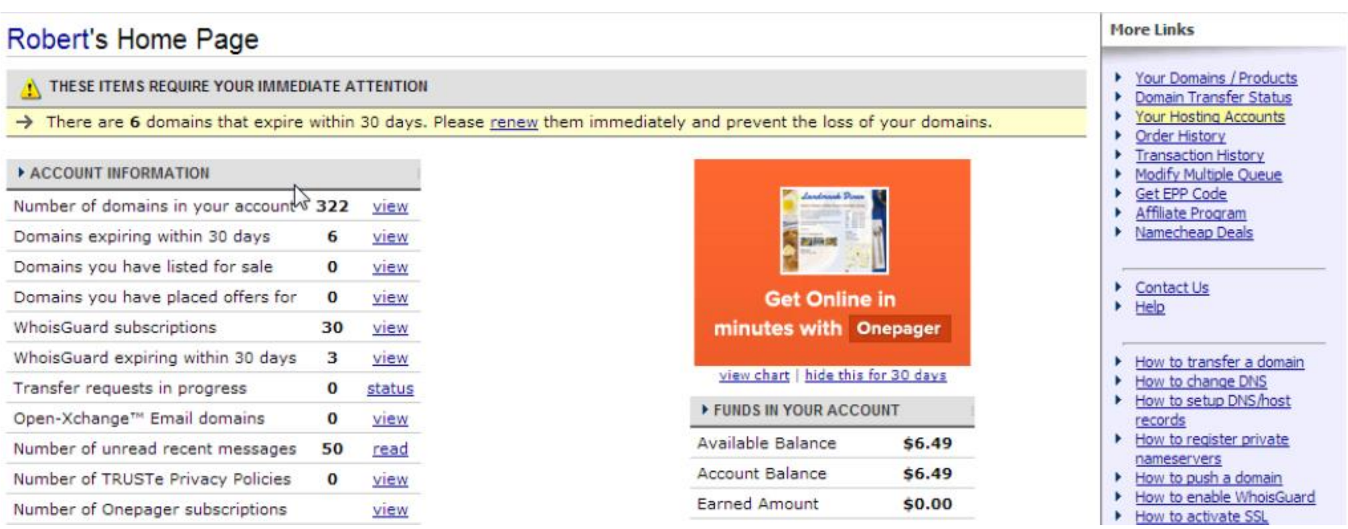
I don't want to spend too much time on choosing the name. If you're still stuck you can find something that's a .com for $100 to $500. Do you plan on making at least $501 from your membership site? If that's the case, it's worth $500. Do you plan on making at least $9 a month from your site? If the answer is yes, it's worth paying a $9 per year for your .com name and $9 per month for web hosting.

When you buy one of these Premium domains for $500 or $1,000 or up, that's only a one-time fee. It's not $500 every year after that. It's $500 to get the domain name and then $9 per year. That's a one-time charge for it. Whatever you're paying for it, it's not your recurring fee for that.

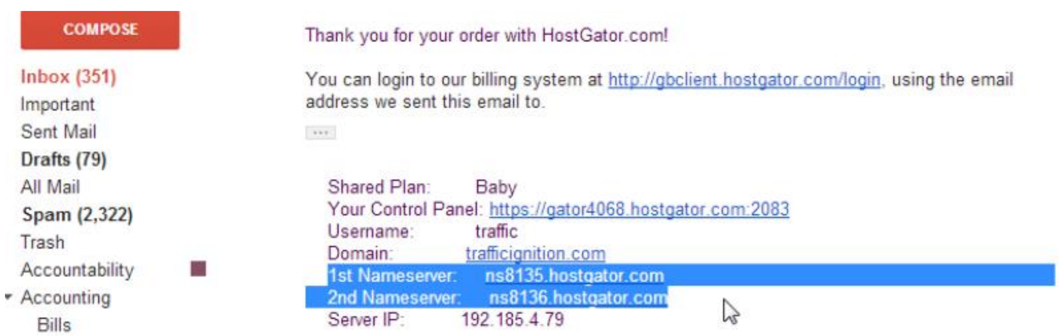
If someone tries to rent out the domain name for you, never go for that. You want to acquire the domain name and moved it to NameCheap, so that you can re-bill it.

We've been in situations where there's been a really nice domain name that I wanted, but I'm like, "You know what? I can find something that's available for $9, as opposed to $300. I'll go for a slightly worse domain name as long as it's available." We'd pay a few thousand dollars to get the one that we wanted. We've paid a few thousand dollars to acquire domains like MembershipCube and SpeedCopy.

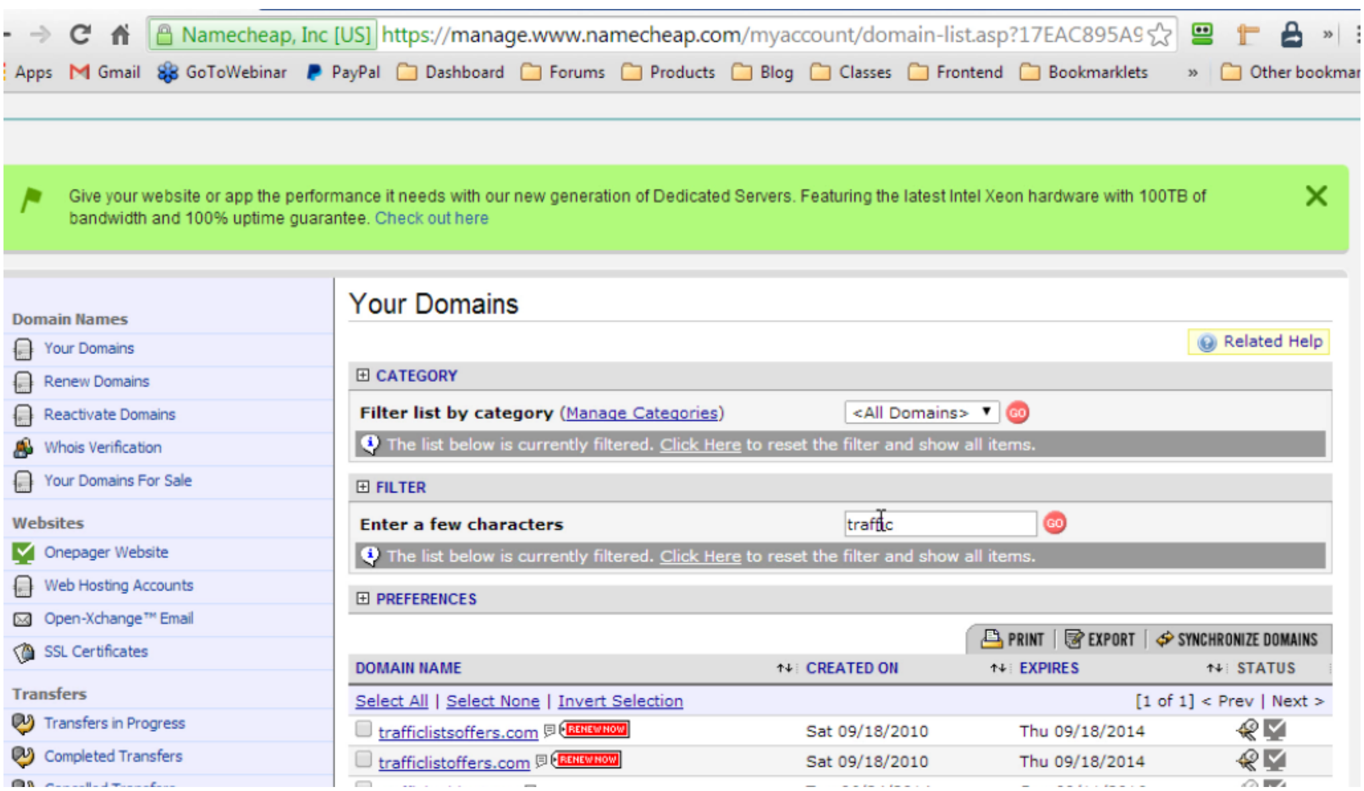
If the .com is available at NameCheap, click the shopping cart icon to buy it. Confirm your order, enter your credit card details and I think the first time is a little bit more than $9, but then it ends up being in your account.



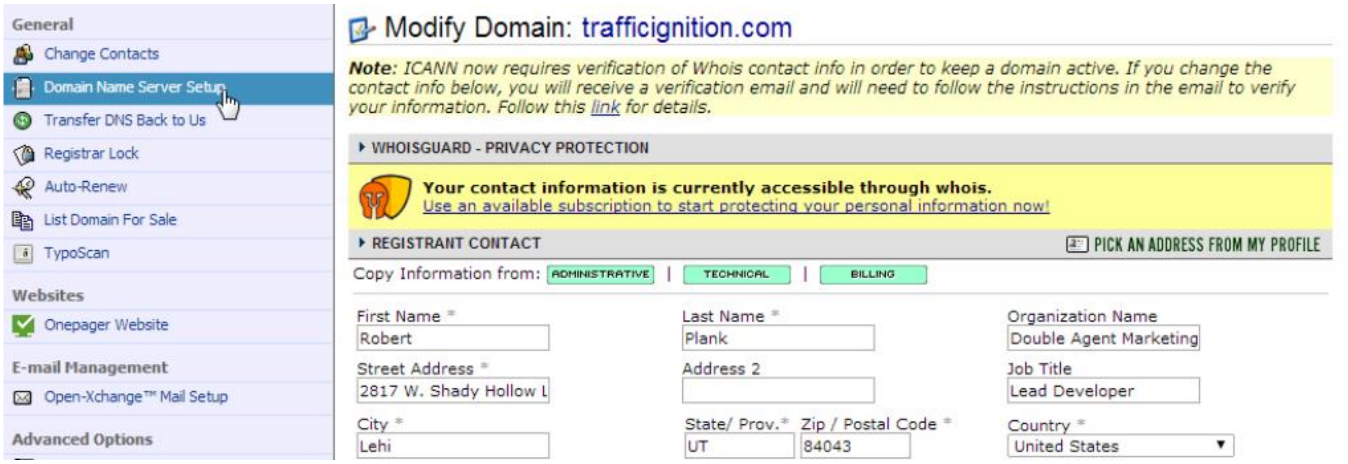
Login to your NameCheap account. I have 322 domains. Some of us are domain collectors, but we use all our domains. You can grab the domain. If there are other settings, don't even worry about the settings, just focus on getting the domain, paying for it. That domain name is in your account.



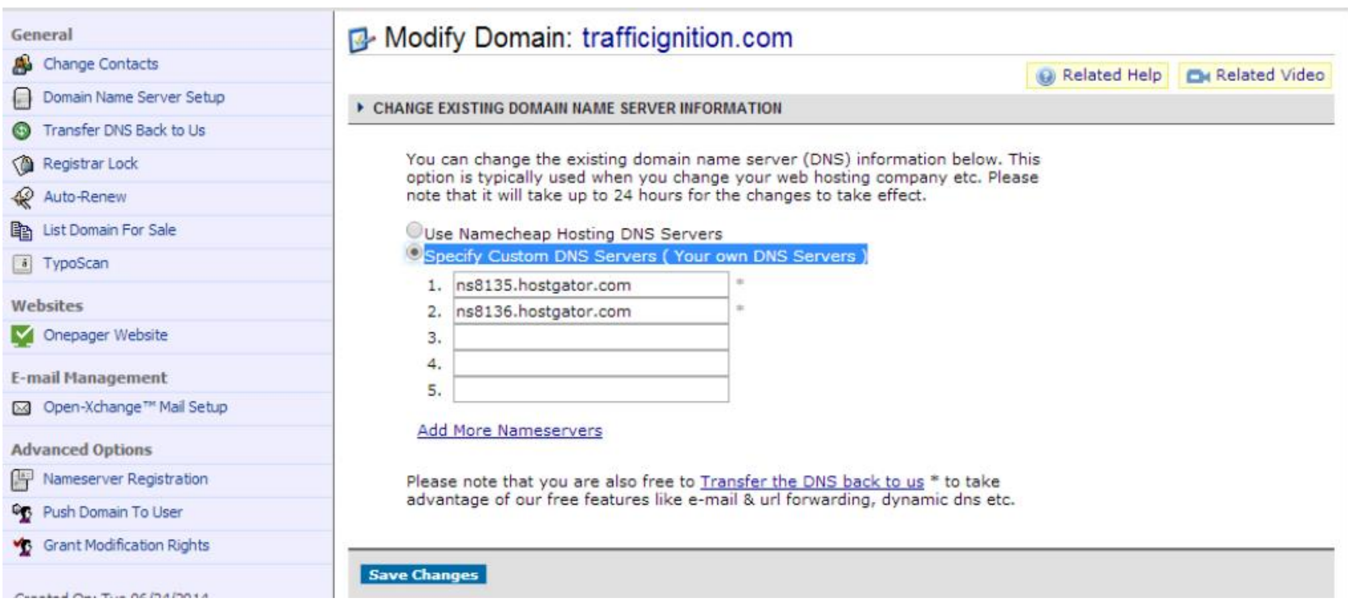
The email said, "Welcome to HostGator." Here is the cPanel or Control panel. We don't need that yet, but the most important thing at this moment are the "nameservers." There's the .com name, your address. There's the web host, HostGator, where the house is. This is the way to connect them. When someone types TrafficIgnition.com, it sends them to our web host (HostGator) where we registered.



These are going to be very important. All you need to know is where to click in NameCheap to put these two things in. Let me show you that. I'm at NameCheap and I want to find where my TrafficIgnition domain name is, so that I can view my domains, manage my domains. There is this filter. I'll type in "traffic." It lists the domain names I have that have with the word traffic in them. They're all dot-coms. TrafficIgnition is the one we want.



We went to Domains and filtered "traffic" to find the one we wanted. We have TrafficIgnition.com. We're only interested in the Domain Nameserver Setup. Domains, filter out the one we wanted, clicked on it where it says Domain Nameserver Setup. We're looking for DNS or nameserver. Click "Domain Nameserver Setup." By default if you left all the settings on their own, you would use NameCheap (it's called "parking it") with a placeholder page. We want to point it to HostGator.

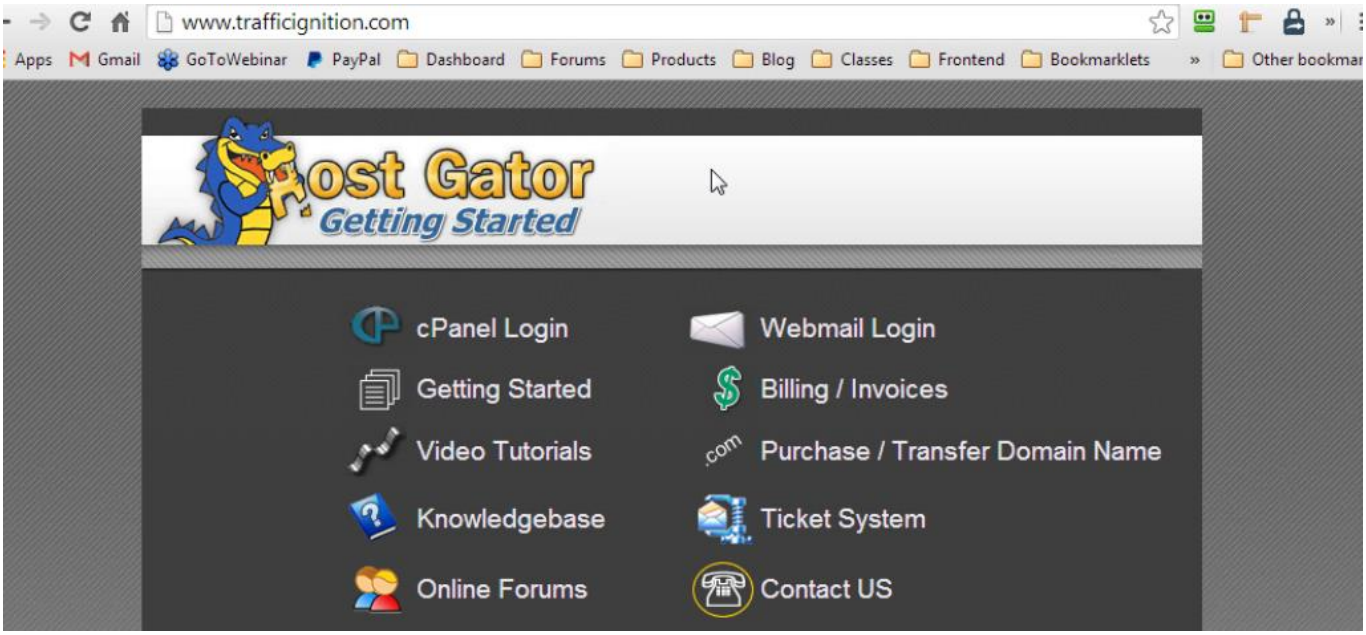


Choose to Specify Custom DNS Servers. We'll paste in the two things HostGator gave us. They gave us the first nameserver, NS8135 at HostGator.com. Highlight it, right-click and copy it exactly, then paste it in. You don't need "www" or "http" ... just enter the nameserver exactly.

Use HostGator. For HostGator, it will be NS, and a few numbers. Your numbers will be slightly different.

Go to the second one, the second Nameserver. Click and hold down, right-click and copy this exact thing. Paste it into the number two nameserver. They give you two. Click Save Changes. This will take 10 to 15 minutes. You should see HostGator in the title. Before you do this, you might have something that will say NameCheap. If you see a generic screen that says HostGator, you pointed your domain to your web host correctly.

We registered the .com name, we have an account on HostGator and we went to NameCheap domains, Domain Nameserver Setup and pasted in the two things HostGator gave us. We have a website. There's nothing on it, but we're closer than we were before. We own this .com that no one else can own or take away and it goes to our website.



Wait until when you go to your URL such as www.TrafficIgnition.com and this default screen appears. That means the post office of the Internet, the DNS system, the Nameservers now know how to send traffic. Once this shows up, you're ready to go.

That's how to get your address, setup your host, so you can build your website.

Single Payment Site

With this membership site, we'll receive payments for our product. It will deliver that product to anyone that buys it. It prevents non-buyers from getting access. If they refund or if you want to lock somebody out, it protects you.

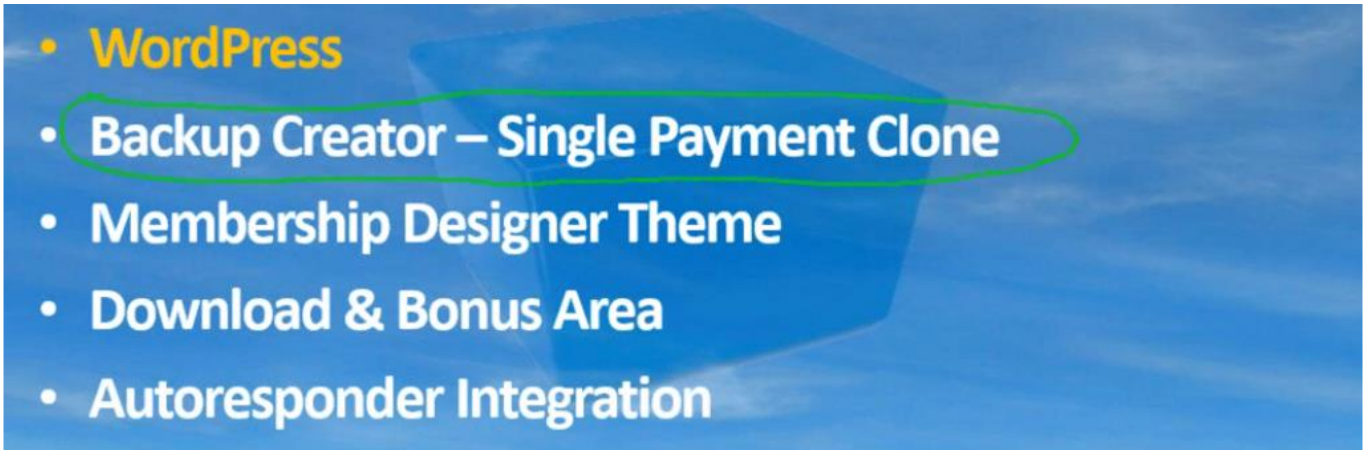
It allows you to manage your users within Wishlist Member. It allows people to recover their own passwords if they lose them. People can get to the member's area, to get their content.

It gives you a place to add bonus content if you want to add updates into your product.

We make more money with a built-in upsell. You wouldn't believe the amount of people that when you do this one little change and do the upsell the way that we'll show you here today, how much that will increase your revenue by doing it one way that nobody else is really doing it. This is all built in.

We'll install WordPress. It's a very simple process, in fact our hosting account pretty much does it for us. We'll then go to our member's area and get our single payment clone out of the Membership Cube member's area and install that, then customize.

We give you the Membership Designer theme, there's a couple of things that you can customize if you want, we'll show you that. Then we need to edit our Download and Bonus area, which is already built out for you. Then we'll show you how to integrate with your autoresponder. When somebody buys, you want to put them on a list, so you can get them to buy again and to consume your content.



We'll do this in five easy steps.

Step one, WordPress. Step two, Backup Creator. Once you have WordPress and Backup Creator installed, it's time to install Membership Designer, which is our theme. That's step three.

Step four will be things like Video Player and WP Notepad. These will all be setup for us from this clone, from using Backup Creator. Once the clone is setup, you'll see Wishlist Member, TablePress, WP Notepad. You don't even have to remember these silly names for these plugins, because they'll be unpacked and put on there for you. Finally for step five, we'll hook this up to our email autoresponder.

We'll install WordPress and show you all the steps that we'll take in words on the screen.

Then we'll go over and take all these steps, so that when you're coming back through these videos, you can scroll through, find the place where it has the screen with the information that you need on it, you can see what the steps are and you can watch us go through them. If at any point, you can come through, look at the screen and can go, "Now I remember what I need to do."

Install WordPress: cPanel & QuickInstall

First of all, when we install WordPress, we'll go to our URL. It's example.com/cpanel. This is our Control Panel. Now that our URL or our domain sets up along with our hosting account, we now have cPanel. We'll go to TrafficIgnition.com/cPanel and login with the information from that email when we setup our account.

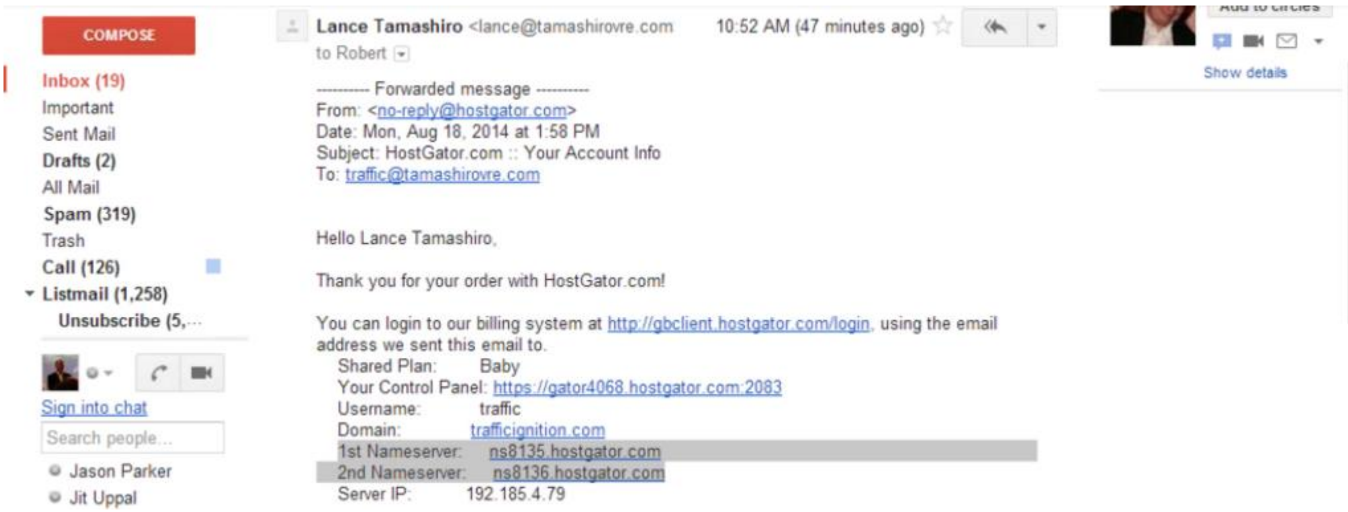
Once we get inside our cPanel account, find QuickInstall. Once we open QuickInstall, go to WordPress, click Continue. This is very important, choose a domain and type "members" for the folder. We want this to go into the /members folder, not into the root URL. That's where our front-end is going to be in Module 3.

We'll enter an email address that comes to us. For the admin username, enter your first and last name with no space and put in your first name and last name again and click Install Now.

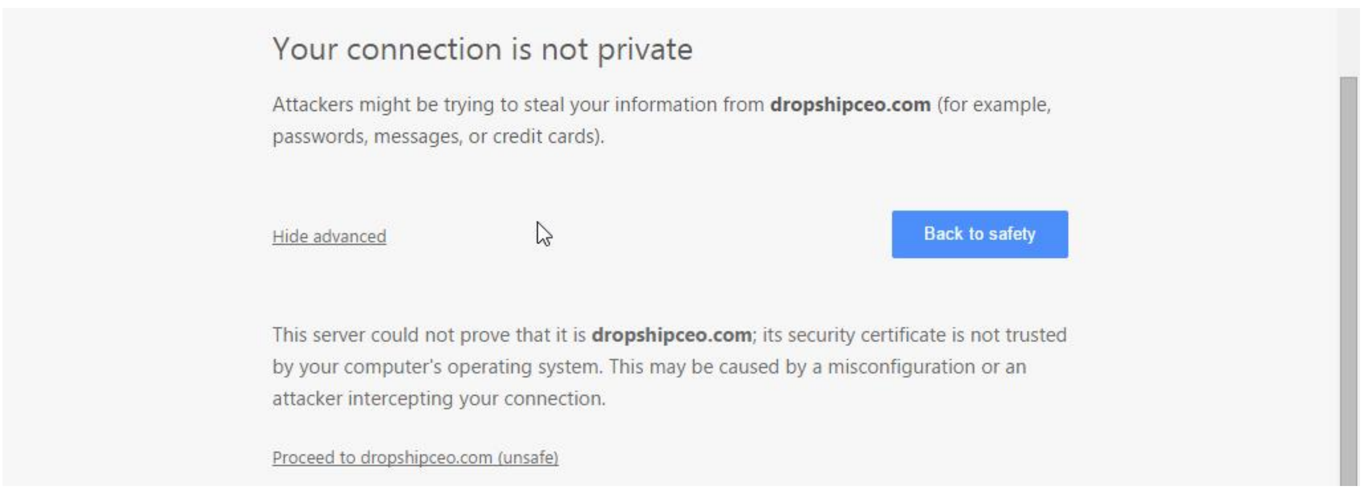
This is your membership site only. This is not your sales letter or anything that goes on the root domain. We'll build our sales letter in Module 2 and 3. We're focusing today on our membership site, which for us will be at TrafficIgnition.com/members. Let's install this.

If somebody goes to TrafficIgnition.com, that root has nothing on it. In this module, we'll setup TrafficIgnition.com/members. We'll make the membership site first, and that way, when it comes the time to make the sales page and a button, it can tie into the member's area. This is the member's area.

We see people that skip ahead or they don't really look very closely, and they try to setup their membership site at the root. Don't do that. Do it at /members.



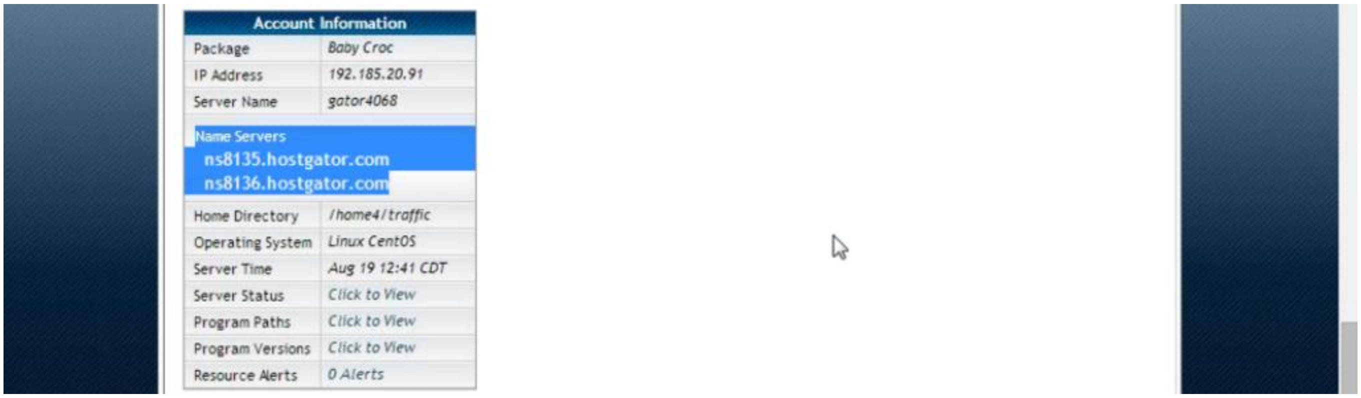
Go to TrafficIgnition.com/cpanel. The address to get back to your control panel is example.com/cpanel for you.



There's a small chance you'll see a message saying, "Your connection is not private." It's nothing to worry about, click Advanced and Proceed to continue.

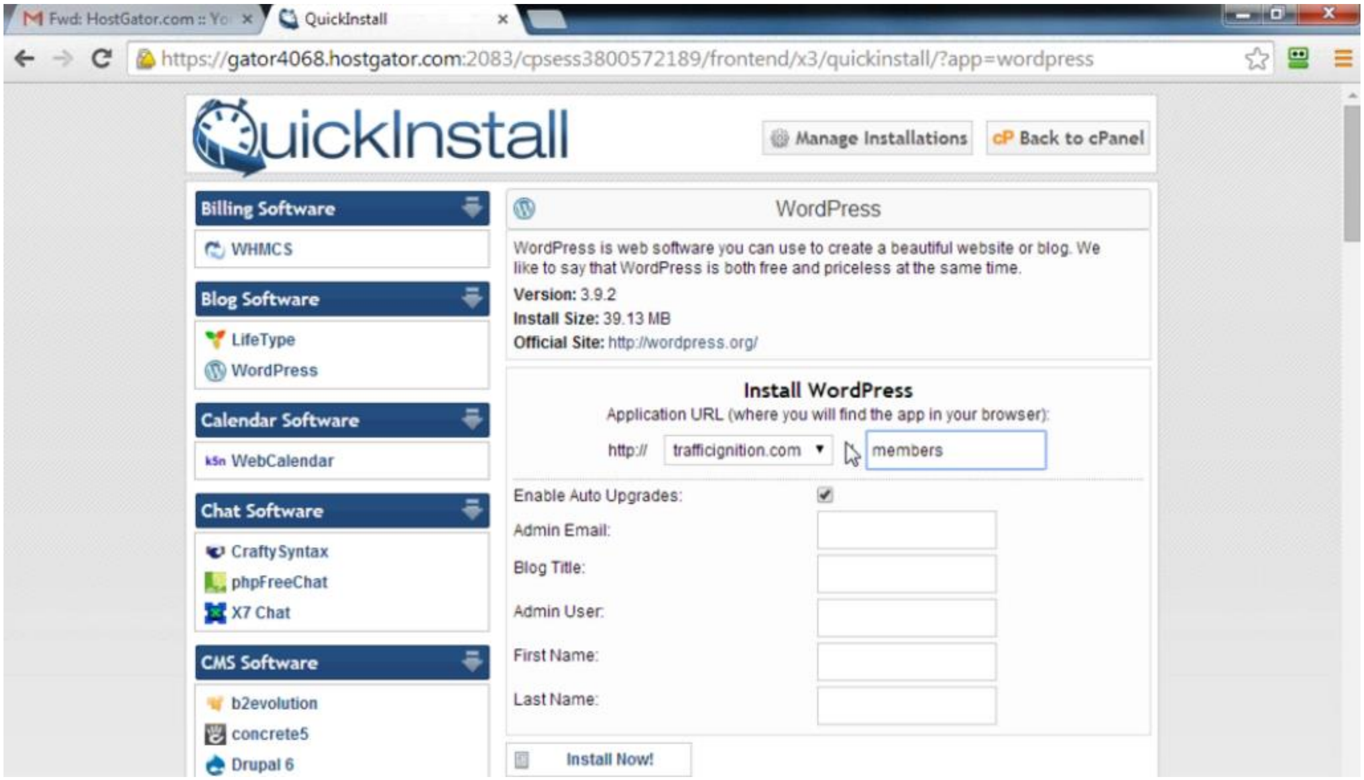
Login with the information that HostGator emailed you and click Log in.

We are in our "cPanel" or Control Panel. Ignore all most of what you see. If need my DNS addresses and I can't find that email in my email box, HostGator shows it in my cPanel on the bottom left-hand side.



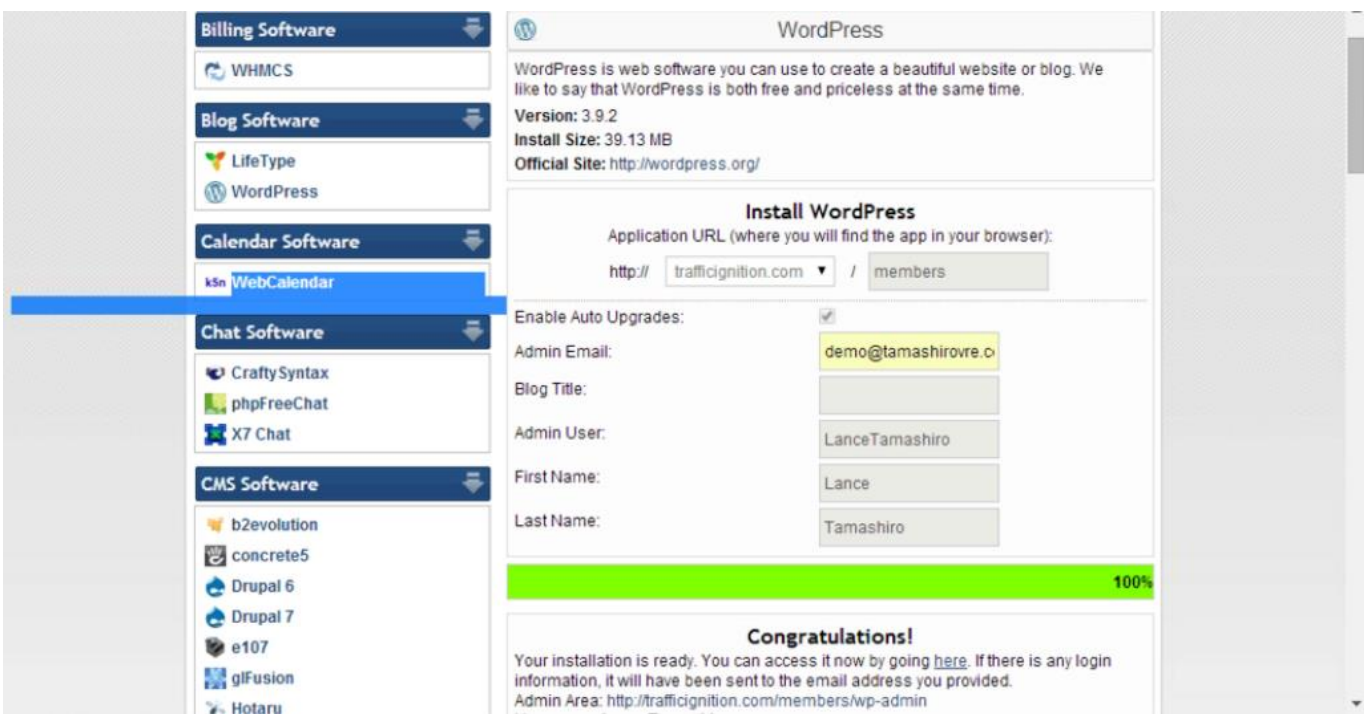
We're looking for QuickInstall. Type Control and F on your keyboard. A search box appeared. Ctrl-F. On Mac, it's Command-F. Anytime we say Control for a PC, replace that the Command key for a Mac. If you're on a PC, Ctrl F brings down this little search box, if you're on a Mac, Command F does the same. Type in QuickInstall. As soon as I get there, it brings it to what I'm looking for.

I'll click QuickInstall. On the left-hand side, I'll click WordPress. QuickInstall, then WordPress. Then I'll click Continue, in the middle. It asks us for other things. We need to put in the domain that we'll put this on. It's going to be TrafficIgnition. Don't leave this blank, you'll run into performance issues, mixing up your plugins, messing up your member's area. For the member's area, type "members." This will install it at TrafficIgnition.com/members.

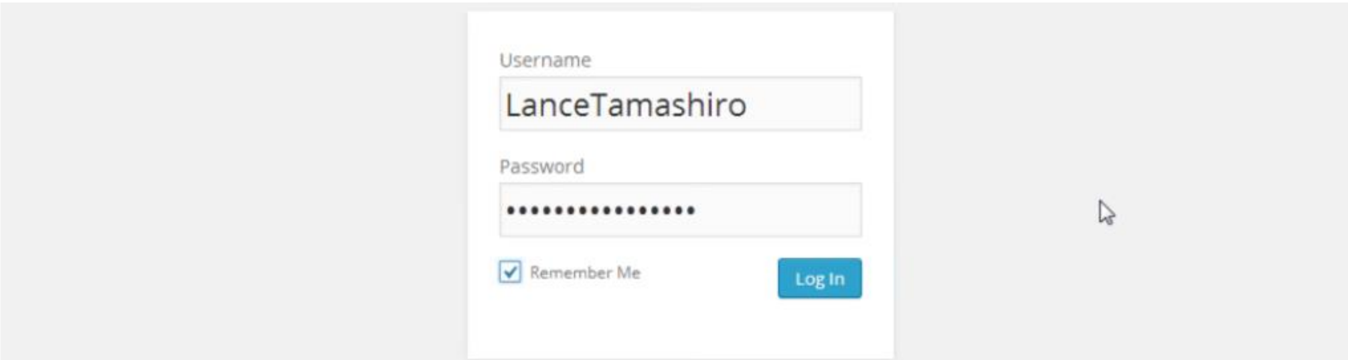


Every time we call this "members." We never set this up at members1 or blog. It's always "members."

That way, it keeps it easy for you and for your customers when they buy your different products. Go to Admin mail, I'll enter my email, demo@tamashirovre.com, my admin username, first name, no space, last name, then I'll type my first name and last name. Once you've done that, click Install Now.

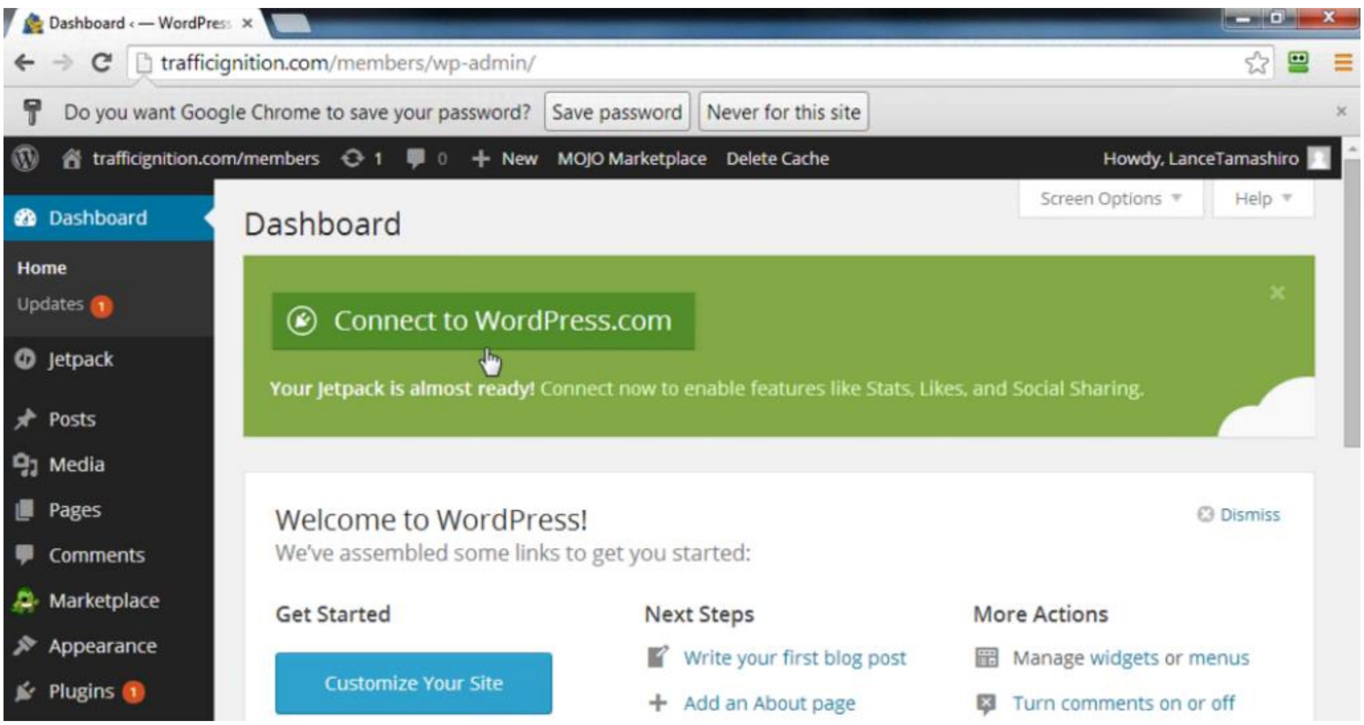


It will install WordPress. It's ready to go. It has a password down I can use to login to my account. It says I can login at TrafficIgnition.com/members/wp-admin.



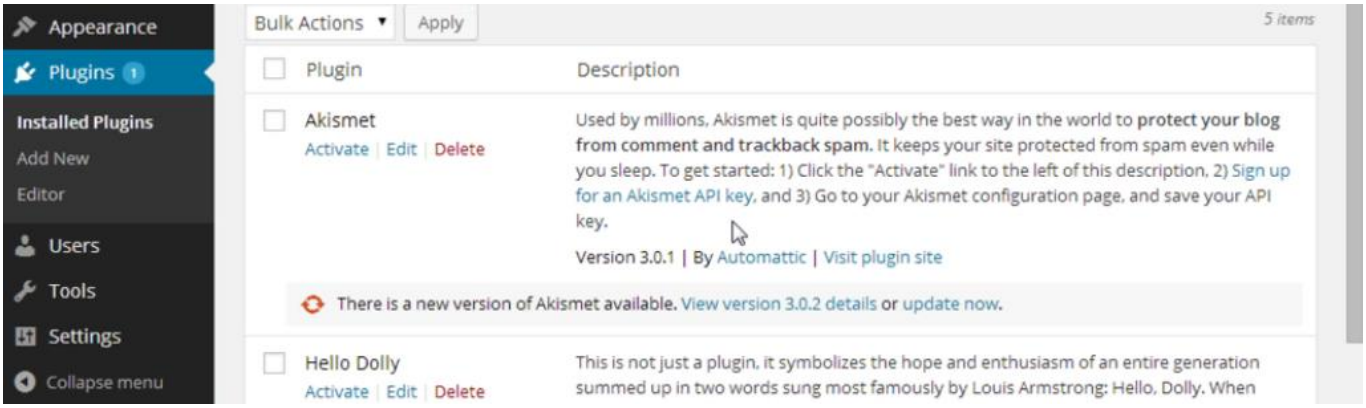
That's where I can go in order to login to my site. You will always know if you are logging into your membership site, it's TrafficIgnition.com/members/wp-admin. I'll right-click and Open link in new tab. I can login. If I went to my member's area, it's just a base WordPress install. There's nothing there. I'll click Back so I can login.

You only need to remember two areas of the site: cPanel, which is at example.com/cpanel. You'll use this cPanel tool to setup WordPress. Once WordPress is setup, login and customize your site at example.com/members/wp-admin.



Your cPanel login is where you install WordPress and manage your hosting account. Once you've managed your hosting account, if you want to login to your website or your WordPress installation, that's example.com/members/wp-admin.

I'll login with the username and password it gave me. I'll save this, so I have it. We have this base WordPress installation. There are sample posts, fake comments, and different plugins. Ignore most of it.

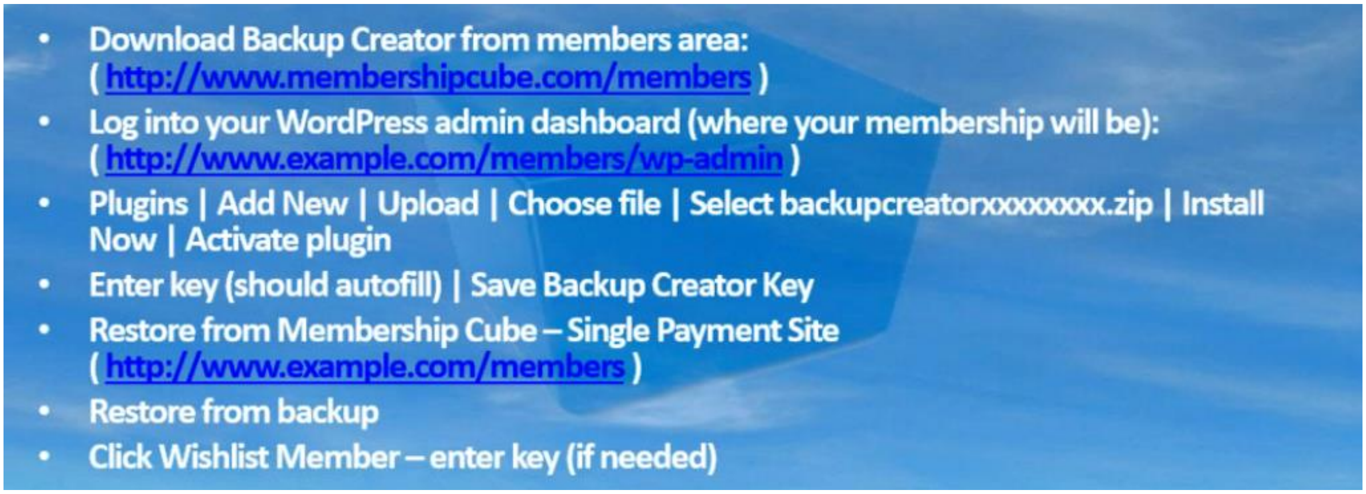


We want our site configured and ready for us to customize as soon as possible. All browsers have an area on the right that says "New Tab" at the top. I'll click that and now I have two tabs.

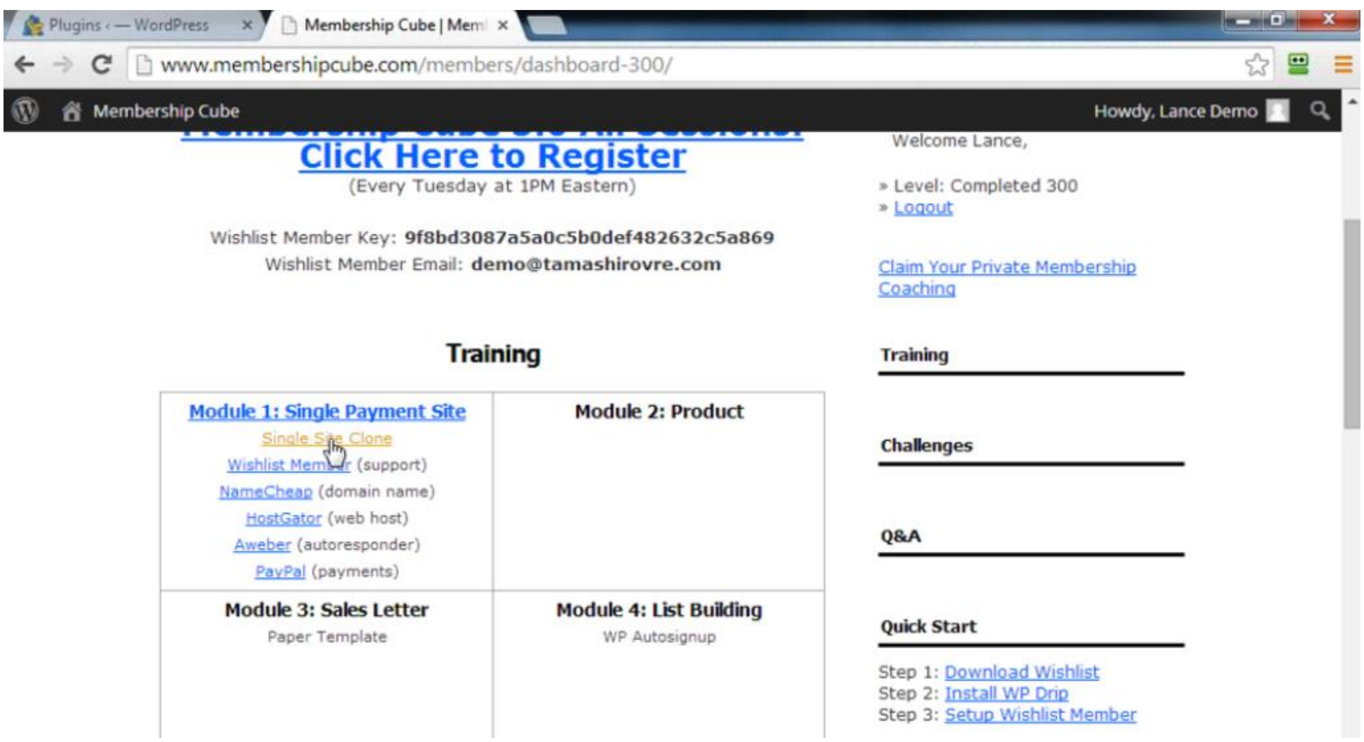
Install Single Site Clone

I'll go to the Membership Cube member's area. That's membershipcube.com/members. I'll login with my account.

Under Training, Module 1, there's a link for the single site clone. I'll click that, because I want to install the clone that we've been talking about in Module 1. I click Single Site Clone and it downloaded a file called Backup Creator with some numbers after it.

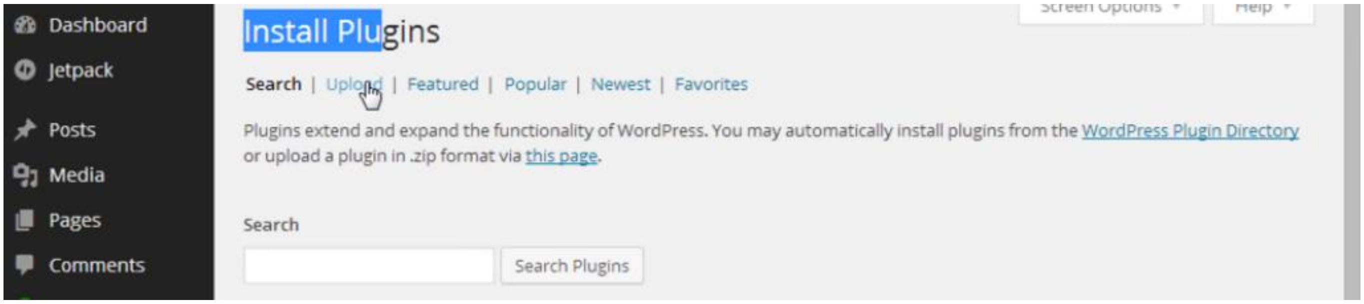


This has all the information. If you need to download parts or the clones or different pieces, there's this table at the bottom that says Direct Software Download. It's available for you.

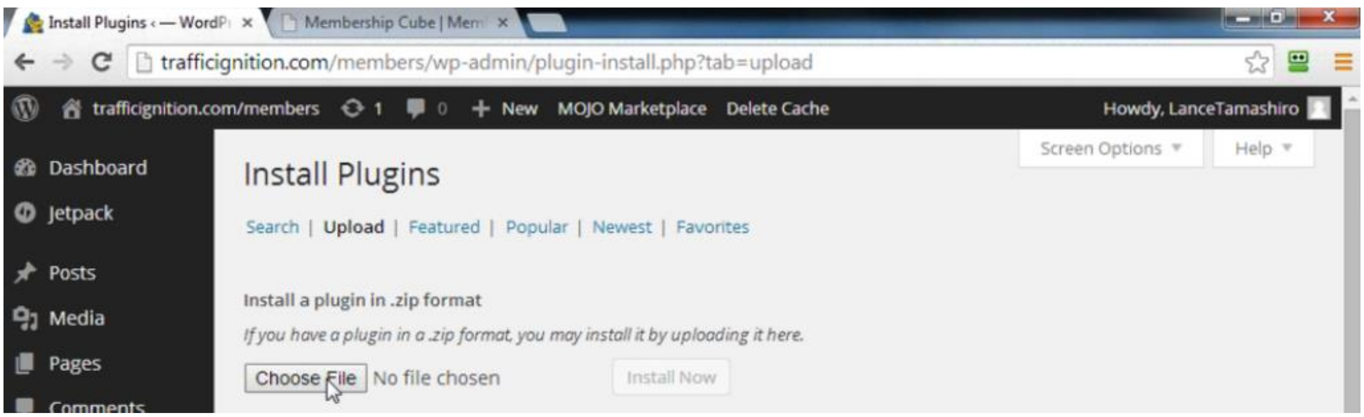


For now, I'll download the Single Site Clone. It's saved onto my computer. It's very important when you do this, especially if you're on a Mac, that you right-click and Save Link As. If you don't do that, it will uncompress the files. Make sure you Save, right-click, Save Link As, download the .zip file.

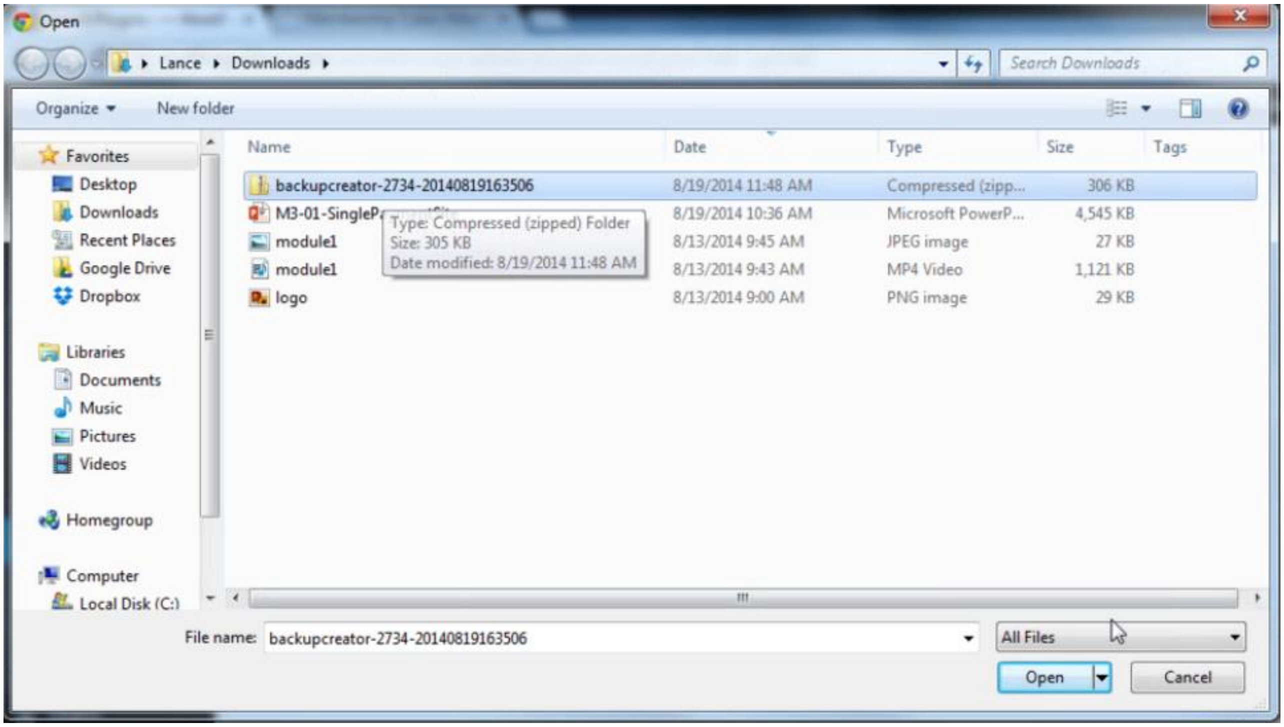
We have this .ZIP file. Go back to our WordPress site. On the left, go to Plugins (on the left) and Add New.



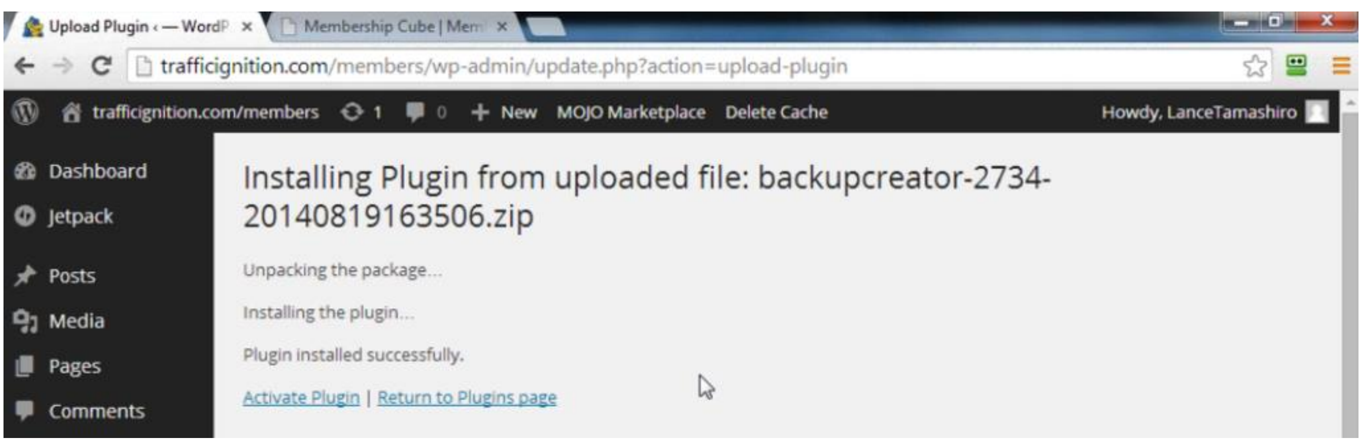
Go to the top where it says Install Plugins. We want to click Upload, because we've downloaded our plugin. Upload, Choose File, left-click on that.



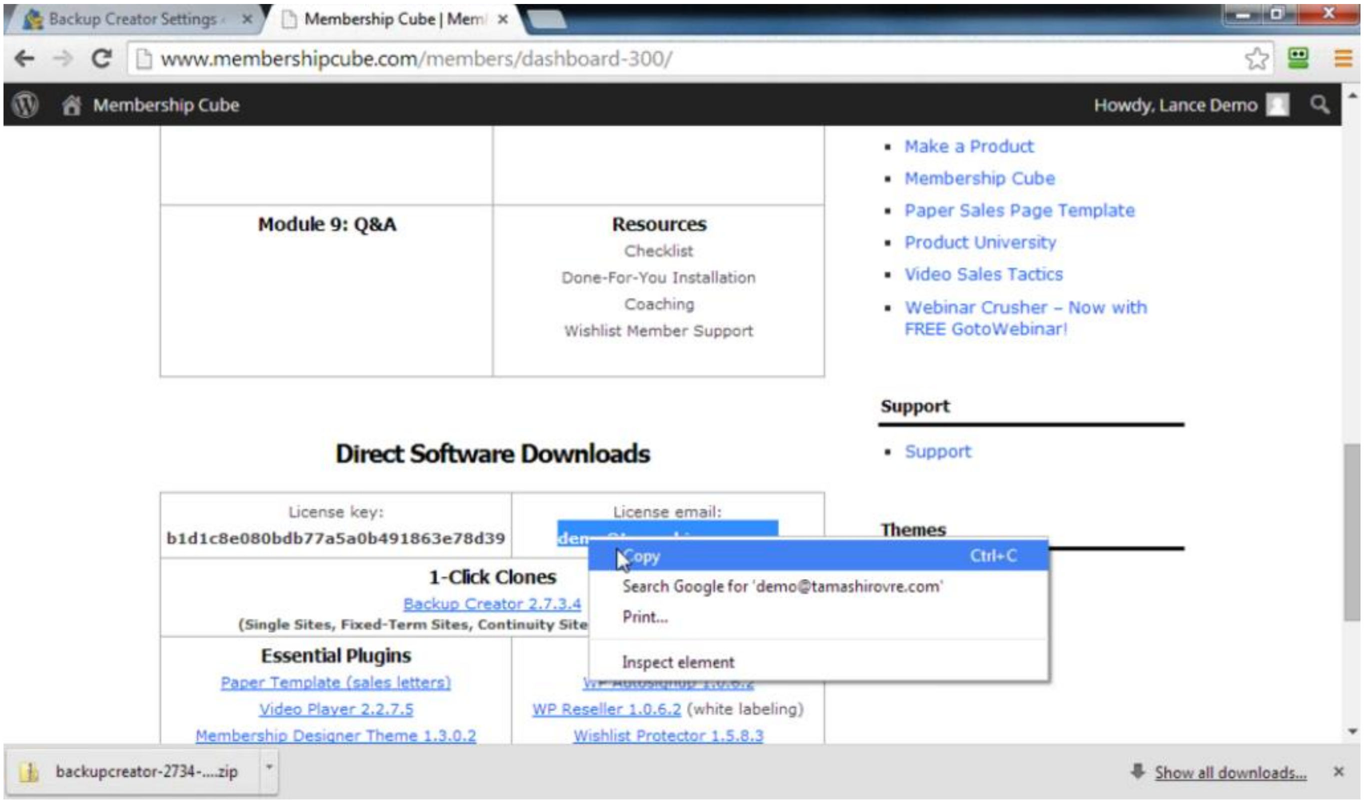
Select the file that we've just downloaded. It was Backup Creator-2734 and then some numbers. We download Backup Creator, forget what the numbers are, click Open and Install Now.



You've right-clicked and downloaded the ZIP file from our member's area, but you didn't even touch it, you didn't open it up. People get confused. They'll save the ZIP file and they'll say, "Am I supposed to open this up? Am I supposed to unpack this and do whatever?" No, you save it, don't even touch it, then go to wp-admin, go to Plugins, Add New, Upload and upload that single site clone you grabbed from our member's area.



We setup our WordPress and we're installing our clone. We went to the member's area, at membershipcube.com/members, we downloaded that clone by right-clicking on it and selected Save File As, that's the most important part of what we've done so far.



Login to your WordPress admin dashboard, where your membership site is going to be, at example.com/members/wp-admin. Then we went to Plugins, Add New, selected Upload and chose our file, selected Backup Creator with some numbers after it .ZIP.

If you don't have Backup Creator with some numbers .ZIP, you messed something up with the download and you need to go back to the first step and make sure that you're right-clicking and select Save File As.

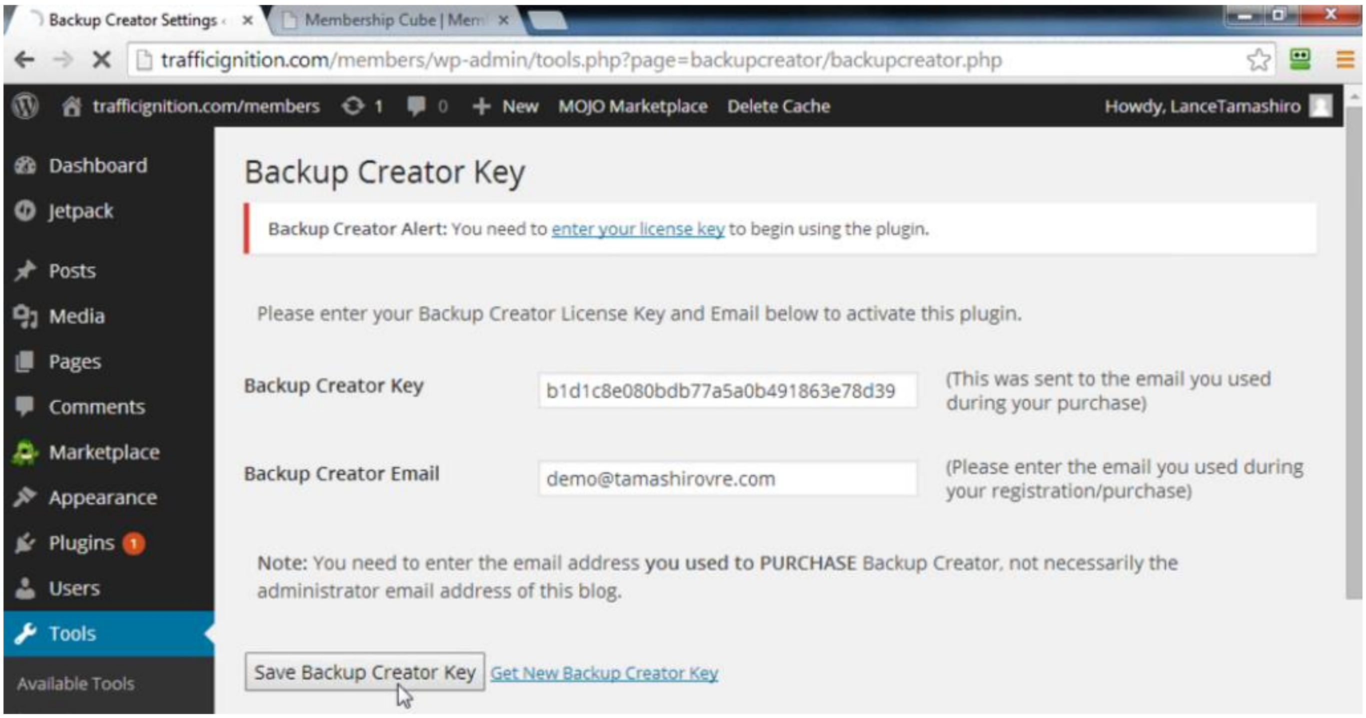
Click Install Now and Activate the Plugin. It redirects us to another page, where asks for a license key. If you've done it the way I've showed you, you have the two tabs, it should auto-fill for you. If not, you grab your license key out of the Members Area at membershipcube.com/members and click Save Backup Creator Key.

Once you do that, you get to the Backup Creator screen and select Restore from Membership Cube, Single Payment Site. You want this in the /members folder. Click Restore from Backup and once it restores, click Wishlist Member to see if you need to enter your key. Your key from Wishlist directly or inside of the member's area in Membership Cube if you ever lose it. Install our membership site.

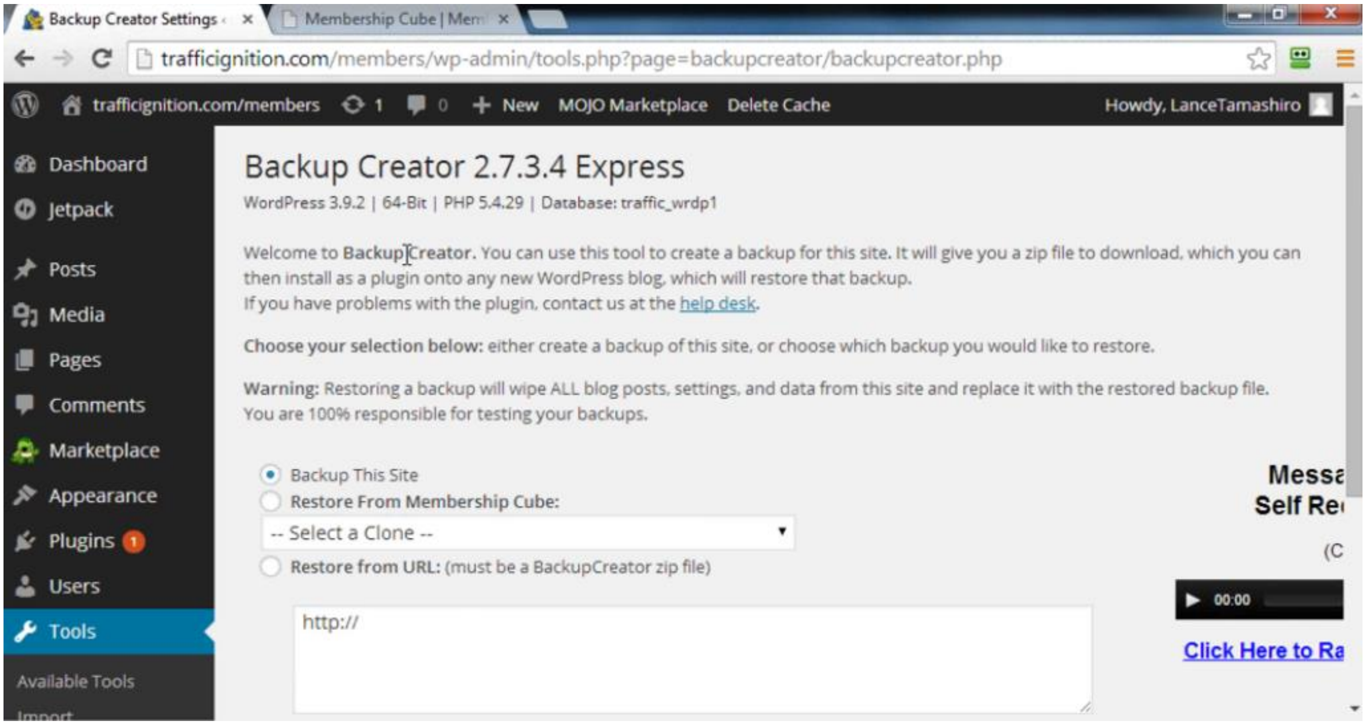
So far, we went to DoubleAgentDomains.com (NameCheap) to grab the .com. We went to DoubleAgentHosting.com (HostGator) and entered our credit card to buy a Baby account. We went back to NameCheap, edited Nameservers and put in HostGator's nameservers.

We have a site. We went to example.com/cpanel and QuickInstall, setup a blank WordPress site at our example.com/members. Then we were able to login at example.com/members/wp-admin. We're logged in and we went back to membershipcube.com/members and downloaded the single site clone to our Desktop, by doing a right-click, Save link as. It saved the link as ZIP file that we didn't have to touch. In the tab where we have example.com/members/wp-admin, we went to Plugins, Add New, Upload, browsed for that ZIP file and that took us to this screen.

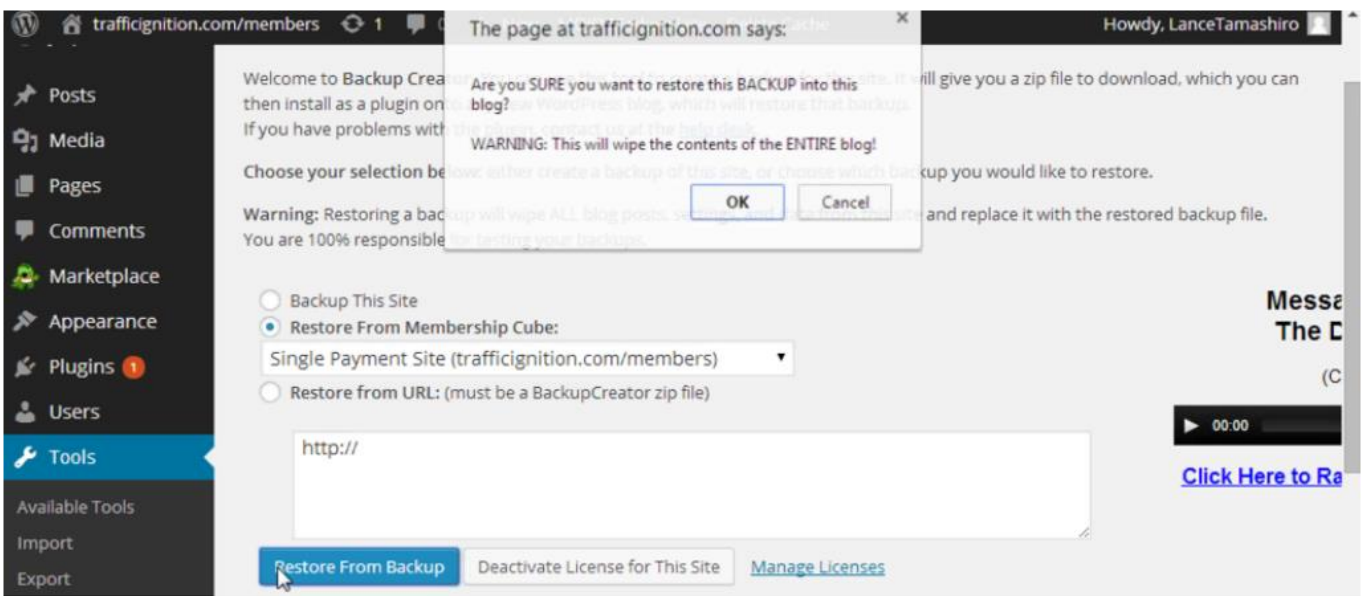
Click Activate Plugin. It tells WordPress to turn it on. Our key is filled in for us because we have this opened in a separate tab. If your key doesn't fill in, go back to the member's area at membershipcube.com/members and scroll down to Direct Software Downloads. Your license key and email are listed there. Enter these in exactly as they're shown. If you registered with some capital letters and with some lower case letters, you need to use the exact same letters. I like to highlight, right-click and copy, and then paste them in.



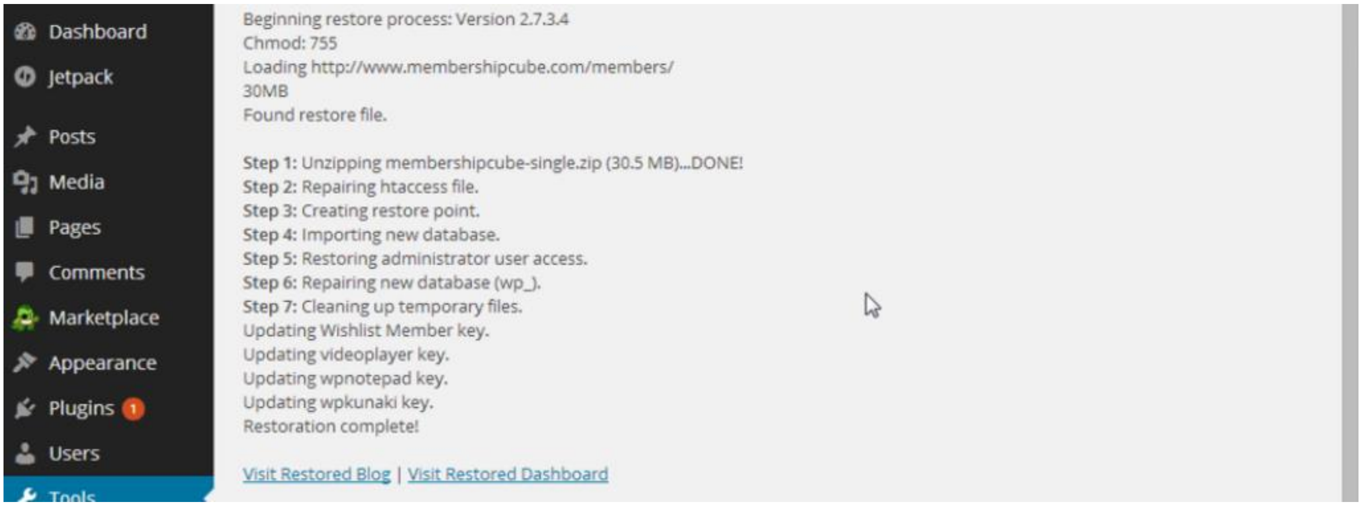
Enter your key and email, click Save Backup Creator Key. It redirects us to the Backup Creator Express page.



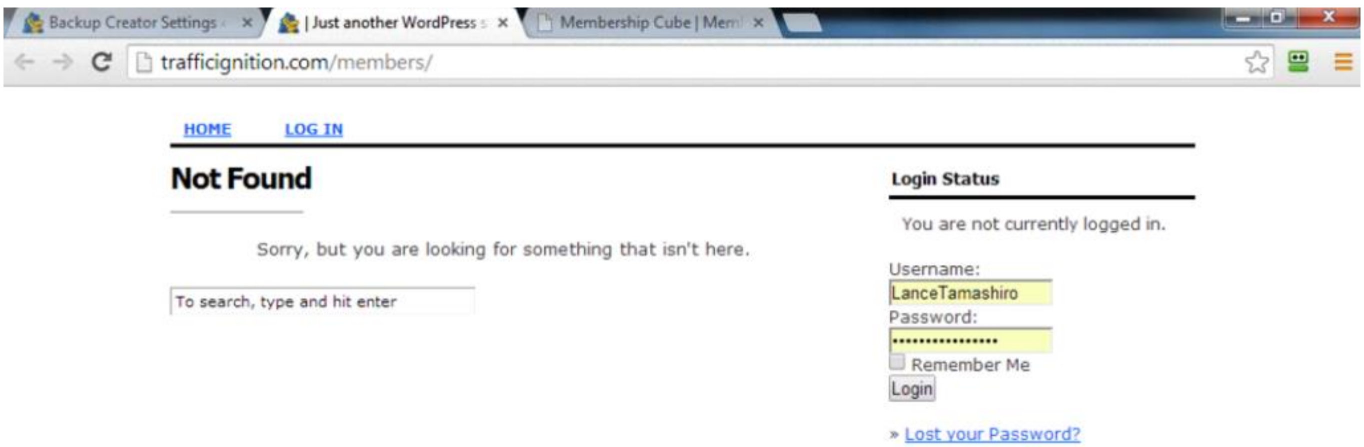
(If you're logged out and you need to get back to this screen to install your clone, find it under Tools, Backup Creator.) We want to install a new membership clone from Membership Cube. Where it says Select clone, click the down-facing triangle and choose Single Payment Site. You can see it now, since it's restored from Membership Cube, Single Payment Site, and yes, we want it at TrafficIgnition.com/members.



Yours will say whatever your URL is such as example.com. Click Restore from Backup. Click OK. Backup Creator is picking up the clone with our settings and keys and setting up our membership site for us. It's unzipping it, repairing and setting up our new site the way we want it.

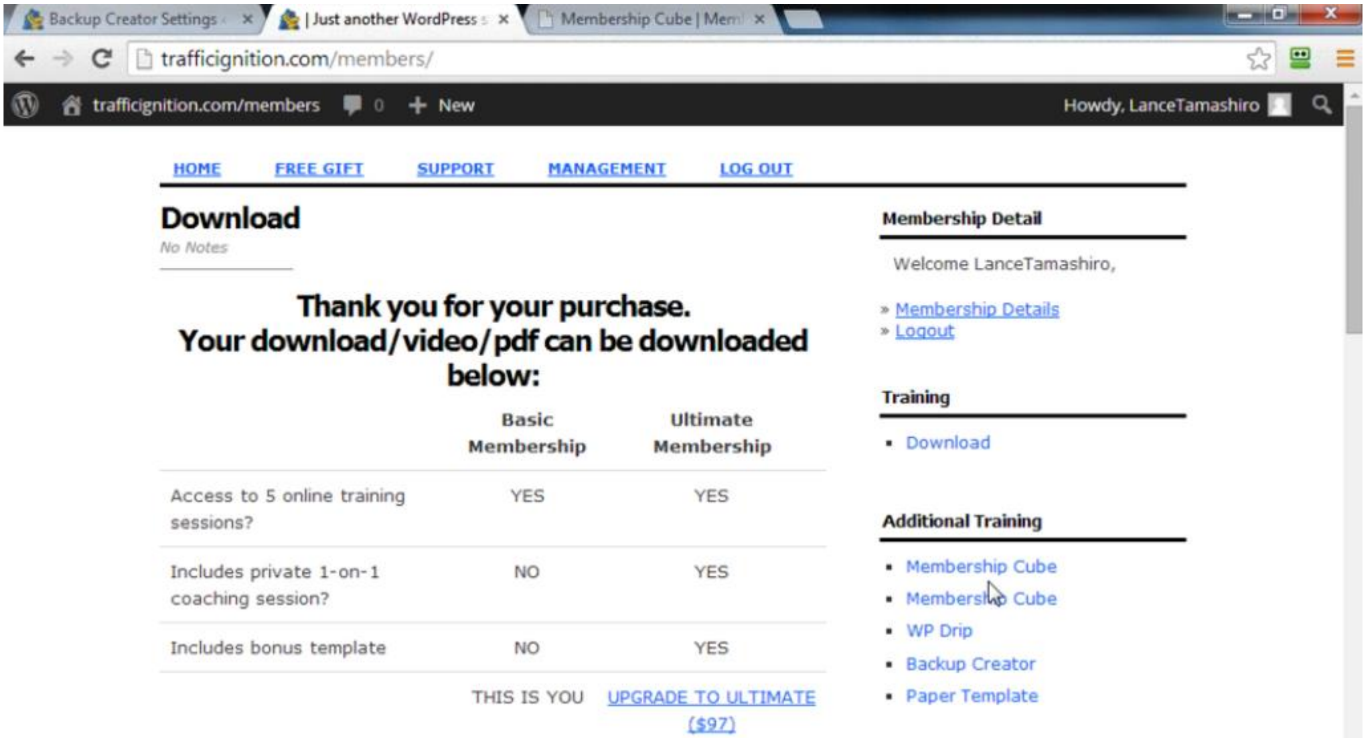


We have a fully functioning membership site. We can go to Visit Restored Blog at TrafficIgnition.com/members.

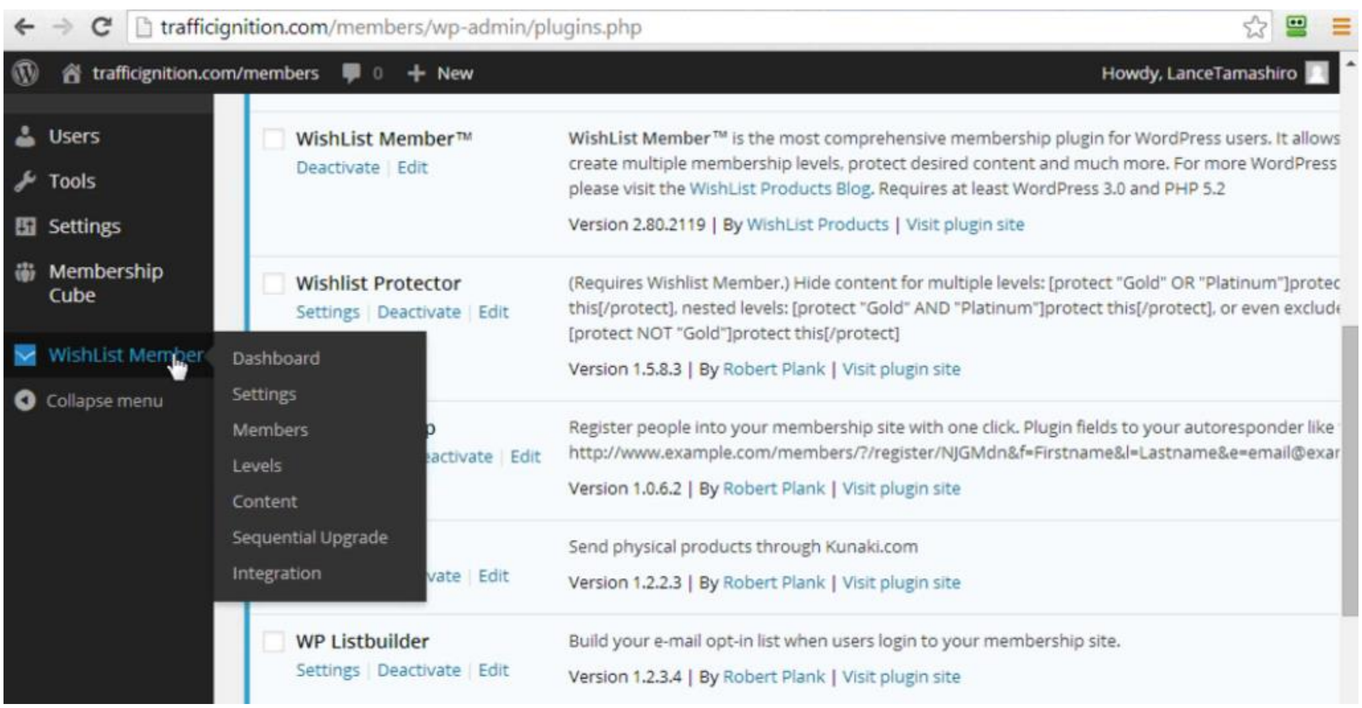


There's nothing here, I have to login. Our content is hidden. If I login using the same username and password, I'm logged in and I have this information all hidden away.

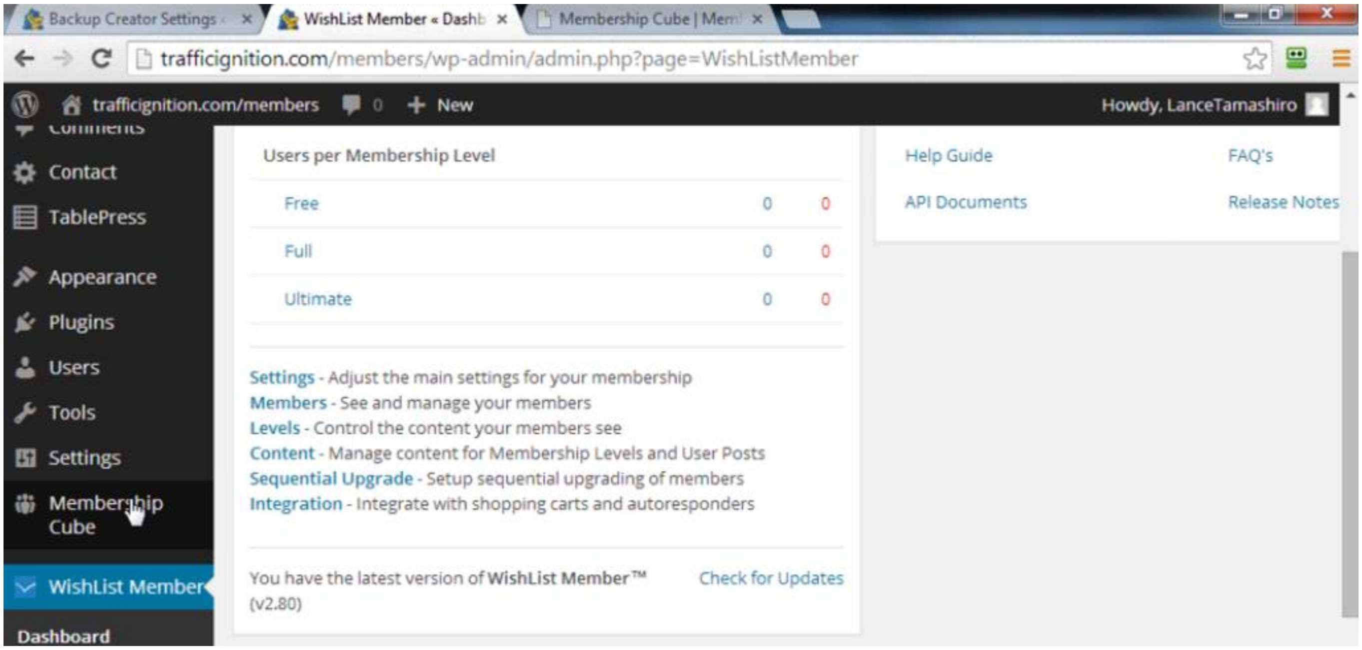
"Thank You For Your Purchase." We have a table, we have the Downloads section setup, the Checklist is setup, Bonuses. Everything we need to get going with our membership site.



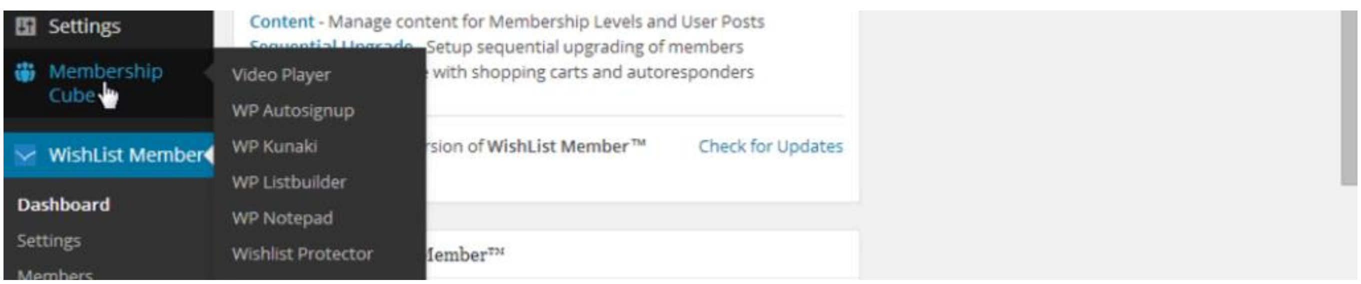
Our site is setup, configured and ready to go. Go to TrafficIgnition dashboard, many things have changed.



Go to Plugins, Installed Plugins. We have the plugins for our membership site activated and configured. Depending on your setup, you may need to click Wishlist Member and Dashboard to enter the Wishlist Member key they sent you.

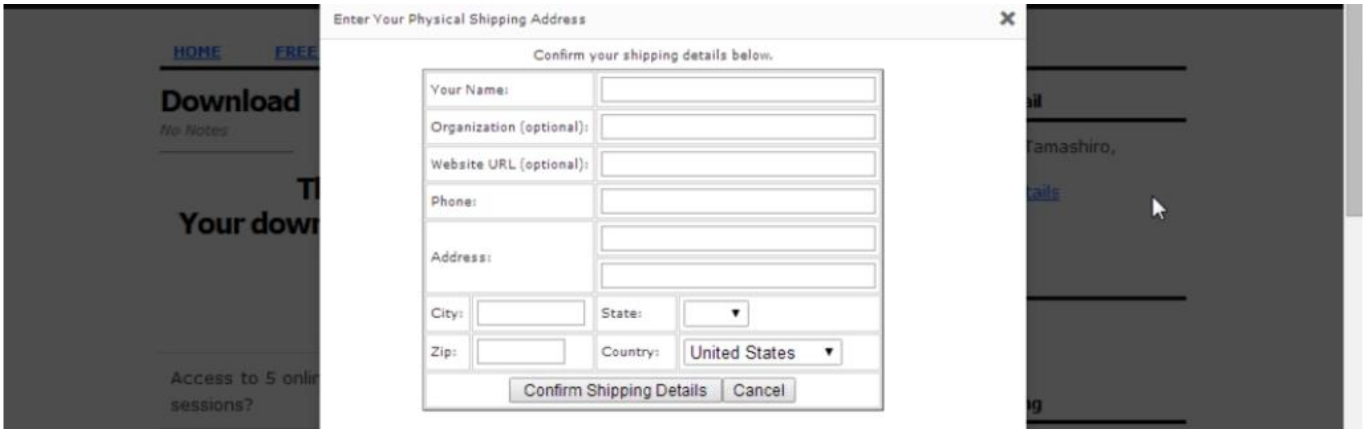


It's already done for me. My Membership Cube plugins, on the left, are all in one place. If I need to worry about my Video Player, WP Autosignup , WP Kunaki, WP Listbuilder, which we'll explain soon, I go to Membership Cube on the sidebar, because I know that all of them are Membership Cube plugins, they are a part of the membership site.

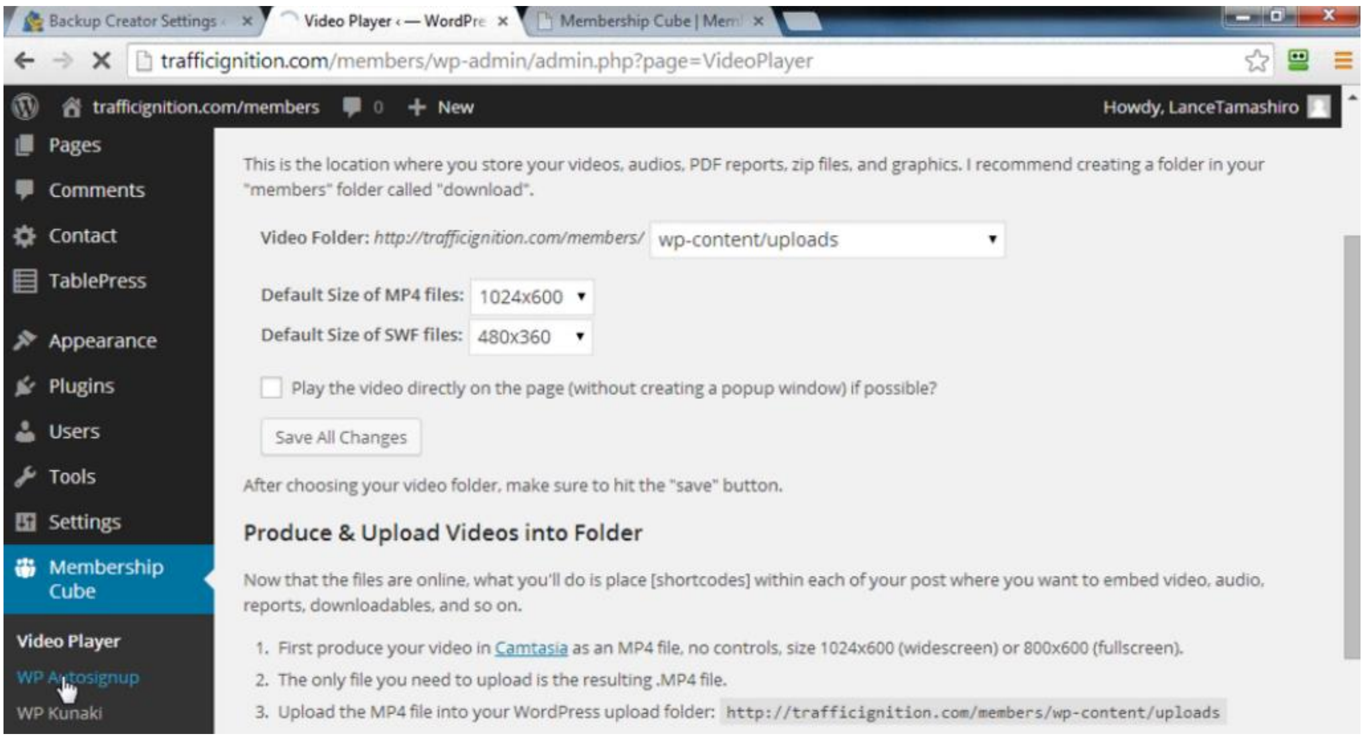


Go to Video Player, already setup, already activated. I go to WP Autosignup, already installed, already activated. WP Notepad is installed and activated. We are ready to go. This is how long it used to take for people only to install Wishlist Member. We have a whole site now that's configured.

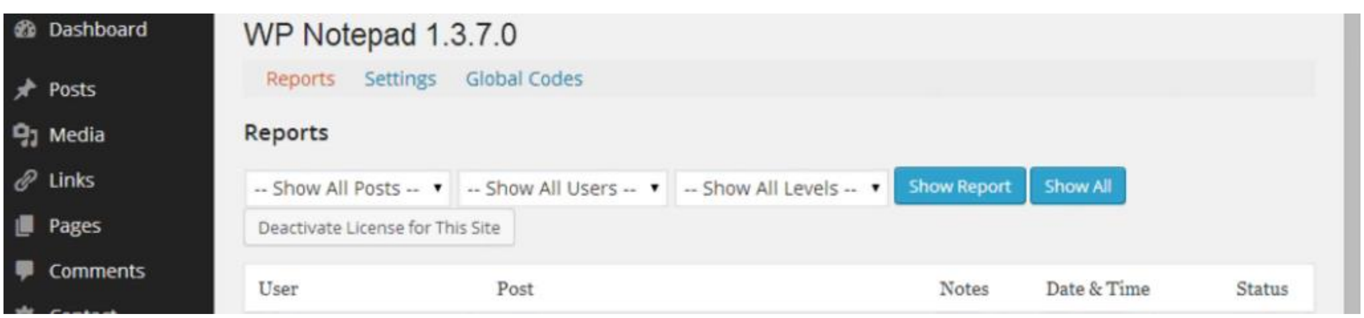
It might be overwhelming looking at all the plugins. If you don't want to have a Checklist on your site, delete that little part of the site. If you don't want videos on your site and you prefer written content or downloadable files, no problem. Upload those files on there instead of the video.



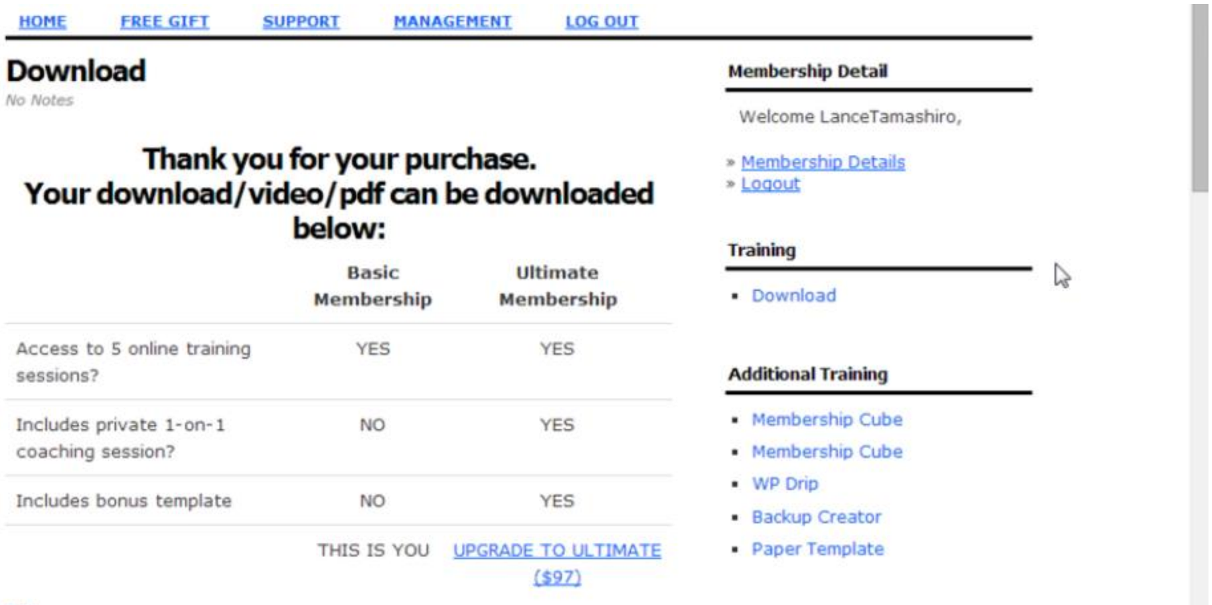
We've templatized it: the pop-up you saw, this table we have.



You only need to edit. Fiddle around and change some names or some links there. Don't worry about adding links to your sidebar or adding a theme. Instead, change the names and settings of what's setup.



This used to eat up so much time. I want this table here, I know I want it to work in a certain way, but now I have to go program it. In Membership Cube, it's all done for you. We are going to show you how to customize this in a few minutes.



By installing that clone, you now have this fully functional site setup and all we need to do now is customize it for our own use. Everything is there, including a few things you can't see yet.

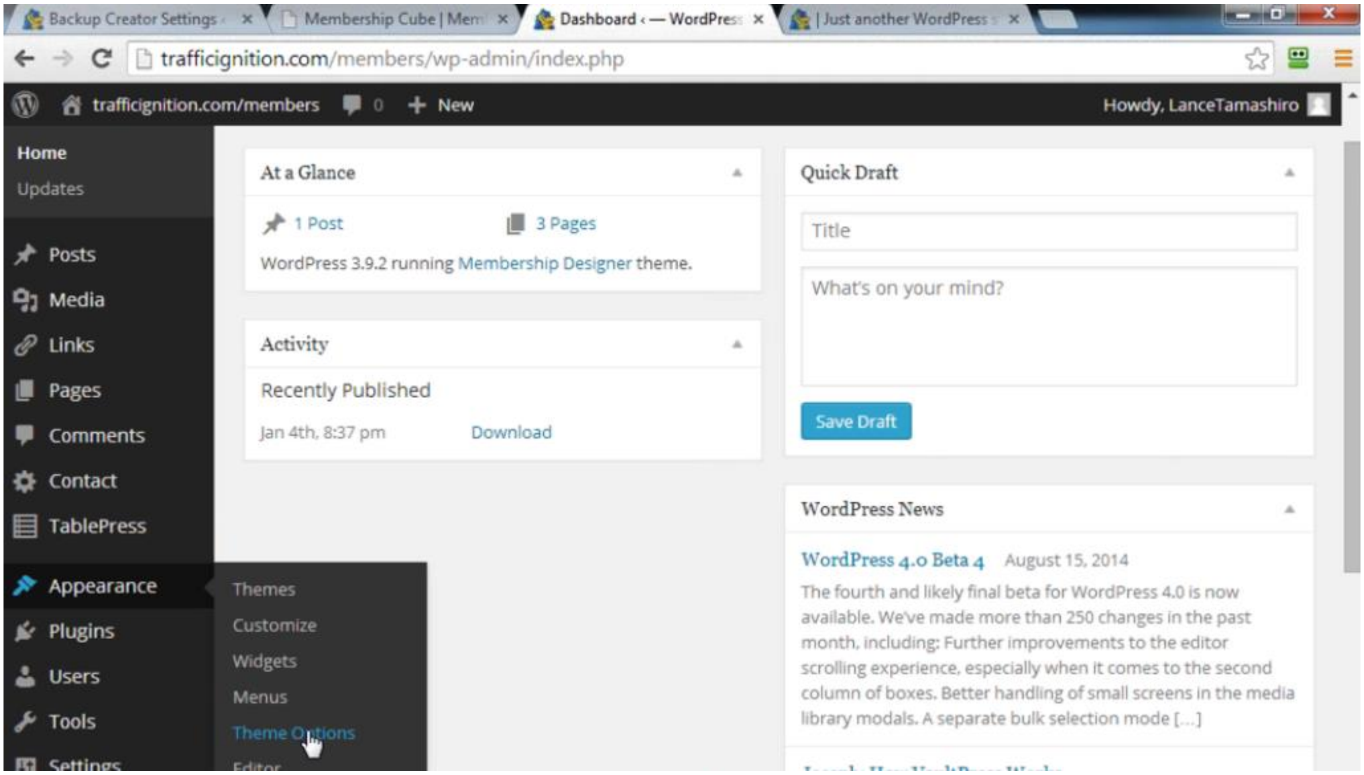
Membership Designer Theme

We installed our site. The domain and hosting are setup together. Then we installed our WordPress site at example.com/members. We installed our Backup Creator single site clone.

We're ready to customize our site. The next thing is we want to show you a couple of things with our theme called Membership Designer. We'll make a few quick customizations. Then we'll look at the Download and Bonus area and integrate the autoresponder.

The easiest customization is adding your own header, which I'll show what it is, if you have that graphic. Go to fiverr.com and search "header graphic." You'll find somebody that will make a graphic for you. We a logo and these words on it, the name of our site like MembershipCube.com. If you want your own header, go to Fiverr and get a 545x130 graphic. It costs $5. Go to Appearance in your WordPress site, Theme Options and look at the Sitewide Logo Graphic. Choose the file Fiverr made and upload. That graphic will show across your entire theme.

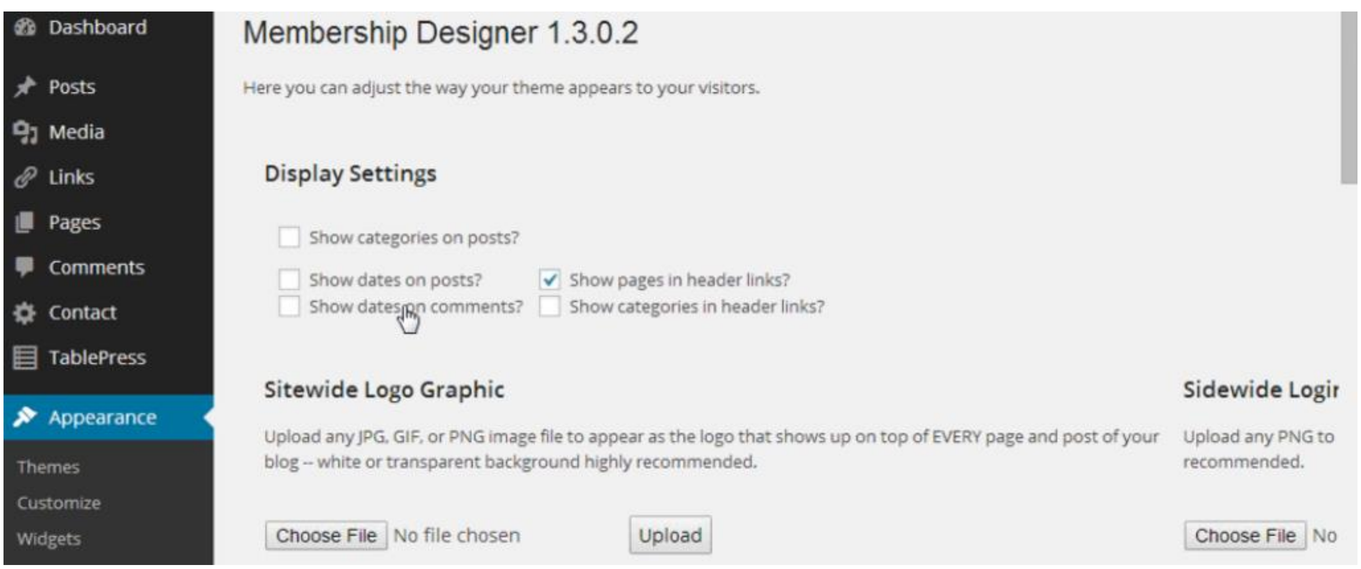
If you want to add your own login logo, go to Fiverr and have a logo made that is 300x66, go to Appearance / Theme Options and then to the Login Graphic, choose file and upload and that will show up every single time.



There are other things you can do with Membership Designer. Go back to our membership site.

My WordPress back-end is my WordPress Dashboard. This is where you manage it.

If I want to work on something and see my changes, I hover on the top left, where it says example.com/members and click Visit Site, I don't want to click it. Instead, right-click and Open link in New Tab. It creates a new tab so I can go back and forward, I can make a change in my administrative area and then see what that change looks like.



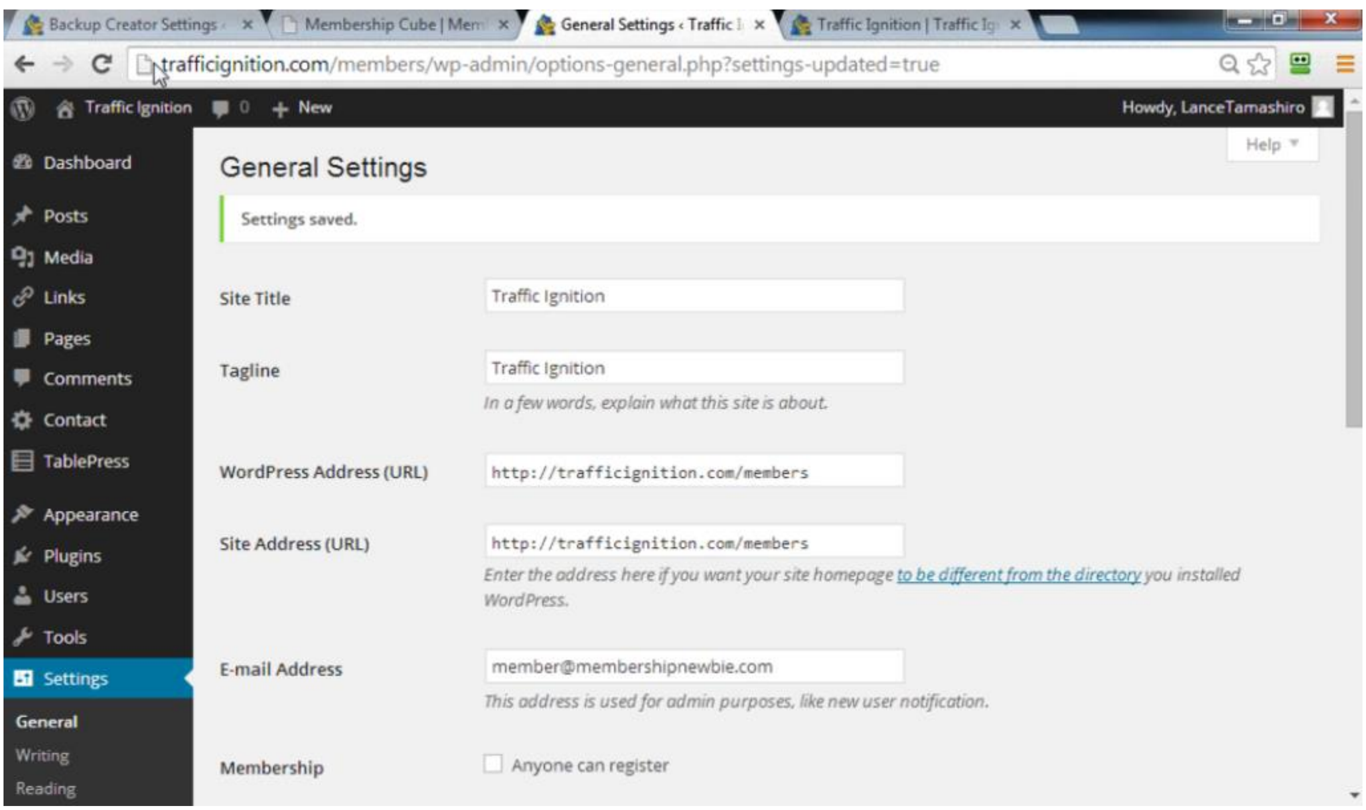
At the top it says Home, Free Gift, Support. I want to add a header, customize a few things. Go to Dashboard, click this tab. If I ever want to go to Membership Designer, I go to Appearance and then Theme Options. Appearance, Theme Options, left-click. It gives me different options. Show Pages and Header Links, Show Dates on Comments, Show Dates on Posts. These are off. We have our Download area, but if I want to have dates on these things, I can turn them on.

Turn them off, however you want to have them. Then under Site Wide Logo Graphic, I can go to Choose file, I can choose the logo that I had made, the one that is 445x130. If you don't know what that means, it doesn't matter. You just tell your designer that. Click Open, then on Upload. I have my graphic.

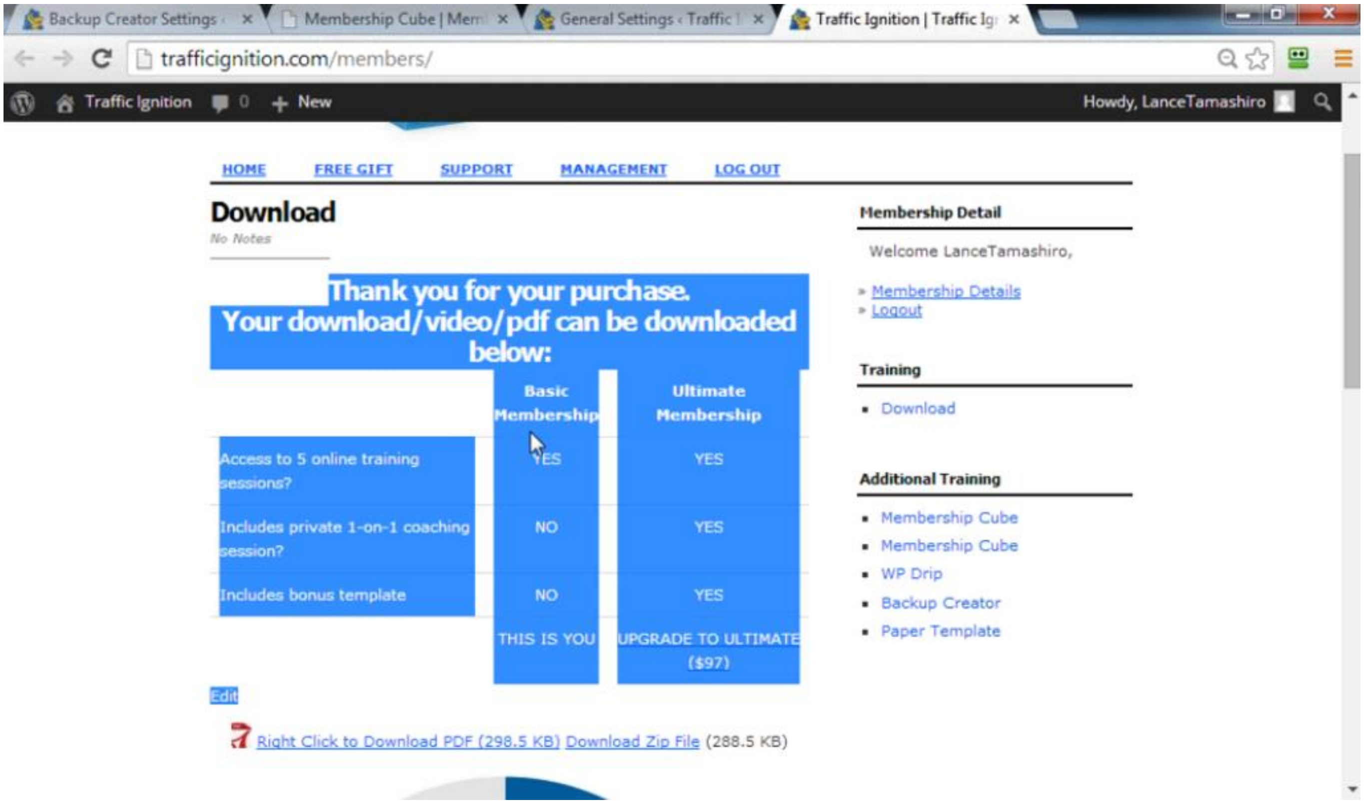
I can do the same with the Login graphic. That one needs to be 300x66. You will do the same thing and then Save changes. I want to see what the change was.

I'll click here on the other tab and here is what my site looked like before I made that change. If I right-click and Reload, we'll see what we did. Just like that, now on every page I go to, I have a header graphic on there. You don't need to know anything, you don't need to do anything, our site is all coming together. This is better than 90% of the download pages that you see on the Internet now, by adding that in. If you can come in here, there are announcement areas that you can have. If you have Google tracking code or some other things that you want in the footer, you can set them in there and that's all you need to know about Membership Designer.

Our membership site is titled, "Just another WordPress site." We don't want that, we want to customize that out of there. I'm back in my WordPress Dashboard tab and I go to Settings, General, you can see it says Tag-line: Just another WordPress site. Let's change this to Traffic Ignition.



Save Changes and click in this other tab to see what my changes are, it says "Just another WordPress site." I reload and now it says Traffic Ignition. You can change that however you want. It shows up at the top and it looks more professional. That's how you customize the look and feel of the theme.



What we've done so far: WordPress, setup the site, ready to go with the Download area. You know now how to make some customizations to it. Let's jump in and look at this Download area and Bonus area that's installed for you. The main thing that we'll start with is what we like to call the License Table. The License Table is in the middle. This doesn't matter if you're selling software or training or a report. You can use this for a built-in upsell and this converts like crazy.

When somebody joins your site, we call this the Full level. When they come in here, they can see what they bought. They might have a PDF report. They don't have coaching, they don't have extra videos or bonus templates. They can see their access. We add an upgraded level.

This upgraded level doesn't have to be software. It can be for templates, it can be for services, it can be for extra videos that didn't come with it. This doesn't look like a typical upsell. One time offer. Buy this, buy this. By adding this in the Download area, it feels less invasive and the people are more willing to upgrade. Plus they know they can upgrade at any time. They get their training and they can upgrade.

License Table

What we'll look at right now is how you customize this particular table. We call this the License Table. It doesn't matter if you're doing services, coaching, it doesn't matter if you're selling videos or software. You can modify this to work for your particular use.

"Levels" were the toughest thing to understand. We could sell five different things in the exact same site. What we have by default is I think the level called Full, so that someone can pay a certain amount and get access to everything in the site. Then we can have another part of the site called Ultimate, where they can pay another amount and they will have access to both things. We can use this site like a multi-product download area in the future and potentially have 10 to 20 different things to sale all in the same site.

That's what tripped me up at first, because I was thinking, if someone is going to buy from me, do I have to specifically say they have access to this post, this post, this download?

No, it's Membership Levels. Like you'll see in a second, there's a Full level, there's an Ultimate level. The levels are in-between parts. Different pages and posts on our site are within this level. People are not buying access to one post or one page, they're buying access to a level. That can means that let's say they're paying us $10 to get access to one little piece, one little thing in our site. Or they're paying $100 and they are getting access to 5 different things at a time. It can be way because of levels.

People can be on one or more levels. A level can have one or more posts and pages, pieces of content inside this site.

Let's figure out how we'll edit this table and start customizing our site. One other thing that I want to point out, since we're going through this now: you noticed we started at the top and we'll edit our way down. That's a great way for you to go through this, so you know, I want this, I don't want this, we'll show you how to take it out, how to put it in, how to edit it for the way that you specifically want. We're starting at the top, working our way down.

We'll work on this area, this Thank You for Your Purchase and this little table her, we'll show you how it works.

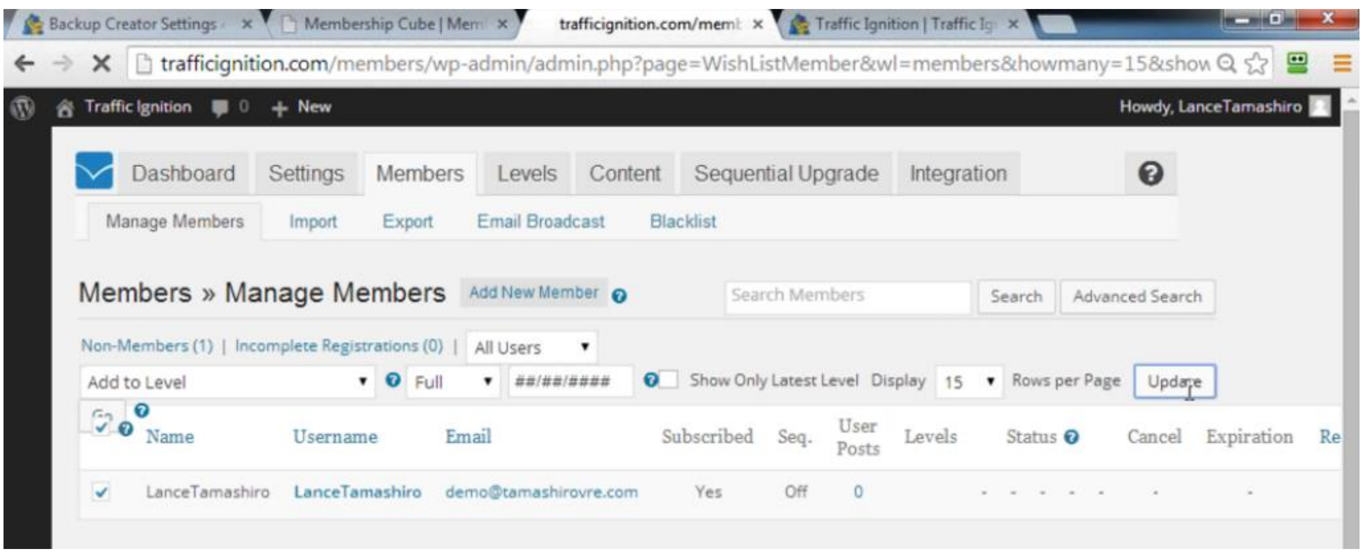
We make fun of "upsell hell", where you think you're getting XYZ for $20, and before you get your download, it says, "Wait, get this for $10." You say, no thanks. Wait, get this for $15. Get this for $30. At the end, you don't even know what you've bought. The way that we do upsells is toned down. They pay money one time. If they want to add-on to their account, they can.

Don't stand in the way between them and their download. They pay the money, they are here, and then this table makes it very clear what it is they have. If they want to pay us more money to get more access, this table will change before their eyes.

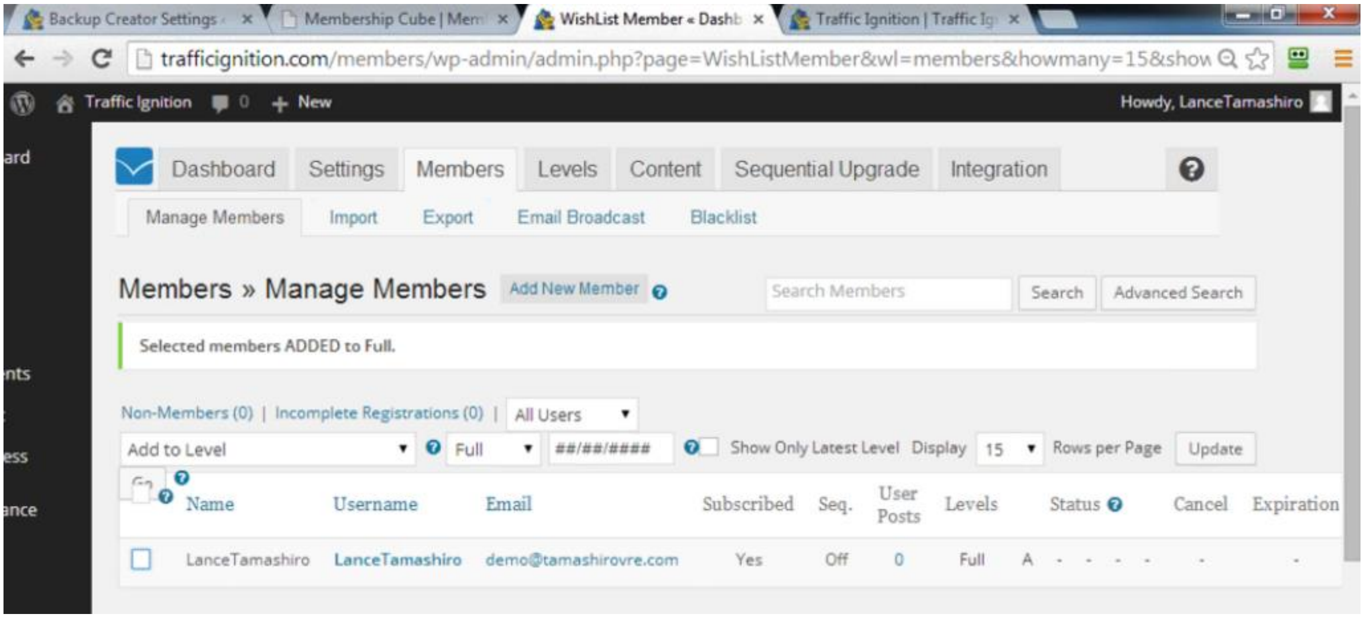
This is the fast-food add-on model. When I go there and I buy a Big Mac, they say, "You have a Big Mac, do you want to add some fries to that? Do you want to add a Coke to that?" I know very clearly what I have and what I don't have. I know how to upgrade, it's an extra $97. I have the combo, rather than only the thing that I went there to buy. It makes it easy to watch.

Edit the License Table. In order to do that, I will firstly show you levels. I will show you how to add them yourself, so you can test this. To edit that table, go to the left-hand side of your WordPress Dashboard to TablePress. Select All tables, we'll choose the License Table and select Edit. We will edit the License Table in TablePress. You think of it that way. Then we'll go to the Table Content area. This is the only area that you want to change or edit, and we'll edit the content to match our offer. We might have more things, we might want to change the wording, we might want less things in our table. I'll show you how to do all of that. With a few clicks of a button, we can add or change or modify information. Let's do that. Let's check out our Download area and let's customize it for ourselves.

I'll go back to the membership site we setup as a clone. We are creating a product along with you and selling Traffic Ignition. We have this Download area. I have the tab where I can see the changes I make and what they look like. I'll go to my tab that is the WordPress Dashboard. If you get lost, you can go back to TrafficIgnition or your URL.com/members/wp-admin. that brings you right back to managing your membership site.



Go to Wishlist Member, Members. Make sure we are on a level. By default, our administrative level user, that's us, is not on a level. Check the box by our name and select Action, click the drop-down, select Add to level. It will add a drop-down that says Levels. Select the Full level. The Full level is the basic membership level. This is what we'll sell on our sales page, that we will setup in Module 3. Select the Full level and click Update, here on the right, and watch what happens.

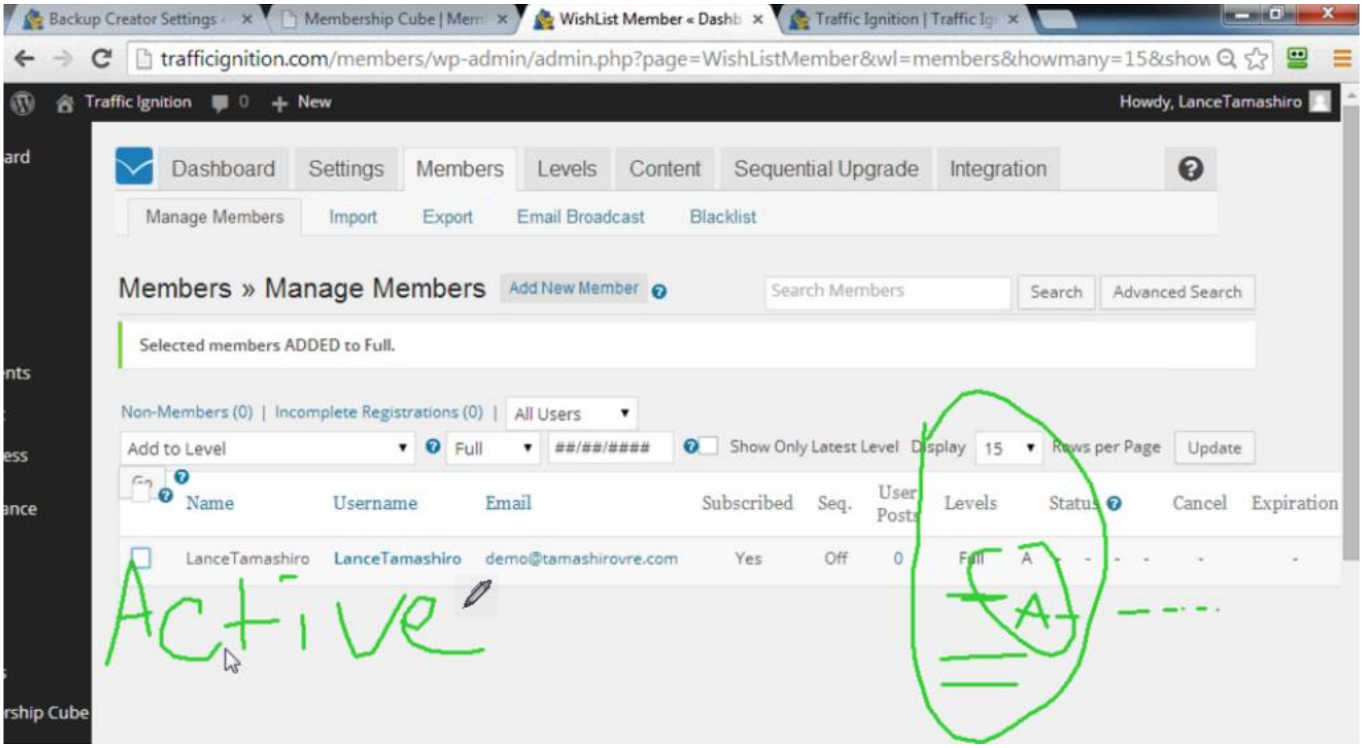


It didn't add us. I wonder if it has something to do with resizing this screen or something.

Click Add to Level, Full and Go. There it goes. Then it adds us to this level. Click next to the name, you select Add to level, you select the level you want, the Full level, and Update. There you can see it, next to the user, this level is on Full and A means active on the level Full.

This member has access to whatever we'll be selling on the sales page, which is the basic membership at this point.

If this person ends up joining Ultimate, bellow this it will also say Ultimate and it will have an A next to them as well. If they were on something else, something else, so we can easily see in this list. This person has bought all these different things within our site. The other thing that tripped me up a little bit was the "Active" display. I am sure we will get into it, but if someone buys from us, they are Active on a level. They paid for Full, they are member in good standing. That means they paid us money, they didn't refund, they have access to what they should have, they have access to what they paid for.

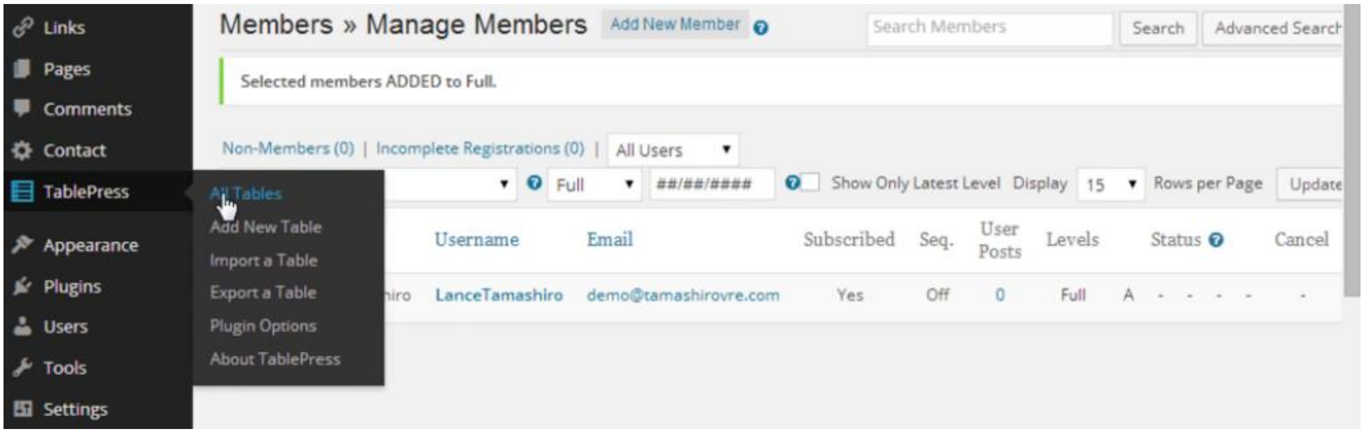


Potentially, we can check this box and say I want to cancel from Full. This is where I have a little bit tripped up, because I was like, "What if I want to take this person from the Full level?" I want to delete it.

We still want to have a record, we still want to say, "This person bought Full in the past, but then they went and refunded their money." That's being on a level, but being canceled from that level. That would happen if we did it manually, if we checked the box and say Cancel Lance Tamashiro from Full, this A will change to a C for Canceled. If they refunded, this A will automatically change to a C. I'm sure it will come into play later, but if we're ever going through and we say, "What's this A and what's this C?" That's the difference. You can have someone on a level, but if you want to have a record that they were on this level, but they refunded, it will show Full, but with a C instead of A. A is for Active, C is for Canceled.

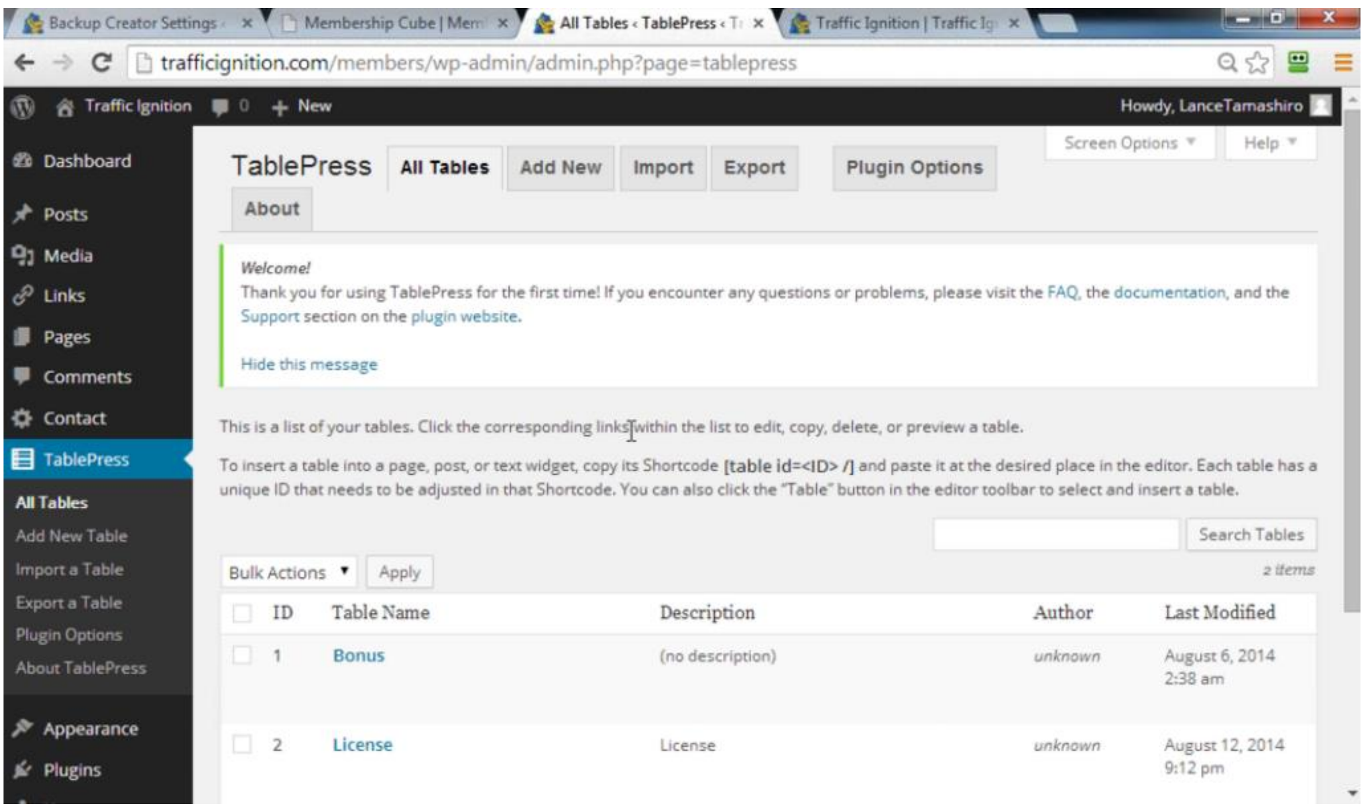
We're not at the PayPal buttons or sales pages. We simulated somebody buying from our sales page.

If somebody is on Full, they bought off our sales page. The switching to Cancel, if somebody doesn't make all of their payments when we get into the multi-payment type of sites or, in the single payment, if somebody refunds, PayPal and Wishlist Member, by magic, automatically turns this on and off for you.

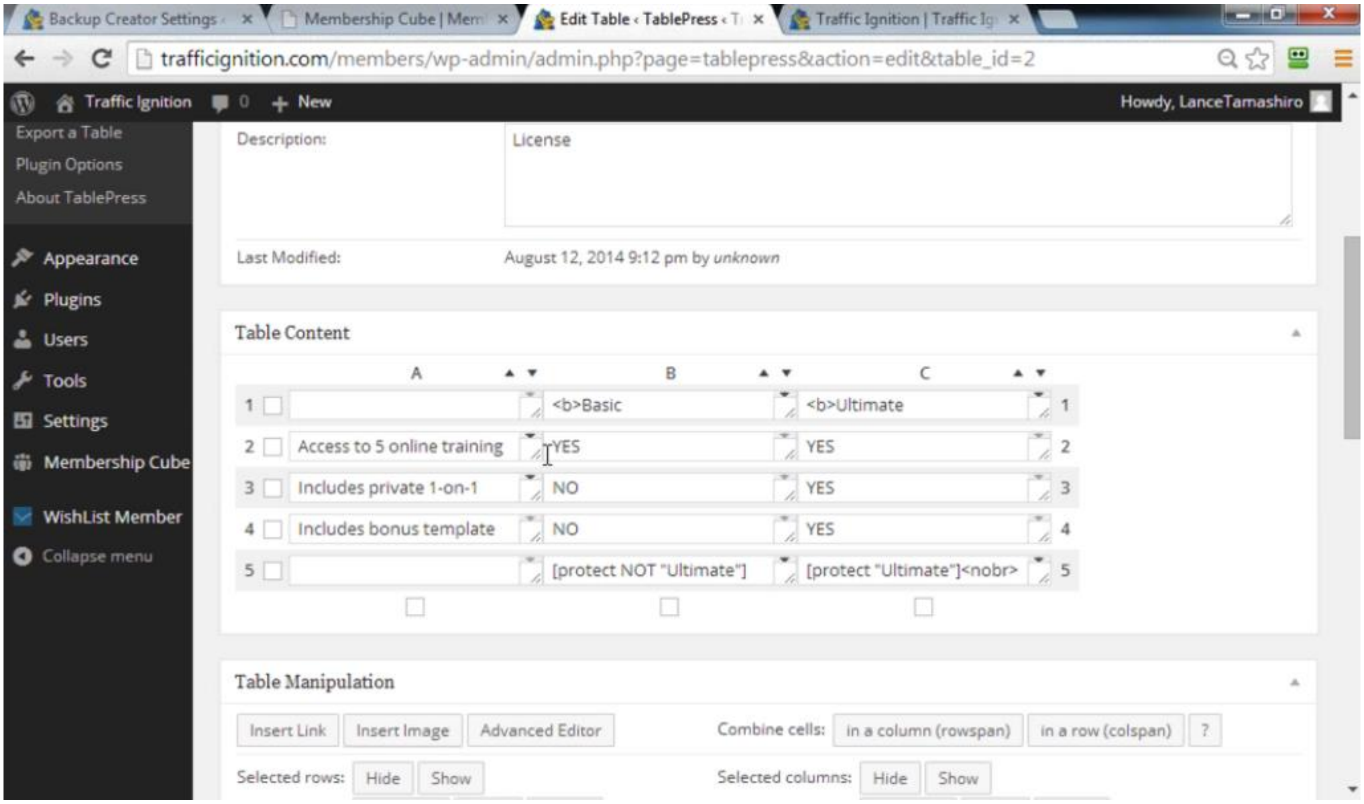


In the future, you will see this when we get to that point, that it all happens automatically for us. We simulated somebody buying and, if we refresh, it should look the same. They are on the basic level and ready to go.

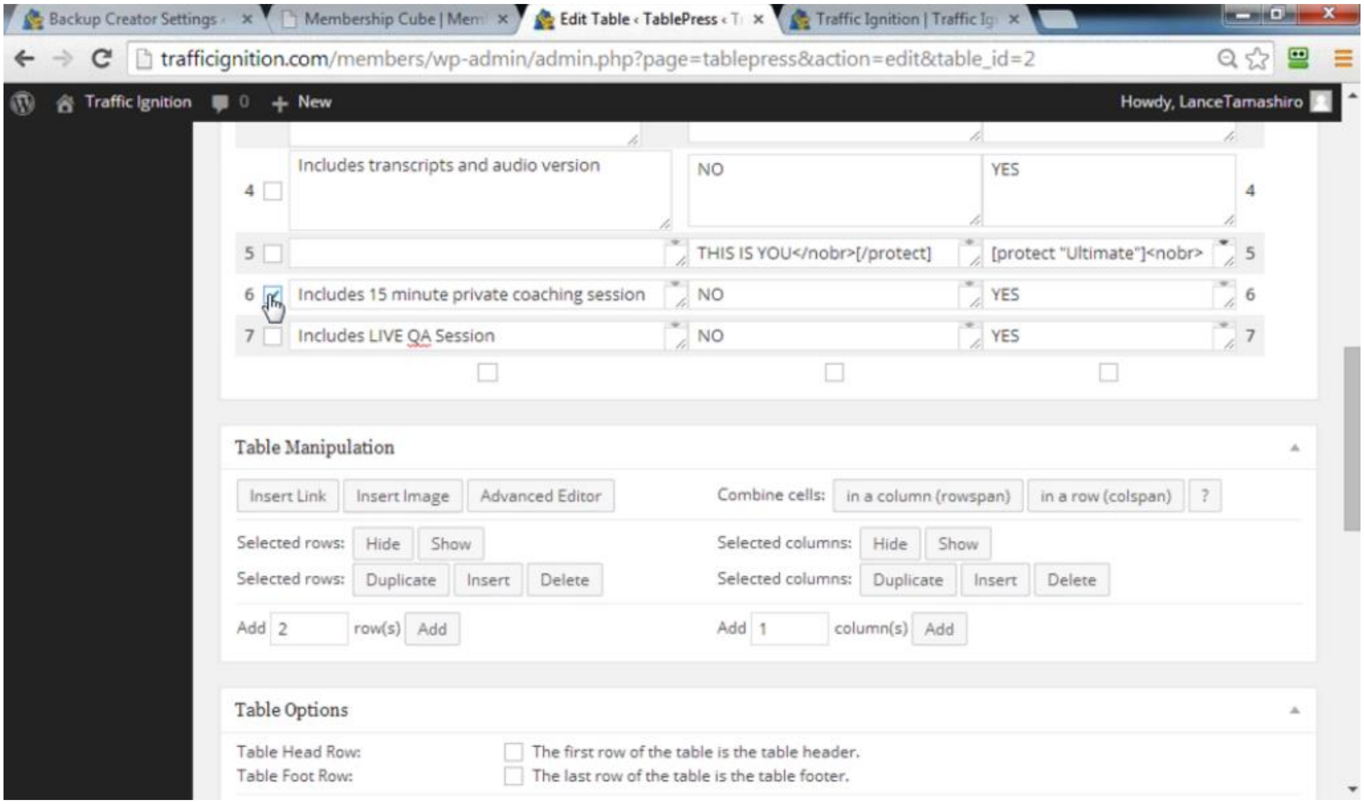
Change up this table. Go to our WordPress Dashboard and look for TablePress on the left sidebar, All Tables. Edit the License Table. I'll hover over this and click Edit. Edit the License Table. The only part that we want to look at is this table content part.



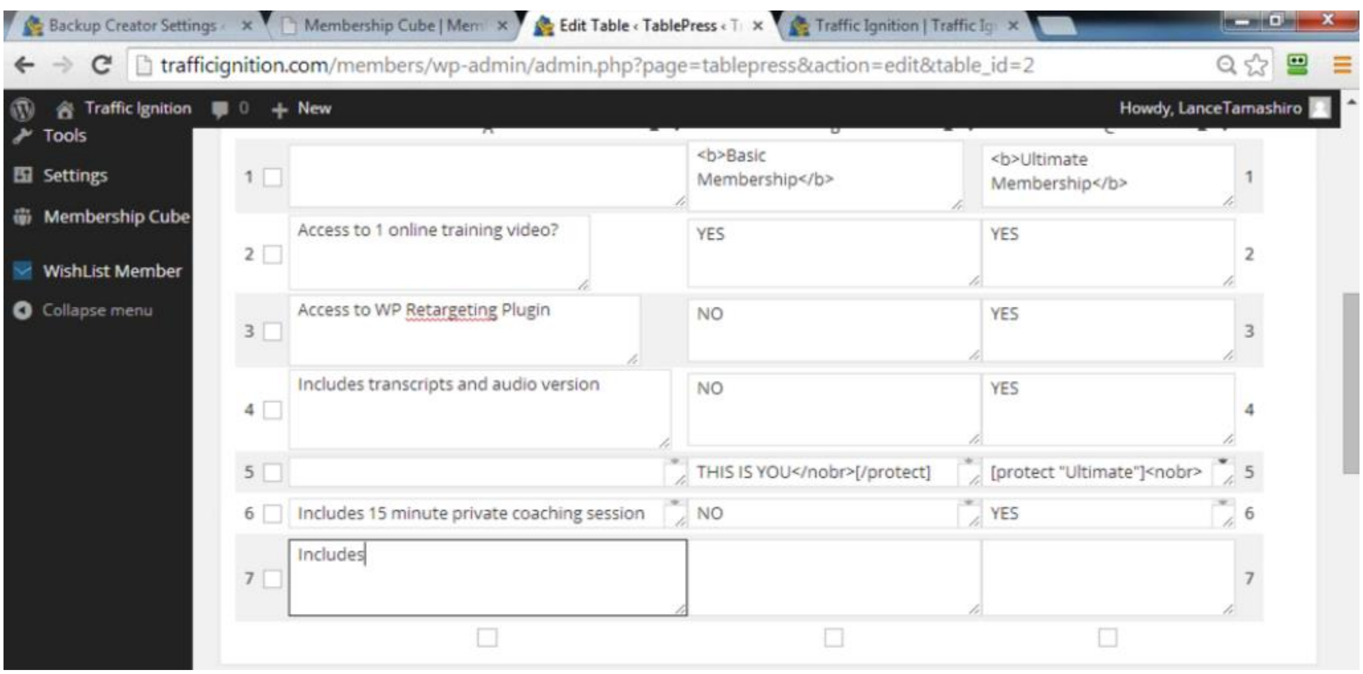
You can expand this, so you can see how it looks. Maybe we want to access to one online training video. Check out what this does. We have access to one online training video and we can see up here it has Basic membership and Ultimate.



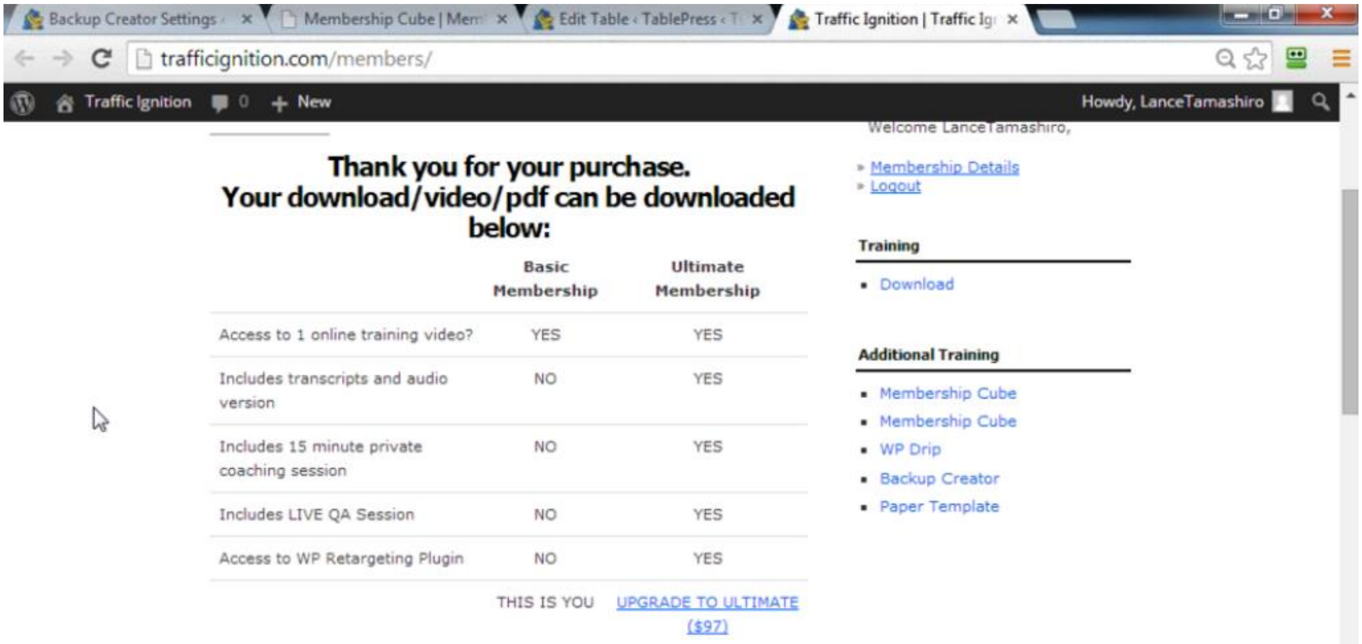
They both have access to it. Let's say Access to a WordPress Retargeting Plugin. We'll say the Basic membership doesn't have it, the Ultimate does. Then let's say: Includes transcripts and audio version. Basic doesn't, Ultimate does. Scroll down and click Save Changes. We've saved that. If we reload it, it's starting to change up here a little bit. You can see the difference.



Let's say we want to add in a new row. We want another thing in here, let's do this. See where it says we want to add more rows.

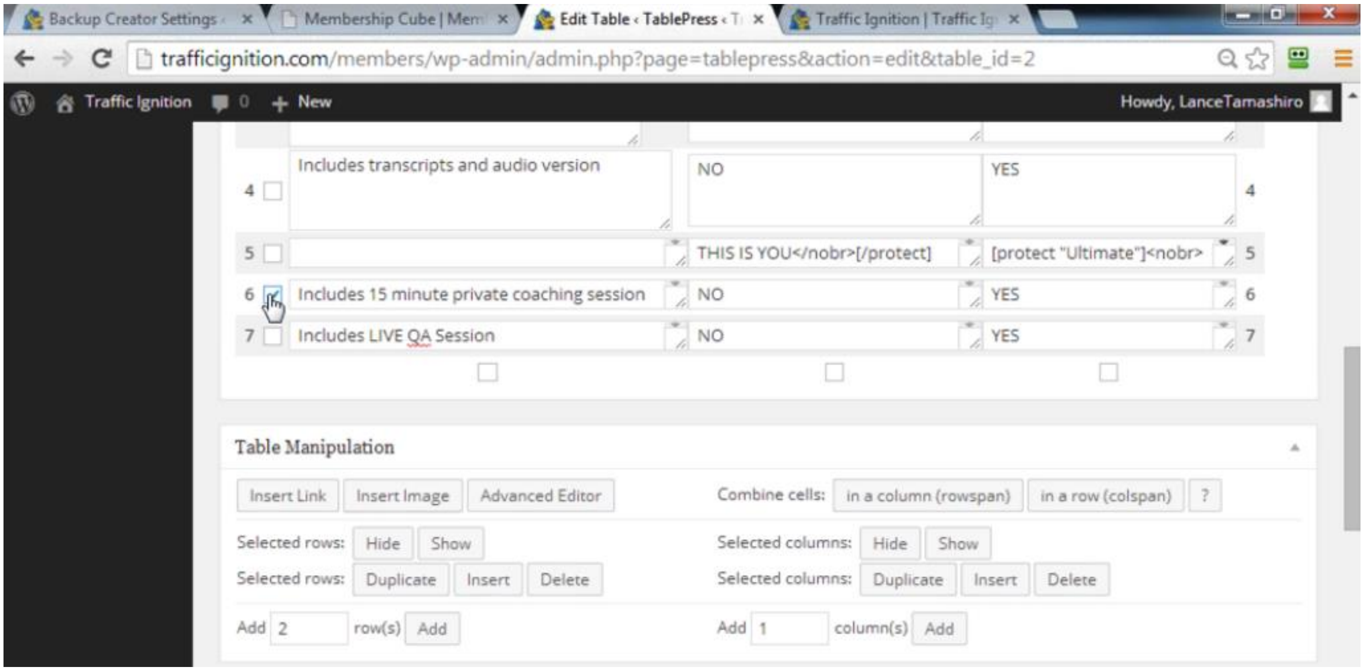


Rows are these things across, columns are these things down. We don't need to add any column, we want to add a row. Let's say we want to add two rows. Two more things are happening. Go to "Add 2 Rows", click Add, and we have these things, but they are bellow. Let's see what it looks like, what we have just did. Click Save changes and you can see, it's bellow where we wanted. Let's refresh, go to Reload. You can see these rows are below us.



Let's edit them anyway and see exactly what they look like. Let's say, Includes 15 minute private coaching session and No and Yes. Includes live Q&A session, No and Yes. We have an offer. If we didn't have this plugin, starting with the idea we'll have one training video, we have something we can upsell people to. I'll click Save changes and let's look at what we have now.

We're getting there, but we don't really want this bellow, we want it up above, so it will all make sense. Go back to our table and we want to take 6 and...



We can rearrange this however we want. I want this plugin on the bottom. I can change this up any way that I want. Cick Save changes and let's see what our table looks like now.

We use two tabs and make very small changes. We've seen people in the past spend an hour customizing their table and then, when they look at it, they say, "It looks totally wrong." They have to go back.

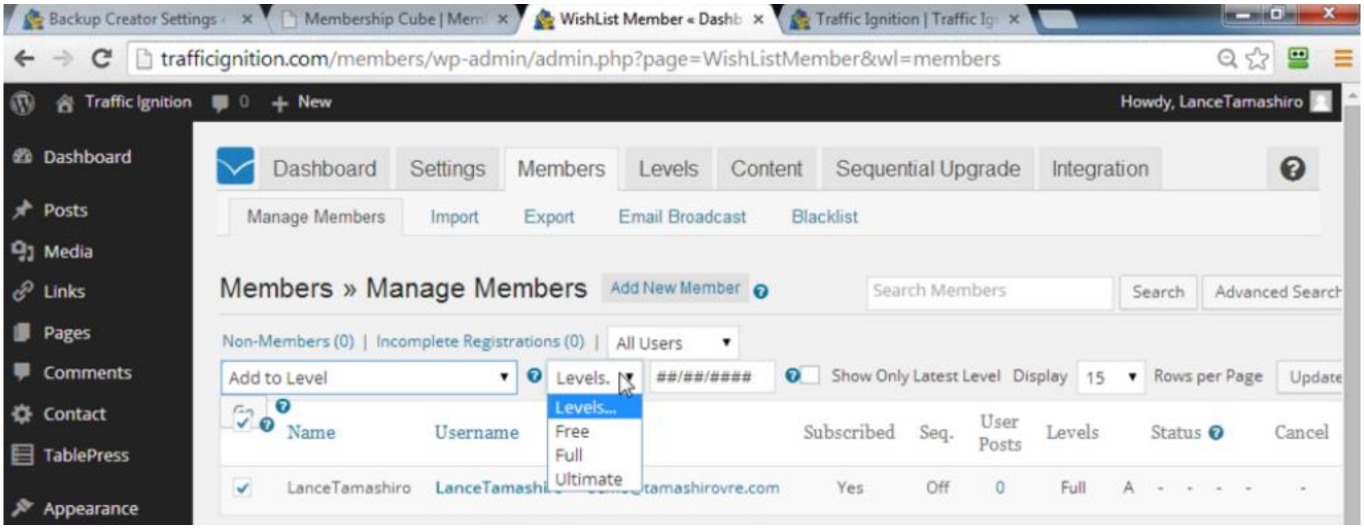
They can see, 10 minutes in or 40 minutes in, they did something wrong. In this way, we can say, let me make a couple of quick small changes, then I can go back to the other tab and refresh, and so far so good. It's never the exact way we want it right out of the gate. We can change a little bit, we added this row, we dragged this around and make little baby steps, very small changes to get to where we want to go, just little guess and check.

The smaller the changes, you will know where is the mistake that was made. We see so many people causing themselves headaches and have to start over because they tried to change it all at once. We do one thing at a time.

The next thing I'm looking at is if they click Upgrade to Ultimate. I came in, I want to upgrade to Ultimate, I click it, that takes me to PayPal. I want it to be my PayPal, as I want them to be able to buy something.

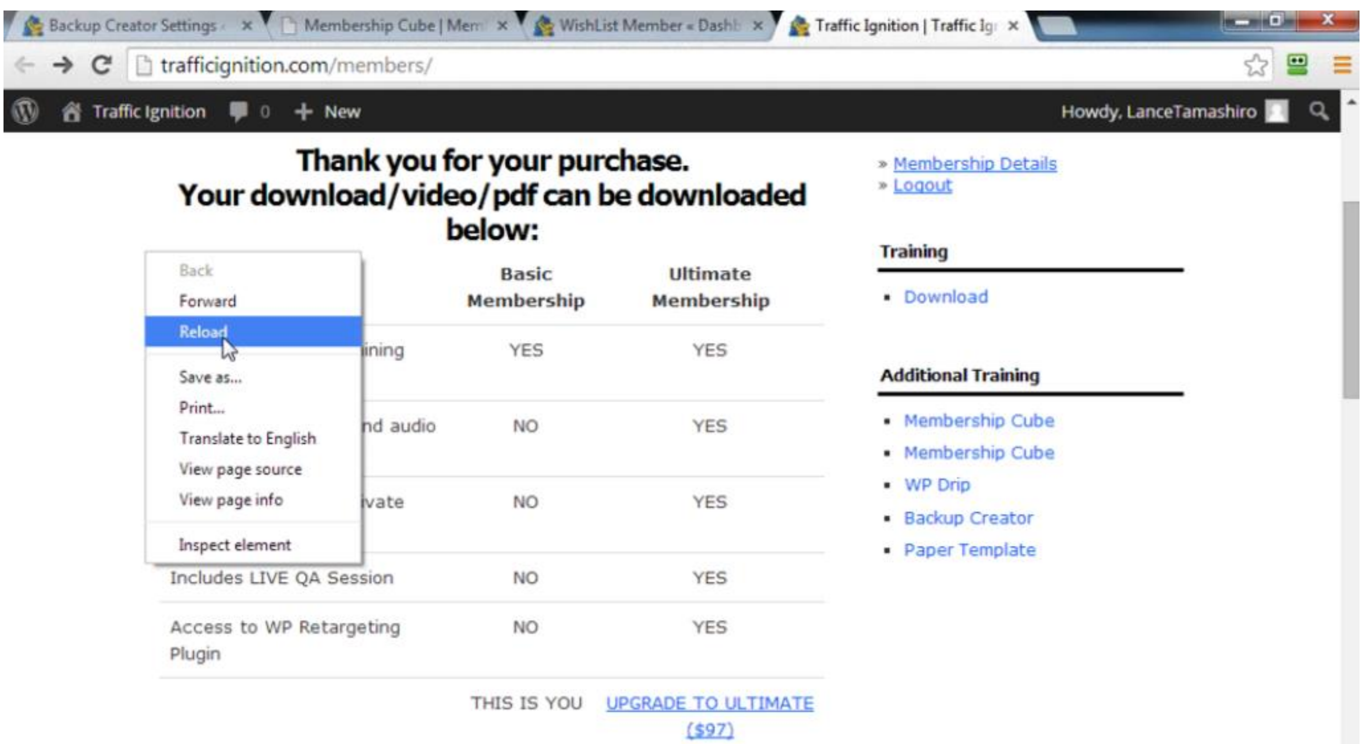
I'll click back, and the first thing I want to show you is: let's simulate what happens if someone upgrades. We'll pretend somebody clicked and I want you to notice there are two downloads, and then this starts, and then it says this is you.

Go back to our member's area. Look at the bottom row. It says Protect Not Ultimate. I don't know what this means. It means they are not on the Ultimate level, they are on the Full level. I wouldn't even mess with those, let me show you what happens.



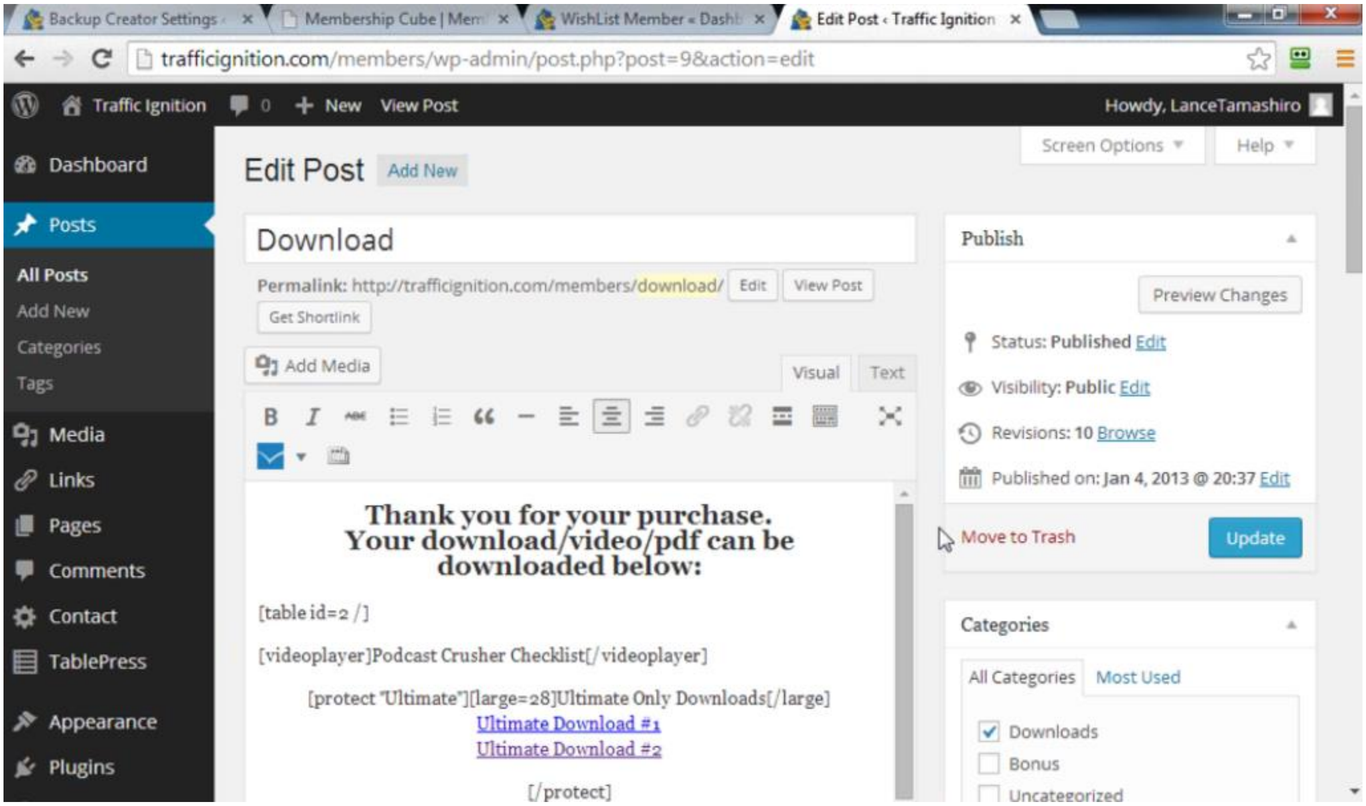
Go to Wishlist Member, Members. We want to simulate that somebody bought through our upgrade link. In order to do that, remember we said Full is what we are selling in the main sales page. If they buy the upsell or upgrade, they will go on the Ultimate level. I will check the box here and simulate that I bought that, so I can see what it looks like. I'll go to Add to level and Ultimate. I will make this smaller, because I think the CSS is messing up here and that's what is stopping us from adding it. Look what happens.

I'm on the Full level and the Ultimate level.



I want to see what that did to my membership site. I go back to my site. This is me on the Basic, now I refresh, because I'm on the Full and the Ultimate level. Watch what happens. Just like that, now it says this is me, so I know that I have everything. The Buy button went away, because I already bought it. I've magically got new bonus downloads. Just like that, being on different levels I have access to the things that I want and/or don't want. I'll show you how to edit those.

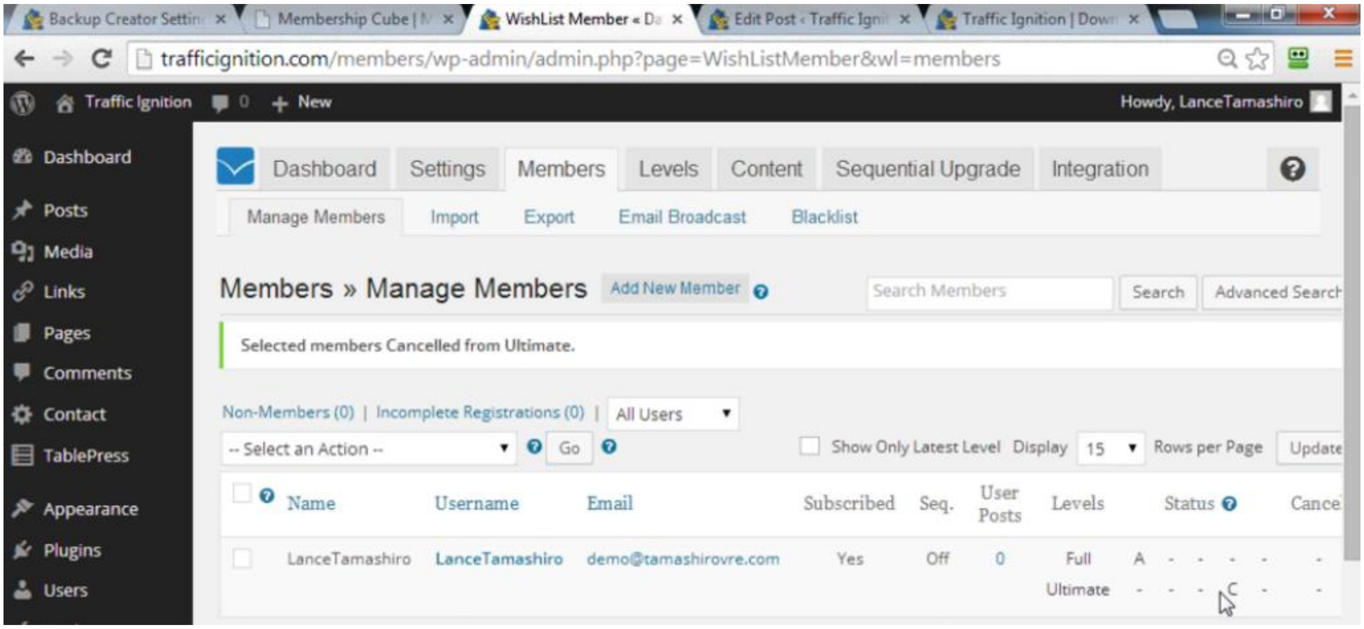
We need to be able to edit this. I will do something different this time. I told you I was normally in different tabs. This time, I'll do it a little bit different and I'll click where it says Download. I want to edit this page, because I want to change this. I'll go to Edit Post.



If you're on the front page, you're not going to see that Edit Post link. Click through to one of those sections and the Edit post link will appear at the top. I go to our membership site and I'll say, "I want to edit that post, where is it?" You have to click through, click the title, and then that Edit post will appear.

If you don't want to do it in the way I did, alternately you can go to your WordPress Dashboard, go to Posts, All posts and then Edit this Download post. Two ways to get to the same place. That's a quick way to get to it if you're there. Thank you for your purchase, your download video/PDF can be downloaded bellow. I'll put, "Thank you for your purchase. Your video is below." I can edit that. This table equals two. If I delete that, what do you think will happen? My license table will go away.

I'll go to View Post and I want it to be in my test window. Right-click and Open link in new tab. You can see it's loading in the new tab. I have this edited, I have this table that switches back and forward, depending on what level I'm on, and I have Downloads that show I'm on the Basic level and Download that show only if I'm on the Ultimate level.



Let's say this person refunded Ultimate. Go to Select the user and we'll simulate the user refunded Ultimate only. Cancel from level. Cancel is the same as refund. We'll say from level Ultimate. Let me make this smaller and click Go.

It says I am on Full, but I'm canceled from Ultimate. Let's see what happens in our member's area. It says "This Is You" under Ultimate. I have these Downloads and this Ultimate only Downloads. When I refresh, check out what happens: now I only have access to these and I don't have access to the bonus Downloads.

That's how we setup our table, so we can do an easy soft upsell or an add-on sale. We have our download area. Let's figure out how to integrate and edit up this button.

Integrate PayPal Payment Button

The first time you see it, you say, "that's a lot of steps." Luckily, they're very straight forward steps, it's easy to see, I'm on Step 3, I need to go to Step 4. There is almost no choice but to go on through the steps. After you do it once, it's quick and easy to repeat.

The first time, it looks like there are twelve steps, but it's just a matter of copy this to this, to that, type this in the field, click that and generate the button. This will end up doing this: they are in the member's area and they click that link and they get sent over to this site called PayPal, which takes their credit card details.

We don't want to take that directly, we want PayPal to worry about that. Once they pay via PayPal, they're sent back to our site. Then they will log back into the site, and it will apply that new purchase to their account.

Let's say they buy from us, they have a Full account. Then we have the PayPal link or button that is for them to pay $97 to add the Ultimate level to their account. We'll go to PayPal, they'll pay the $97, they will get sent back to our site, it will say, "Which account do you want to apply this to?" They log back in and now that account is on both the Full level, which they were already on, and now the Ultimate level, which they now paid $97 for.

In the future, if they refund, PayPal will magically call home back to our site and they'll keep their Full level purchase, but it will cancel their Ultimate purchase. Most of these steps are to make sure that if they ever go out and refund, it automatically does it on the membership end of it and it saves us the trouble.

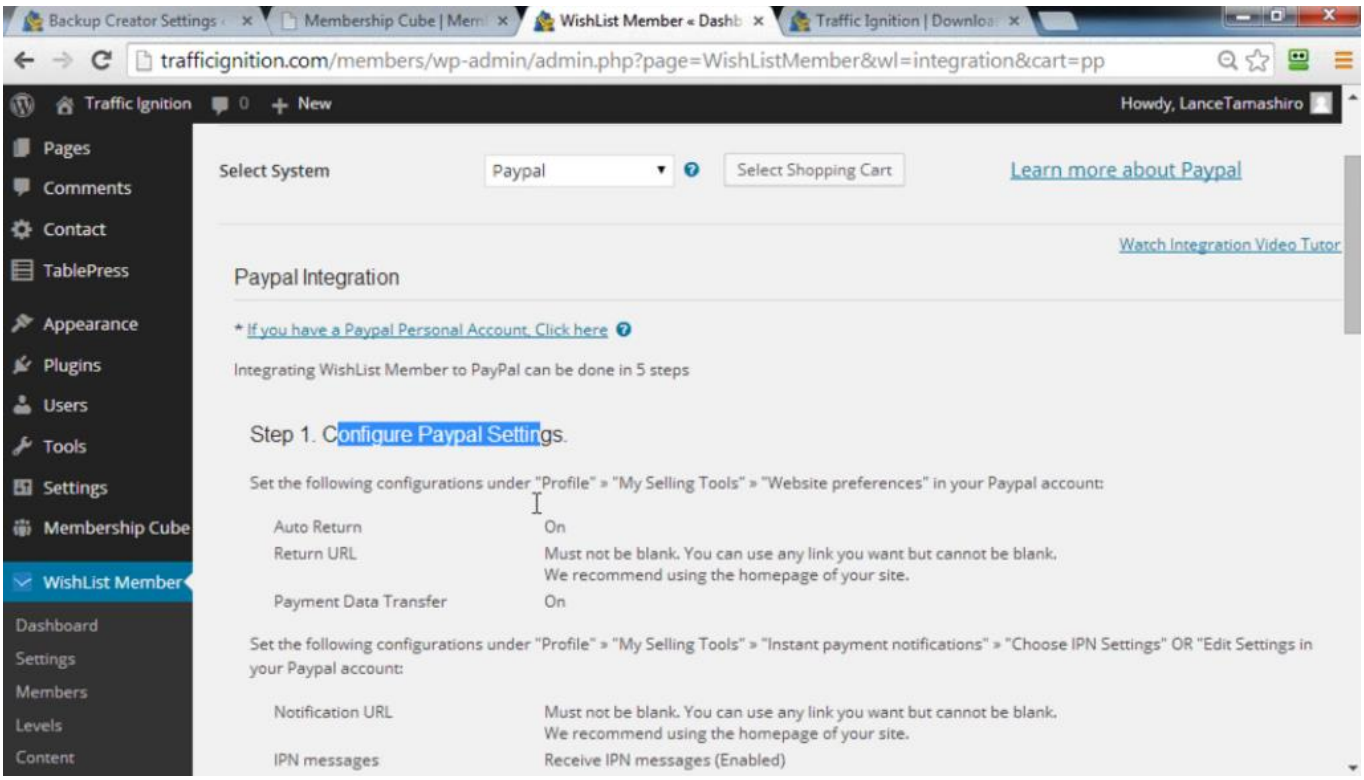
This is the most technical tasks in this course. You only have to do it one time. Once you get this setup the first time, it's a breeze to do this every other time. To integrate PayPal, we only have to set this up once and then we create buttons whenever we want. Go to Wishlist Member and to the Integration tab this time. Once we get there, it will ask us to select the system. We'll select PayPal. Then click Select Shopping cart. That will drop down a whole bunch of instructions for us to follow only once, in order to integrate PayPal with Wishlist Member.

This will have us login to PayPal, we'll have to enable the thing called Auto Return and PDT. What it means? Don't care. Then we'll take that token and we'll paste it in to Wishlist and we'll create a button, using their settings. Then we'll create our upsell button. We'll create this upsell button so we know how to create buttons and we can finish our Download area and get it ready to make some real sales. Then we'll show how to test the button using the "penny test." We'll add that button to our License table. Once we do that, we know that's working and we can edit the Download area a few more times. Let's dive in and do it.

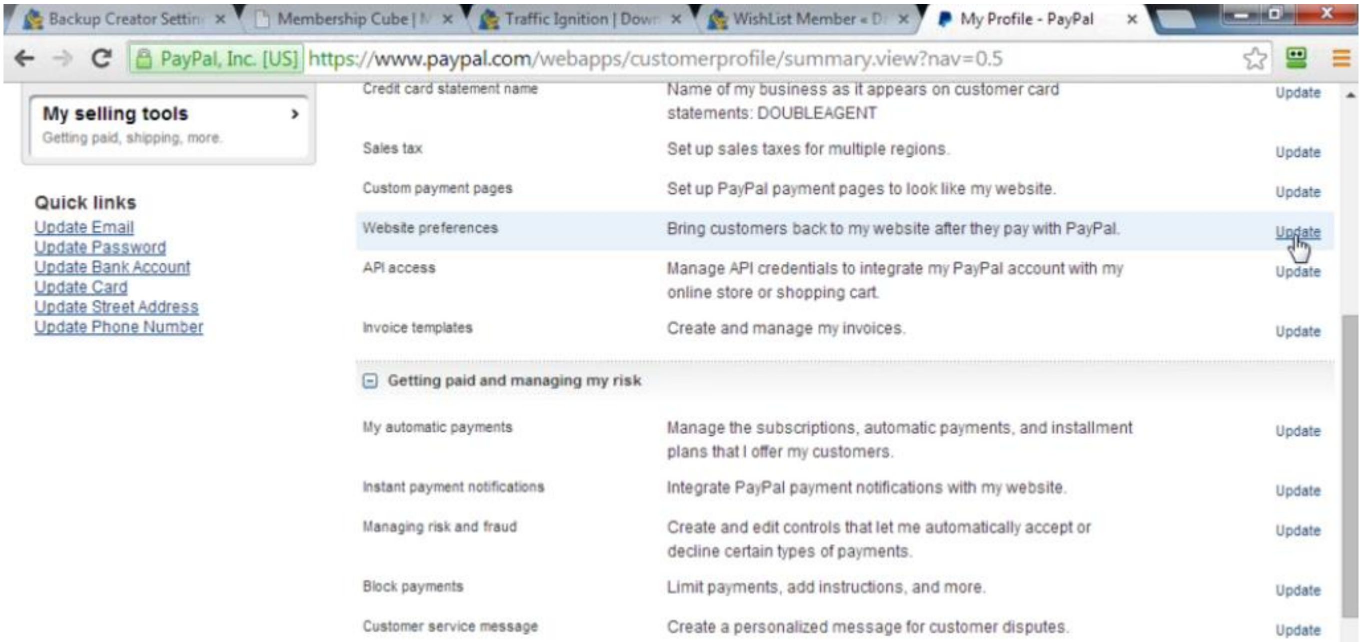
I'll go back to our membership site, our Download area. Let's get rid of some tabs. I know we have this guy canceled, so I'll remove him from that level altogether. I'll go to Remove level and the level I want to remove him from is Ultimate.

You're erasing any record that he ever was an Ultimate member. Pretending like he never bought.

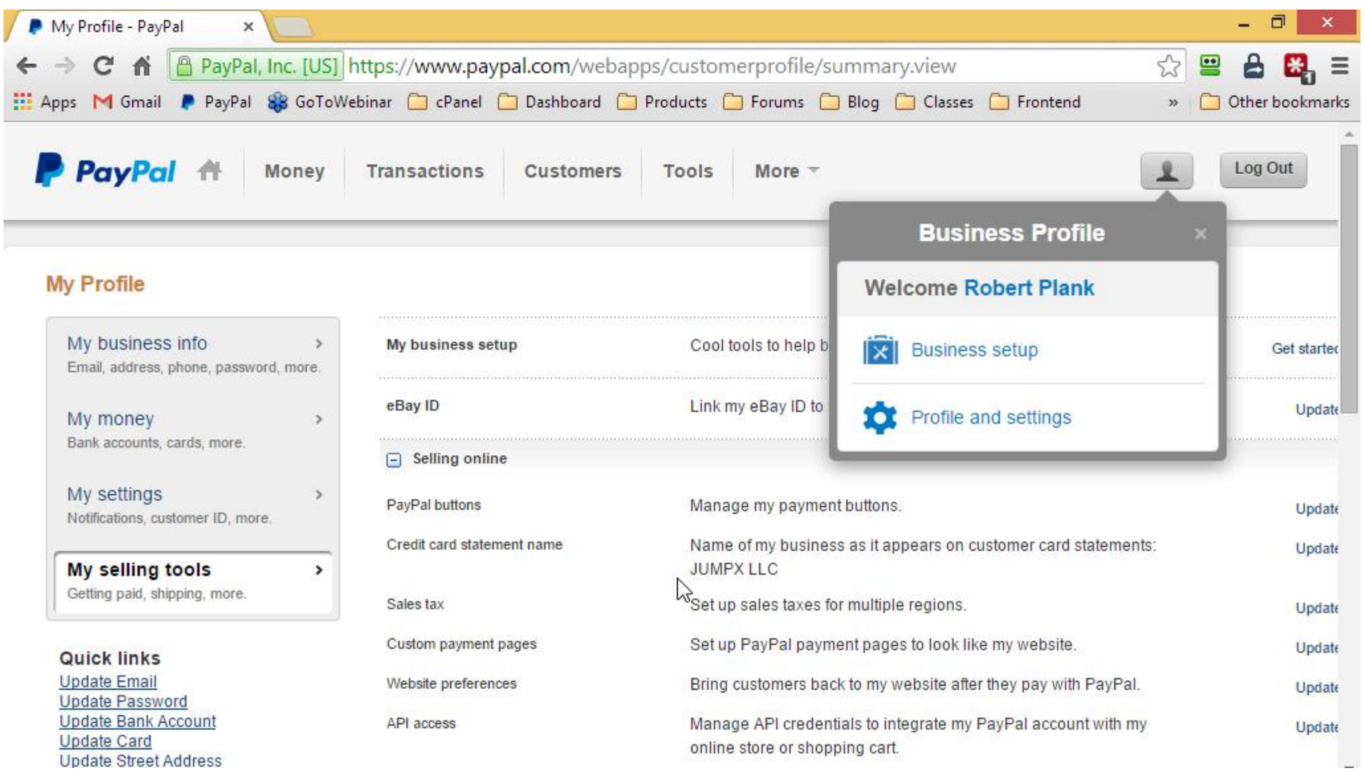
That's a big difference. If they're on a level, but they canceled, it's like they refunded, but this is as if they never bought in the first place.



Go to Wishlist Member and the Integration tab. If you ever need to go to your Wishlist Member, it is underneath your Membership Cube Plugins, click Wishlist Member and Integration, up here at the top right. Integration and then it says select a system. We will select PayPal and click Select shopping cart. Integration, Select system, PayPal, Select Shopping cart. Then it says: configure PayPal settings.



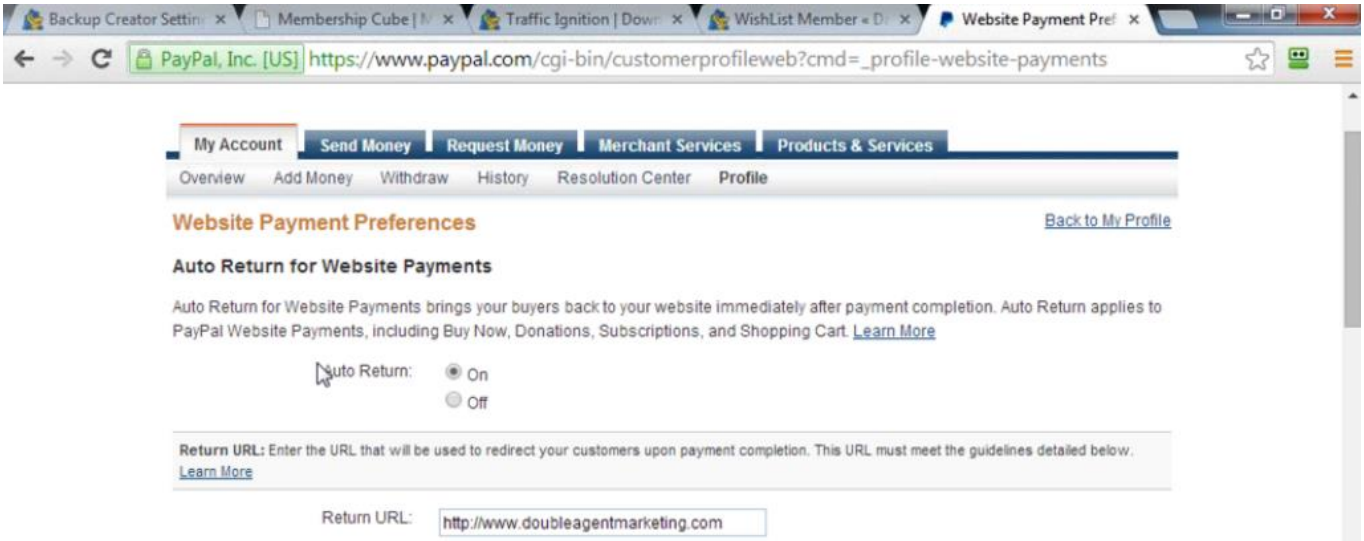
Login to PayPal. We'll set the following configurations under Profile, My Selling tools, Website Preferences.



If you don't have a "Profile" tab in your PayPal account (this is only the case with some accounts), find the "head" icon on the top right, Profile and Settings, and you can find the My Selling Tools section.

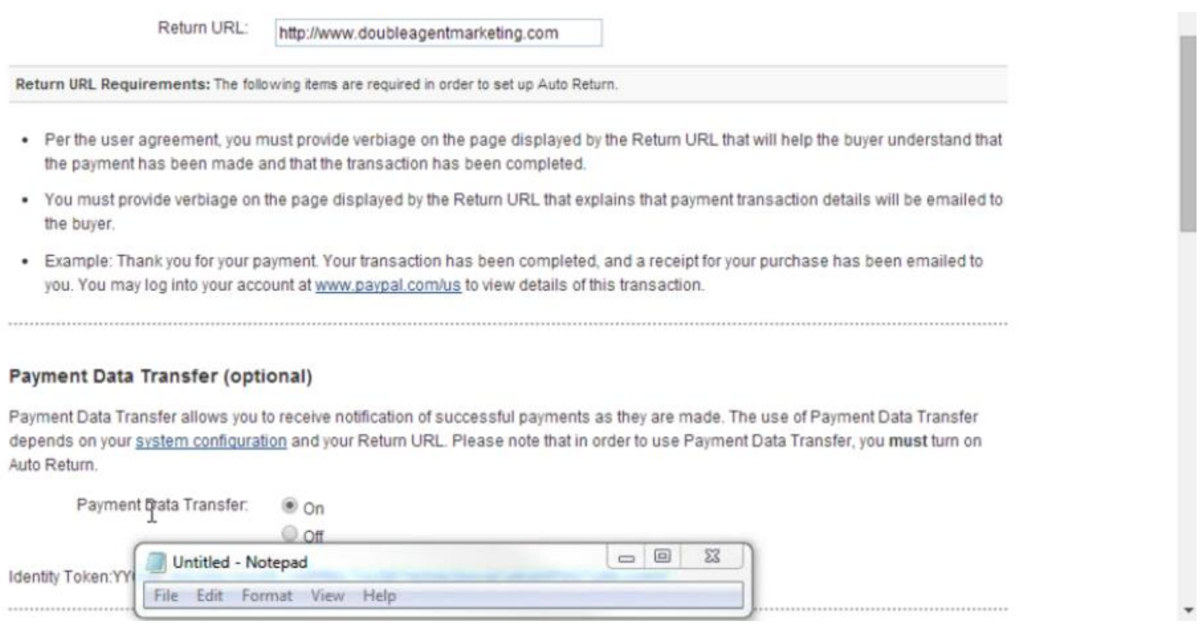
Set Auto-Return to On, return URL must not be blank and Payment Data Transfer on. Here is what I would do first. I would login to my account, find Profile, My Selling Tools, Website Preferences.

I've already logged in to my account. Always put these things in multiple tabs, so you can switch around. We'll go to Profile, My selling tools, Website preferences. When I login at the top, it says Overview, Add money, Withdraw. Go to My account, Profile, My selling tools, on the left. Profile, My Selling Tools. We need Website Preferences.

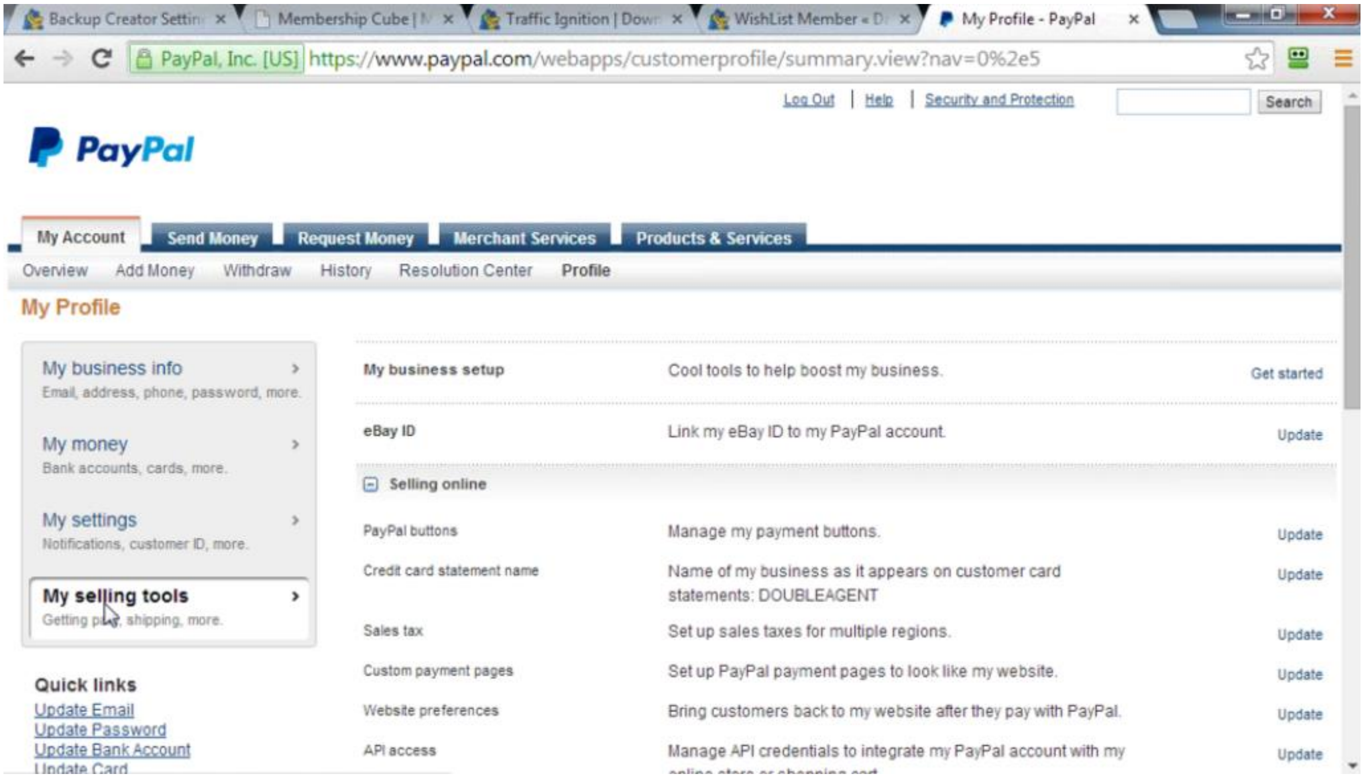


Website preferences, there it is. Click Update. It will take you to the screen that says Website Preferences.

It tells me to make the following settings: Auto Return On. Where it says Auto Return, you want to make sure it is On. Then it says, Return URL. It must not be blank. A lot of people get tripped up on this. You only have to set this once. It doesn't matter if you have ten different membership sites or one. You only have to do it once. You can see in our Return URL, even though we're setting up a site called Traffic Ignition, this is set to a site called doubleagentmarketing. It's a URL that you own. Set that up there and enter in any URL you own. Auto Return, any URL that you own.



Make sure "Payment Data Transfer" is On. Once you turn that on, you'll get this field that shows Identity Token, that will have this long number. That is when you'll know you did it correctly. You turn Payment Data Transfer On and Identity Token will show up. What does all this mean? I have no idea and I don't worry about it ever.

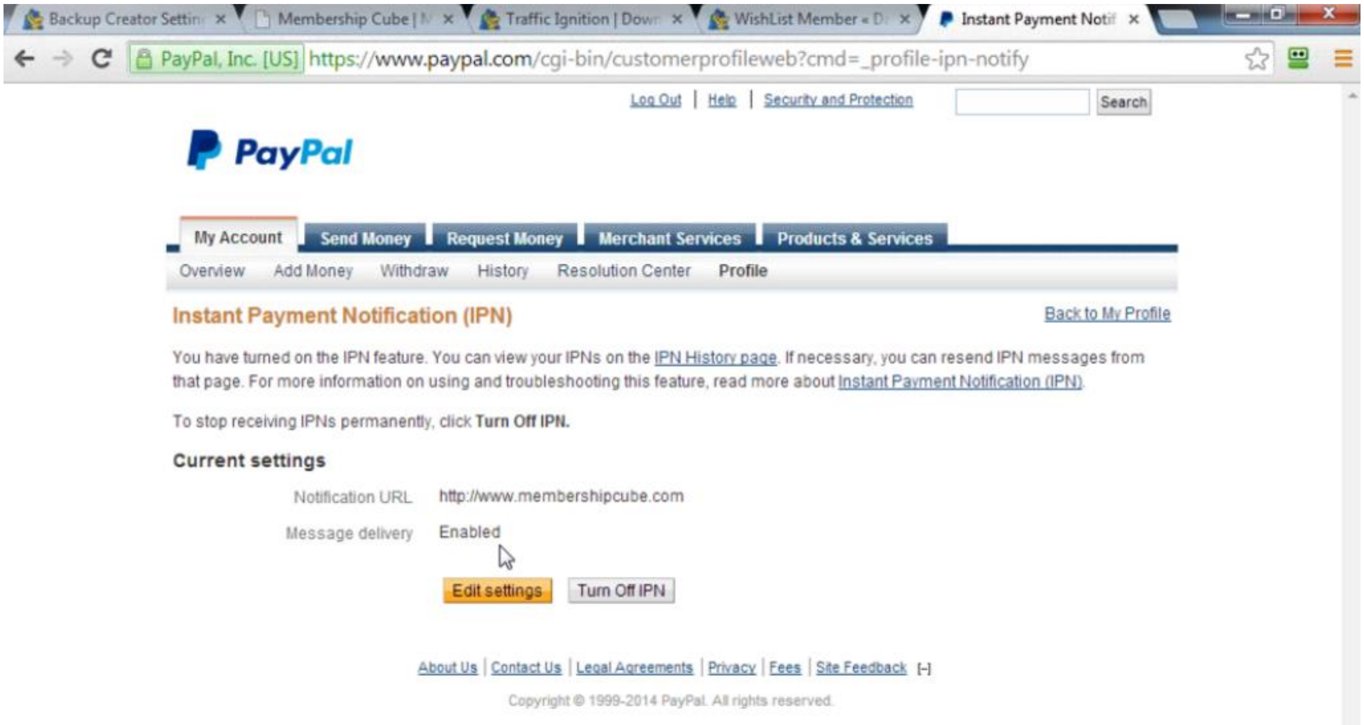


We have that setup, let's see what the next instructions from Wishlist are. It tells us to set the following configurations under Profile, My Selling Tools, Instant Payment Notifications.

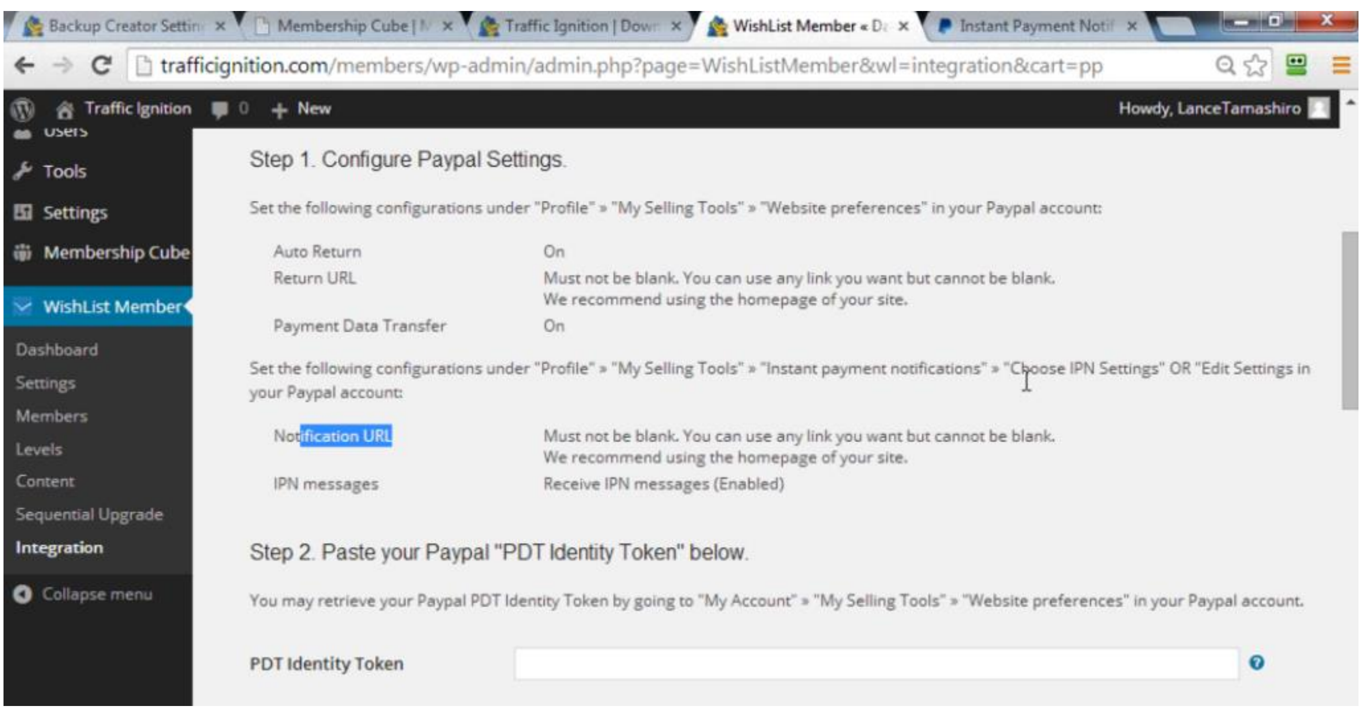
Go back to our site and to Profile, My selling tools. Go back. This time, we're looking for Instant Payment Notifications. Click Update.

We're on this screen that says Notification URL, must not be blank, use a webpage. We have already entered this in and it's enabled.

If this wasn't enabled, you would click Turn on IPN and you would enter in any website. This is a different one than doubleagentmarketing.com and it's different than TrafficIgnition.com. What's important is that you have something you own there and that you have message delivery enabled.

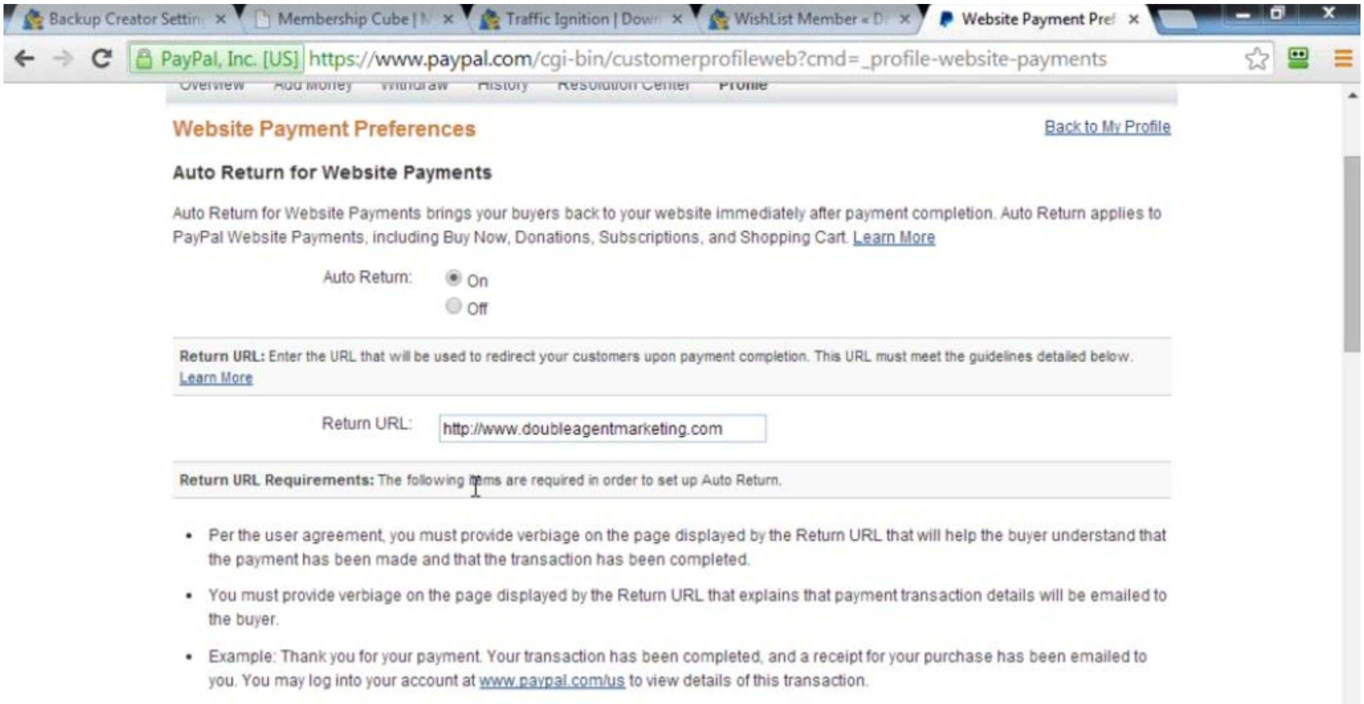


Once we have that, it says: Step 2: Paste your PayPal PDT identity token. We turned that up there. To retrieve our token, go to Profile, My Selling Tools, Website Preferences.

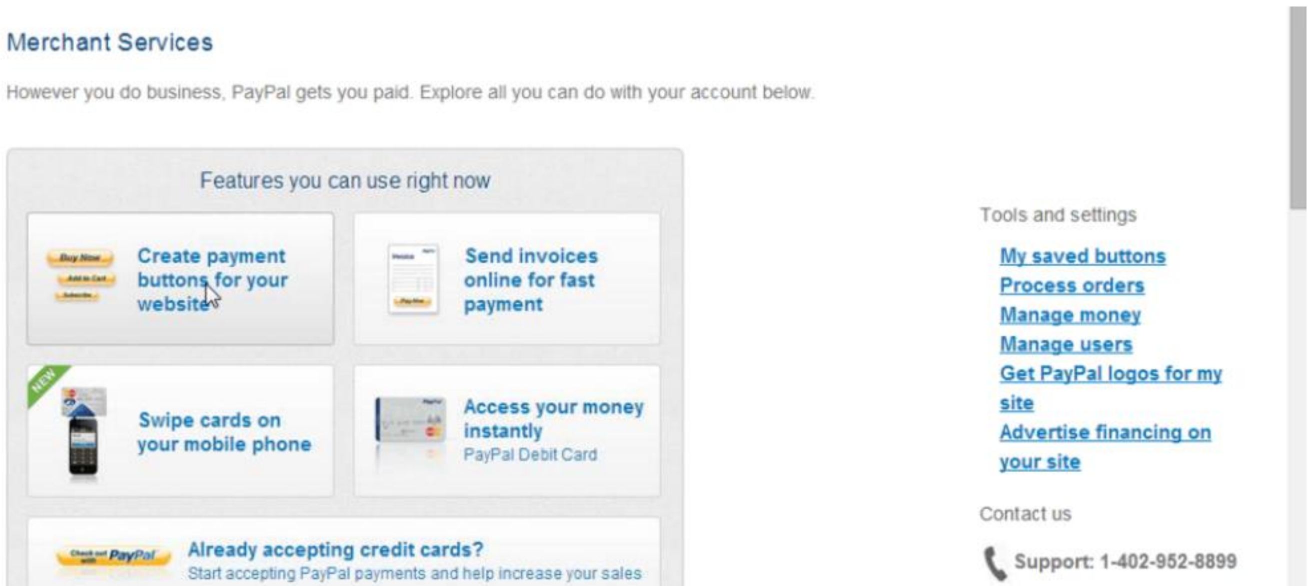


We want Website Preferences. Click Update. I'll grab my PDT token with a right-click, Copy and Paste, and paste it into that area in our membership site. We'll copy this, right-click, Copy, go back to our website where it says

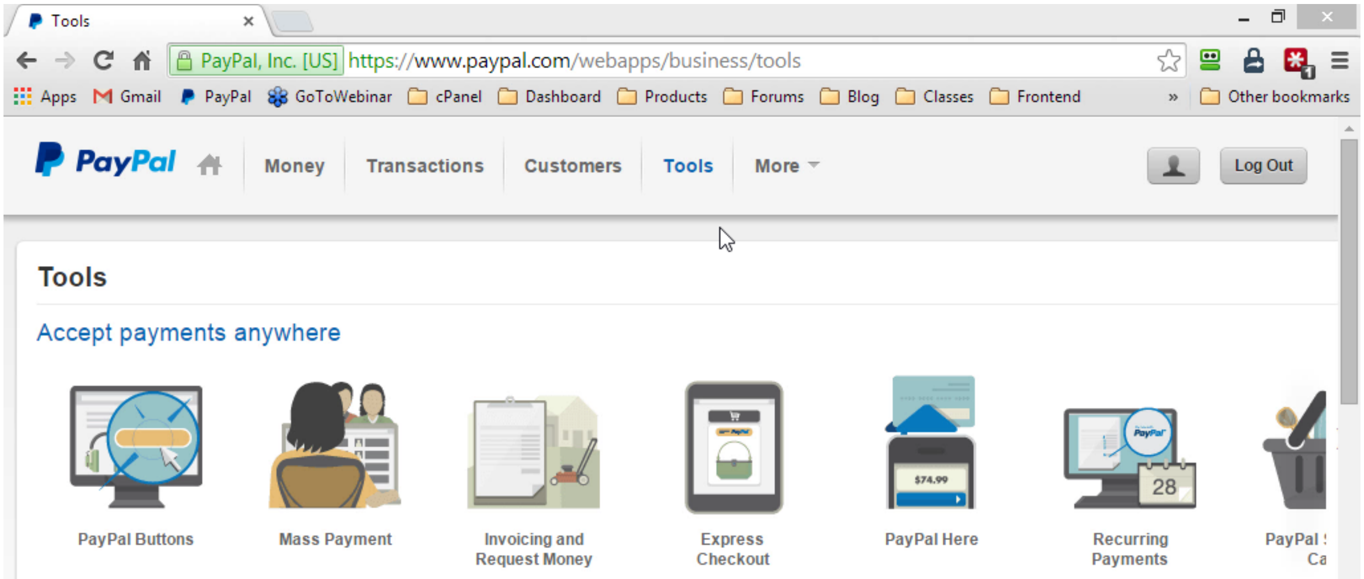
PDT token, right-click and Paste. Let me show you where I've put that. As you can see, I went to that same area, My Selling Tools, Website Preferences, scrolled down and found my token and pasted it in.



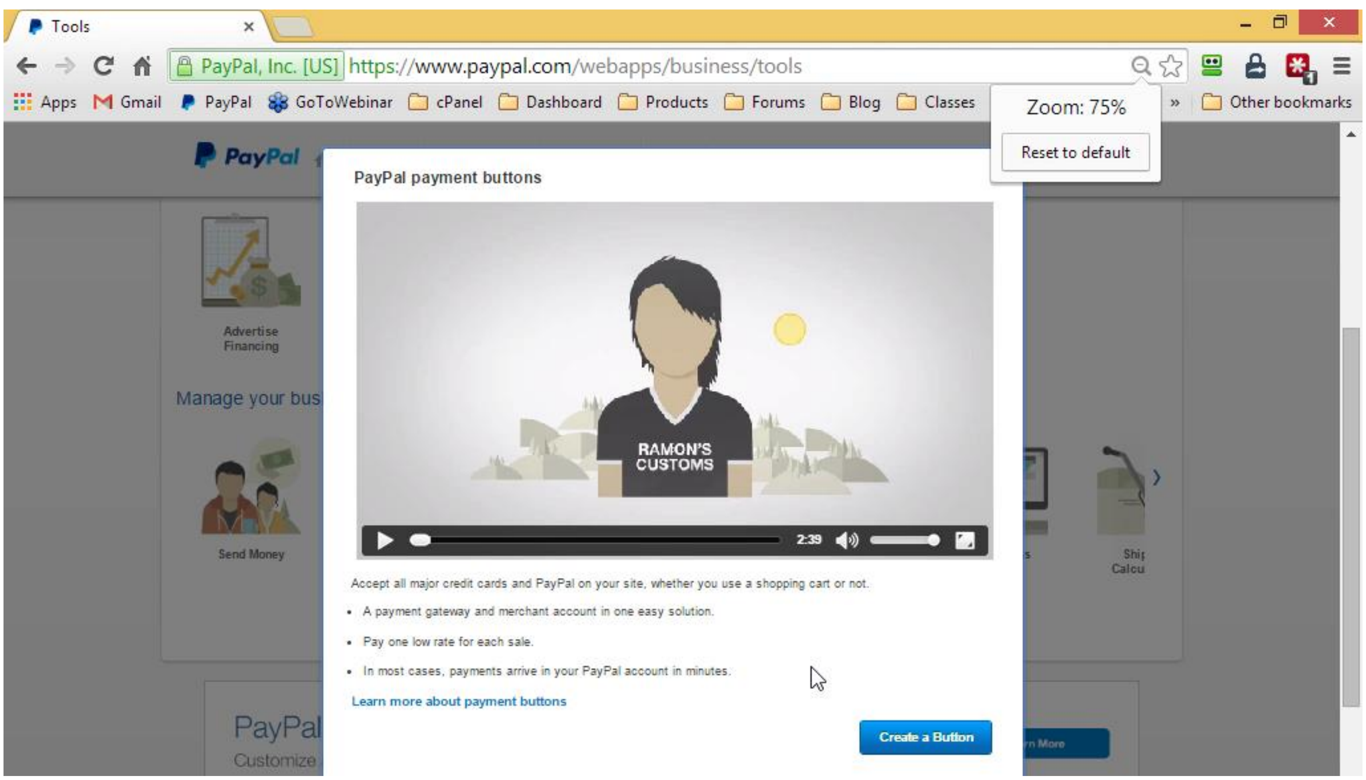
Create an actual PayPal button. We want to create a button for the Ultimate level. Go back to PayPal, now that we have everything setup correctly. Click Merchant Services and click Create payment buttons for your website.



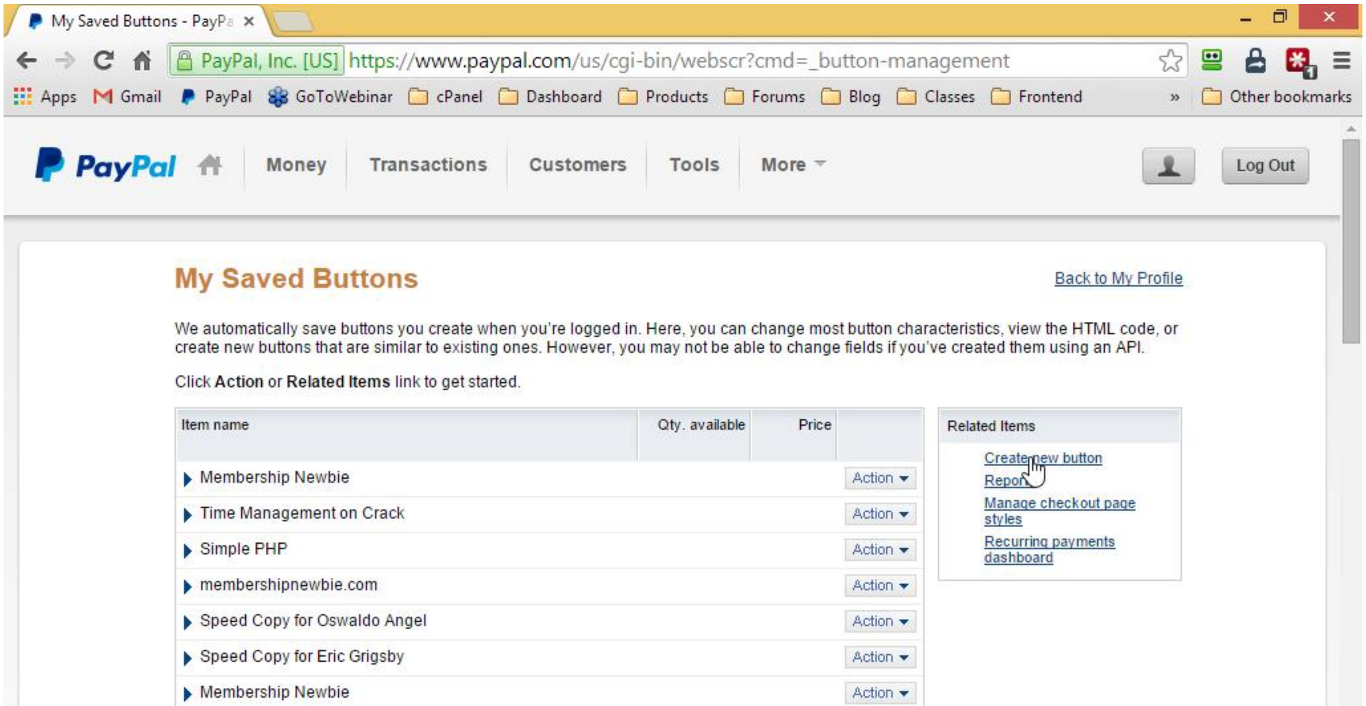
Create payment buttons for your website. Click Create a button.



If you don't have a Merchant Services tab, go to Tools, PayPal Buttons, Create a Button…

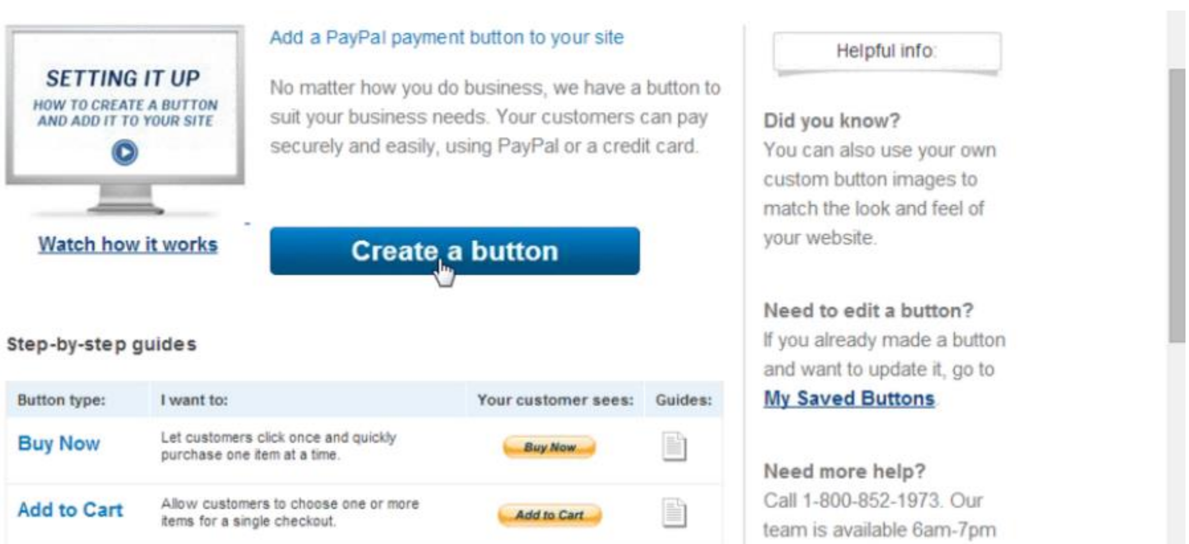


Then Create New Button.

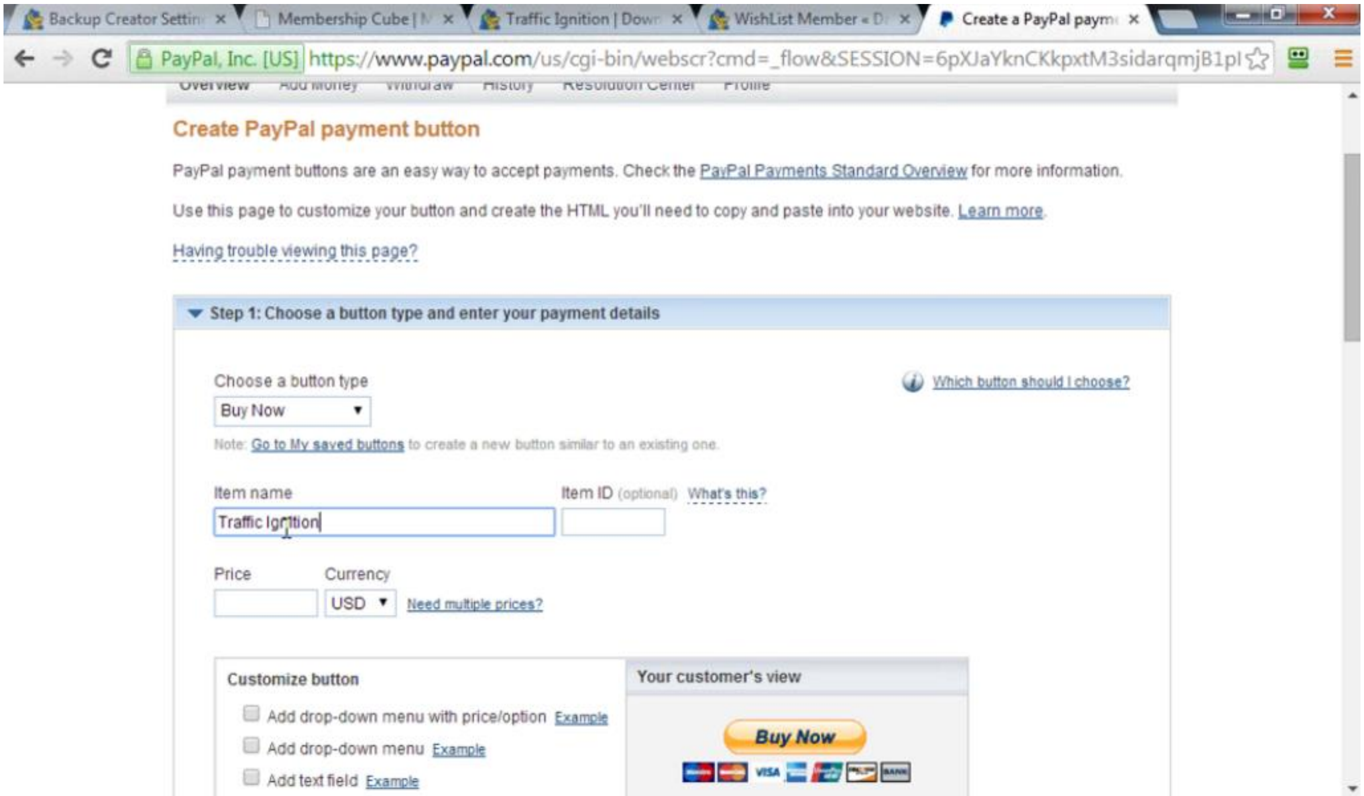


Whether you have a Tools or Merchant Services tab, path will take you to the same screen.

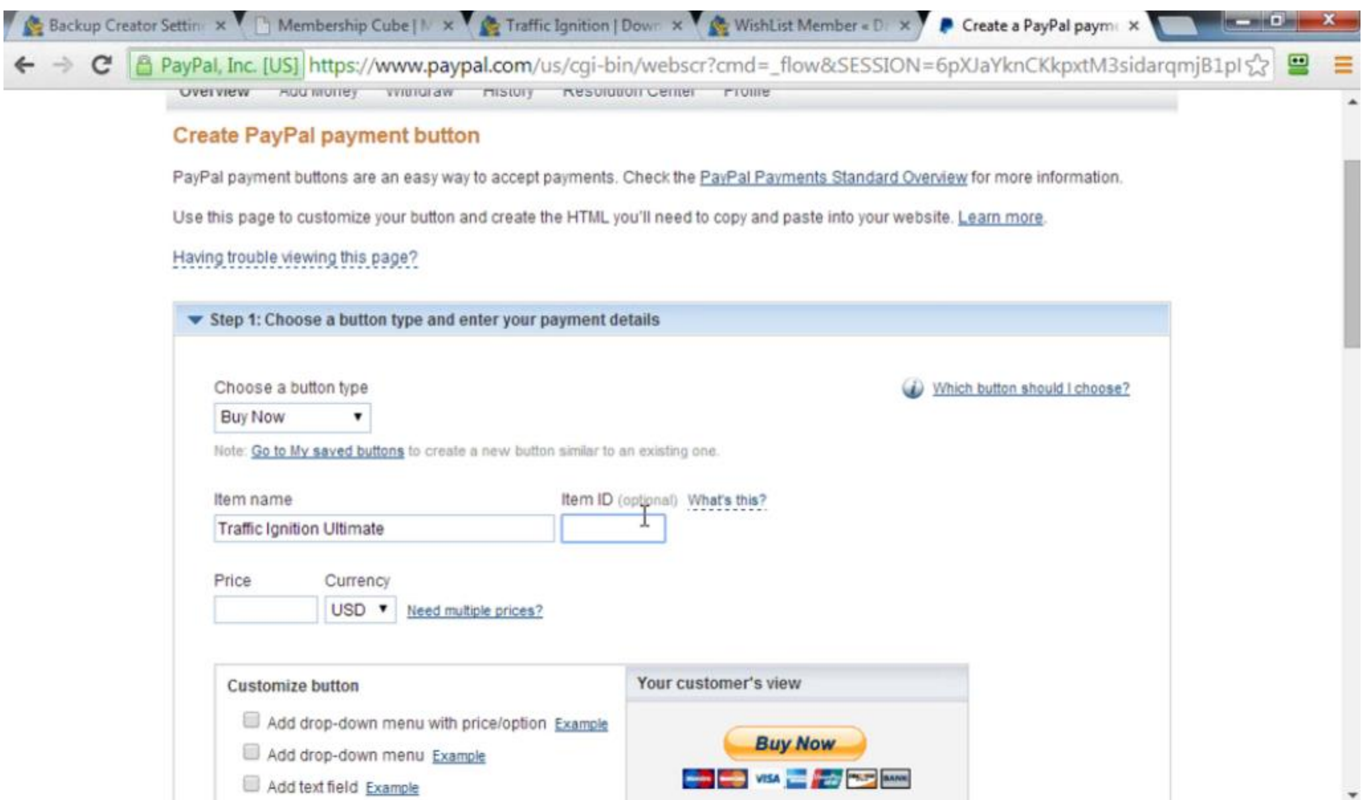
Choose a button type: Buy Now. Item Name is the name of our product, Traffic Ignition Ultimate.



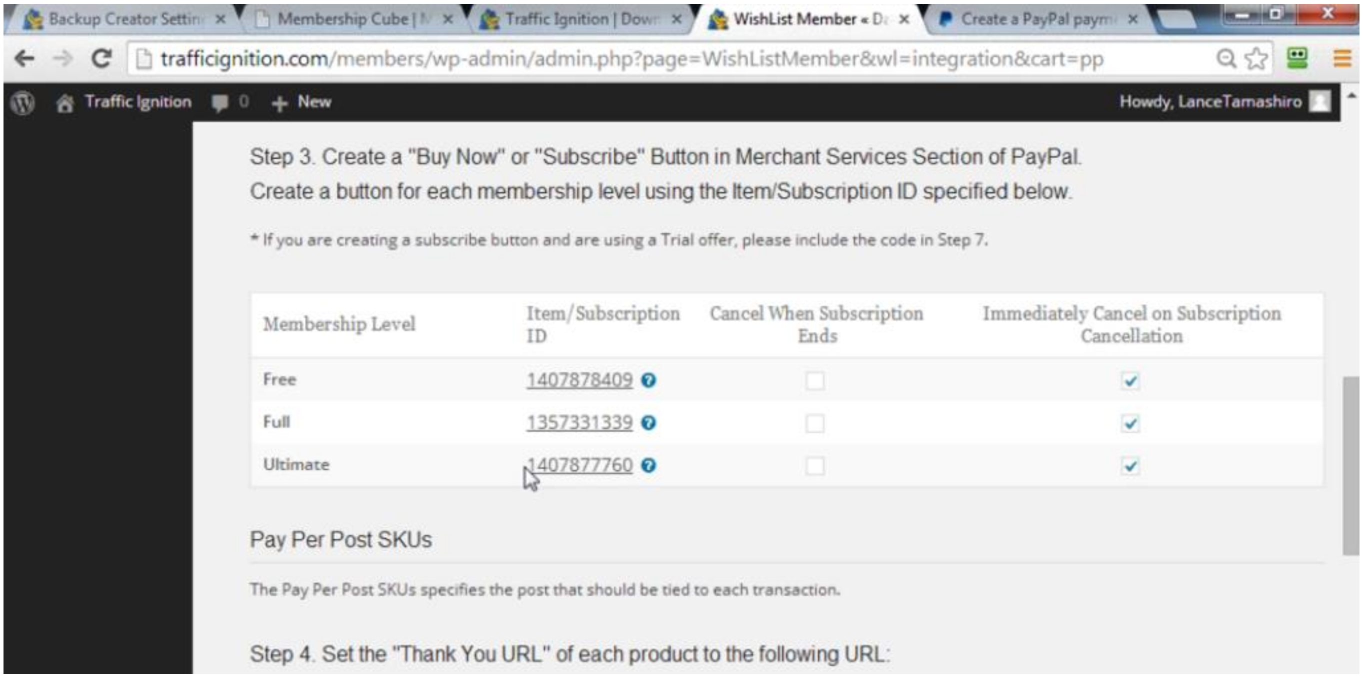
We call this Traffic Ignition Ultimate because we'll put it on the Ultimate level. Everything is adding up. When they go in the member's area and they see Ultimate membership and they look on their PayPal and they see Ultimate membership they will know that they are buying and they did buy the right thing.



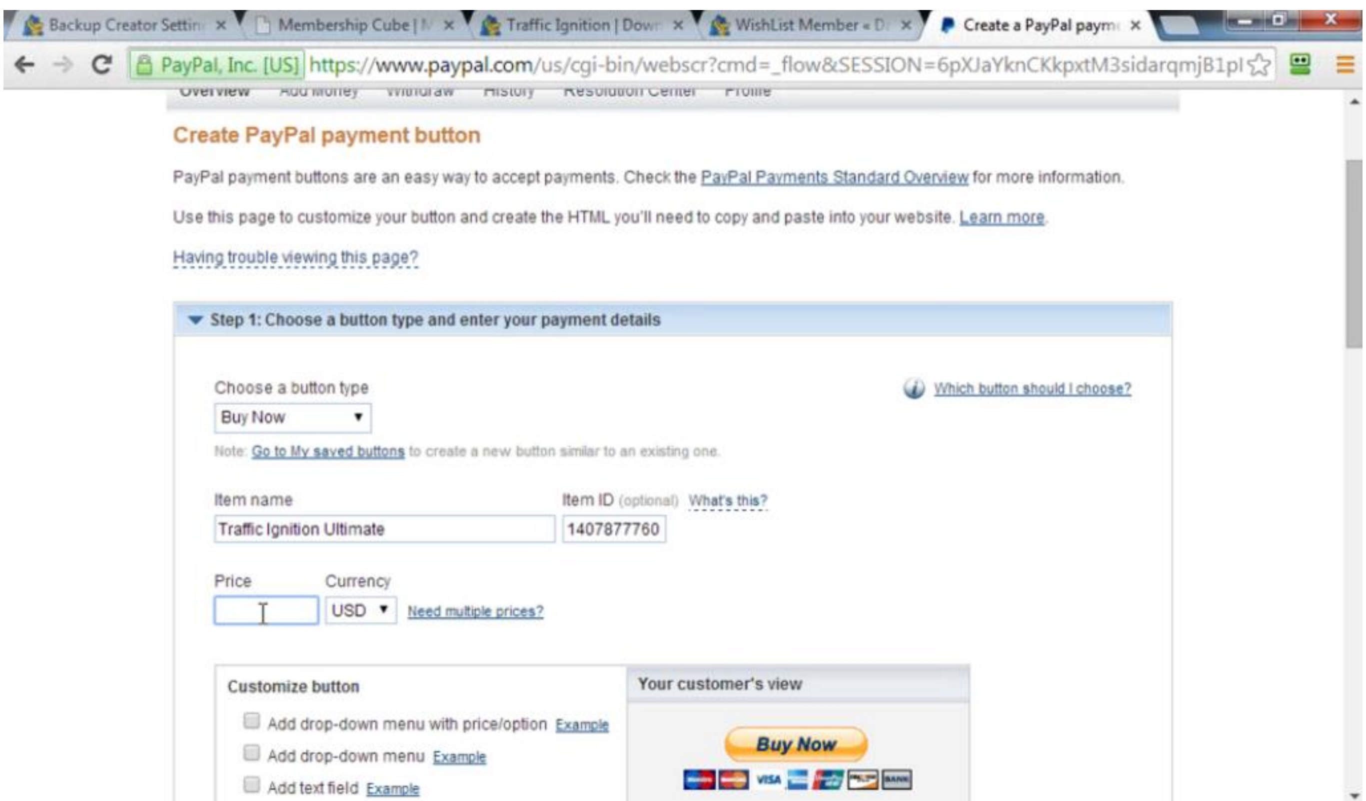
It says Item ID (Optional). This is not optional for us.



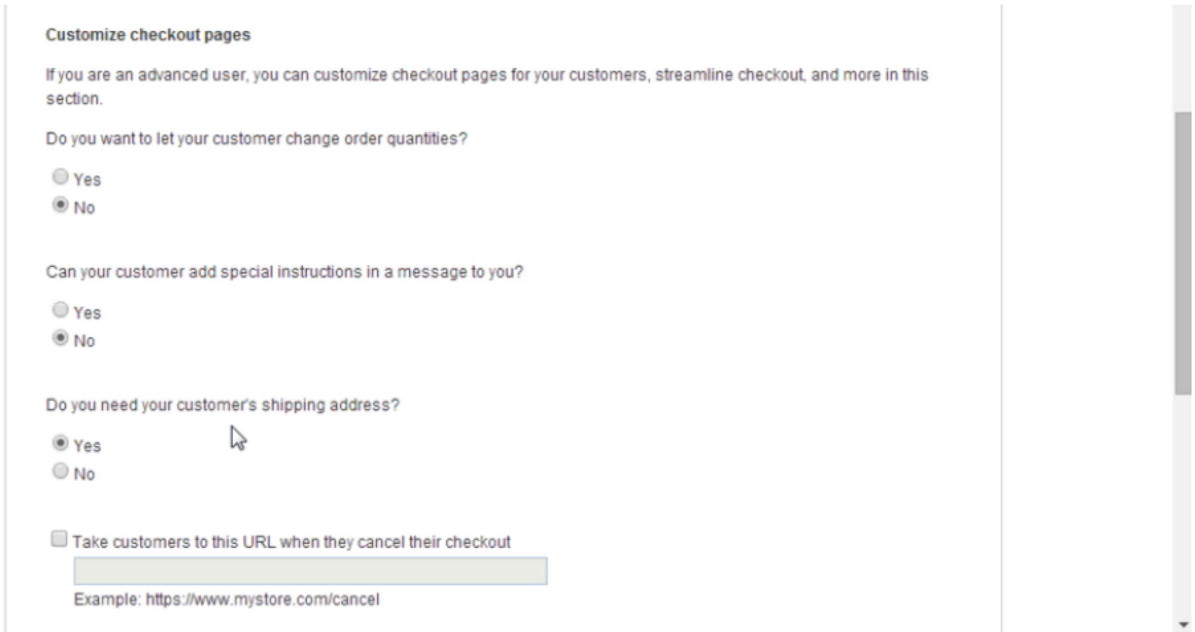
Switch back to our member's area and rab this number. See where it says Item ID Subscription? Where it says Ultimate, we'll left click and highlight that number, right-click and Copy.



Go back to our button. Paste in the Item ID, we need that filled in.

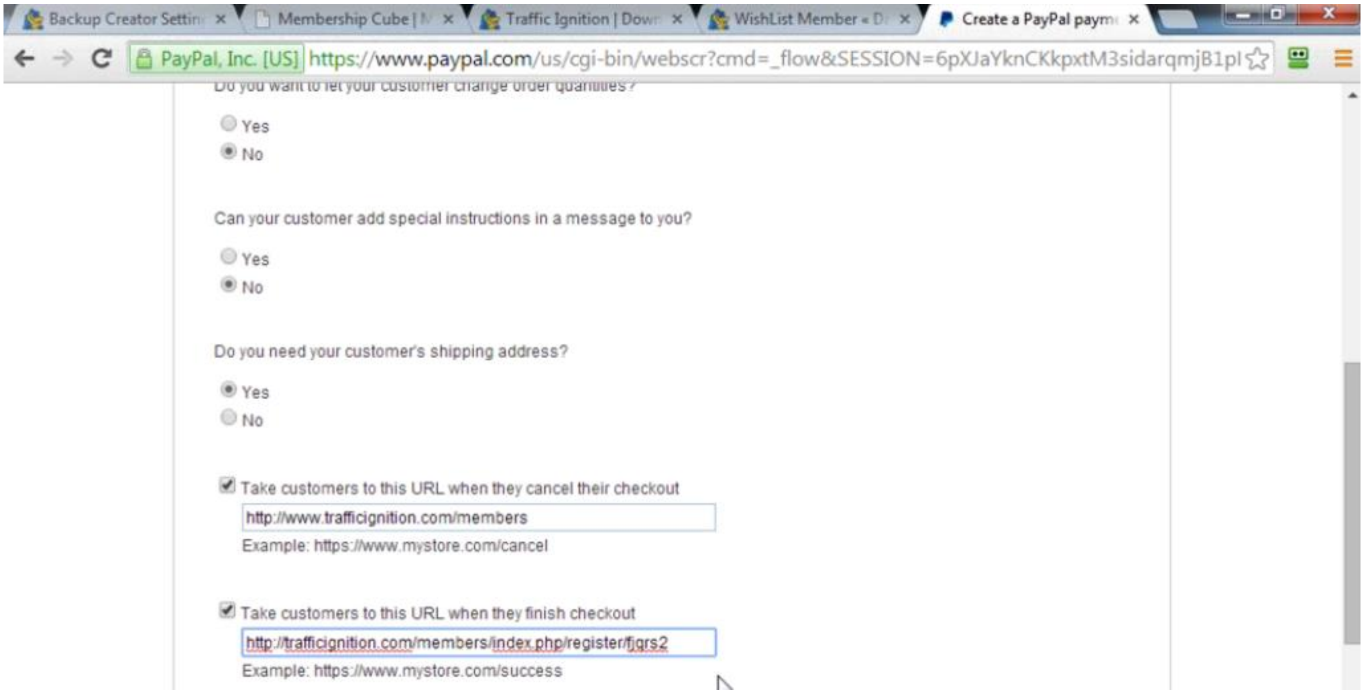


For the price, for now, that we know everything is working, we'll make our price one penny. Then we'll scroll down to where it says Step 3 down here: Customize advanced features. Click that. Do we let our customers change our order quantities? No, they can only buy one. Do they need to leave us a special option? No, they don't need to leave us any message. Do we need our customer's shipping address? I'm going to pick Yes.

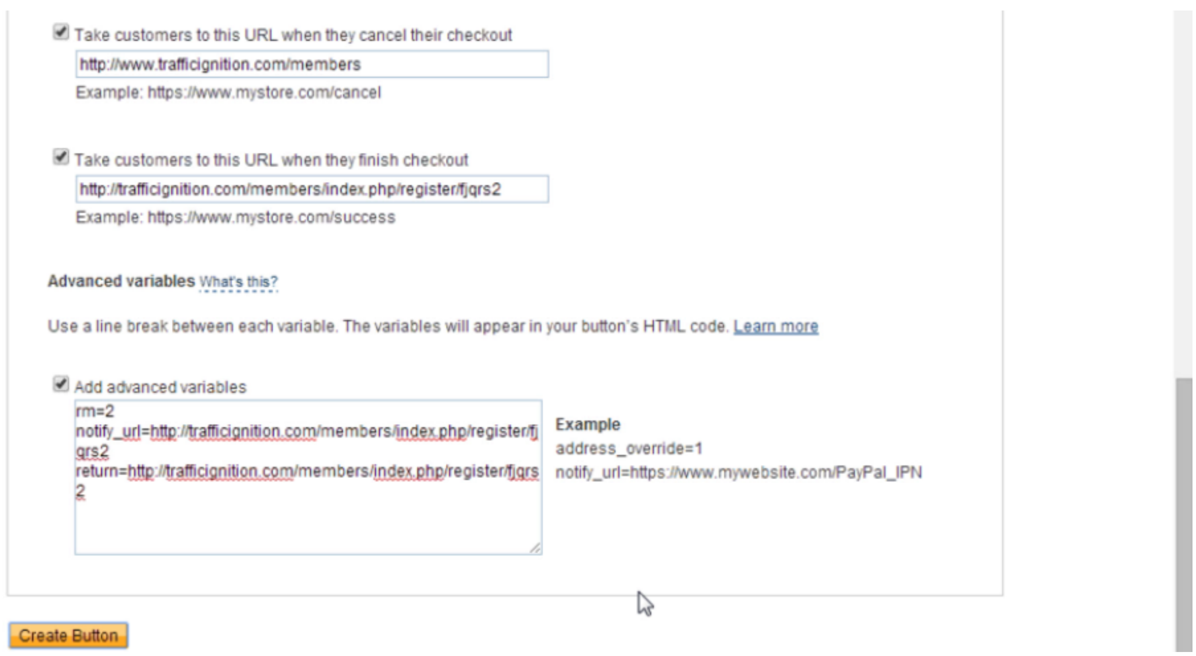


We always like to grab this in case we can use it. This will come into play later with our WP Kunaki plugin. Then take Customers to this URL when they cancel their check-out. This means that if they go to the buying page and they say No, I don't want to buy, where do we want to send them? In this case, we want to send them back to our member's area, where they came from. They came from TrafficIgnition.com/members.

We always want to send them back to the place they came from, make sure that is checked. Then it says, take customers to this URL when they finish their check-out? If they bought something. For that, we'll go back to our member's area and see where it says Set the Thank You URL. That's what we want.

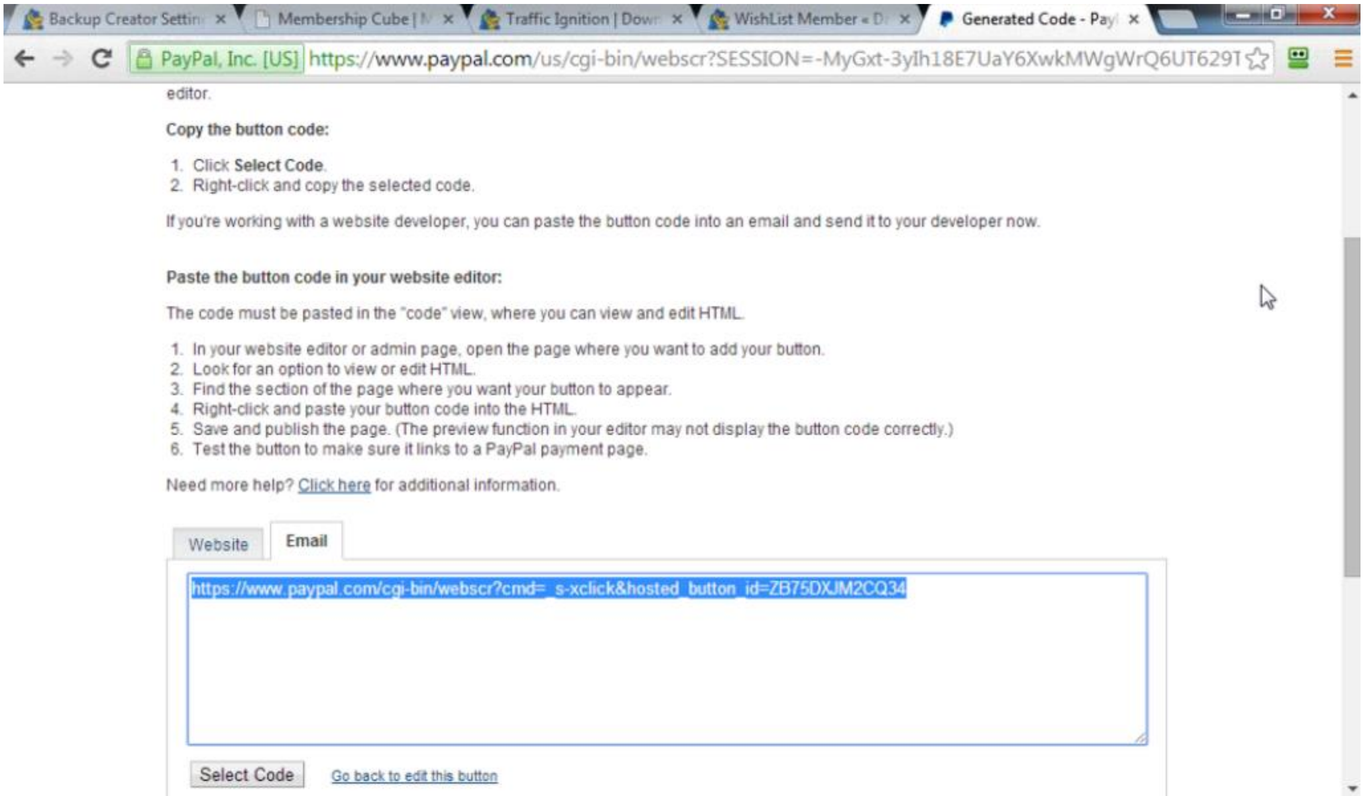


Hover over and the cursor changes from an arrow to a hand. Right-click and Copy Link Address, then go back to our button and we'll check this box. What does this mean? I have no idea. If I paste it in here, it will work for me. Then we scroll down and it says Paste this code in the Add advanced variables field. I'll grab this, right-click and Copy, go back to my button, click advanced variables, right-click and Paste.

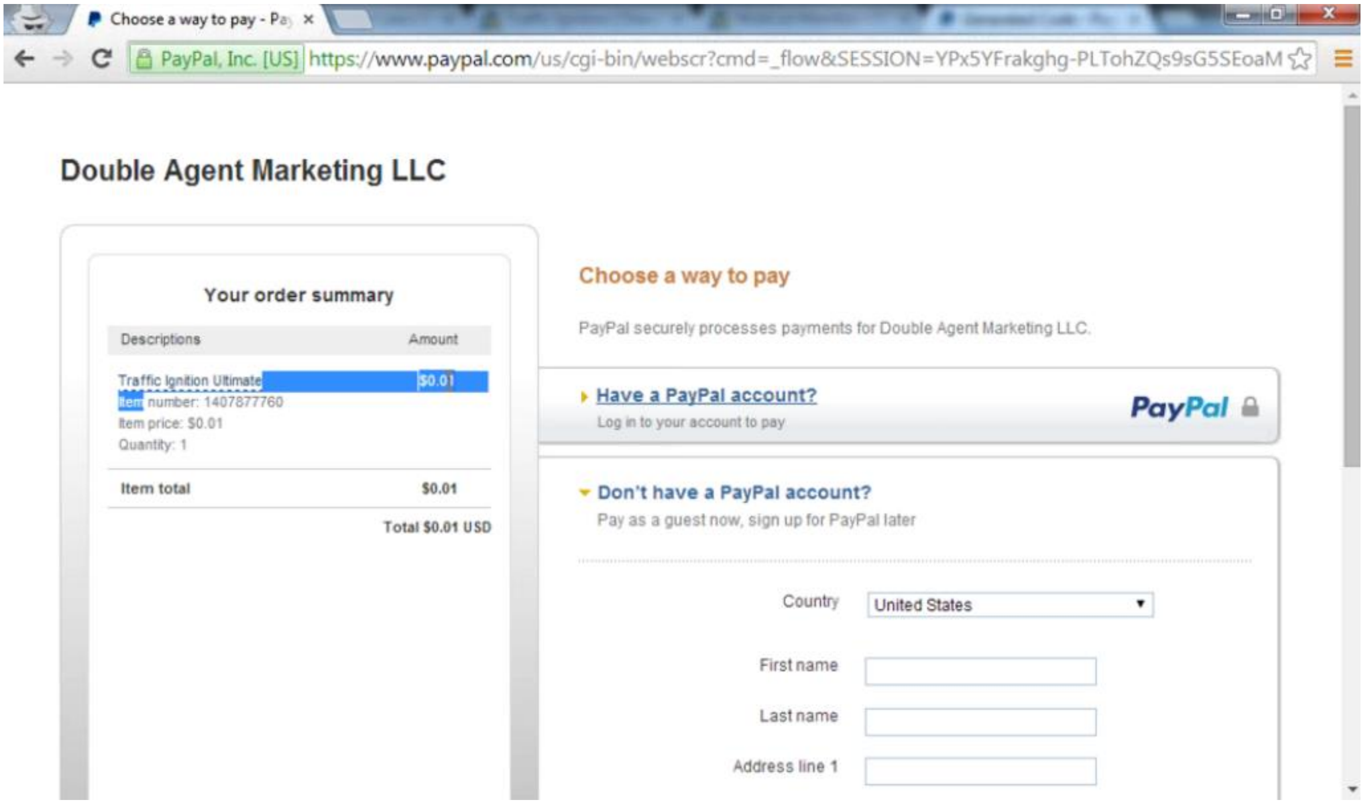


I'll click Create button.

PayPal goes out and creates this button, but we don't need this button. Do you see where it says website? We want this email. I'll click Email and it gives us a link.



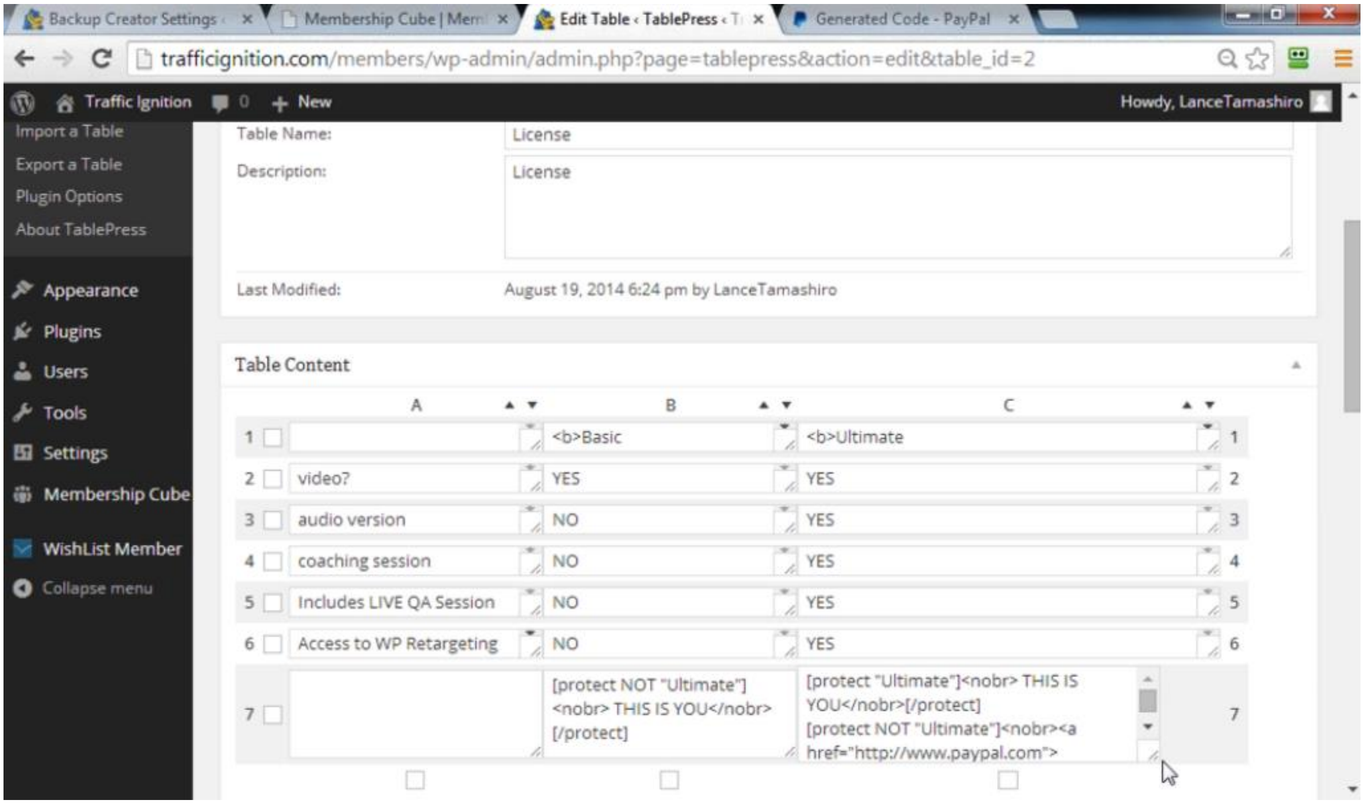
I'll click this link, right-click and Copy. I can test this and see if it works. Here is another trick. When you are ready to buy, don't ever buy from your own PayPal account, it won't let you anyway. Get a friend to buy this from you to see if it works. That's why we do it with one penny. You can always check if it works. I'll see these three bars up here, all browsers have these three bars.



Click New Incognito window. This means I'm not logged in anywhere, it is like a private tab. If I paste this in and click enter with my button, let's see what happens. It's for a product named Traffic Ignition Ultimate, it's paying my company and it's for one penny.

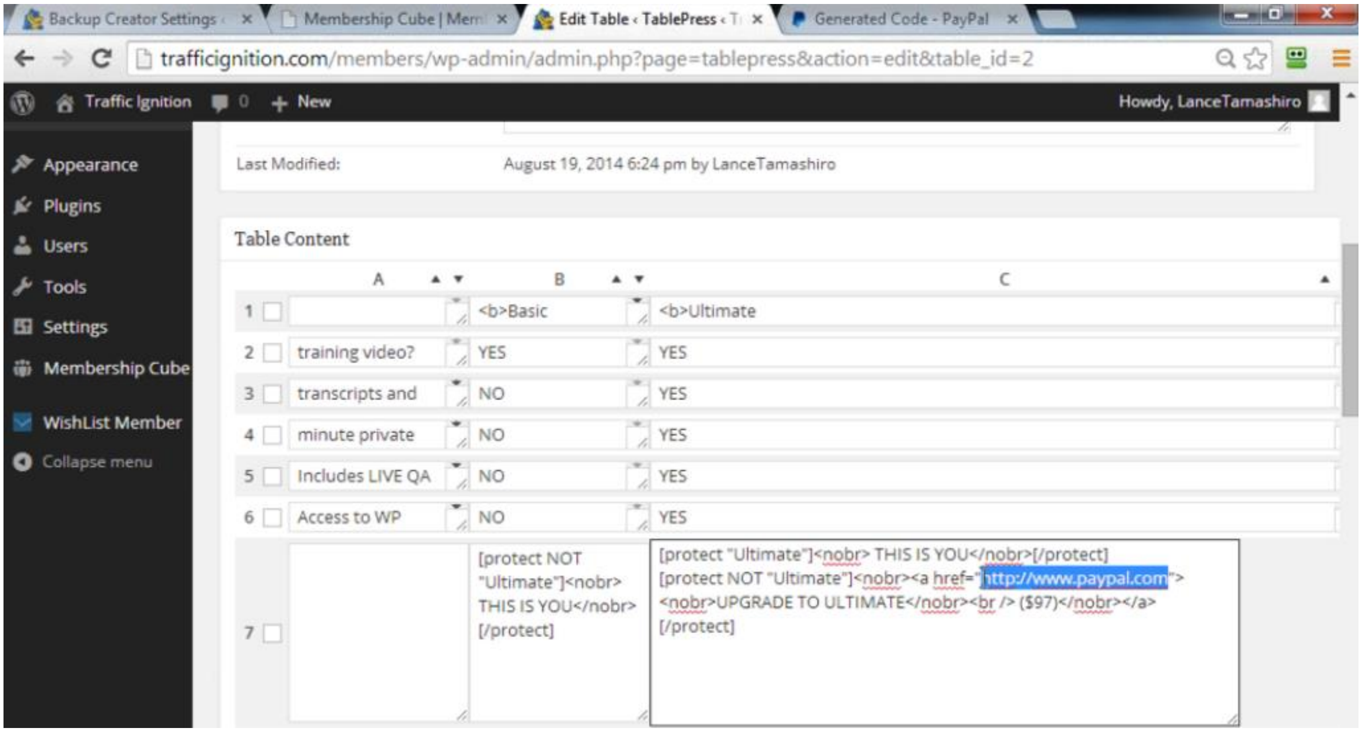
I can ask somebody test that and see if it works. I'll go back to my member's area and I'll change this.

Go to TablePress and I have to get around. You see there is the Edit link on the bottom left corner, next to the table? That will take you to editing that table if you're not sure if you need to go to TablePress and figure out which one, that one will jump you right to it.

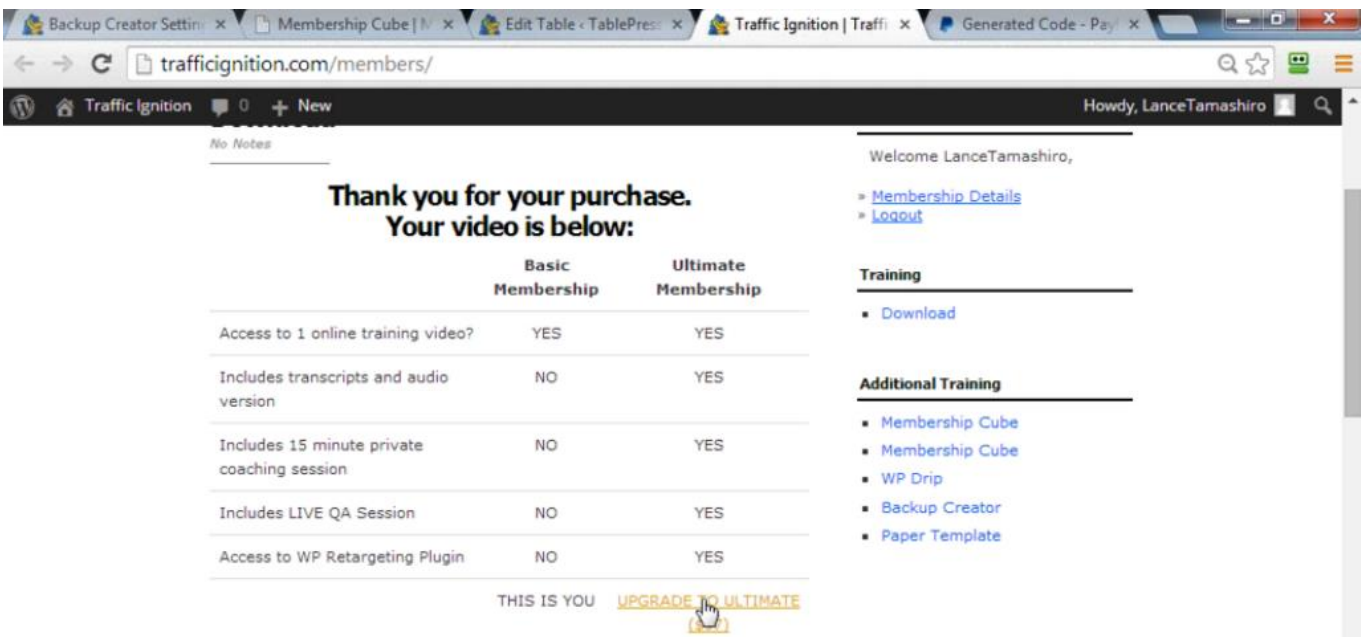


That only shows to me because I'm the administrator. Your users won't see that.

I want to change that link. We know where that link is in our table, so let's do this. Watch what happens. I'm looking for where it says href= and it has this apostrophe and it says paypal.com. I want to replace that with the button I've created. Highlight only the paypal.com, leave the quotation marks there. Then I'll right-click and Paste.

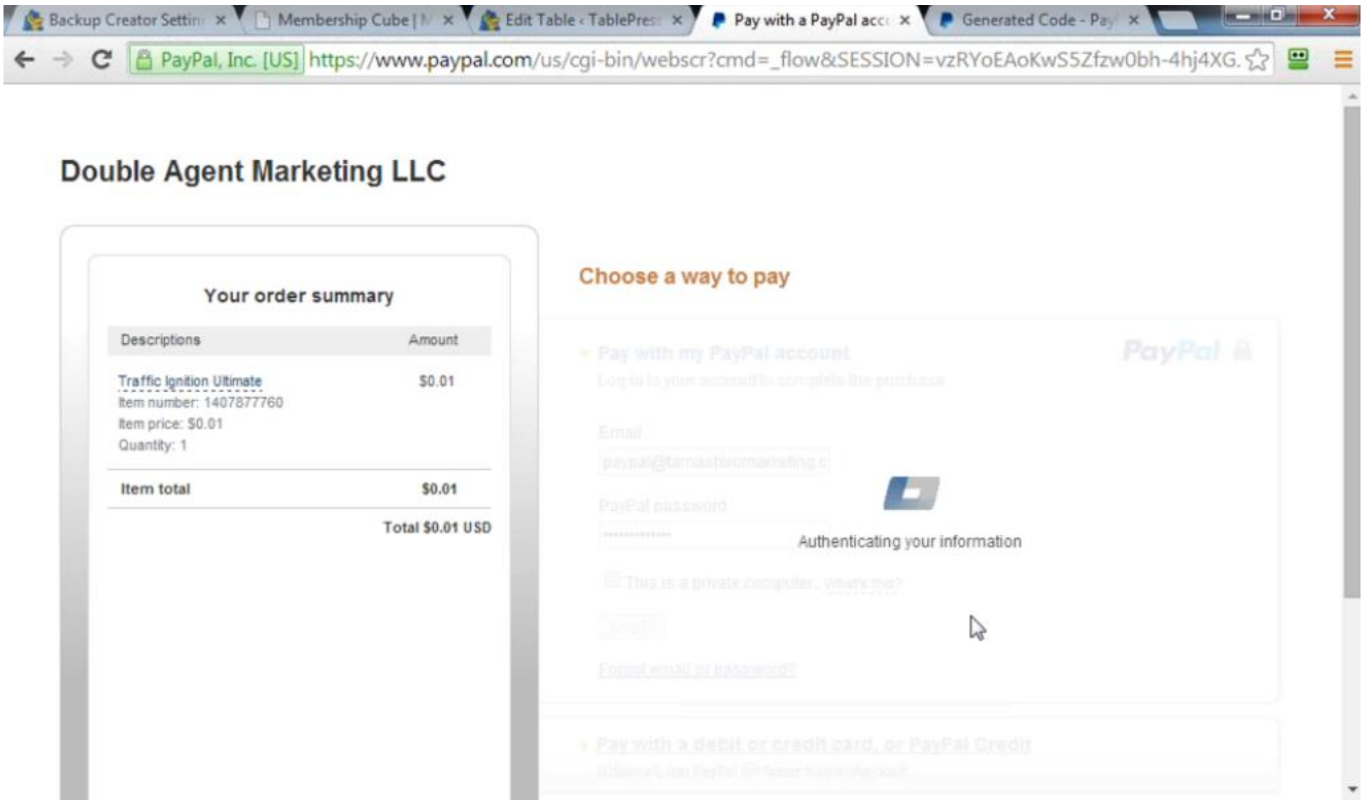


I'll paste that in, go down and save my changes, and now I want to go here and visit my site. Let's see if the change was made. I'll click Open link in a new tab.



When I click my Upgrade to Ultimate, it should take me to somewhere I can buy. I took my user off the level. I'll go to Upgrade to Ultimate for one penny. I'll and purchase this. It won't let you buy from your own account, so don't try to.

We're using separate accounts, get one of your friends if you need to. We'll purchase this for one penny, to test and see if the process works. We're buying our product, this is the right thing, I can pay now. It says thank you for my order. I'm still logged in.



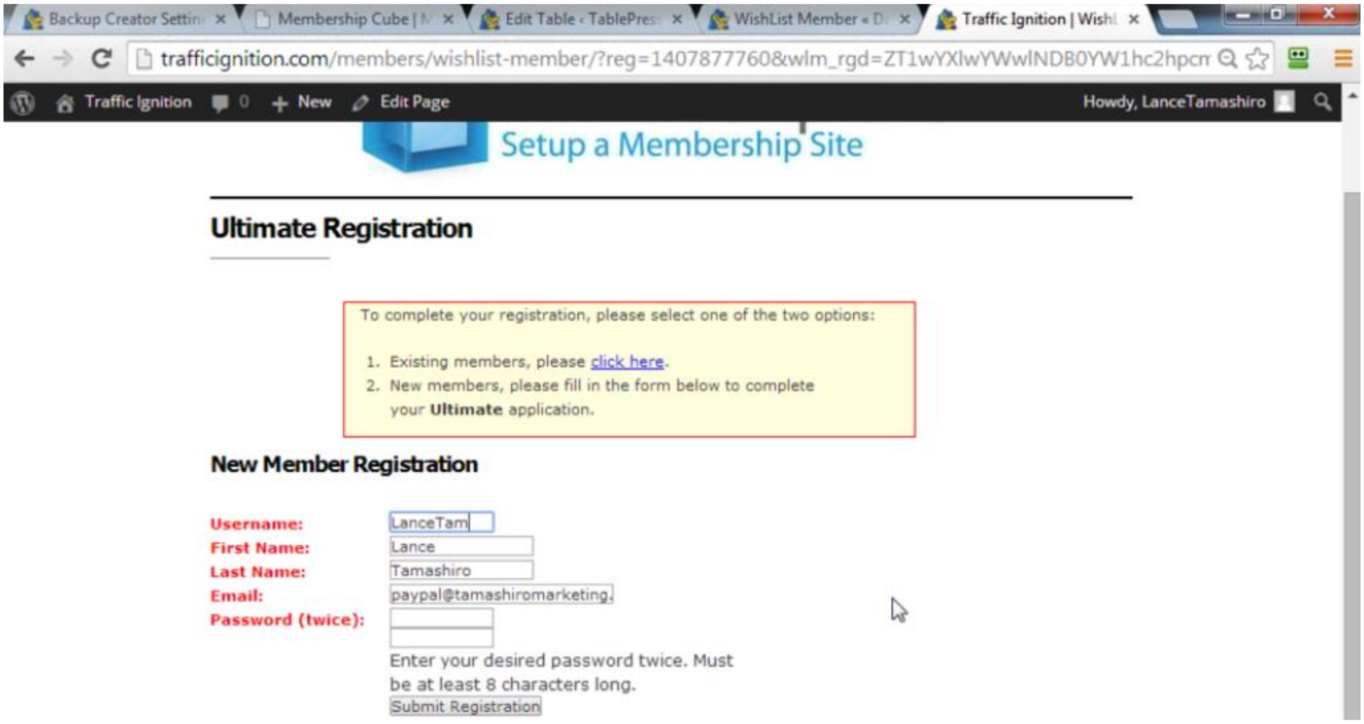
I think because I was logged in, I made that mistake. Let me check this and look at my Members... I know what happened. I didn't save my PDT key in here when I was making that button.

If you see that, go back to Integration and scroll down. My PDT token is missing, so Wishlist Member doesn't know who to talk to with PayPal. What I did was I never went down to the bottom and click the Save settings. If that happens to you and you go back and look and your PDT token isn't there, make sure that it's filled in. In order to find it, you go to My account, My selling tools, Website payment preferences. I'll re-paste that in here, I need to grab it. I go back to my PayPal account. It's good this happened, so you can see I forgot to click the Save button. That's not good for me. I'll login.

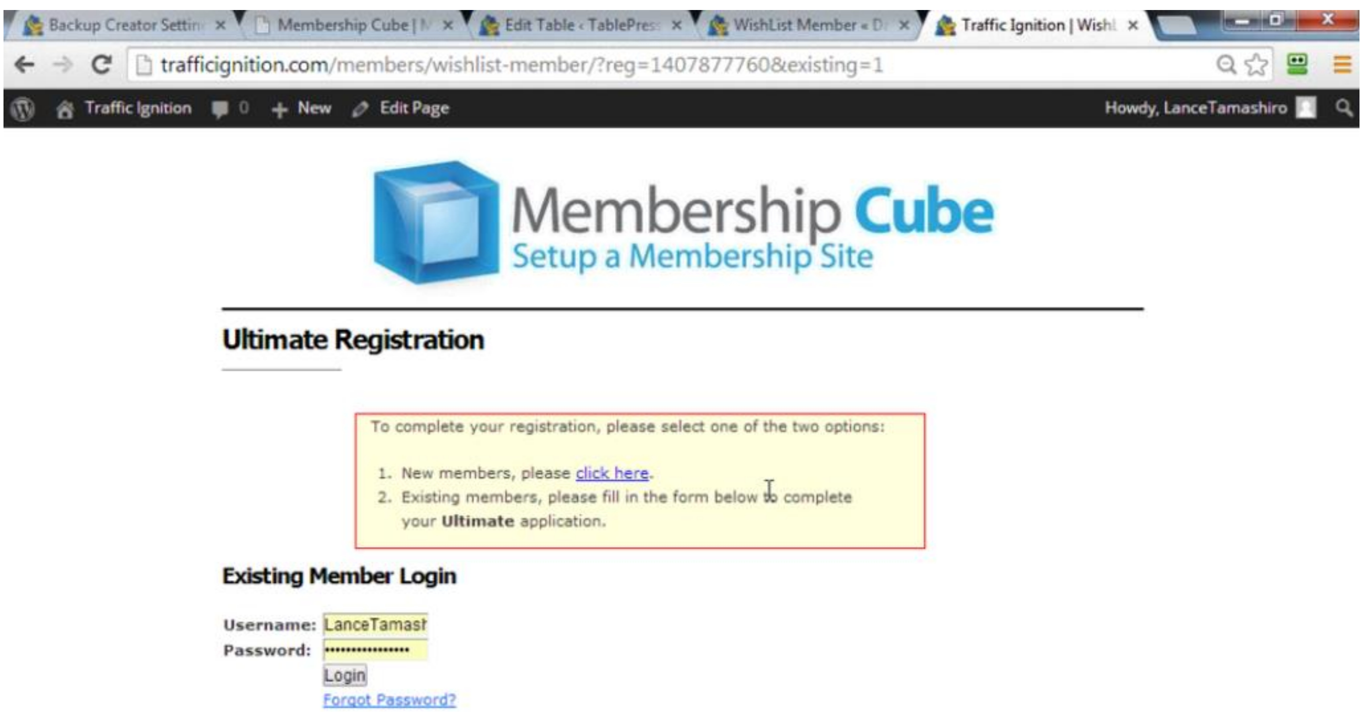
Don't forget to click that Save button. I know that it seems that we went through a lot of steps here, but it's not like you have to remember anything. You go through those steps one at a time. If you see that scary thing, click this to go to the Home page after you pay, that's why we test it at a penny, by the way. That way we're not getting a whole lot of payments that aren't going through. If you see that, Click to go to the homepage, it means something went wrong along the way with your button setup. Start from the beginning and it's easy if you go back to Step 1 and see your PDT is blank. Fill that in and everything should be good.

Click Save. I'll visit my site and make sure it's working. I'll Upgrade to Ultimate. Click and buy.

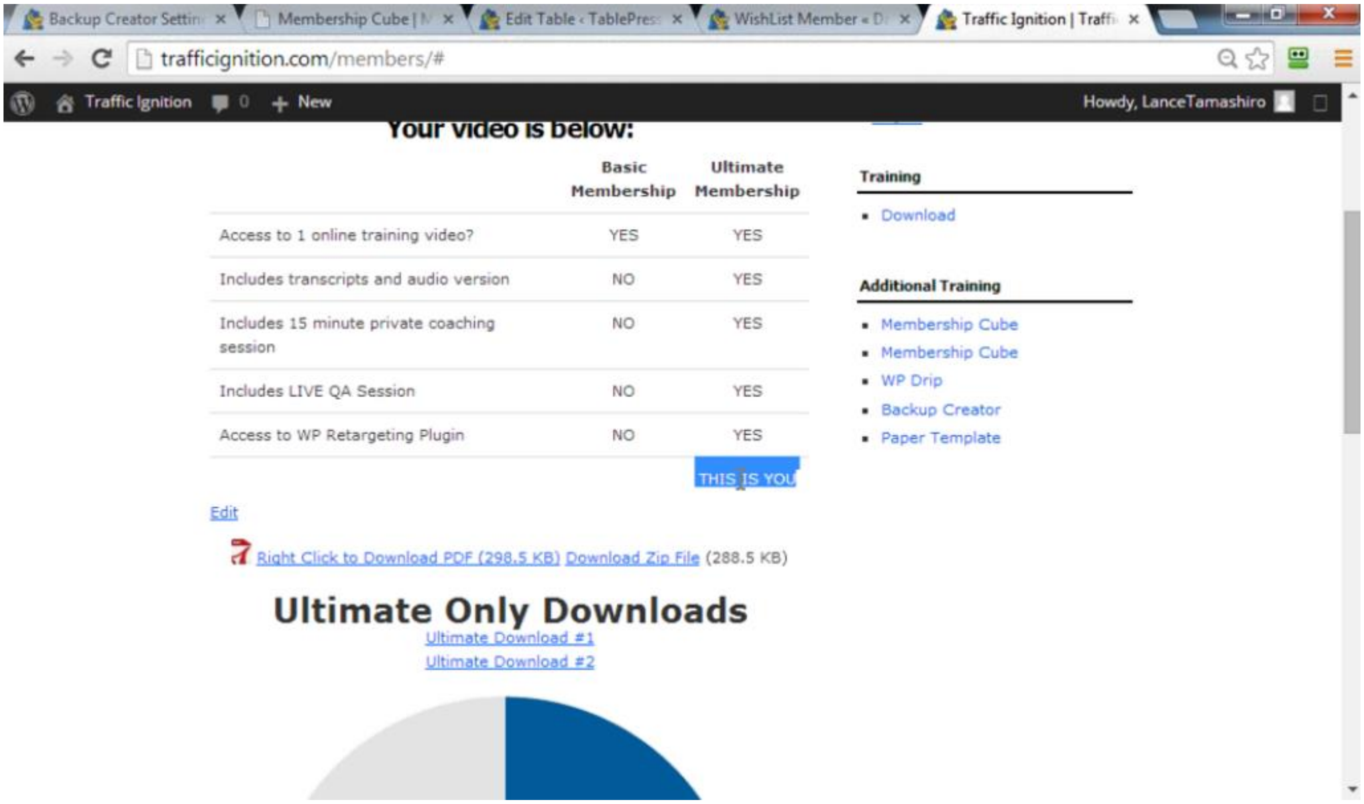
I'll click Buy, click Pay now. Thanks for your order, let's see what happens this time. It can talk to our website. Hopefully it is. We have Ultimate registration, which is what we've just bought. Login with our same username.



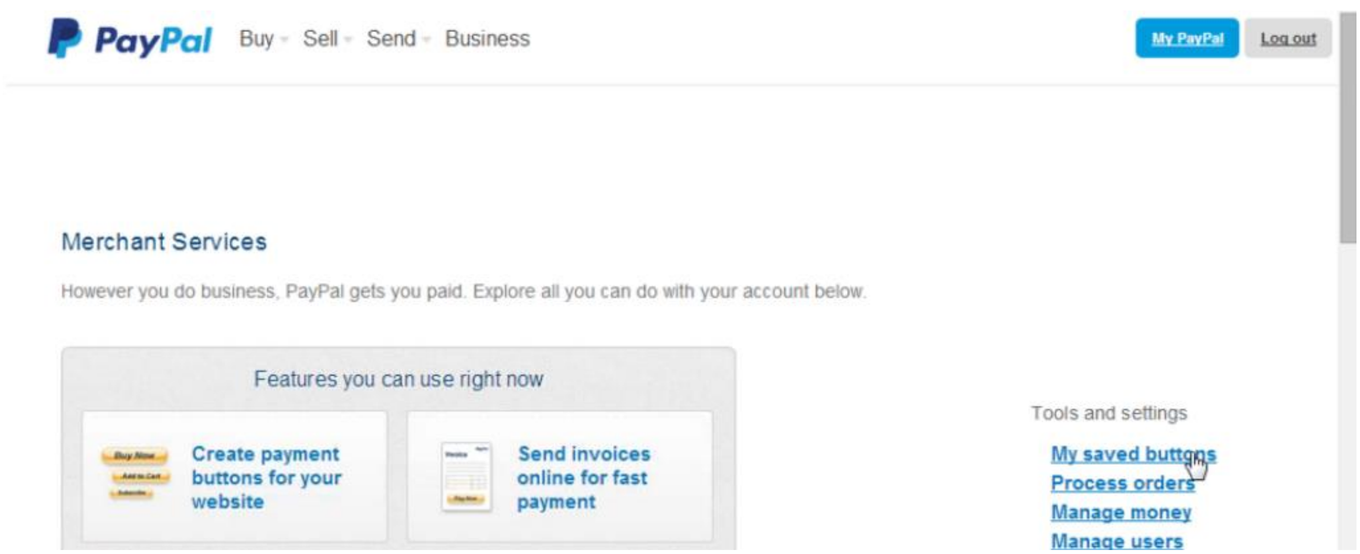
Go to existing members.



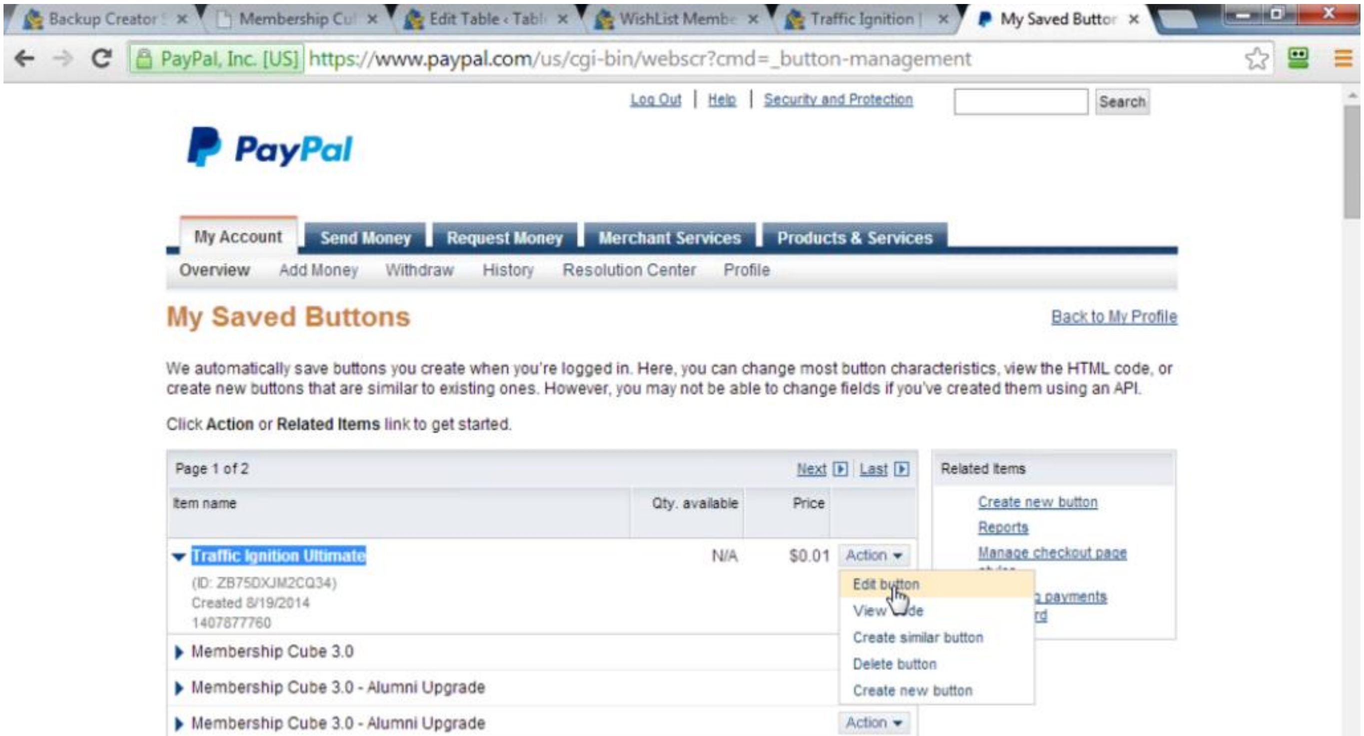
Existing members click here, otherwise it will create a new membership user. Click Log in. It will sign me back in, and we have access to the content. We know that it works and I don't want to mess with the button.



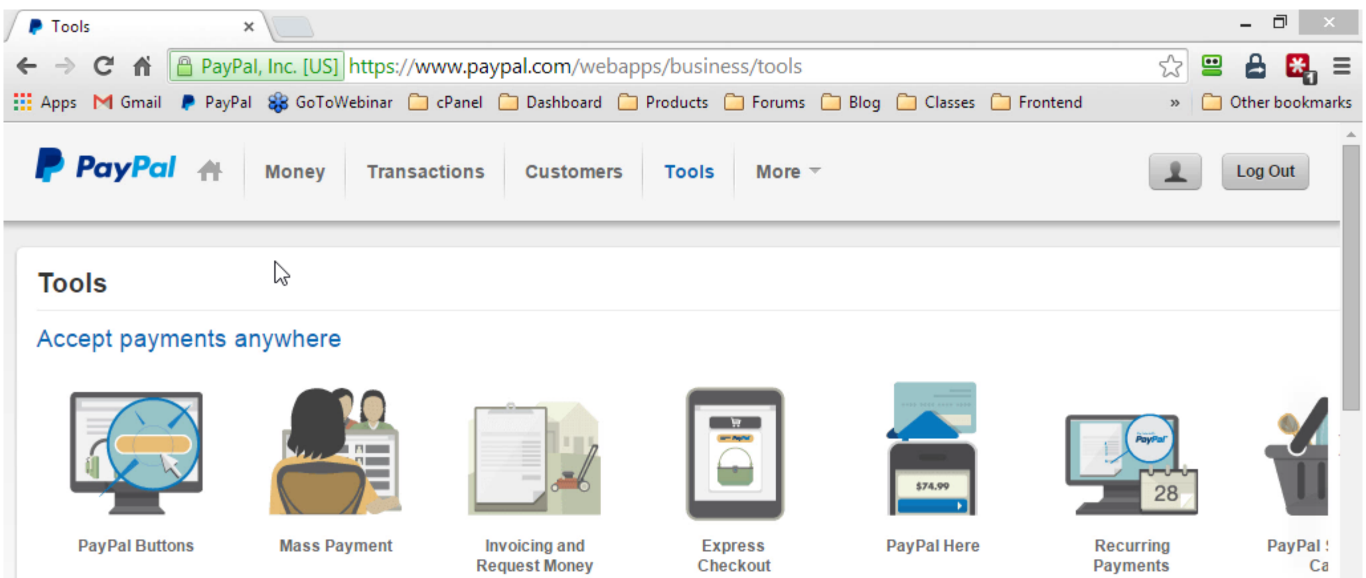
We've set that up as a penny, we have tested it, we know that it works. I'll log back in to PayPal.



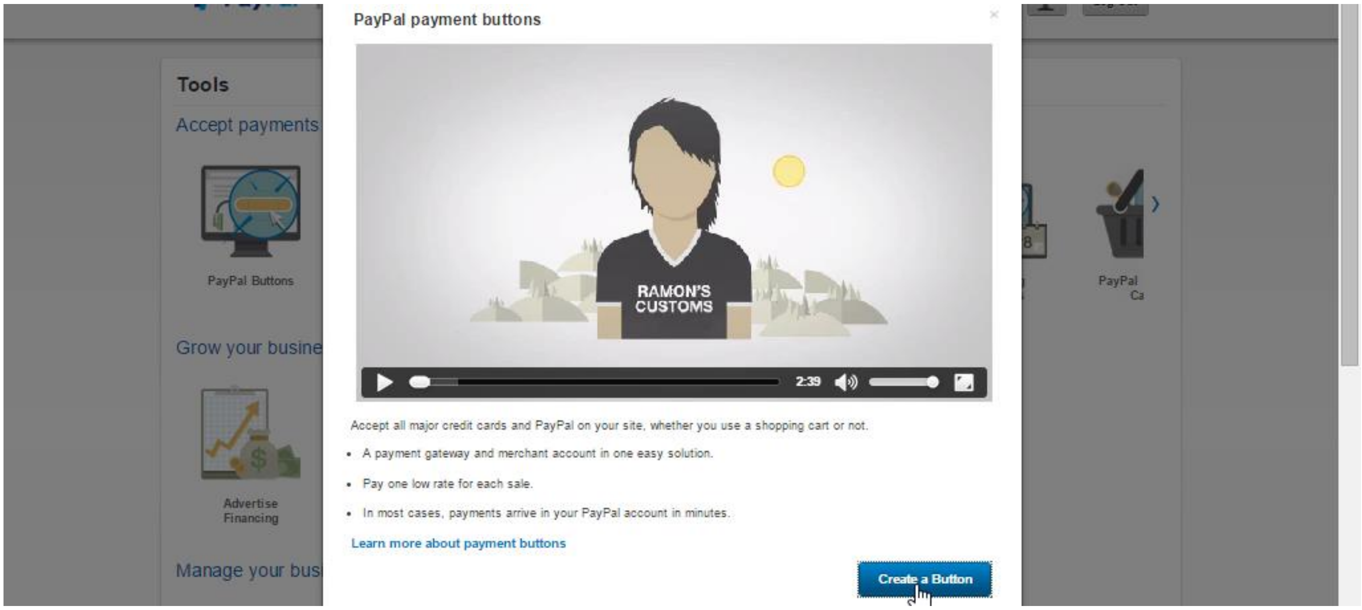
Once you're logged in, click the Merchant Services tab. On the right, click My saved buttons. We know our button works, it's just not the right price. Go to My saved buttons and to Traffic Ignition Ultimate and we select Edit button.



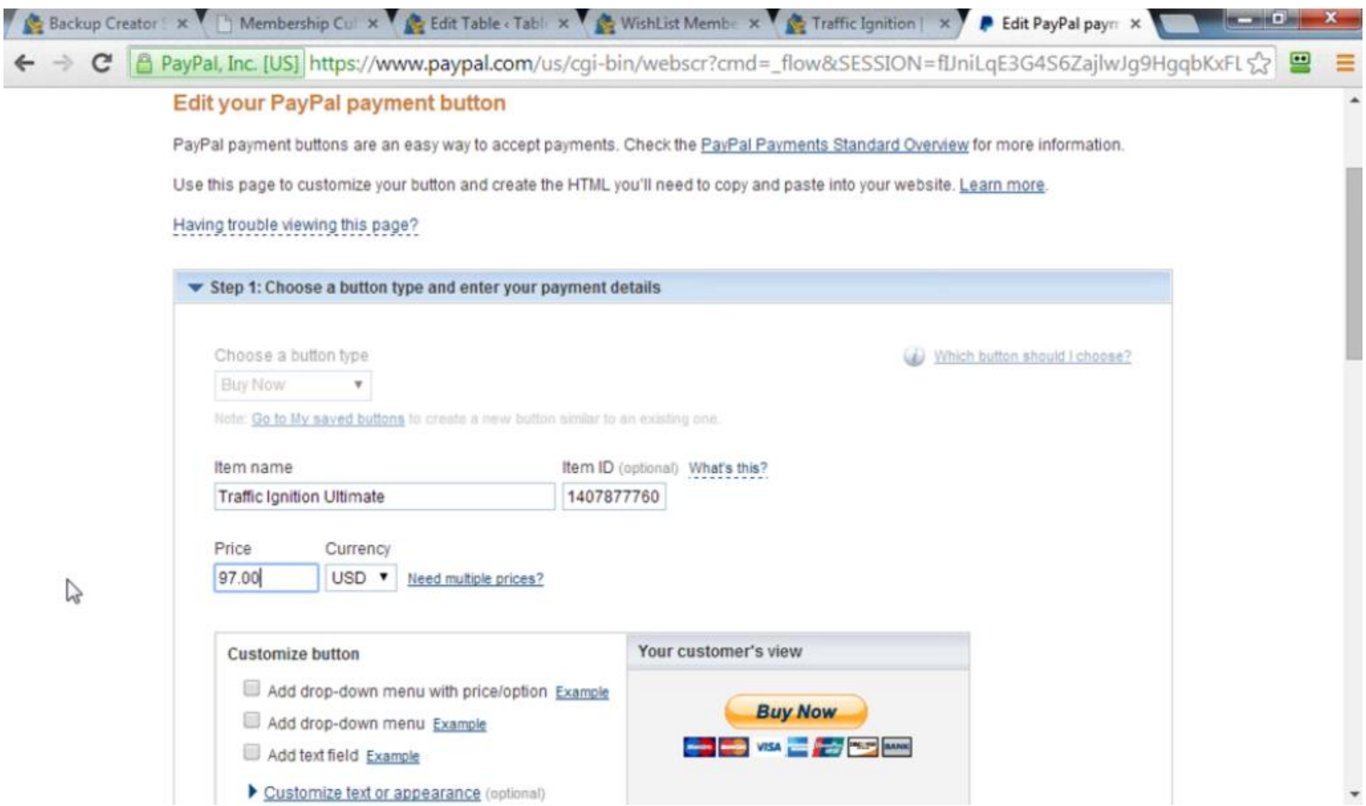
All we have to do is change the price, because we know it works. We don't want to test it at $97.



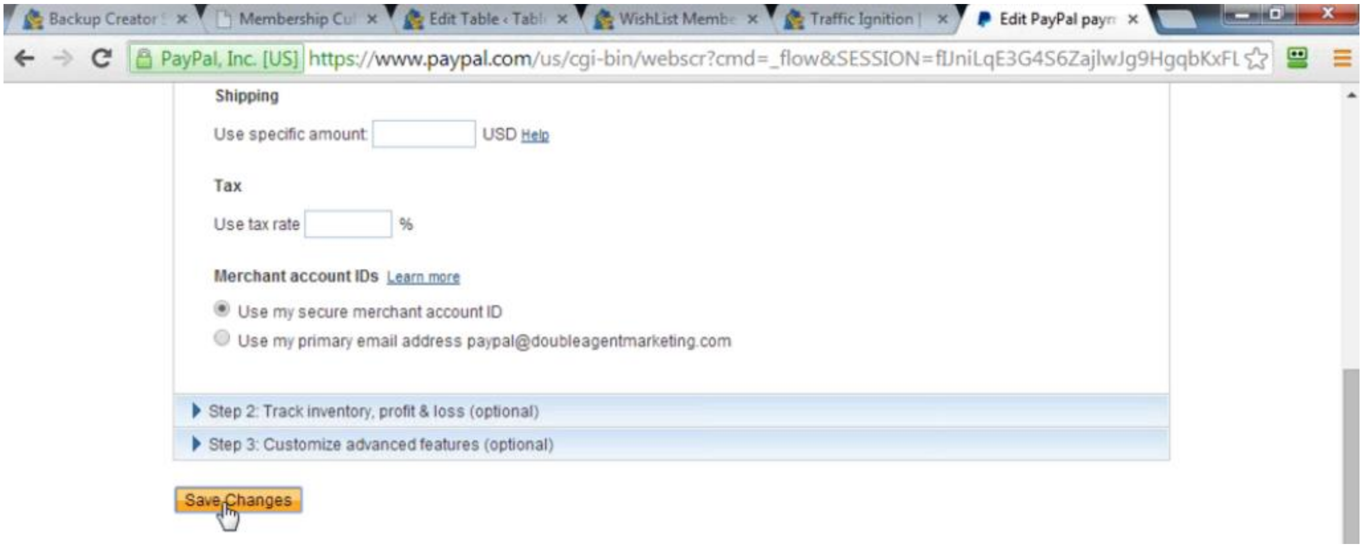
If you don't have a Merchant Services tab, go to Tools, PayPal Buttons.



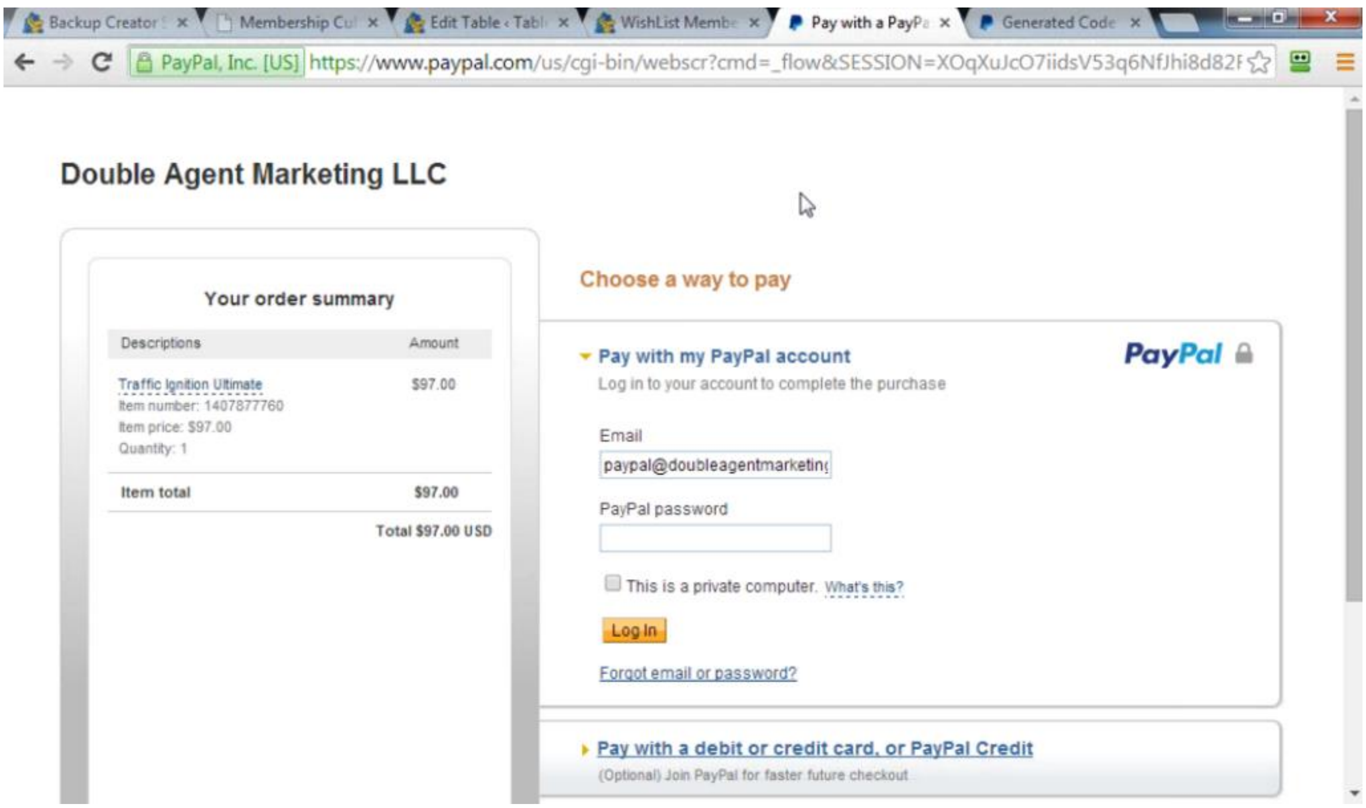
Create a Button, and you'll end up on the same "My Saved Buttons" page where you'll change the price of an existing button.



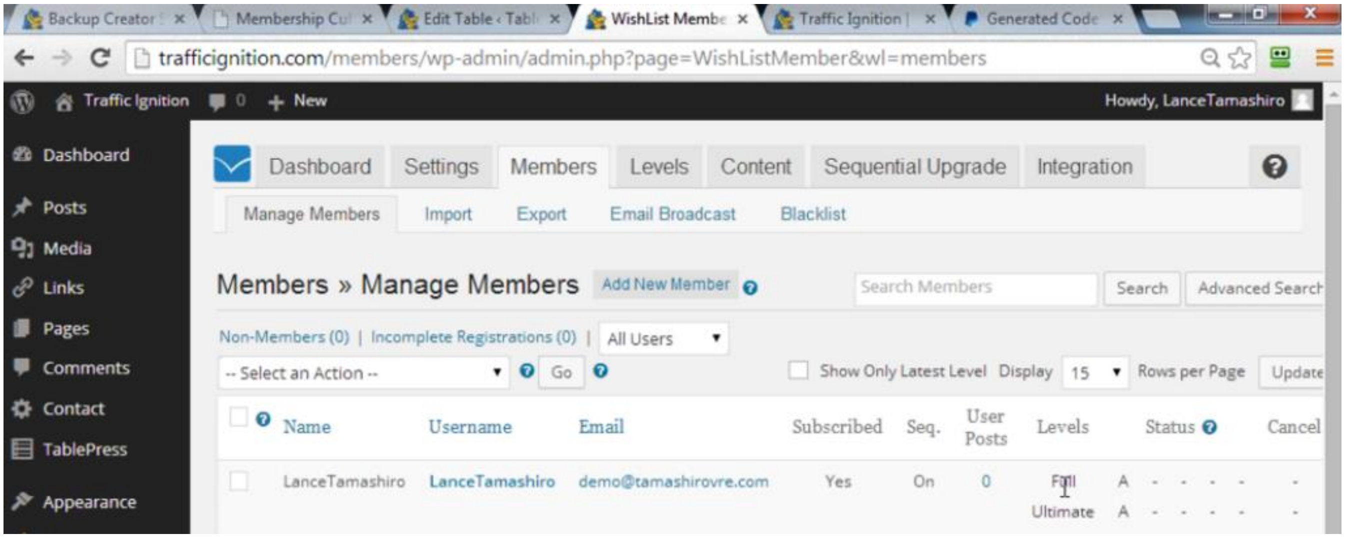
I'll make it $97, click Save changes and let's see what happens.



Go back to our member's area.



We can't buy anyway. Why? We're on that level.



How do we simulate that? Go to Wishlist Member, Members, and take the user off that level. It showed up, like it was supposed to. Let's now remove that person. Remove from level, Ultimate, click Go.

This person is now only on Full. Go back to our member's area and refresh. You need to Upgrade, because we're not on that level. If I click this now, and everything went in the way it was supposed to, our button now says $97. We know that it's integrated, we know that it works and we're ready to go.

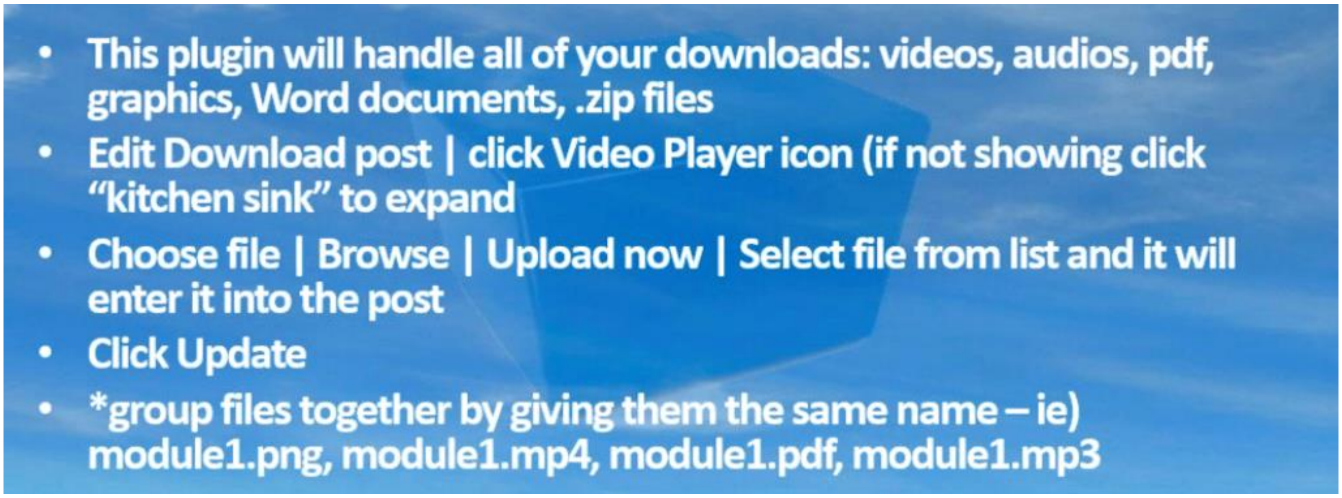
If you're nervous, you could buy a second time. This worked at one penny, and then we went back and the only thing we touched was changing one penny to $97. We tested it at one penny, the first time it didn't work, we forgot to save that one thing, now it did work. It doesn't matter what the price is, we can add any price, that button will successfully pay and send them back to the site and apply it to their account.

This is the hardest, most involved part of the process. Once you've setup your PayPal account the first time for the PDT token, then it works every time on every site that you setup. You only grab that token, paste it in, create your buttons and you're good to go.

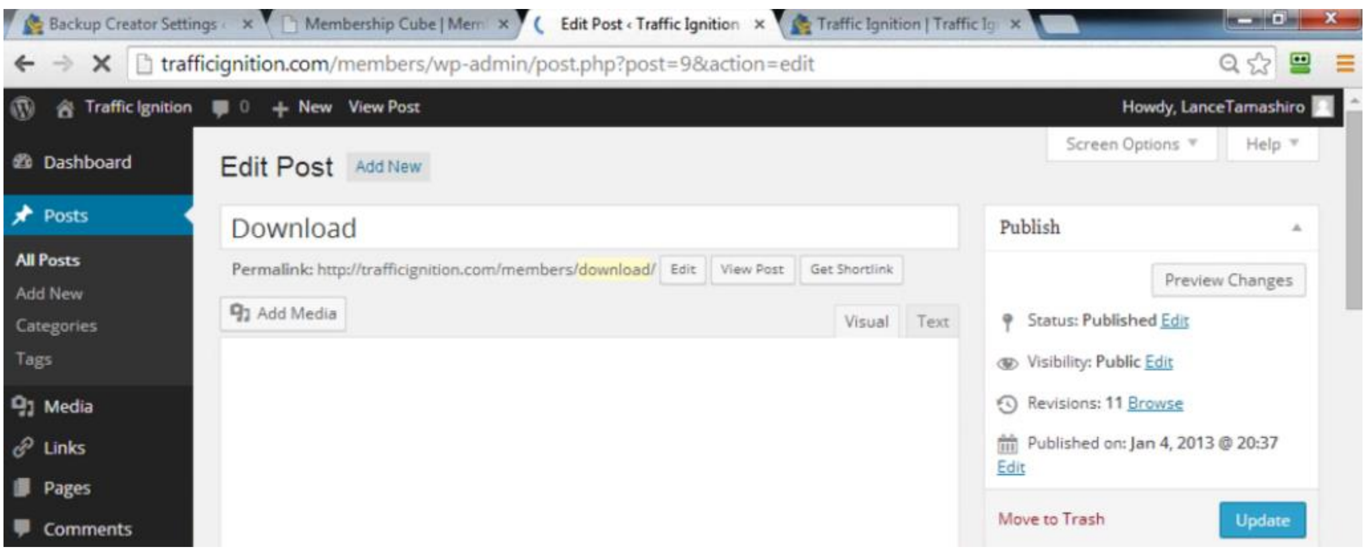
We'll create more buttons as the course goes on. Setup that one upsell button and test it so you know it works.

Video Player: Videos & Download Links

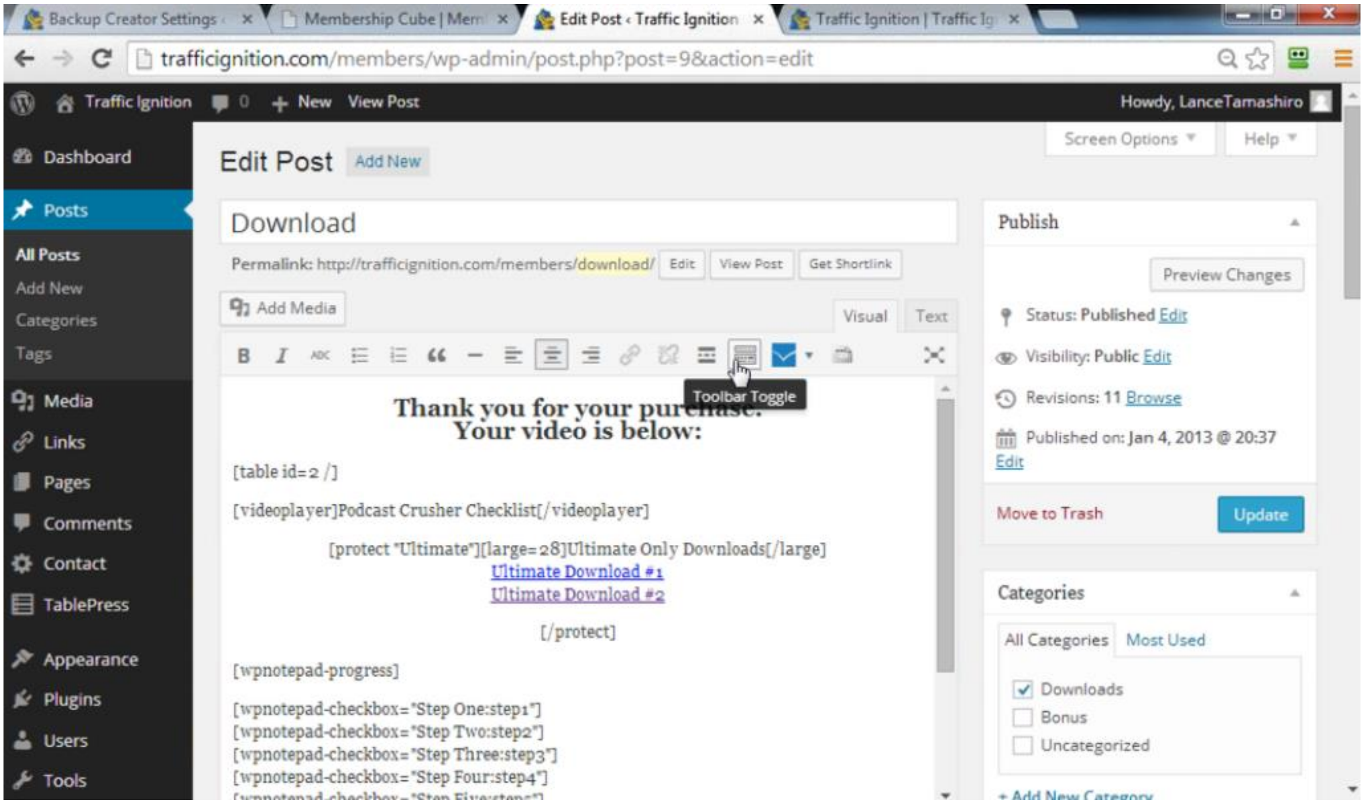
We want to start thinking about our Downloads. Are they going to be videos or ZIP files or Excel spreadsheets or Word documents or audio files or PDFs, it doesn't matter. Video Player handles them all for you.



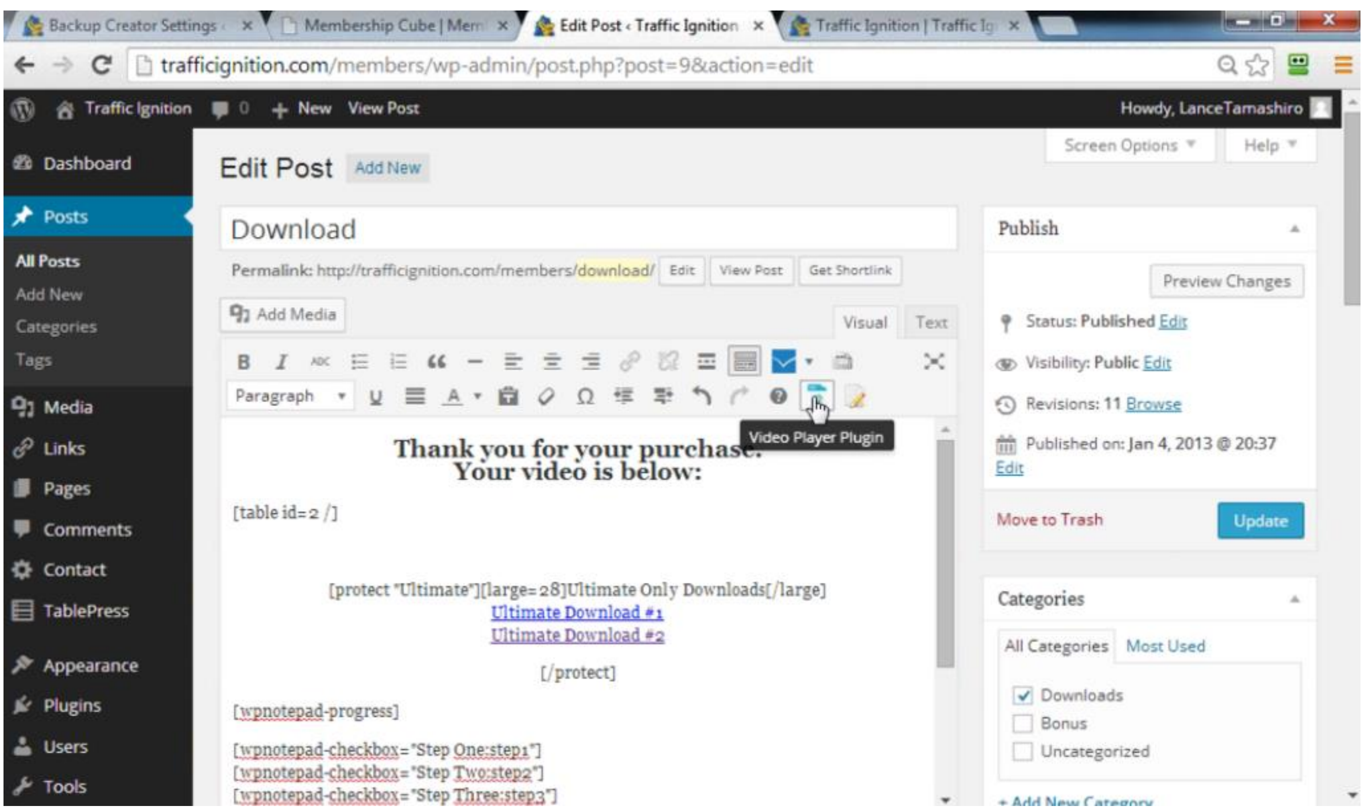
It's called Video Player and it plays videos, but it also sets up all your Downloads for you really really simple. While it's called Video Player, it could be Download Manager or something like that.



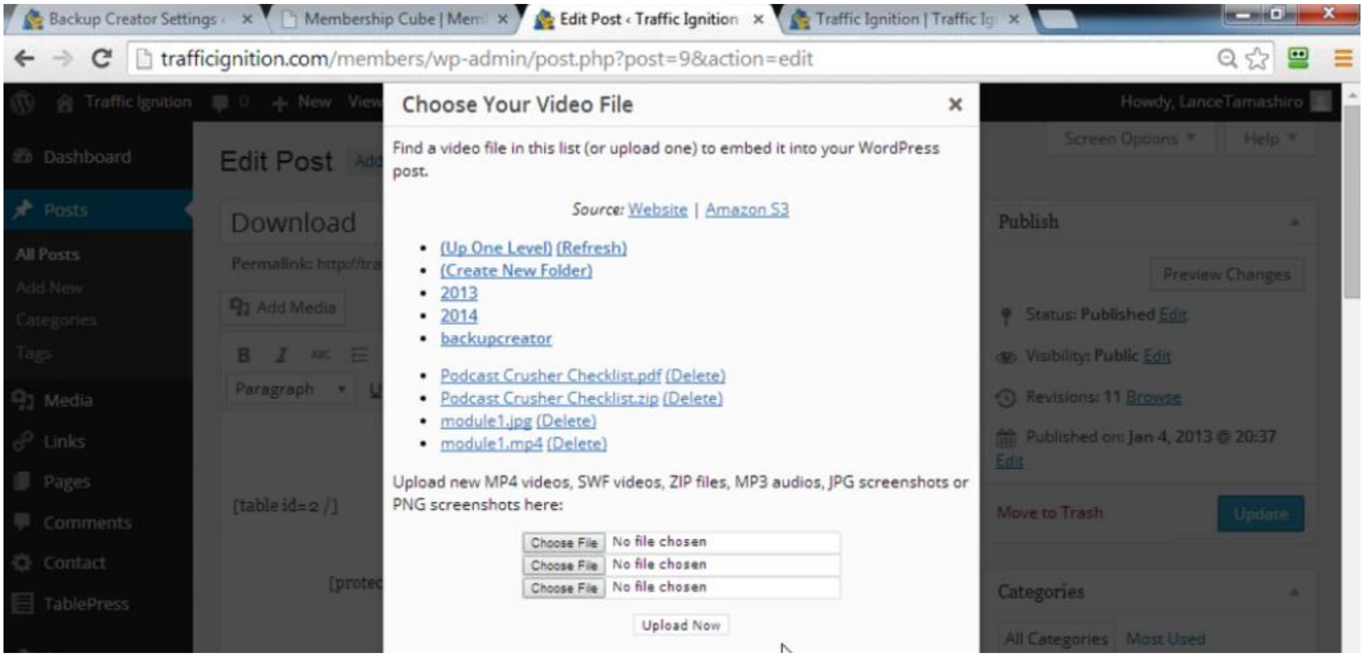
This plugin will handle all your downloads for your member's area, whether it's videos, audios, PDFs, Word documents, ZIP files, you name it, it handles it. In order to find this, you go to your Download post, the one we've been editing, and click the Video Player icon.



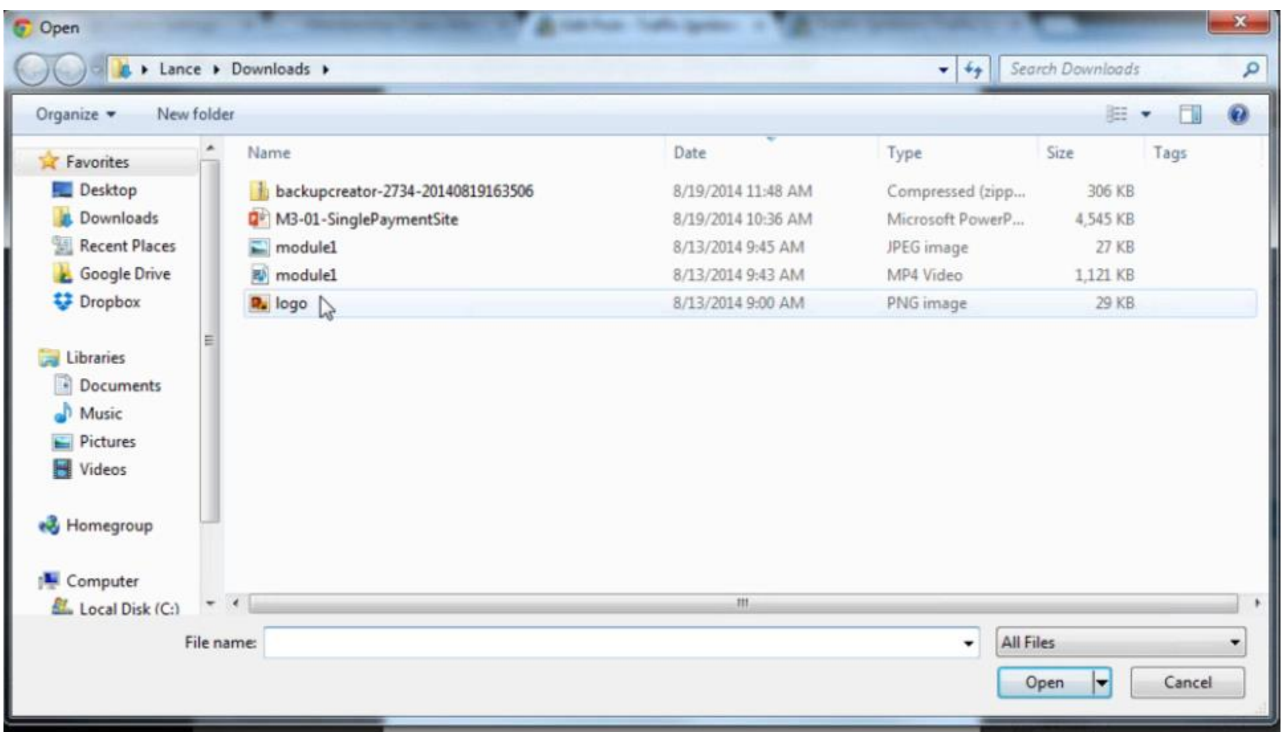
If it's not showing, click the Kitchen sink button. It expands out your editor, so you can see some of the hidden tools that you might have. This is a good thing to know anyway. A lot of people don't even know this is there.



If I want to add something in to download, it is pretty simple: I click Choose file, I browse to the file that I want to make available for download on my site, whether it's on my hard drive, and I upload it.

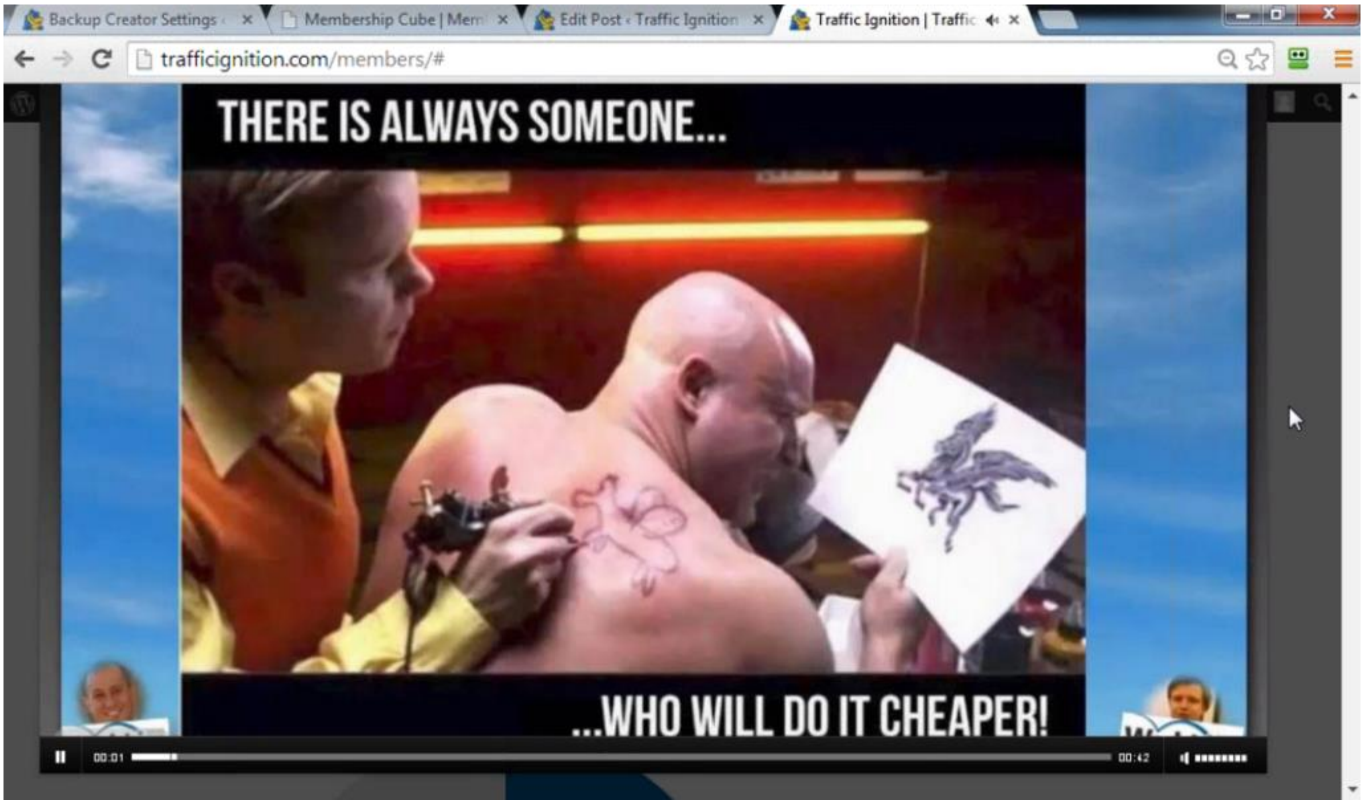


It upload to my server. I don't worry about FTP. I then select the file that I want to make available for download and add it into the post.



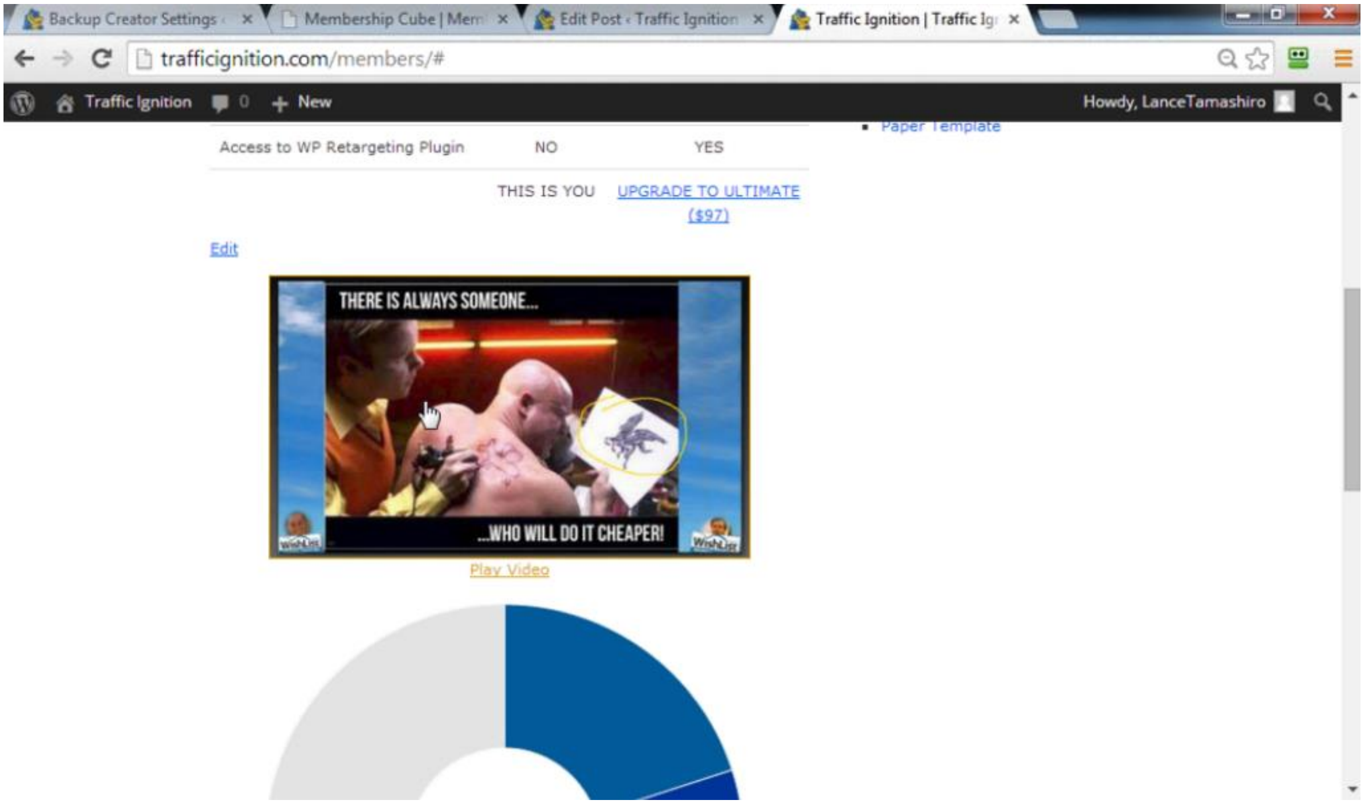
I click Update and that's it. All of my downloads are handled for me.

If you want group files together, like if you want to have a Module 1 picture, a Module 1 MP4, a Module 1 PDF, a Module1 MP3, all these things that are grouped together, just name them all the same. Name them all Module 1. Video Player will go on and put them all together in this layout that you see in all of our sites. By doing that, it makes it simple for you to manage and it makes it simple for people to get all of your downloads in a real concise manner.



Go back to our Download area that we've been working with, if I can find that page. Let's close down some of these tabs that we don't need anymore. We're back to our member's area and let's look at the page. In the Downloads area, the PDF and ZIP file are shown together. That's because they are named the exact same thing.

How do I edit this post? Go to Posts, All Posts.

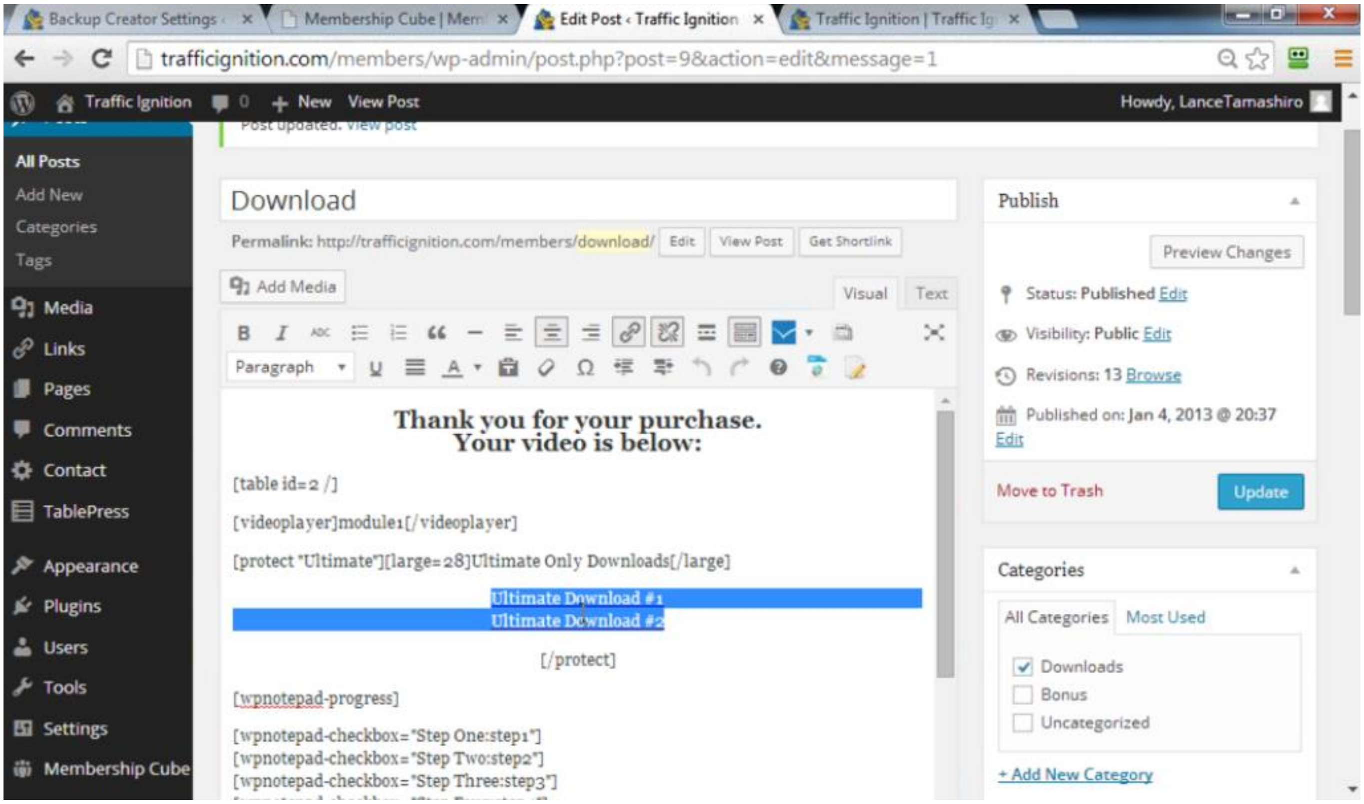


Then we'll go to Download and click Edit.

I was telling you that if you look here, we're looking for the thing called Video Player and there's nothing there. Still there is only one row of icons. I'm looking the Kitchen Sink, where it says Toolbar Toggle. You can see it has two rows. I'll try to click that and now watch what happens. Click that and look at all these new things that I have in my Editor. An icon says Video Player Plugin.

Look at our page, we edited this, we know this is our License table and this is our current Download. It says Video Player, Podcast Crusher Checklist, and then here there are some downloads. We don't want whatever those are, I want my own. I'll delete this, highlight and click Delete. I want to put a video in there.

I click Video Player Plugin and up here there are all the files that I can use. None of these are the ones that I want to use. I want to put up a video or an audio or something different, my own file I'll be using. I'll click Choose file and I'll find the file I want. I have this MP4 video, so I can select this, click Open, and I also have a graphic that I want to go there. Watch what I can do: Choose file, select this graphic that I have here, click Open and then click Upload now.



What's happening is Video Player went out and did you see what happened up here?

Let's say I want to show my Module 1 downloads for the people that have bought it. If I click this, I want this MP4 and this JPEG. remember, it groups them all together, whether they are ZIP files, PDF files, it doesn't matter. I click this and look what happens: it has changed this and it says Video Player Module 1 Video Player.

Click Update and return to our site, click Reload and we have our picture. Click Play video, the video starts playing. We can insert the things that we want, any type of download. If we had PDFs or documents, we would group them with the video. All on one page.

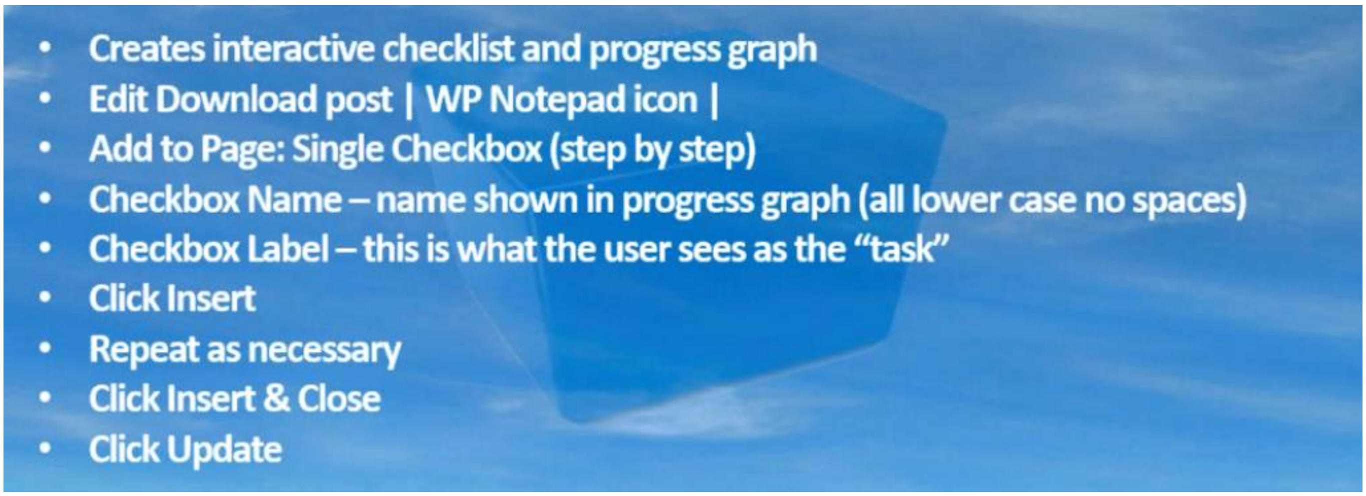
If you want to do the same thing, what do you think you do if you have Ultimate? What does this mean? I don't know. This means it is only for people on the Ultimate level. All I know is this is the Ultimate Downloads area. When I have my content only for people on Ultimate, I do the exact same process and add My Downloads in right there.

Video Player will setup your Downloads for what you want downloaded, any type of file, any setup of files. The only thing you need to do is put your main downloads for your Full level up here, and your Ultimate level downloads. I can't even see those downloads. Why? I haven't upgraded yet. If I go through an upgrade again, then I'll see those extra downloads in there. As site builders, all we have to do is to fill in the area. That's Video Player.

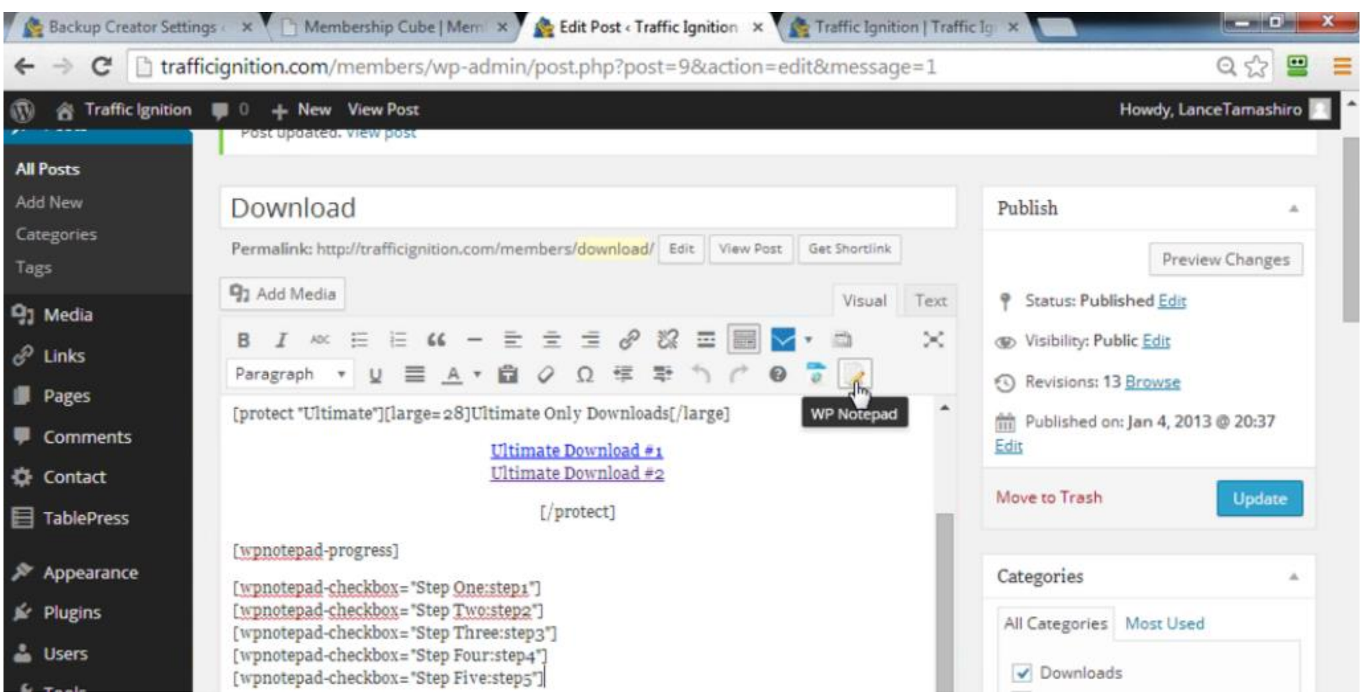
WP Notepad: Checklists & Forms

Using WP Notepad, we can create interactive checklists and the progress graphs, so that people can go, "I need to do this step, then this step, then this step."

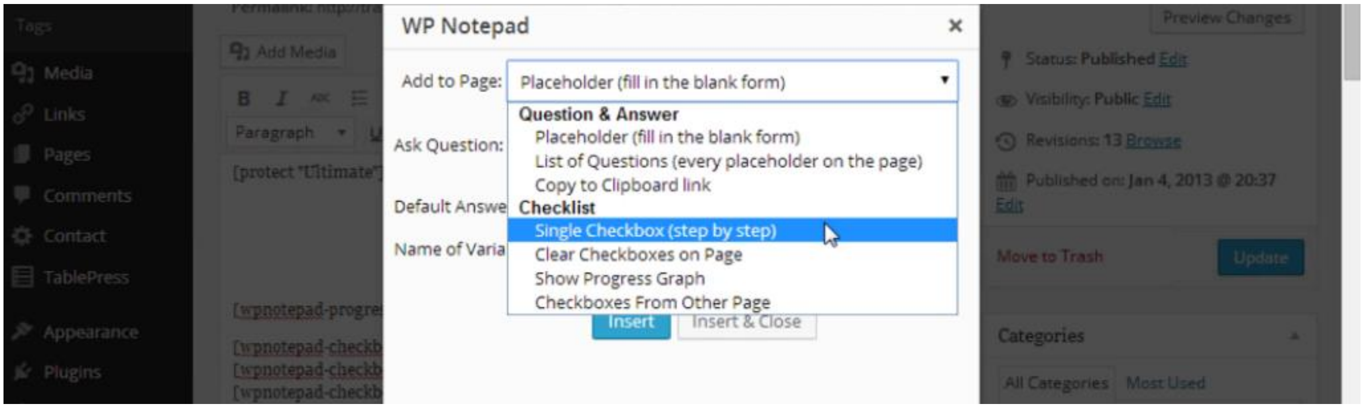
Can you guess what checklists we created in the member's area? We have slides that say do this, do this. We thought ahead and made those checklists you can use? It makes it easy to follow along and know where you're at.



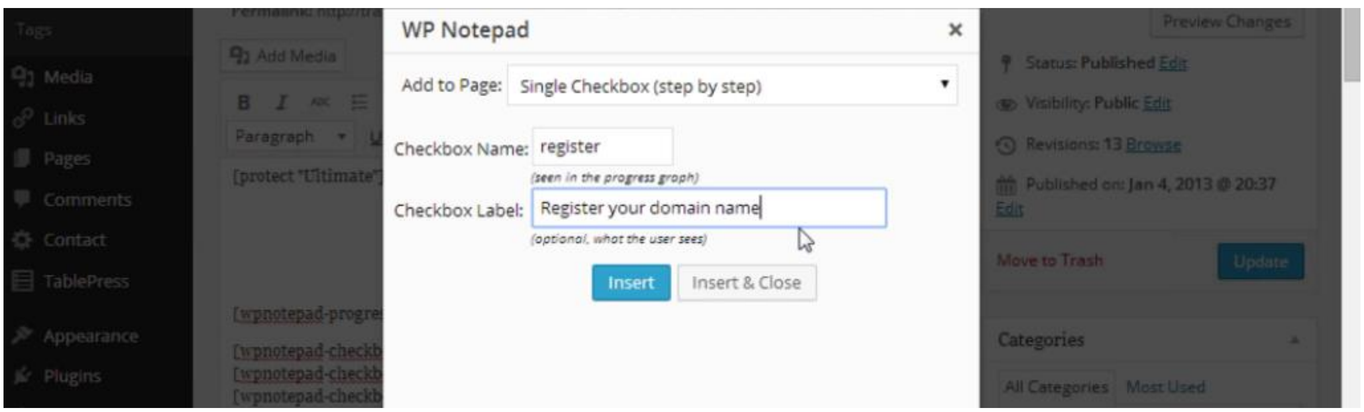
If your customers need to leave, they will know exactly where they're back. WP Notepad is what we use in order to create these interactive checklists and progress graphs. In order to set this up, you go to Edit the Download post, the same post that we've been working on, the only post on our site. This time, we'll look for the WP Notepad icon.



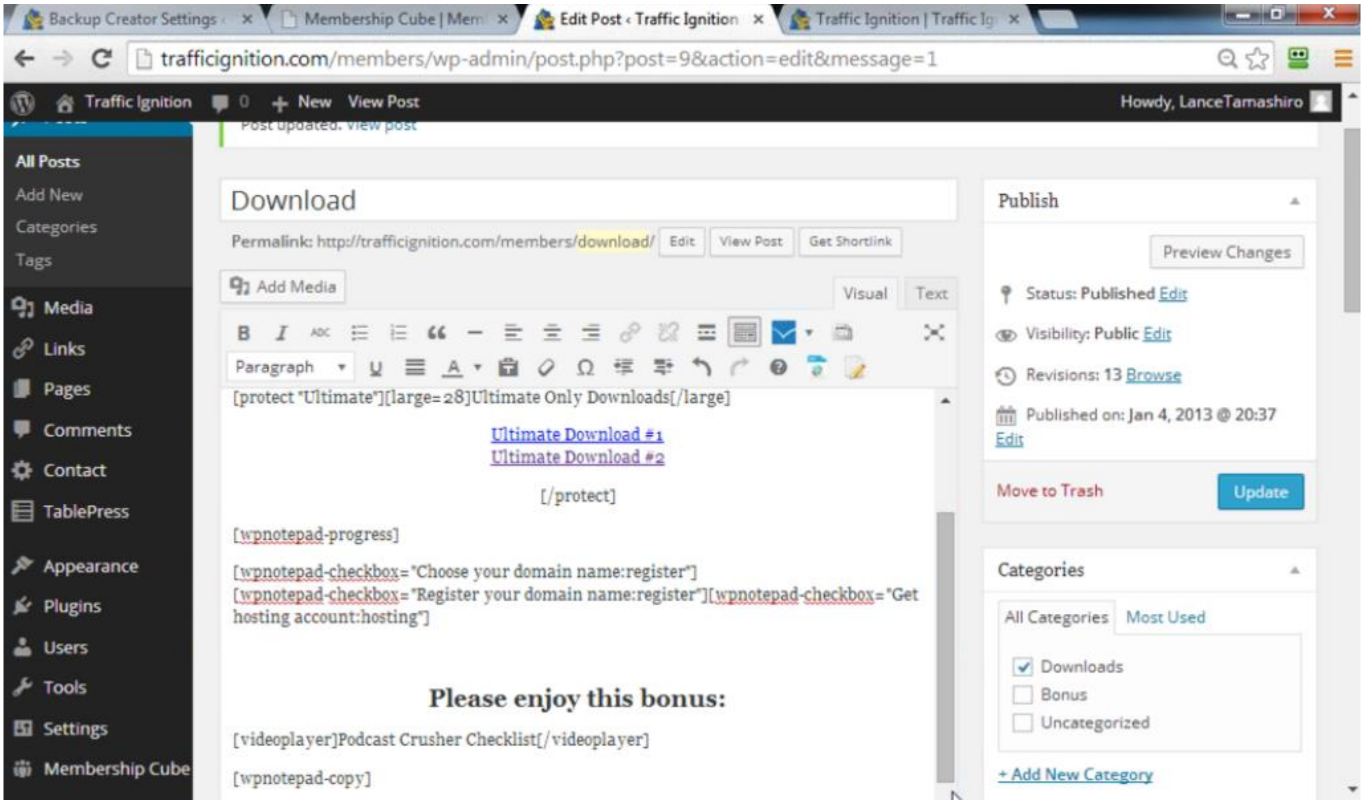
When we click it, it will give us some options. The only one we care about today is to add a single checkbox, step by step, to our page.



That is how we add those checkboxes to our page. We don't know about coding, we only need to know Select single checkbox. In the checkbox name, you add whatever you want. This is what's shown in the progress graph. I will show you what it means when we get there. The important part is that it has to be all lower case and no spaces.

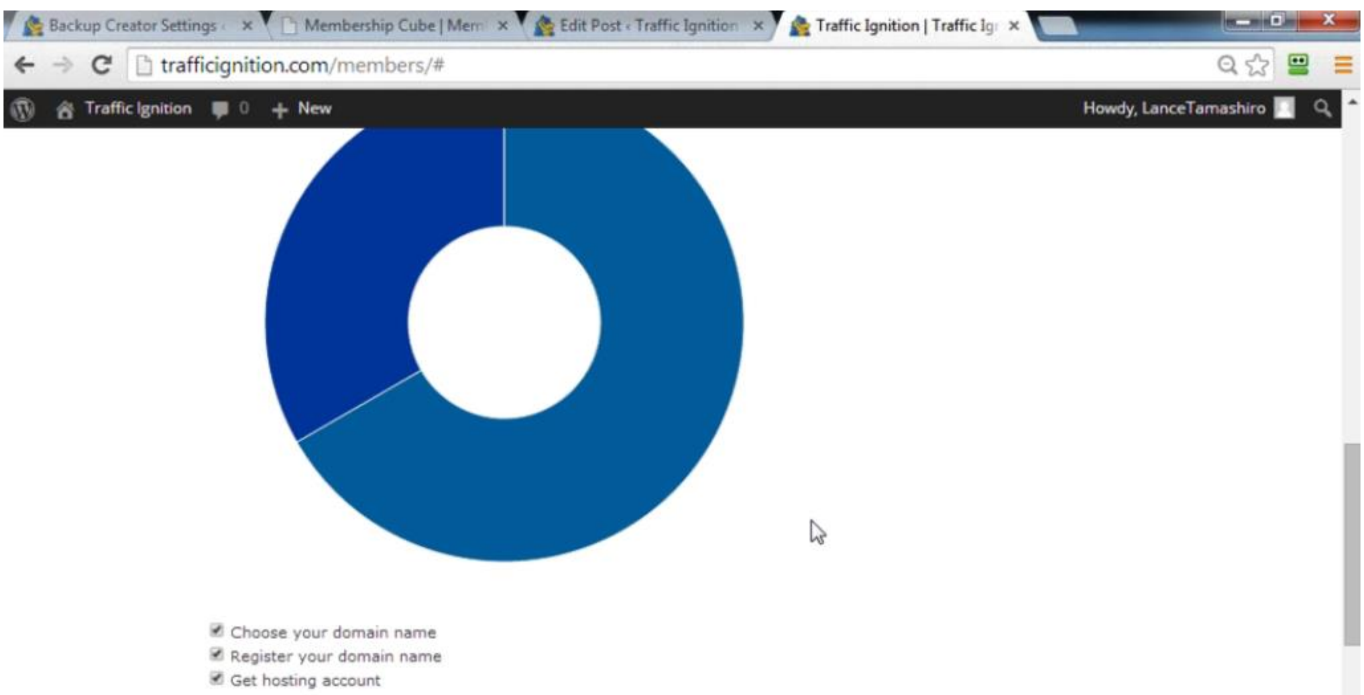


Enter the checkbox label. This is what the user sees in the member's area, these are the actual tabs that your members need to do for a checklist. Click Insert. That adds your checklist.



Then you keep repeating that process, over and over, until you have all the tasks that you want in your checklist. Click Insert and Close, then Update.

You have the graph and a checklist. Let me show you how this works. Never start with nothing.



This graph says step 3, step 2, step 1. We'll be control that in graph. Here are our steps. How does this all work? It doesn't matter. It all works by magic. All that matters is that it works. You can create checklists for anything.

What if you sold recipes and each one of these steps was a piece of the recipe? People know exactly where they're at and what they need to do. This is very easy to create.

Go back to the post. "WP Notepad Progress" is what creates the progress bar. These are our steps, the checkboxes that we saw.

Go to the WP Notepad icon. First, I'll go to where I want it to be. I click WP Notepad and Add to Page. The one that we were worried about right now is Single checkbox, step by step. I'll pick that and our checkbox name is let's say is "register." Let's say we want the label to be Choose your domain name. Click "Insert." Did you see what happened down here?

Type "register", lowercase, one word, and Register your domain name. Click Insert. Then we say "hosting" and our label is Get Hosting Account. Click "Insert and Close." The final one doesn't matter anymore, so I'll delete it.

See all this space in here? If you see that in the WordPress editor, its default is the double space, so what you can do is go, see where my cursor is, here where it is blinking and I want to get rid of that double space. I'll click backspace and then Shift and Enter. Shift and Enter makes things single-space in the WordPress editor.

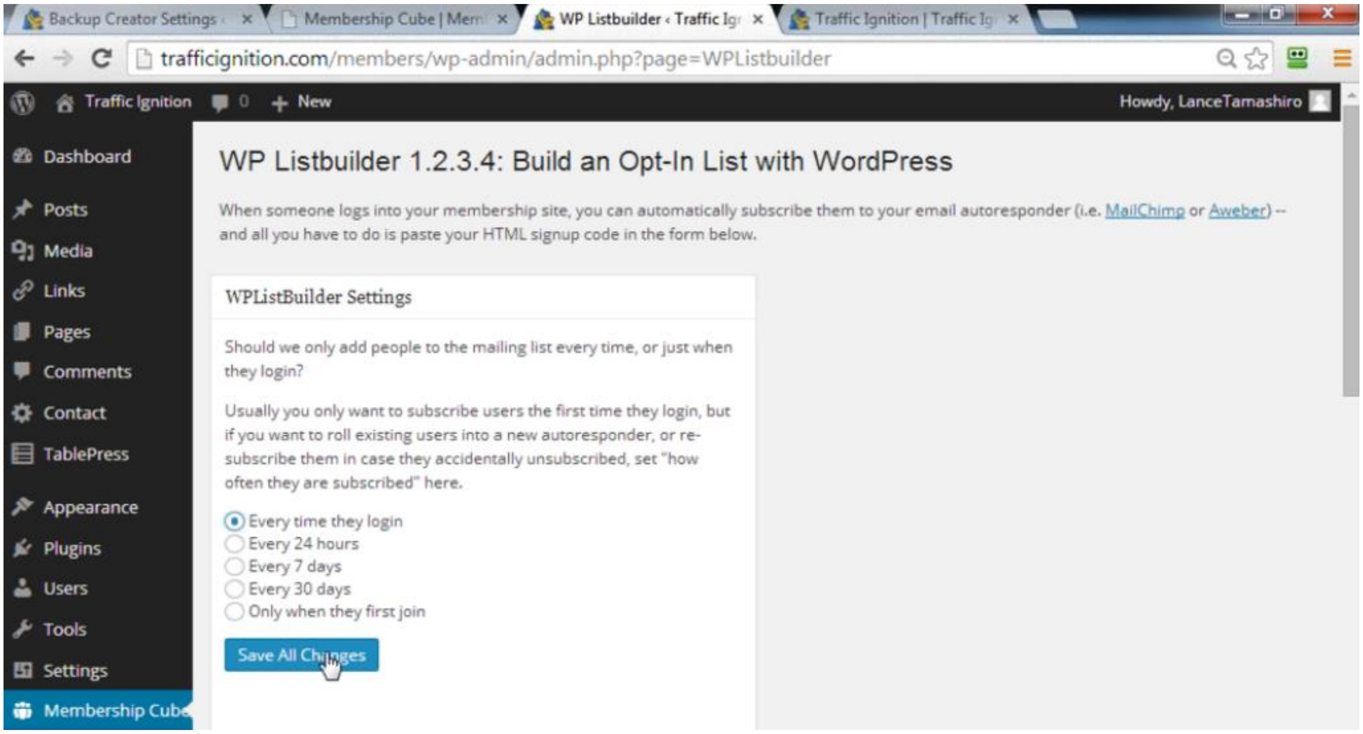
This is my new checkbox. Click Update and refresh the site. Step 1, Step 2, Step 3, too really useful. Click Reload. Choose your domain name. I did that. Register your domain name. I did that. Get your hosting account. I did that. I've now completed the tasks. Do you see how easy this is and how anybody can do it? This is really, simple and it creates that interaction and it gives people a reason to keep coming back into your site.

WP Listbuilder: Build a Buyer's List

Get used to editing these things and starting with the template and using all the tools. We've installed WordPress, the clone, customized the theme, edited and customized the Download and Bonus areas. Next, we need to integrate our autoresponder.

Most membership plugins that integrate with your autoresponder do so incorrectly. Here is what most of them do: they don't put the IP address, the computer address of the person that signed up in. What they do is they put the address of your server on them. If you get in trouble with CAN-SPAM, you need to prove that somebody did sign up to your list. You can't, because you don't know the number of their computer. The way we do it it makes it so that you have their computer's number, not your server's number entered in.

We use a tool called WP List Builder. To find WP List Builder, go to Membership Cube Plugins and WP List Builder. Once we get there, click Settings, and choose a couple things.

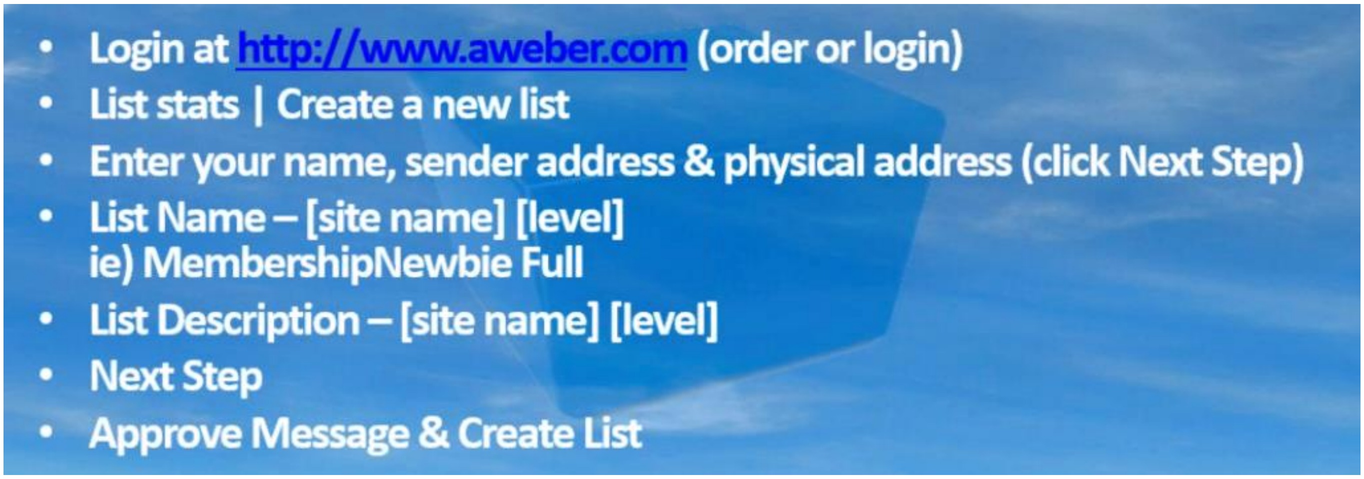


Choose "Every Time They Login." Every time somebody logs in to the site, it will try to add them back to your list. Your autoresponder handles this. I will save all changes. We'll go to Membership Levels, we'll select the Full level and put in the code for our autoresponder into that area. Don't worry if you don't know what this means yet, we'll setup a level for anybody that is on our Full level, will get added to a certain autoresponder. You can also repeat this process for the Ultimate level, so you have everybody that bought Ultimate is on a different list or the same list. It's up to you.

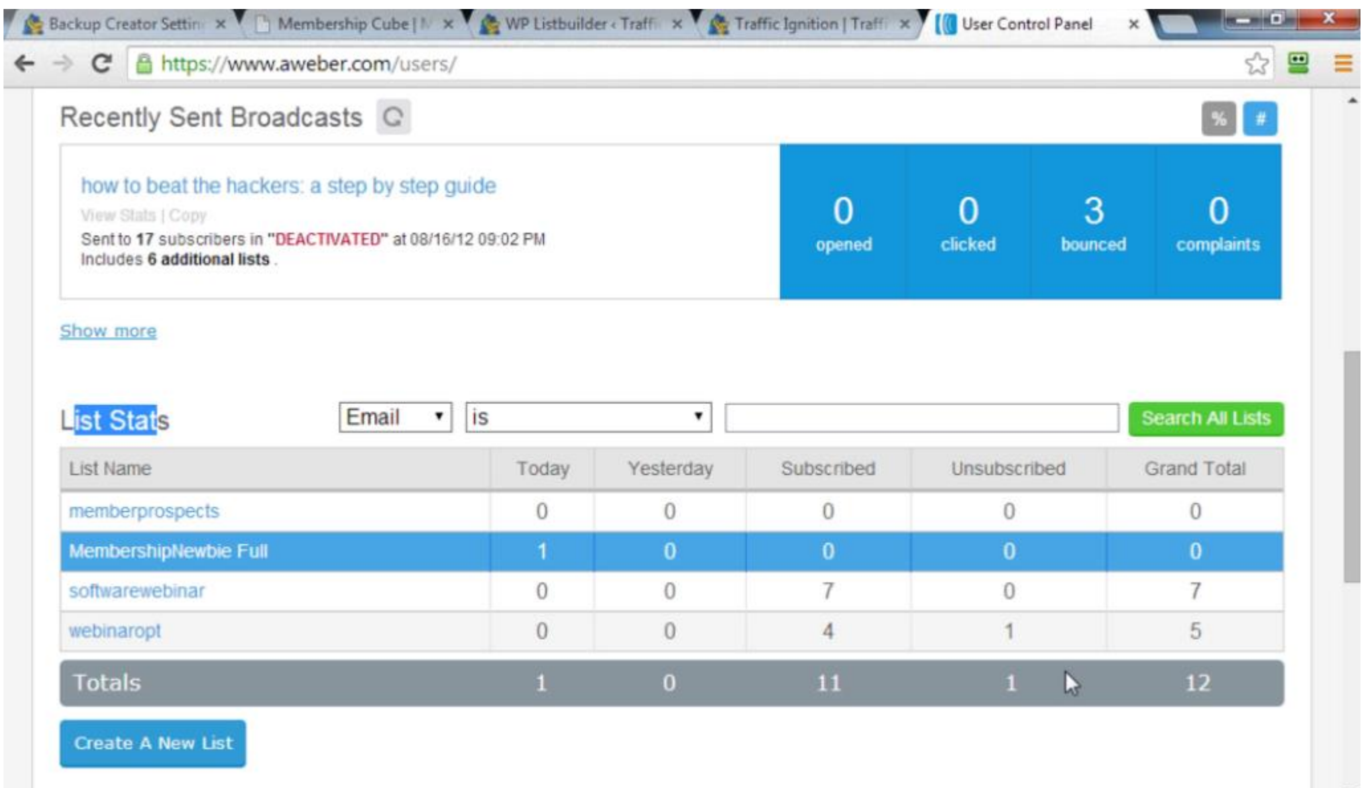
Let me show you how this looks like and then we'll go to GetResponse or Aweber, and set this up. Go back to our site, back to our Dashboard area, go to Membership Cube and select WP List Builder. Once we're here, in the Settings area, choose Every time they login, save all changes. Scroll to the bottom .It's automatic for every level. We'll do the Full level for now. Then it says Cut and Paste the autoresponder code in the form. We don't have that yet.

Create Aweber List

We will create a list in Aweber, we'll create a form so that every time somebody is added to this level and they login, they get put on our autoresponder. Do you start to see the power of what we are going to do here?



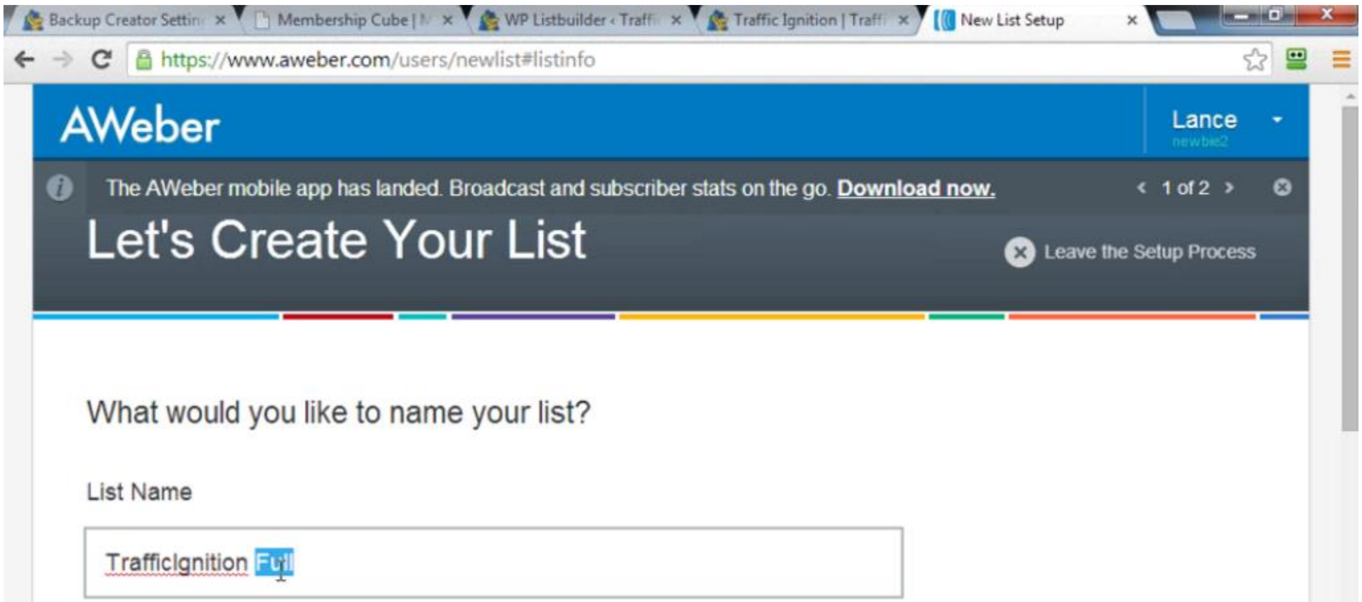
We'll create an Aweber list. First, we login at www.aweber.com. You need to order yourself an Aweber account or login to your account. Once you're in, you go to List Stats and then Create a new list.



We have to enter in some basic information about us to send emails: our name, our address and our physical address. Then click Next step and pick a List name. By default, choose: use your site name and the level. For ours, we'll use Traffic Ignition Full or Traffic Ignition Ultimate.

Create your list name the same way. For the list description, use the same thing. Click Next Step, Approve Message , Create List.

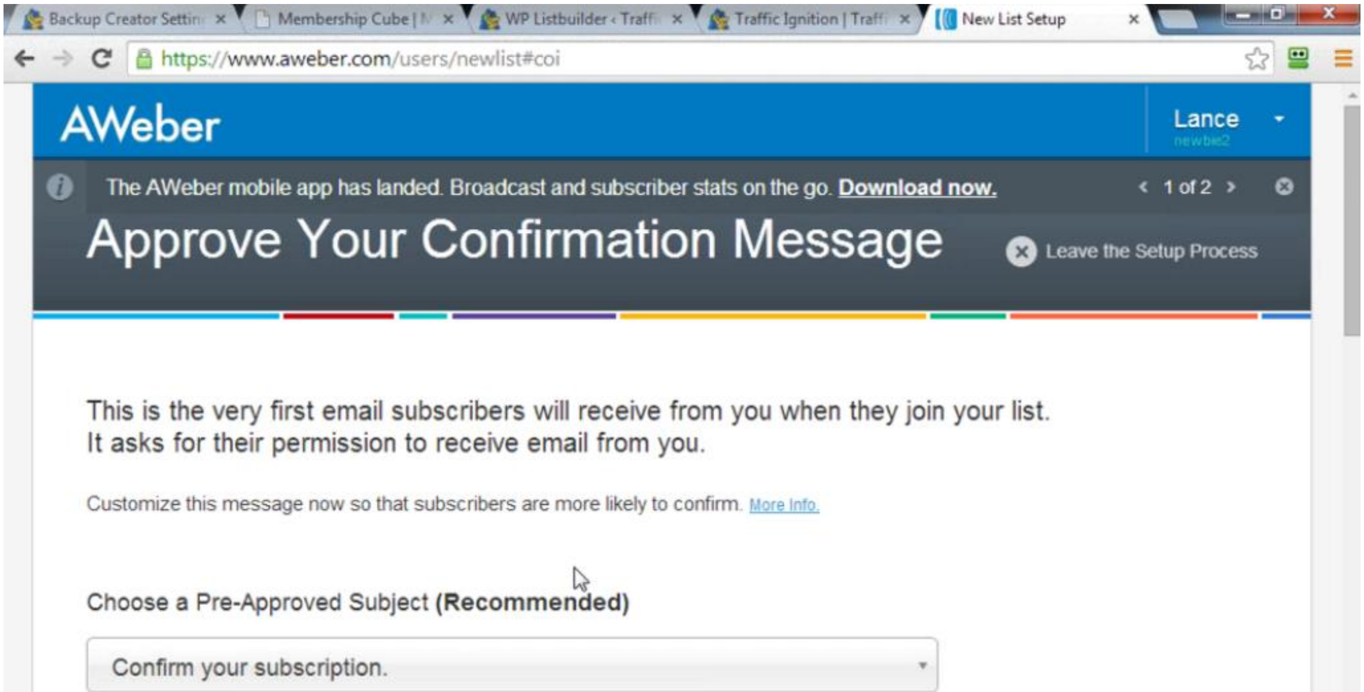
New tab, go to aweber.com. If you don't have an account, choose Order. If you have an account, click Sign in or Log in. Go to List Stats in the middle. Create a New List.



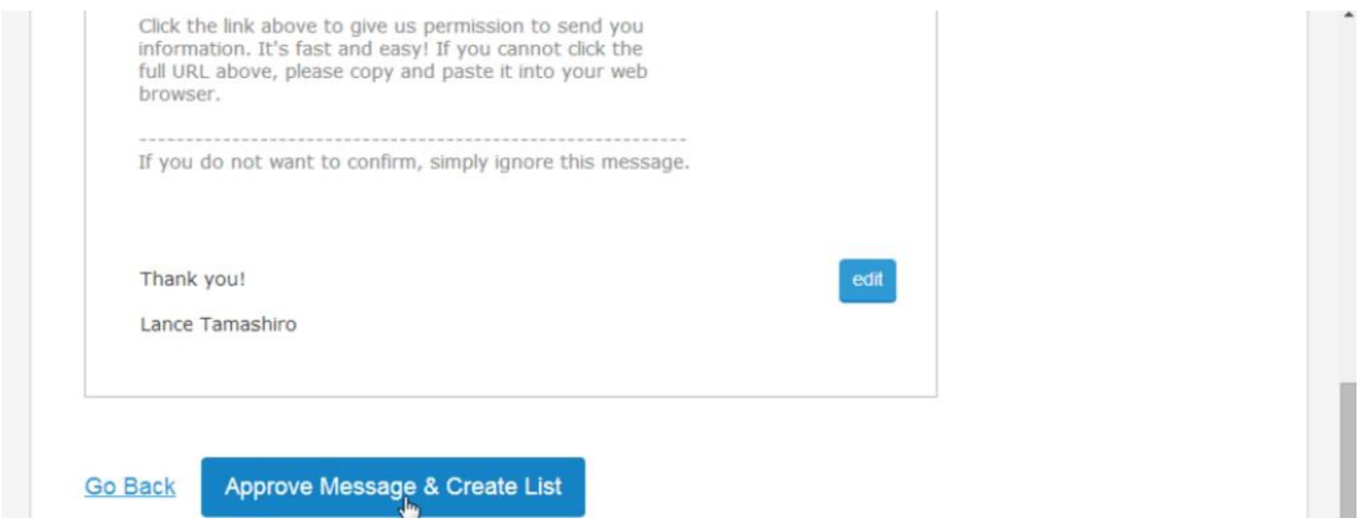
That's the blue button that hides further down the page.

If you're on the Home tab, then you go down to the middle, List Stats, Create a new list. We want to enter in some basic information: your company name, your company address, change to TrafficIgnition.com, keep the address for the bottom of our emails the same.

For sender name, enter your name, the email that it will be coming from and click Next step. What would you like to name your list? We said we'll call it the name of our site and the level. Call this Traffic Ignition Full. This let us know what site it is and what level it's for.



This way, you can keep it all separated out if you want to have a level for Full and a level for Ultimate, or however you want to do it. List name and level. For list description, copy and paste the exact same thing: Traffic Ignition Full. They know that they bought this, so that's all that matters for that. Click Next step. Don't worry about most of this. We won't use any of it. Scroll down to the bottom and click Approve message and create list. It won't show up in our List Stats immediately, but I know it is created because I see it here in the current list.

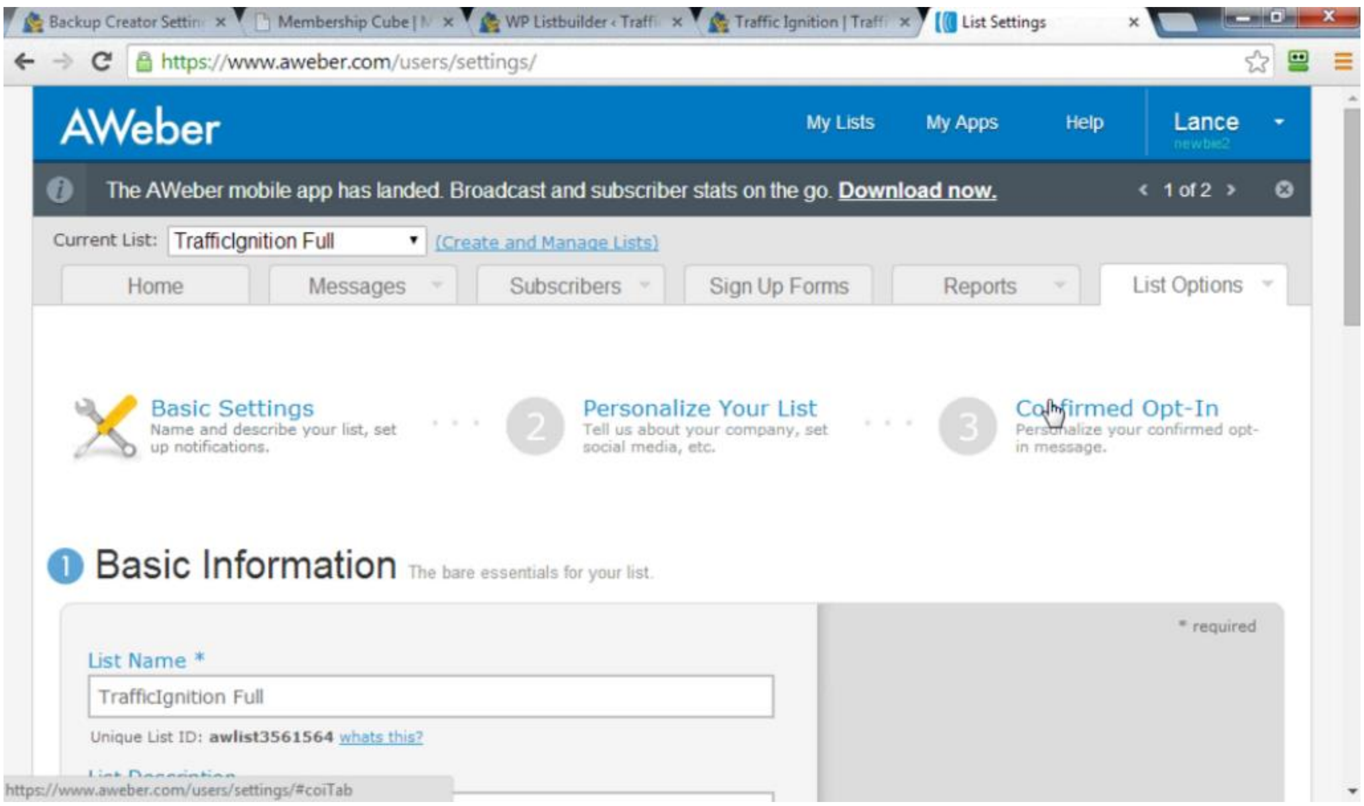


Configure this list and set it to Single Opt-in. When somebody buys, we want them to show up on the list because they purchased something from us. We want to make sure the current list is the one we want to work on in Aweber. In our case, the current list is Traffic Ignition Full. Go to List Options and then Confirmed Opt-in. We scroll down to the setting that says Require opt-in on web-forms.

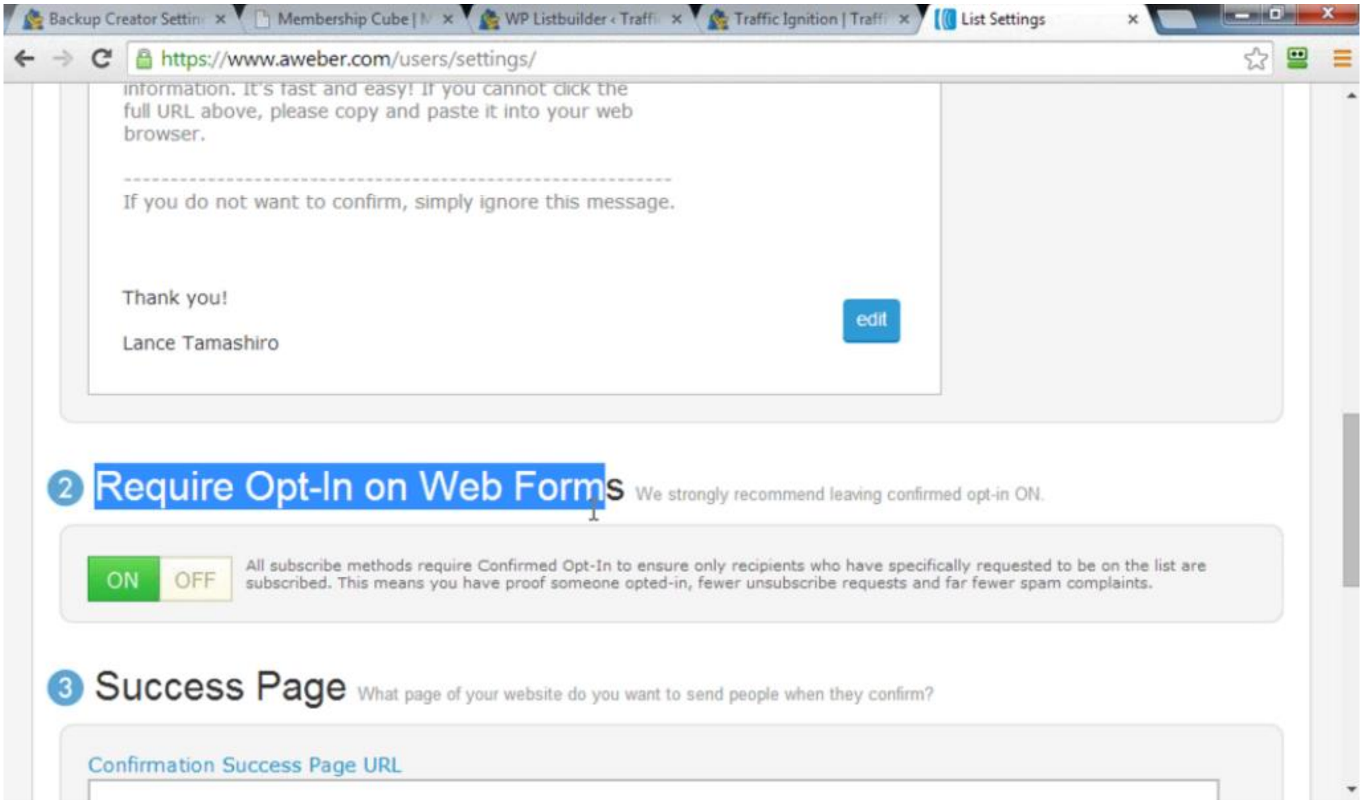
Configure List

We want to click it to Off so that it says Yes, you'll see what this means in a minute. Click Save settings.

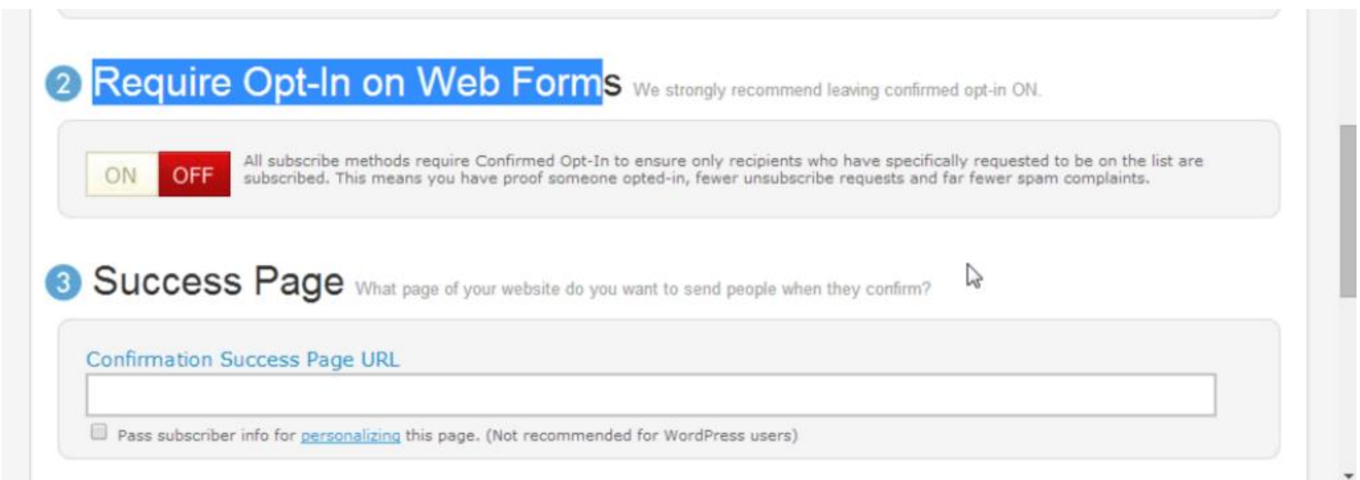
Let's do that. This way, we'll be able to add anybody that signs up to our membership site into our list.



Go to Current list, and we want to make sure it is the one that we worry about right now, which is Traffic Ignition Full. Go to List options, on the right and to List settings. Once we're there, it says Basic settings, Personalize your list, Confirmed Opt-in, up here at the top.



Click Confirmed Opt-in and then scroll down to where it says Required OptIin on Web Forms and click Off. Are you sure you want to disable? Yes. Make sure Off is red. Then leave everything else the way it is and click Save settings.



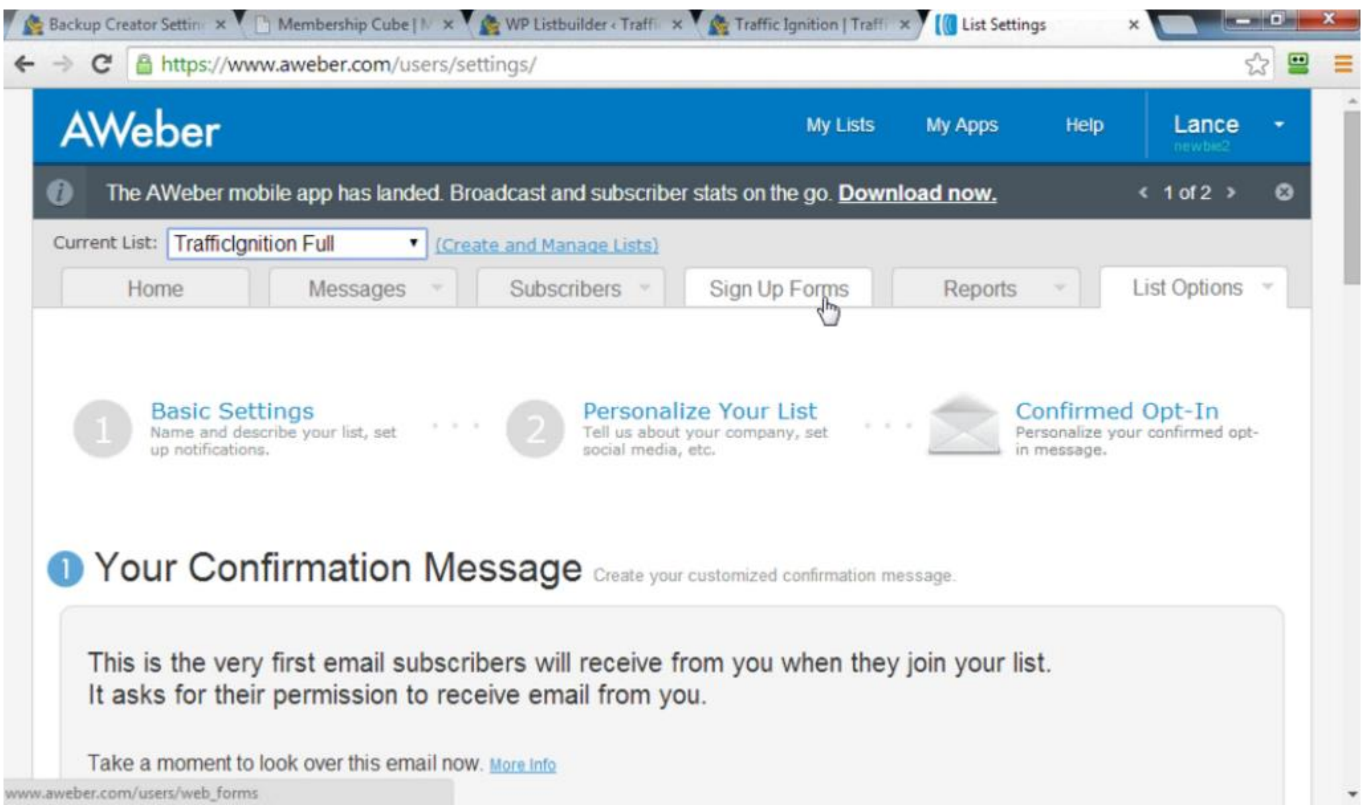
We configured our list the way we want. The next step is create the form for our membership site. I don't know what any of these means, all I know is I need to create one. Make sure the current list is the list that we're working on, in our case it is Traffic Ignition Full. Go to Sign-up forms tab, across the top where it says Sign-up Forms, we click that. We'll Create your first sign-up form, click that and immediately go to Step 2.

Create Form

Where it says Form Name, we'll use the site name and the level, in our case Traffic Ignition Full.

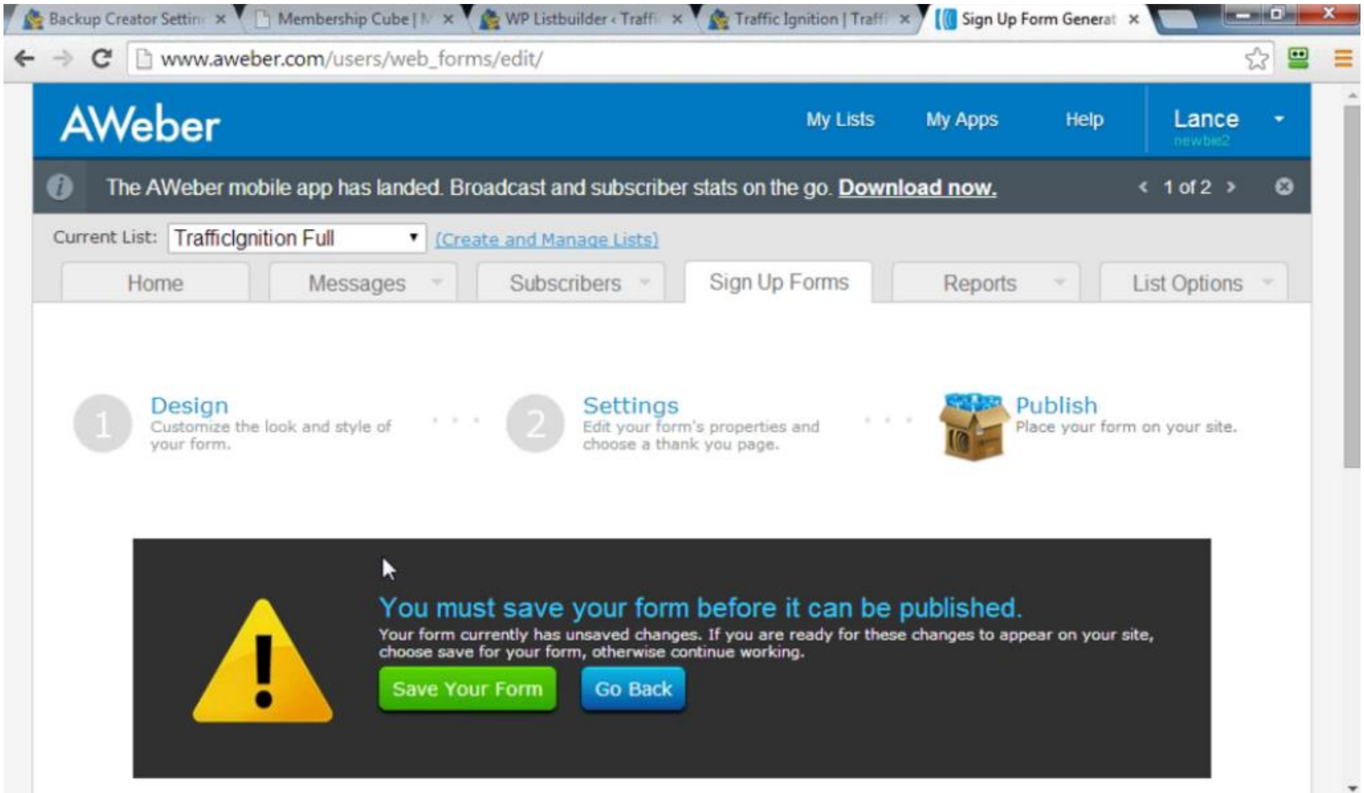
Click go to Step 3 and on Save your form, then on I will install my form and this is the most important part of this section: we click Raw HTML version. If this step doesn't work, go back here. Save your form, I will install my form, and then Raw HTML Version. It will give us some code, we'll copy it and paste it in our list builder.

Make sure we saved our settings. Make sure you have the right current list. In the middle it says Sign Up Forms.

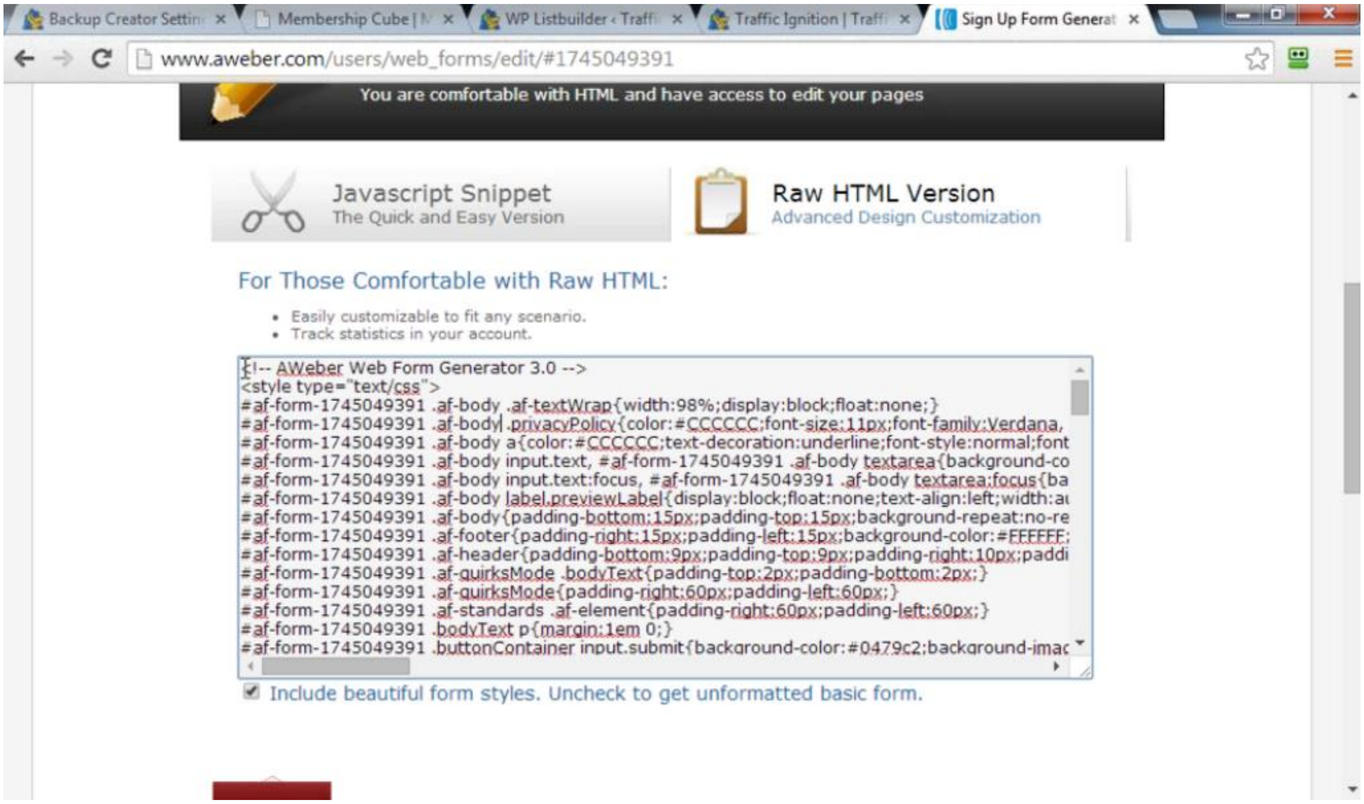


Create a sign-up form. Click that and all we care about is this big green button that says Create your first Sign Up form. Scroll down to the bottom, don't worry about anything, and click go to Step 2.

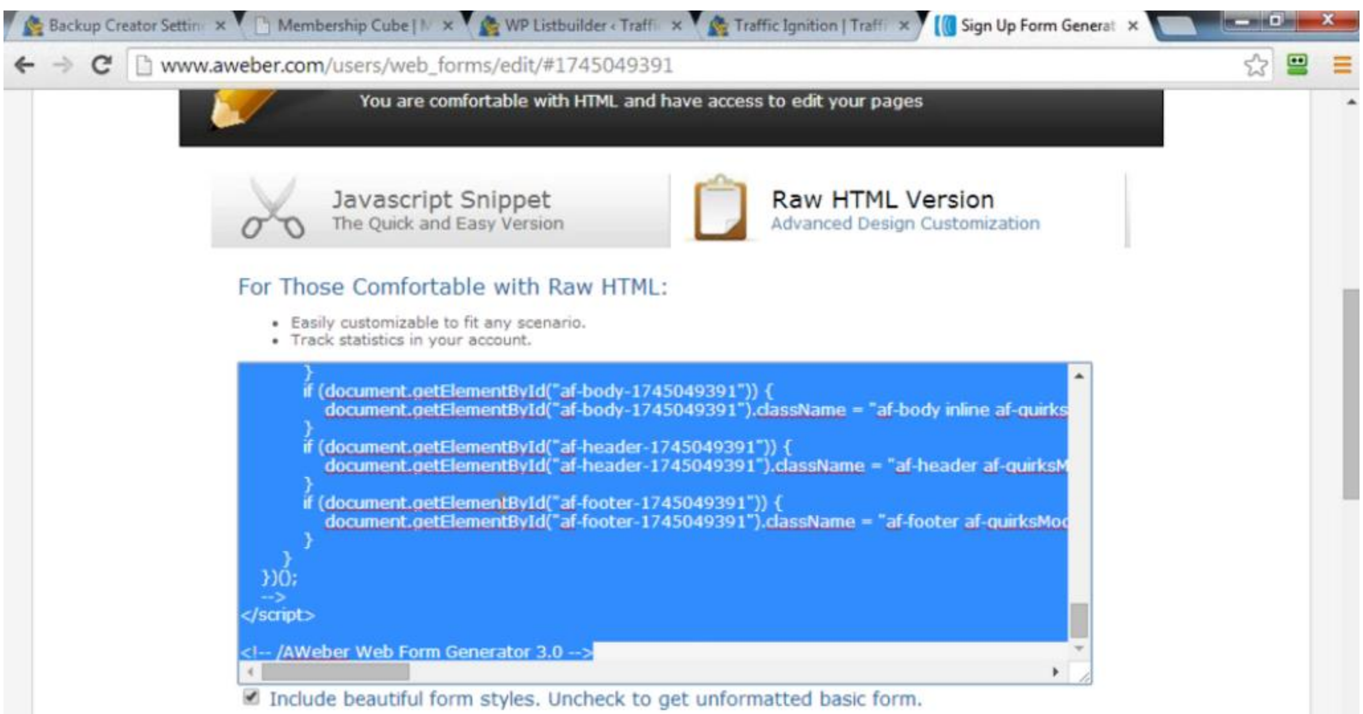
It asks for a Form Name. Type the name of our site, Traffic Ignition, and the level, Full. Don't change anything you don't need to. Leave everything at the default value, click Go To Step 3. Enter the form name, scroll down to go to Step 3, and click. It shows a Caution icon, but don't worry about that.



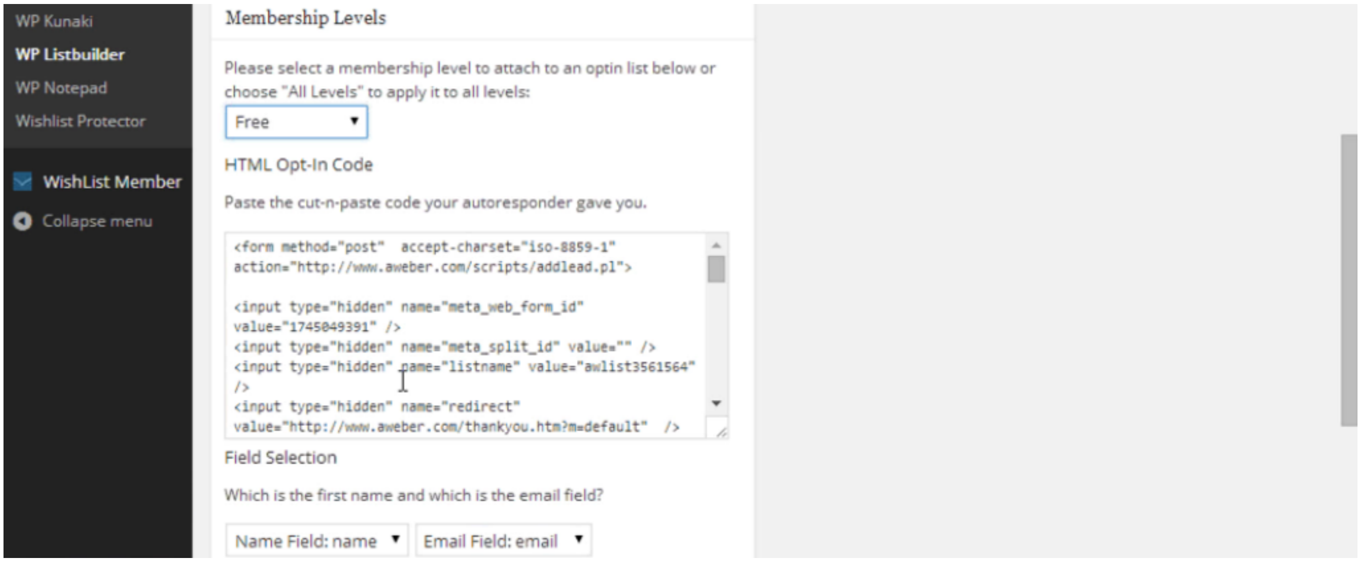
Of course I want to save it. I click this green button up here that says Save your form. It does its magic and it gives me all these things. All I want is this top button that says I will install my form, it's the one with the Pencil. I'll click that and all this drops down. What was the most important thing? To click Raw HTML Version. Click Raw HTML version and then click this box, scroll down and select all of it. Once you have everything selected, we'll right-click.



Right-click in this box, click Choose, Select all. Then right-click and Copy.



Click anywhere in this box, see your cursor is in there, right-click, Select all, right-click, Copy. We have our code now. Our site is open. We can paste the "cut and paste" code the autoresponder gave you. Click the box, right-click, Paste.



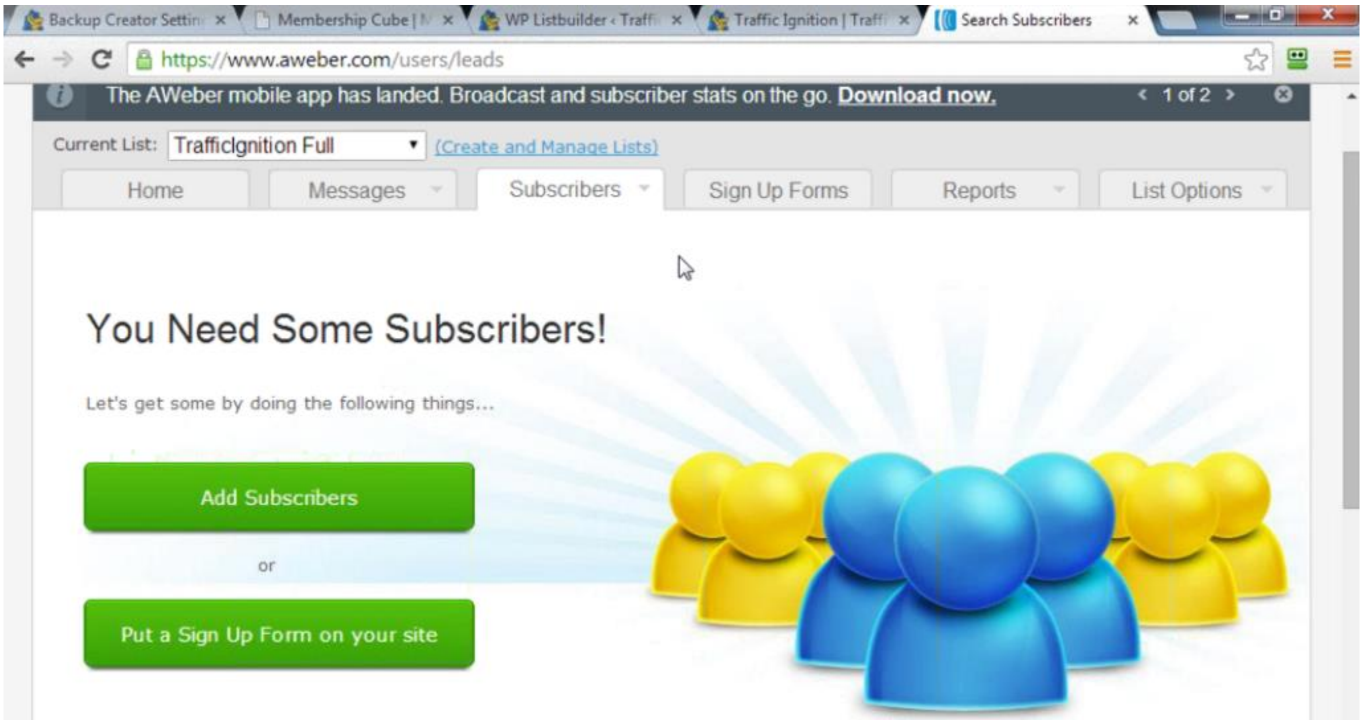
We have our code. Click outside the box. It says Name, Field Name, Email, Field Email. Click Save All Changes.

If I want a different level, I can switch to that level, create a new list, create a new form and enter it in. See the asterisk, next to Full? We have a form there. Go to the Full level and double-check to make sure the code is still there. It is. Let's test to make sure when someone buys our product, gets on our level, they're also signed up to our autoresponder.

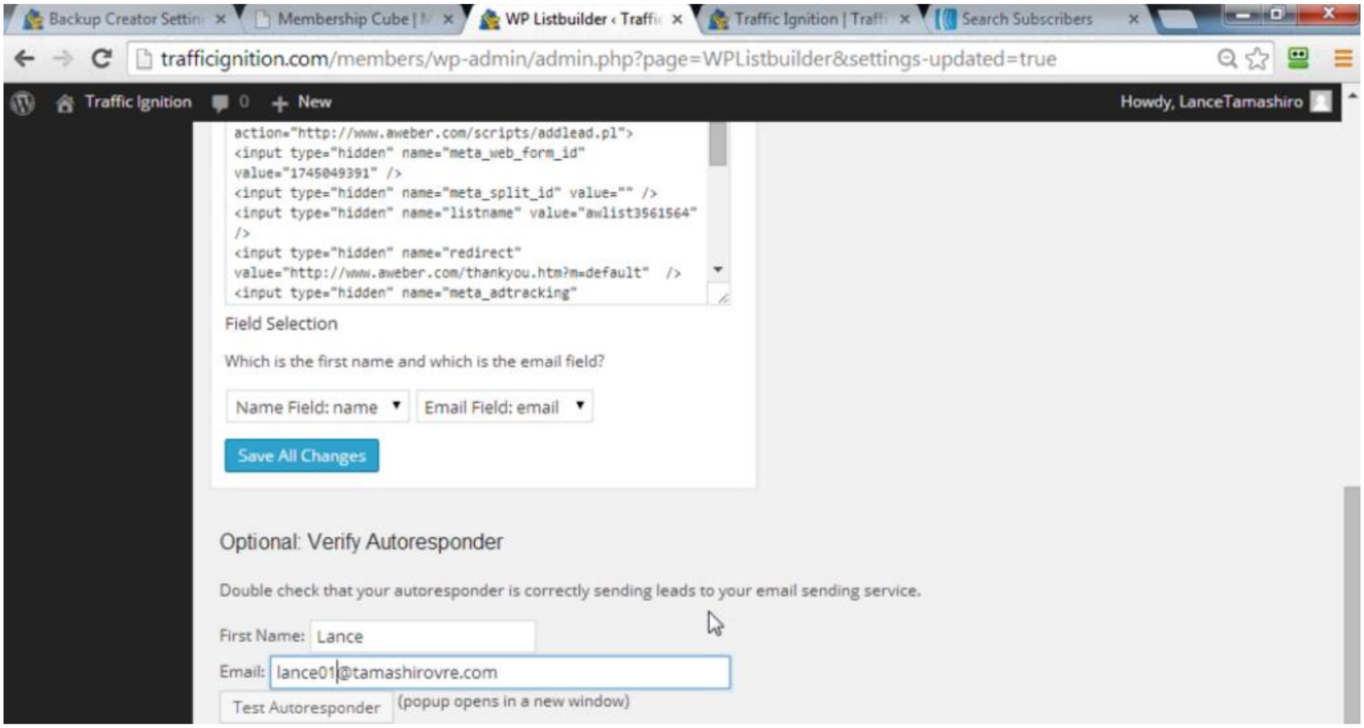
Test Autoresponder Integration

Scroll down all the way to the bottom of the List builder, to the area that says Verify autoresponder.

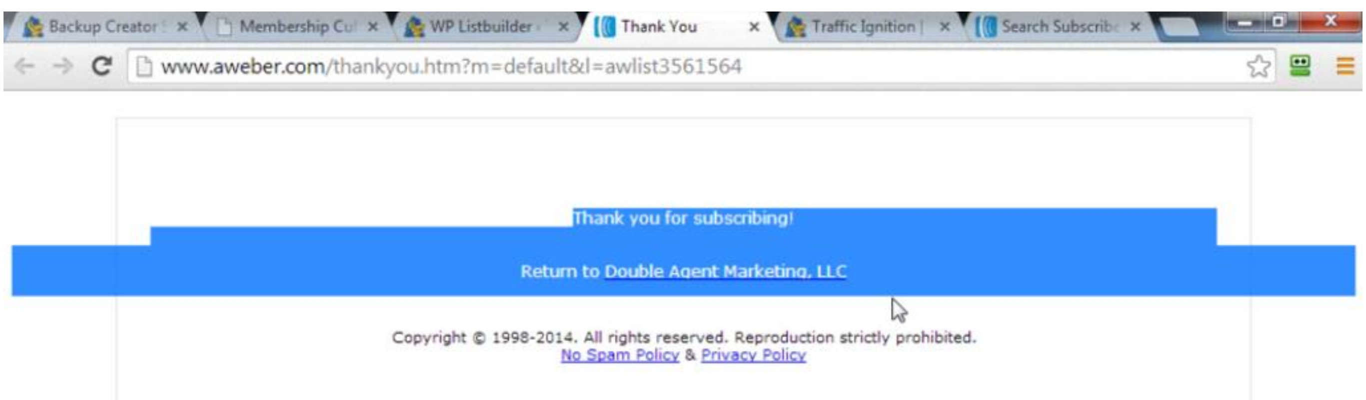
Enter in your First name, enter in your email and click Test autoresponder. If this works correctly, we'll show you all the steps, then you know your autoresponder will work every time somebody signs up to your list.



If I go to my Aweber account and to Traffic Ignition Full, Subscribers, I have no subscribers. Let's simulate a sale. I'll go back to our site. I have my List Builder, my level is Full.



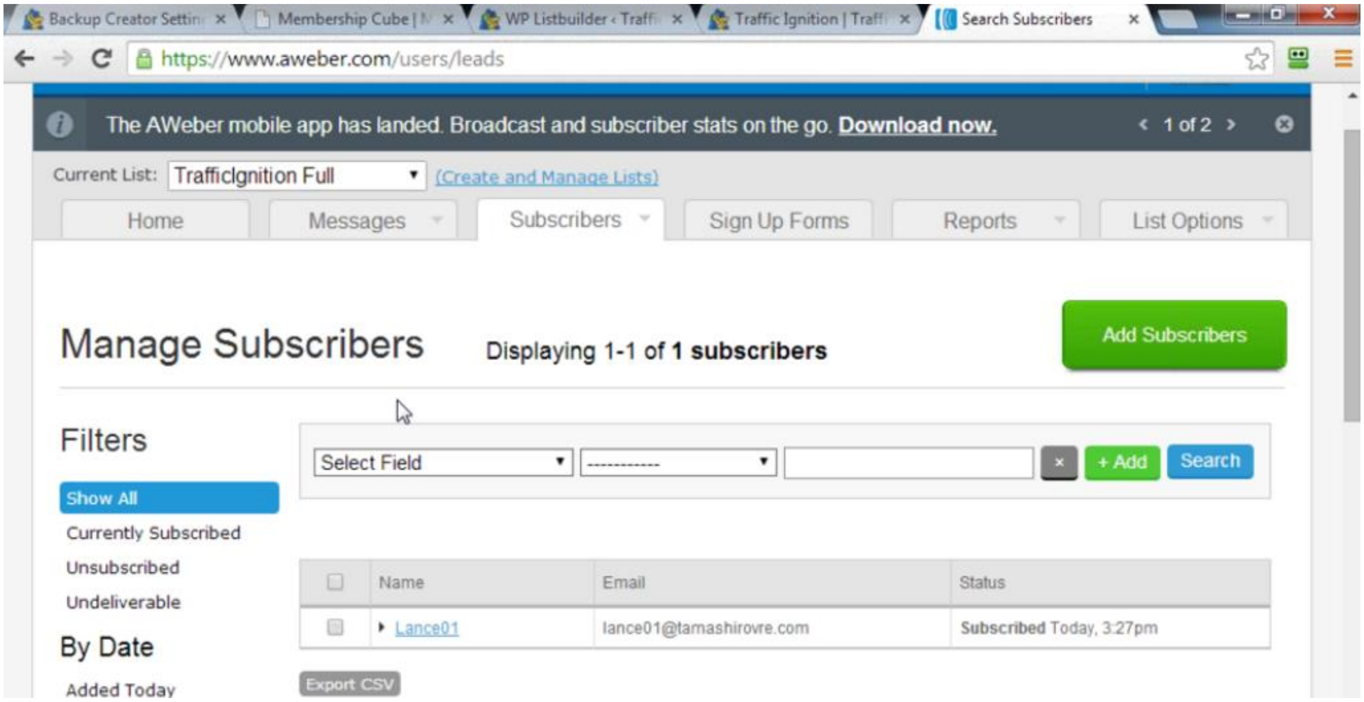
See down here, where it says Optional verify autoresponder? Let's see if this works. I'll enter Lance and the email. You can enter in anything you want here, so that you know what it is. I'll enter in lance01, so that I know this is the first test that I did, and I'll use that as my name and I'll click Test autoresponder. It will up a new tab. I'll click that, new tab opens, Thank you for subscribing.



If you get Thank you for subscribing, things are looking good for you. I'll close this tab. Go back to search Subscribers.

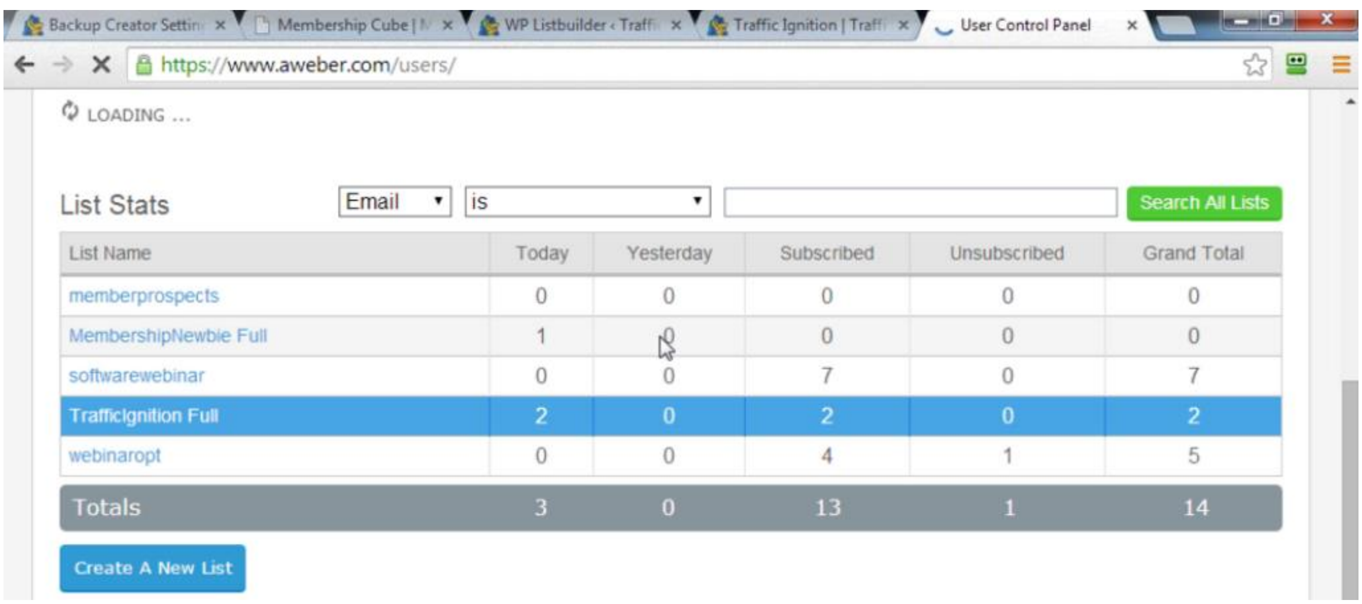
Aweber could take up to 10 minutes for your new subscriber to show on your list. I'll go ahead here and click Refresh again. I am on Traffic Ignition Full, Subscribers. We'll wait. Let's click over to Home, so I can see two subscribers. When I go to My List Stats, see this: one on Traffic Ignition Full, maybe it did show up. I'll go to Traffic Ignition Full, Subscribers.

I'm on the list. Lance01, lance01@tamashiro.vre. I need to make sure it works.



Go back to WP List Builder, lance02@tamashirovre.com, test autoresponder. It opened up again. It looks like it is working. The subscribers list doesn't immediately update with Aweber. It might take 5 minutes. Click Home. It's still 1, it still didn't show up on my list. We reload. Still hasn't shown up. It changed to 2.

Click Subscribers. My new subscriber is there. When somebody buys and joins on that level, they're added to my list.



Create the list, configure the list, create the form and test it. If your test runs fine and people show up on your list, it will work when people buy on your account.

Setup Challenge

We want you to setup a site, get used to these tools, setup a checklist, download areas, and most importantly, get it integrated with PayPal, so that your button works and you know that it works.

Go to the member's area and complete this. We want to know what URL where your membership will be located at. We want to know what type of content you'll be using in the Download area. If you don't have it yet, don't worry about it.

Are you making a written report, videos, audios, Excel spreadsheets? What type of content will be in your Download area? What's your upsell going to be? What is going to be your offer for your Ultimate version? You don't have your product created yet, but you can start planning it. If your main offer will be some training, what is your Ultimate level going to be? What will you be offering on that level? What time and date will you have this template setup?

Go to the member's Area at membershipcube.com/members. We are on the Homepage, the Membership Cube 3.0member's area. Where it says Module 1, click that, and this is where you have everything for Module 1. You have your video, the replay, the resources.

It will be at TrafficIgnition**.com/members**. It saved it for me. You can change it, but I have it right there. What type of content will I be using? We'll have at least a 60 minute video, some report, a transcript. Our upsell: we'll have a Q&A call, a plugin. Let's leave a coaching call for now. Let's give ourselves till Thursday, by 8 PM Eastern.

Once you have this setup, you are on your path and you're good to go. Here is something else you have: you can create private notes for yourself. For example, if you're watching the replay and you want to remember that we setup WP Notepad at 01:42:00, you can keep this note for yourself so when you come back to this Module, you can find where you left off. Take notes right in this area.

Fill out that challenge, start working on your site. This is setting the foundation for the rest of the course. Once you start learning how this works, playing around with it and getting your site setup, you'll be amazed at how fast you can do all of this and how easy it is when you start from scratch.

Module 2: Product Creation

It's your choice. You can take the geeky path or the money path. This is true in your online business but it's especially true with membership sites.

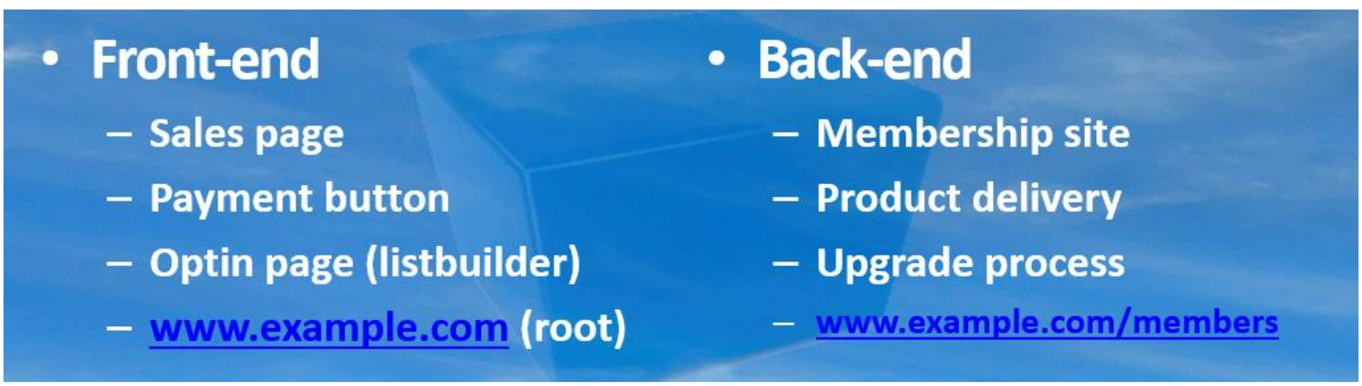
It's tempting to go crazy with everything you're setting up. Make menus, add a bonuses or video. If you go that path is that your excitement level will shoot up really quickly but then drop off and then never come back.

On the other hand, when you do it the money way (which we'll do today) which means setup an ugly site, get something on there that someone can buy right now. The excitement level increases. If you're making money, it's easier to get excited about something. We'll make a quick product so we can get something for sale, and if you want to make version 2.0 in the future by adding bonuses or fancy navigation, we can do that.

Whether you're using the clones or adding to an existing site, there are two distinct pieces: the front-end contains your sales page, your payment button, your opt-in page, and these all go at your root domain. If you go to membershipcube.com, what do you see? Well, you see a sales page?

You don't really see video replay pages or opt-in pages. Go to backupcreator.com and you see our front-end. Keep these two pieces separate. If you break one, it doesn't affect the other.

In the last module, we started on our back-end. This is your membership site where you have your delivery (we'd showed you how to do an upgrade process built in) and this goes in a separate WordPress installation at /members. We install that and then did that in the last module.



We'll get the front-end and setup at the base basic level. We'll get the PayPal button working so we know when somebody comes to our sales page, they can buy it and they are entered into our membership site. Then we'll create that product and get it selling.

Don't worry about getting it perfect. Get something out there and ready to go. You can always make it better.

We setup our base site and then adjust based on feedback from members. Take that approach and you're always able to build your membership site. You're able to focus on the marketing piece and bringing money in.

We've given you a new process where you don't need to think about the technical details anymore. You don't need to figure out how to make this work, you just fill in the blanks, get things going and can really focus on that product. You can really focus on the marketing which what makes you money.

Today we're creating this product. We'll start at the front-end. We'll get the front-end clones setup, getting the front-end WordPress sites setup, and then we'll get a PayPal button on there.

The most important part of your sales letter is that you get a working payment button on there. If your sales letter says nothing, have that working payment button on there because if you talk to somebody on Facebook that might want your product, they can still go there and buy. If you call somebody on the phone, they can still go there and buy.

We've sold products from webinars. I've sold products where the only sales page was a PayPal button, and so we want you to get that up running and integrated in the site that we built so that you can have that there. In Module 3, we'll write the sales copy.

We'll setup that front-end clone, then what we'll do is we'll focus on the product. We'll show you how we plan products. We'll use a tool called FreeMind. We'll plan out a product.

Then we'll show you the ways you can create your product. If you want a written product, we'll show you the tools in how to use that, what we planned in order to do that. If you want to have an audio product or a video product, we'll show you some tools that you can use and how you can use that outline that we'll create with FreeMind in order to create it. We'll create something and then upload it using Video Player which is already built in to the member's area in the download section that we already setup in Module 1.

In the past, we used to come across people saying, "I can't do such and such because I'm on a Mac or I'm on a PC." Everything we're doing today is browser based so it's on your website so it doesn't matter if you're even on an iPhone or any computer.

For some of the software we'll install such as FreeMind and Audacity, those have Mac and PC version so at this point, it doesn't matter what you have, it will still work.

Let's jump in to this and let's get the geeky parts out of the way so we can focus on the fun parts: creating money-making products.

We'll do this same thing for our sales page, for our front-end part of our entire system. What we'll do is we are going to our URL/cpanel just like we did in Module 1.

Go to QuickInstall and then we select WordPress, and then we pick the domain, the most important part for you to remember this time is that we'll leave that little section blank.

Create Your Product

In Module 1, we typed in "members" to install WordPress in /members. This time we want to install our front-end domain which is going to go in our root so we'll leave that section blank, and then we'll fill in the same information again. We'll fill in our administrator email. For the user name, we'll have our first and last name with no space, and then click install now.

QuickInstall is going to go out and do all of its fanciness. We have two parts. This is going to be our front-end site only, this is our sales letter, our opt-in page to build the list for our Free level. This is just our front-end site. What's going to happen is, when we finish this, we'll have a sales letter at our root domain that we can fill in the sales copy in Module 3.

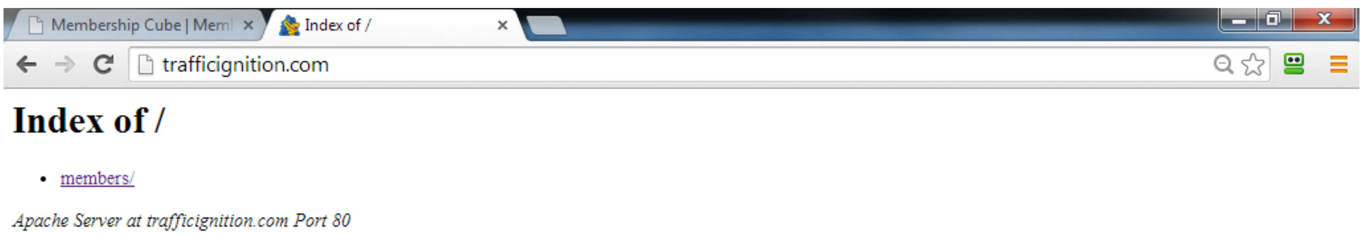
What we'll have at the end of this process that we're about to go through is we'll have two sites. We'll have our front-end site at our root domain (so example.com or TrafficIgnition.com for the site that we are building) and then what we'll have is example.com/members which is the back-end.

These are two different WordPress installations. One for the front-end, one for the back-end.

WordPress Recap

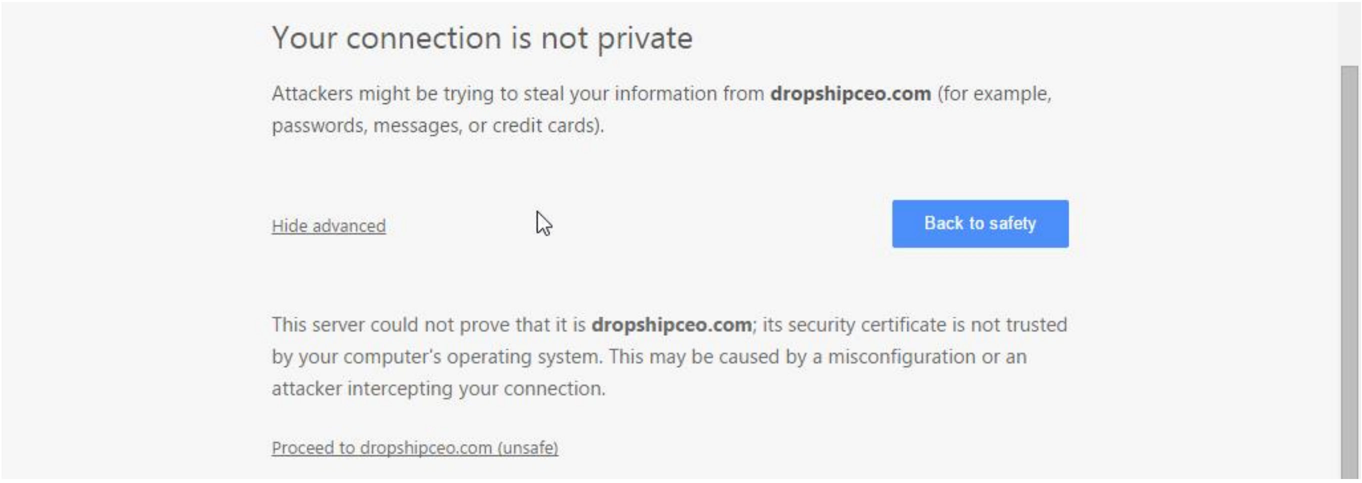
In the previous module, we installed TrafficIgnition.com/members.

We have this membership site that we started setting up in Module 1.

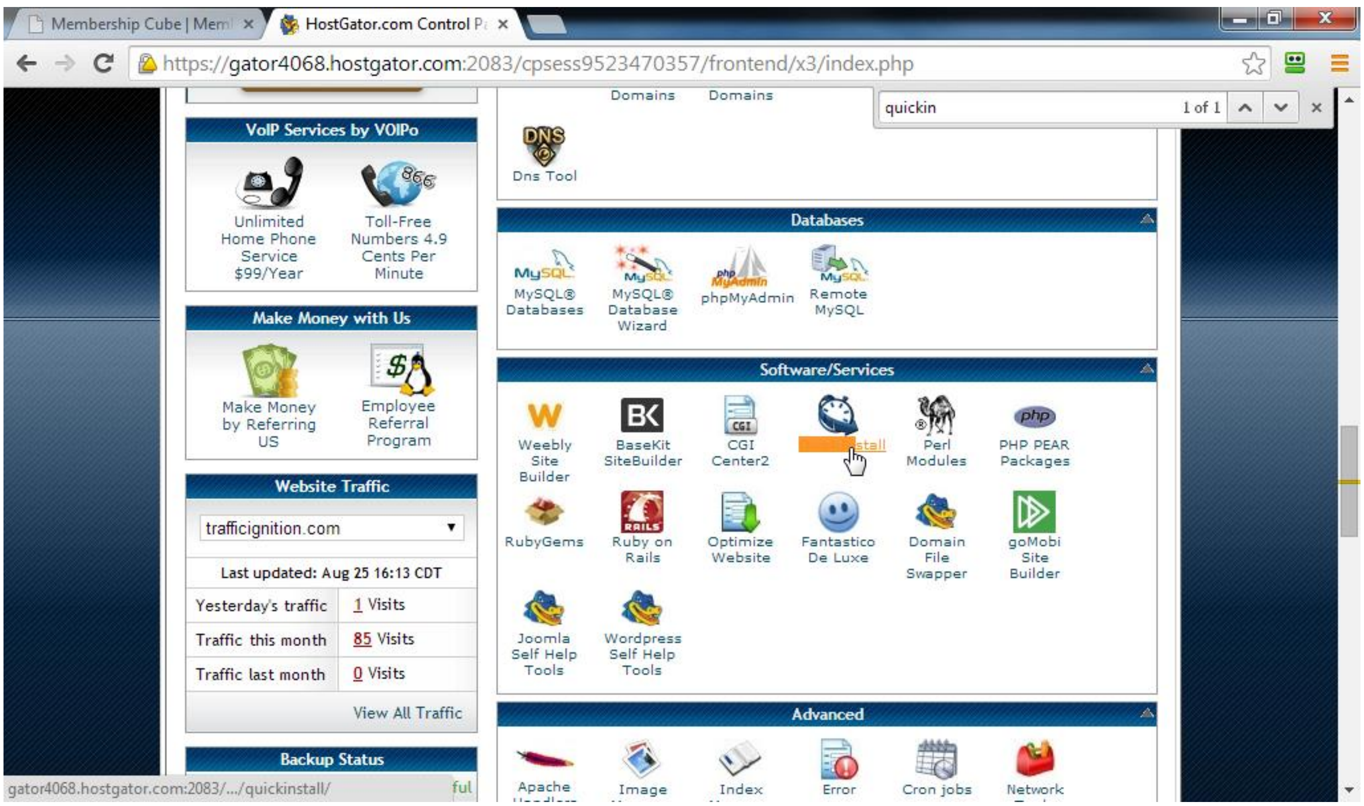


Our root domain (TrafficIgnition.com) is empty. We want to take care of that so when people go there, they can buy our product. The first step: login to our cPanel or Control Panel. (your URL/cPanel) and then we'll login.

If you see a warning screen that says, "Your Connection is Not Private" you can ignore it and Advanced, Proceed and continue logging in.



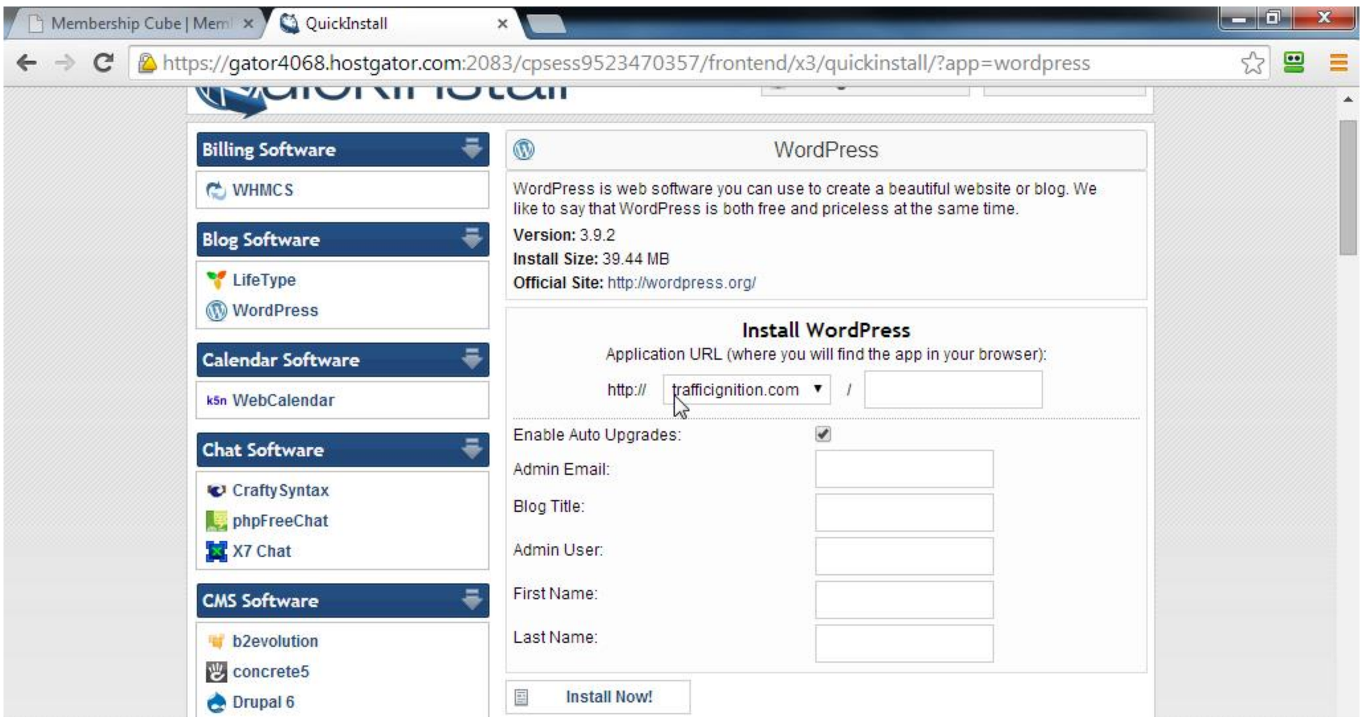
Anytime you want to install WordPress, scroll down and you find "Software and Services" and "QuickInstall."



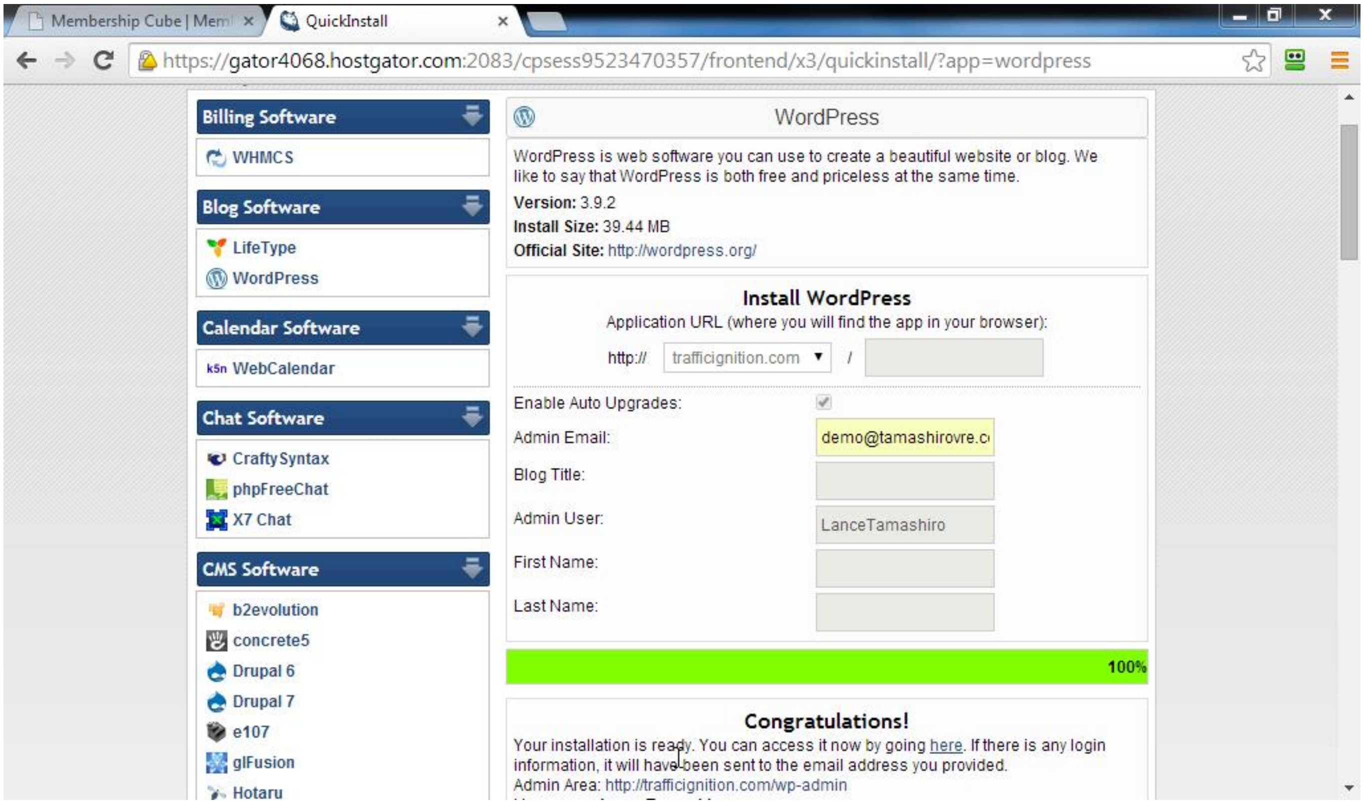
Type "Ctrl F" on a PC (or "Command F" on a Mac) on your keyboard to search. Start typing "quick."

Anytime we do Ctrl on PC, you do command on the Mac and you can do the same thing. We'll do quick install, and there it goes, it drops down. Click QuickInstall, and then what we'll do is we can see we already have our member's area installed. We'll go on the left and we'll left click WordPress, and then click continue.

The important part is make sure you have your domain here and leave this blank. If you type "members" in here for example, it's going to overwrite the work that you've already did. Don't do that.

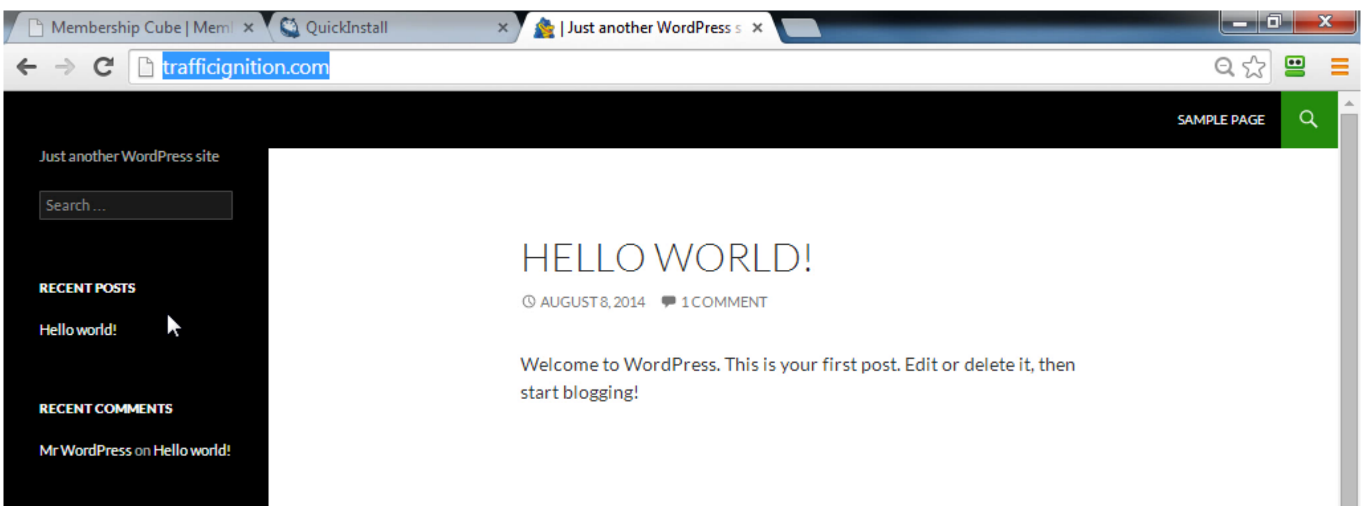


We'll leave this blank because we want it to go at TrafficIgnition.com. We'll fill in our email and we'll fill in our admin user. Click Install Now, and it's going to go out and do its thing.



It's installing WordPress for us. It says your installation is ready. We can access it by going here, so let's do that.

We'll go to our new installation. Look at our root domain, (you can see up here) we have just a blank WordPress site. Go back to our member's directory, (TrafficIgnition.com/members) we have our member's area.

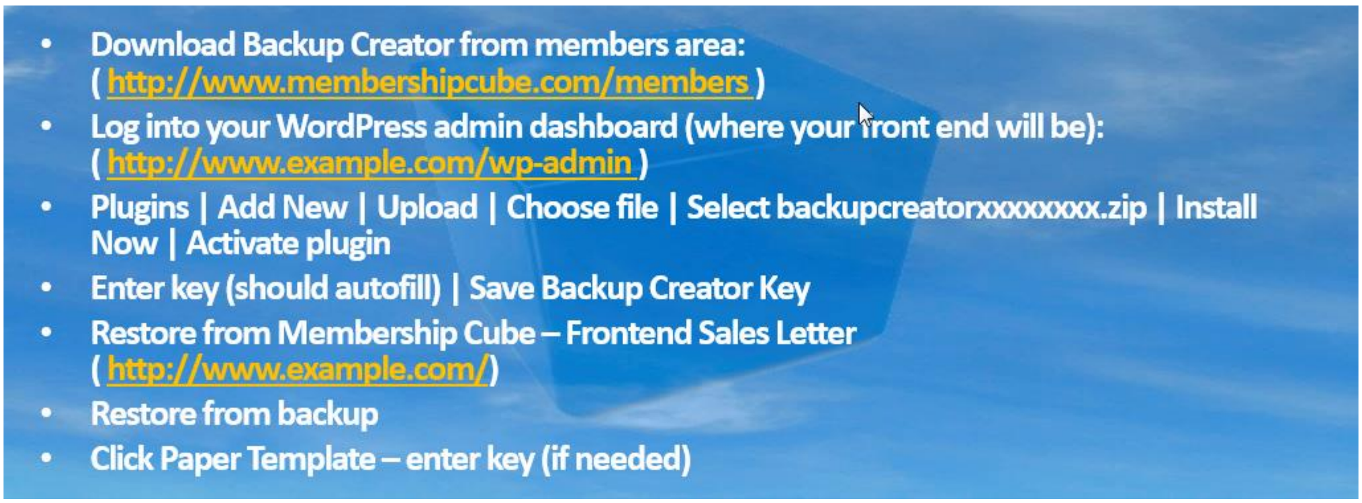


Front-End Clone

We have two different installations. We have our members site that we setup in Module 1, and then we've also got now our place for our front-end site at root domain.

You have three different places that you manage your site. You have your root domain (your front-end), you have /members (your membership site) and have /cPanel (your control panel). That's setup, we need to install the front-end clone.

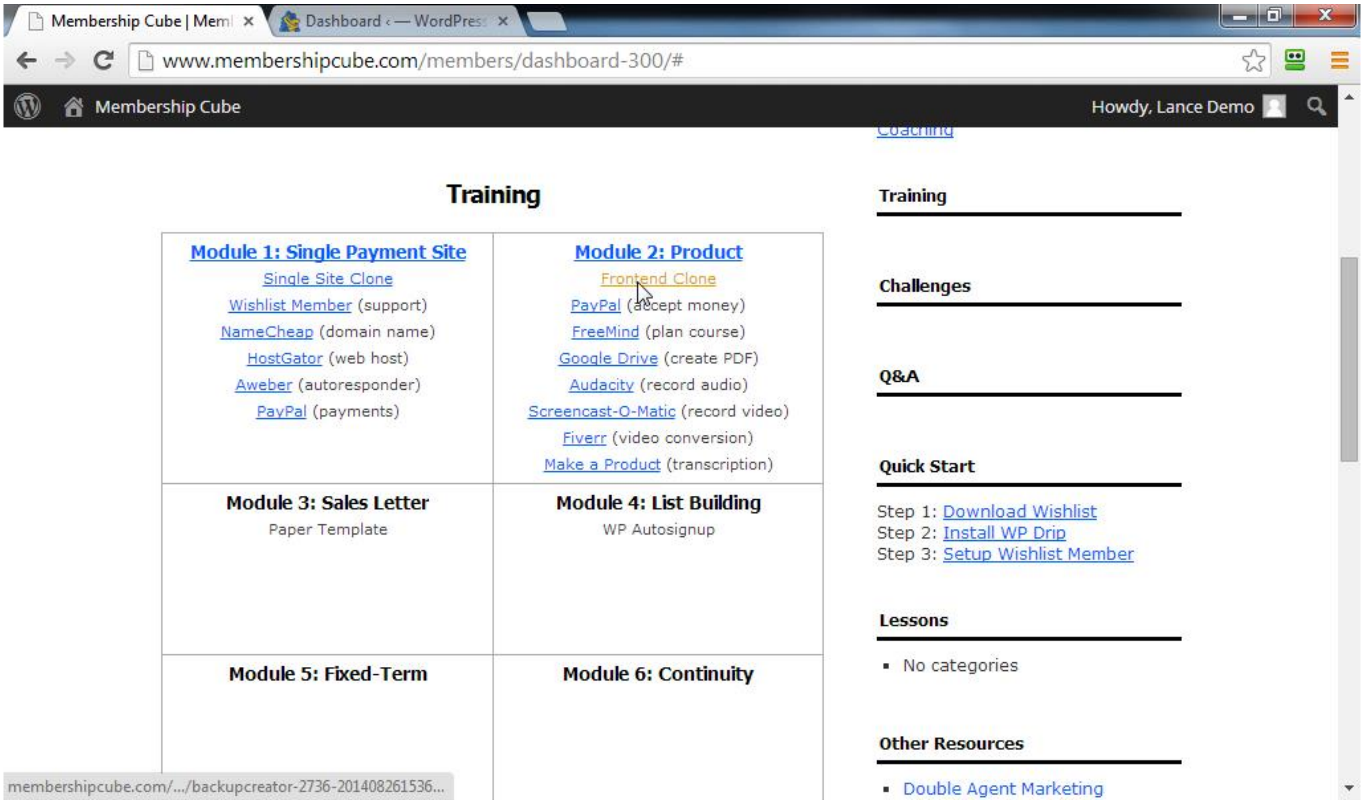
Go to the member's area of Membership Cube at MembershipCube.com/members. We'll download the clone that we're looking for and then we'll login to our WordPress administration dashboard where our front-end will be.



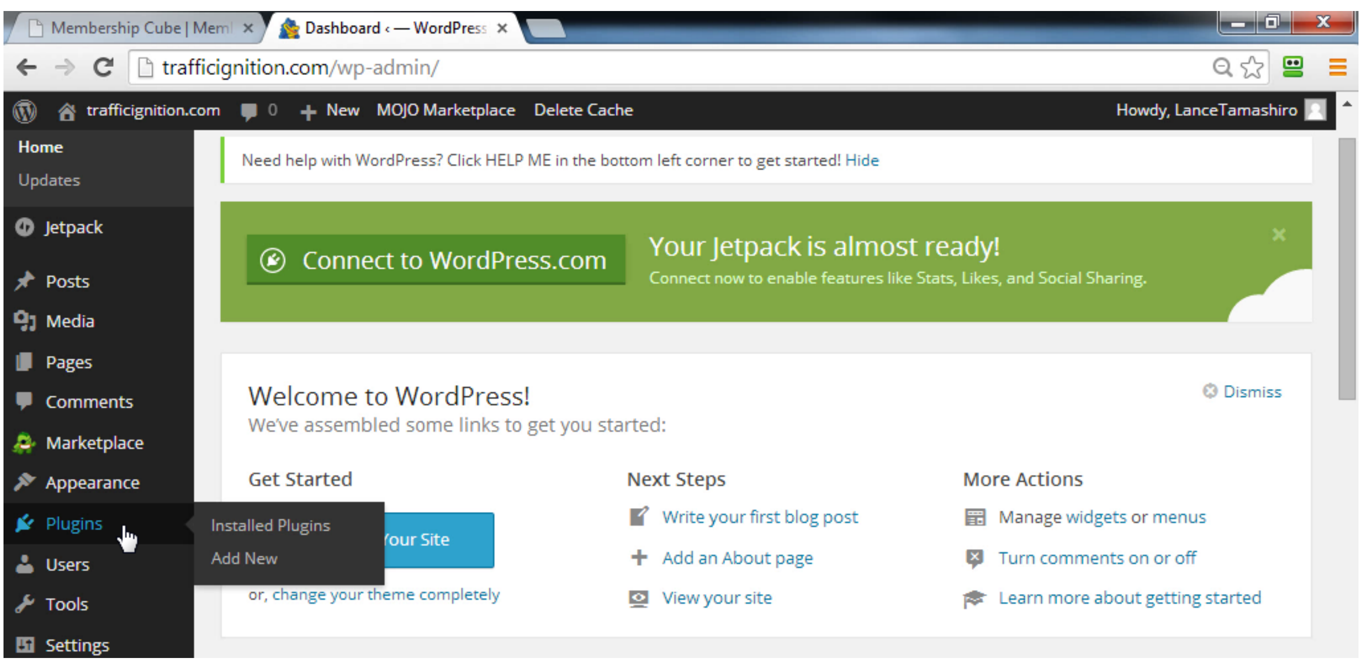
In our case, it's going to be TrafficIgnition.com/wp-admin. Just like in Module 1, we'll go to Plugins, Add New and then we'll select upload, choose the file we downloaded which is our Backup Creator with a few numbers at the end.zip, we'll install now and activate the plugin.

Then if we need to enter in the key which you can find in the member's area, it should auto fill for you and then click Backup Creator key. Then this time, what we'll do is where it says restore from Membership Cube, we'll select front-end sales letter and then it'll have www.ourrootdomain, so we know we're putting it in the right place, then click restore from backup, and then we'll make sure the site's working and we want to click Paper Template (on the left hand side) just to make sure that our key is entered for us.

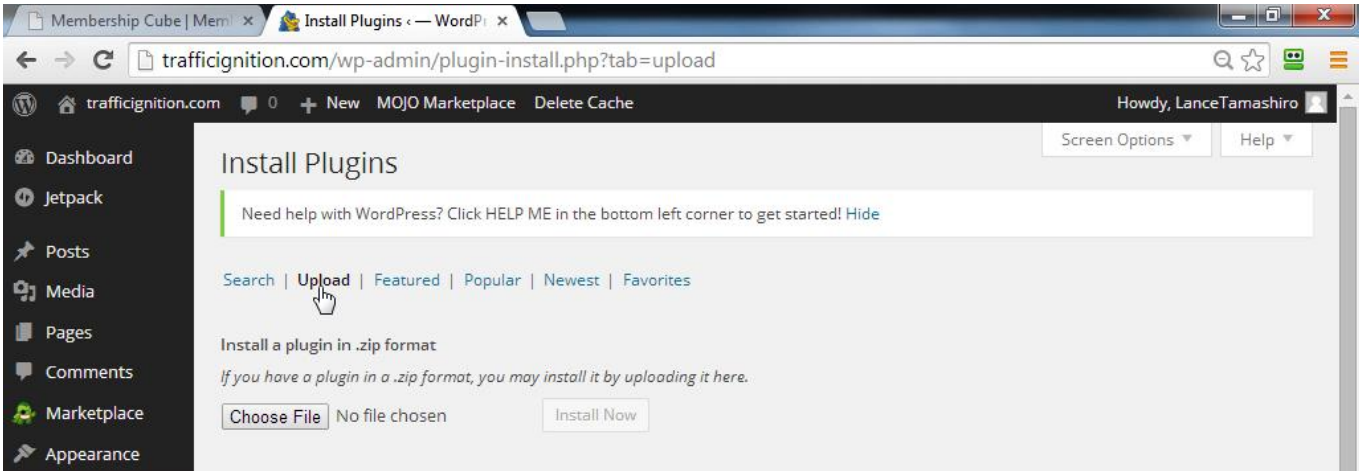
We'll go to our site at example.com/wp-admin and login to our front-end administration site.



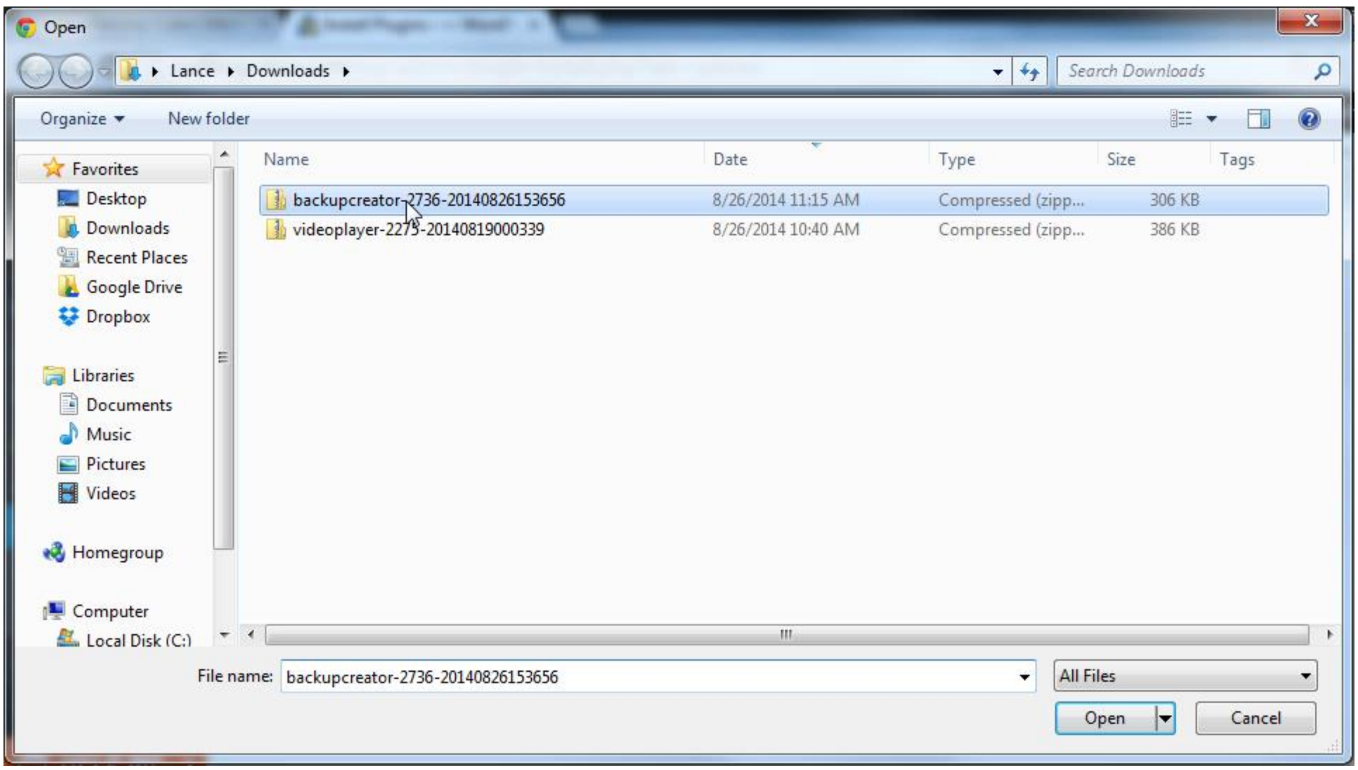
Go to our Membership Cube member's area and under module 2, you have the front-end clone. Scroll down and you have everything you need. It has the clones built into it. You have all of this. I'm going to grab our clone. It downloads that for me. Go back to our WordPress area.



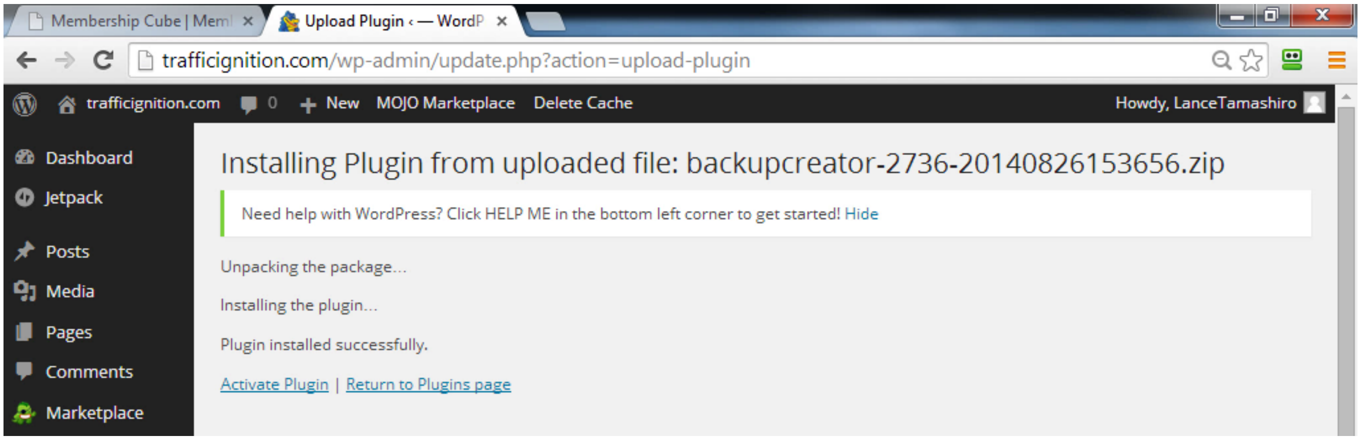
When you need multiple sites you're working on, you can always click this tab, this little blank section and this is in all browsers.



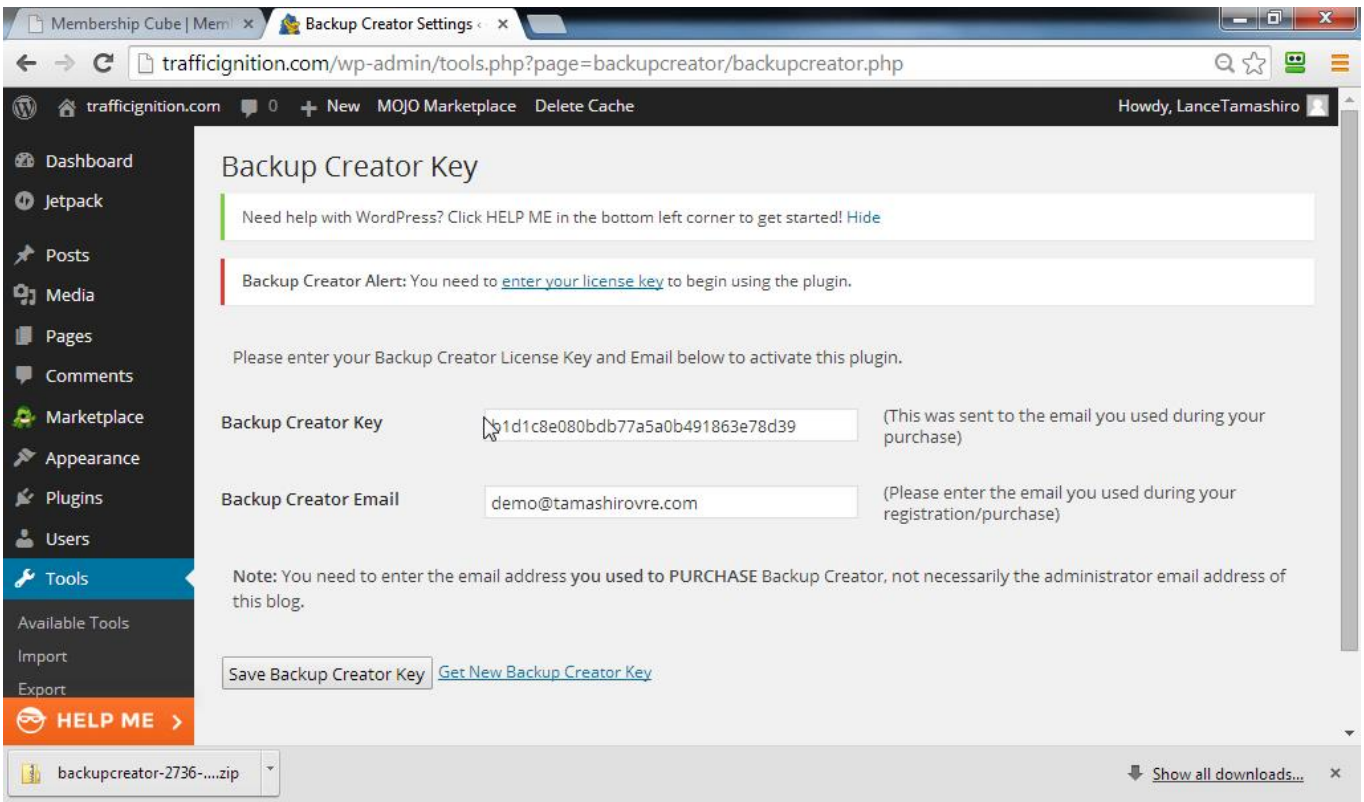
Plugins, Add New, Upload (the top middle), Choose File, and select the Backup Creator file we downloaded.



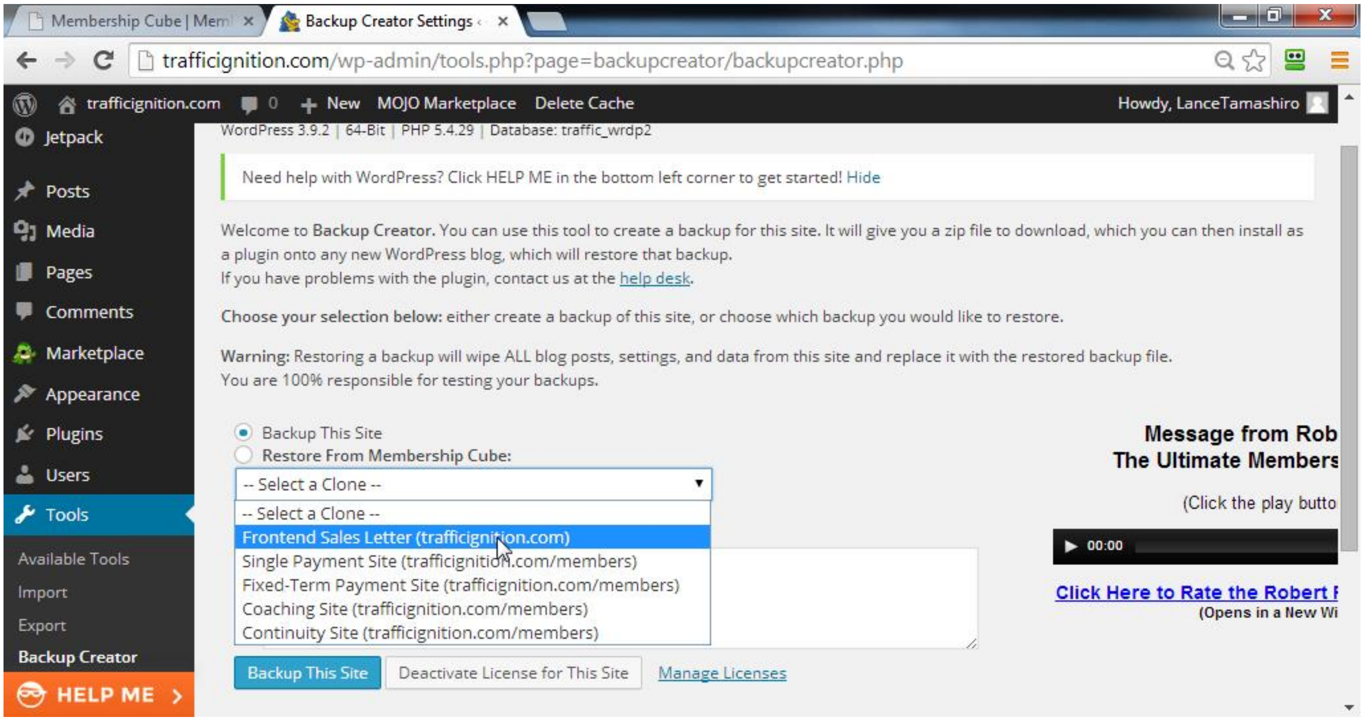
Backup Creator, then click Open and Install Now. WordPress is going out and doing its thing.



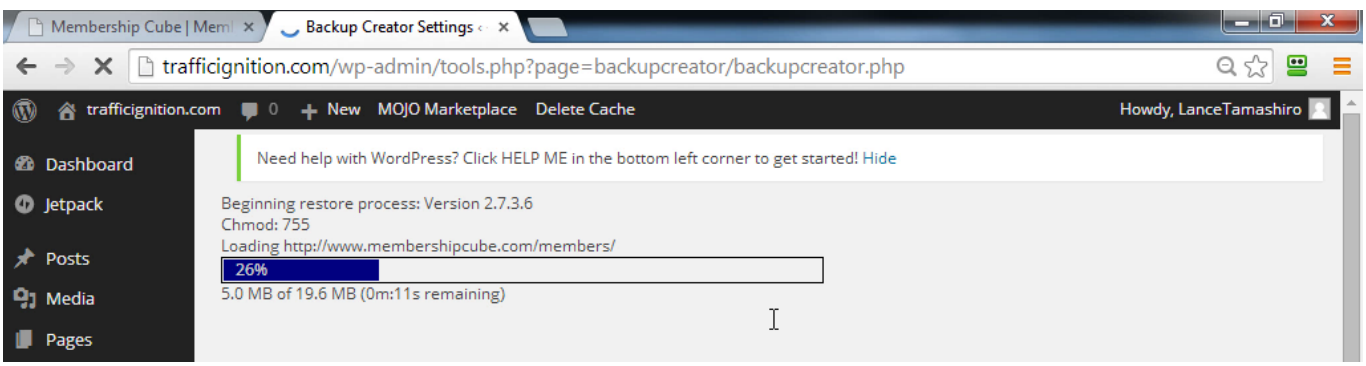
Click "Activate Plugin", and fills in our key. Click "Save Key."



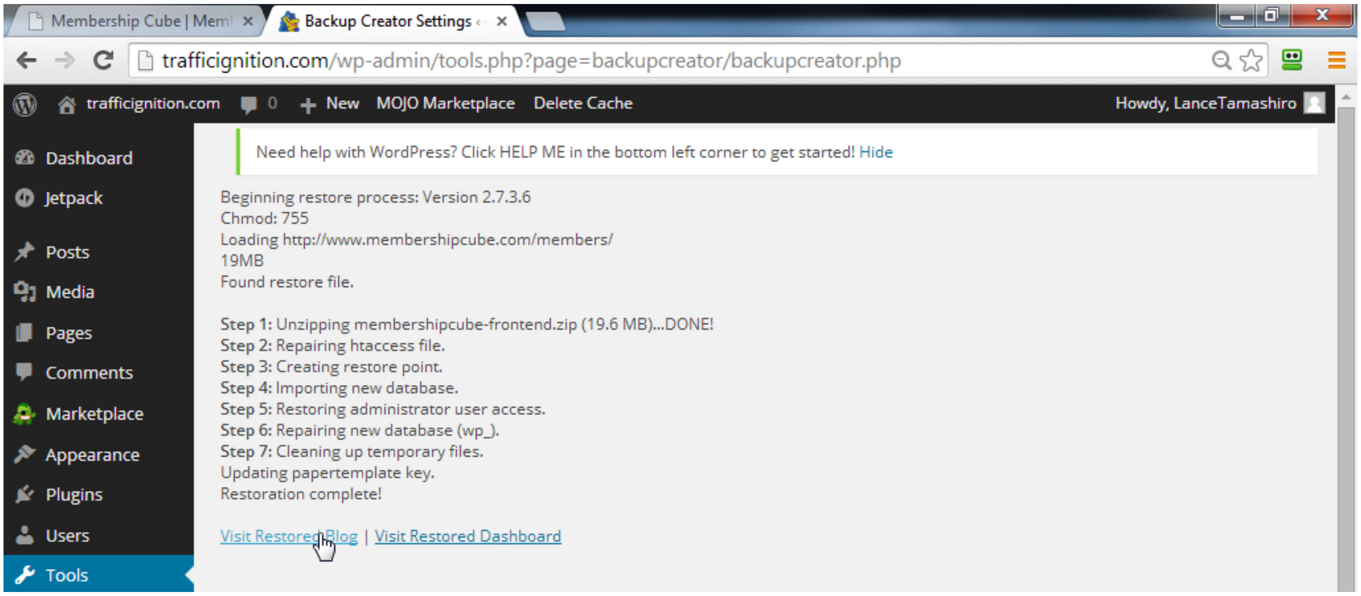
We have our system setup. We want to select a clone, restore from Membership Cube, select a clone. This time since we're working on our root domain, we want to select front-end sales letter Traffic Ignition.



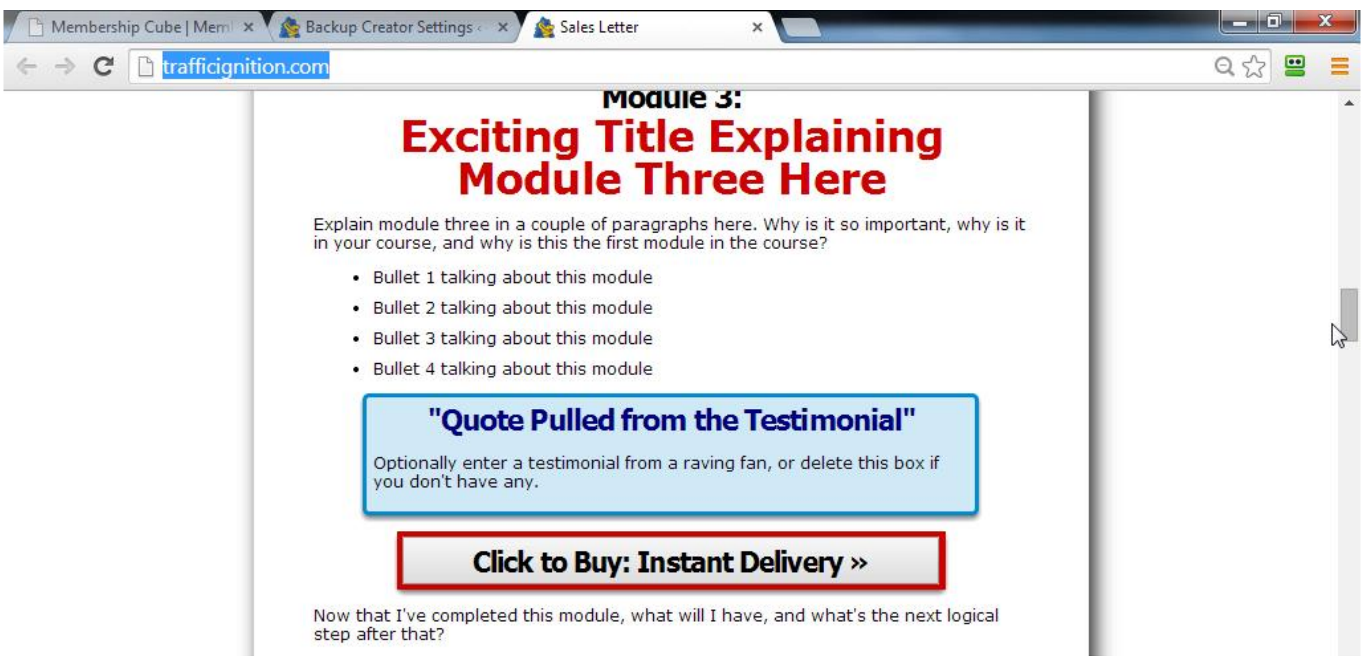
Click "Restore from Backup" and Backup Creator is going to go out, grab the clone, grab what we setup so we have our front-end ready to go. In just a few seconds, it's going to install this for us.



When it's finished, our front-will be ready to go. Our opt-in pages, our sales pages, and everything that we need.



Visit Restored Blog, it opens a new tab. At our root, we have an outline for a sales page and we have a place down here to put a Buy button.



We want to get it setup so that everything is inaugurated and everything is working so that in Module 3, we can go ahead write copy. You can see that Paper Template is ready to go, so let's add in our sales letter PayPal button. Just like we did in the last module, we should already have PayPal setup. If you haven't setup PayPal yet, make sure you go back to Module 1 and setup PayPal. That was that whole process where we went in and entered in our token and set it up so that PayPal can talk to our membership site, the area in /members.

Sales Letter PayPal Button

Since we already have PayPal setup, all we need to do now is create a new button just like we did in Module 1.

Login to our members site this time because we want our PayPal button to integrate with our member's site. When somebody buys from our sales page, from our front-end, it adds them to our members site. Go to Wishlist Member in the Integration tab (we'll do that in a new tab) and then we have to go to select system PayPal and then click select shopping cart.

Then if you haven't setup your PayPal to talk yet, then you follow the instructions where you enable auto return and PDT and all everything we went through in Module 1. If you're caught up, we'll create a button using the setting they give us. We're creating this button in the /member's area.

We want the button on our front-end. Log back into our front-end, we'll go to Paper Template sales letter, and then we'll scroll down to the call to action area, and all we have to do is paste the email link that PayPal give us into that call to action area and it automatically puts it our sales page for us. That's it.

We don't have to do formatting. We don't have to worry about how to make it all look nice. Wetest the button, the exact same way that we did in Module 1.

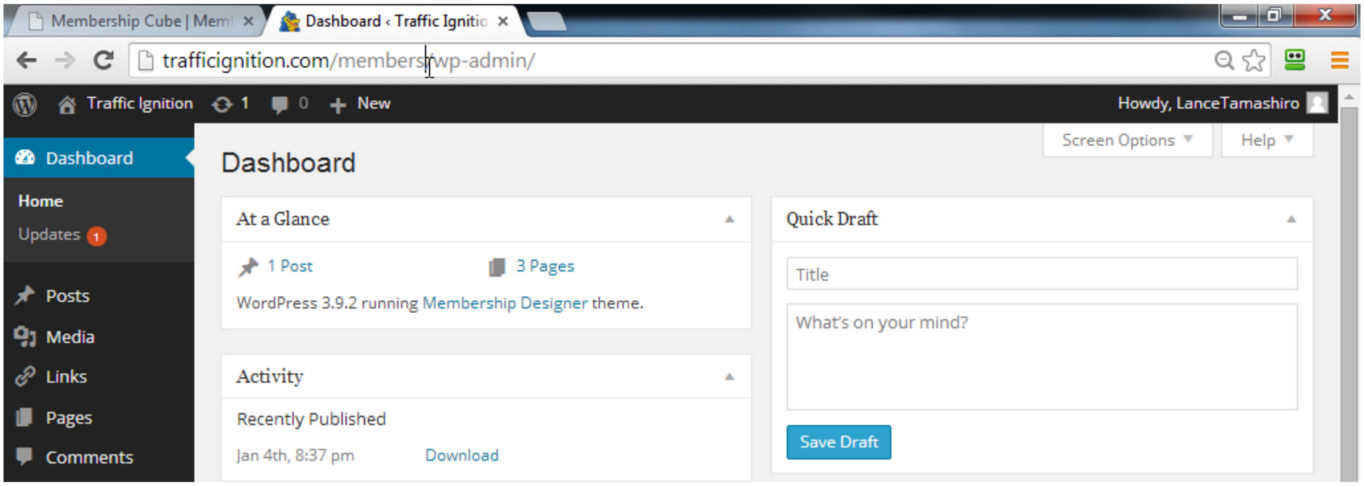
We'll setup our penny test and test the button. We can send people to our sales page and they'll automatically get sent to our member's area.

Login to example.com/members to get all the information you need to make the button. Login to the front-end and paste in the email link for the button.

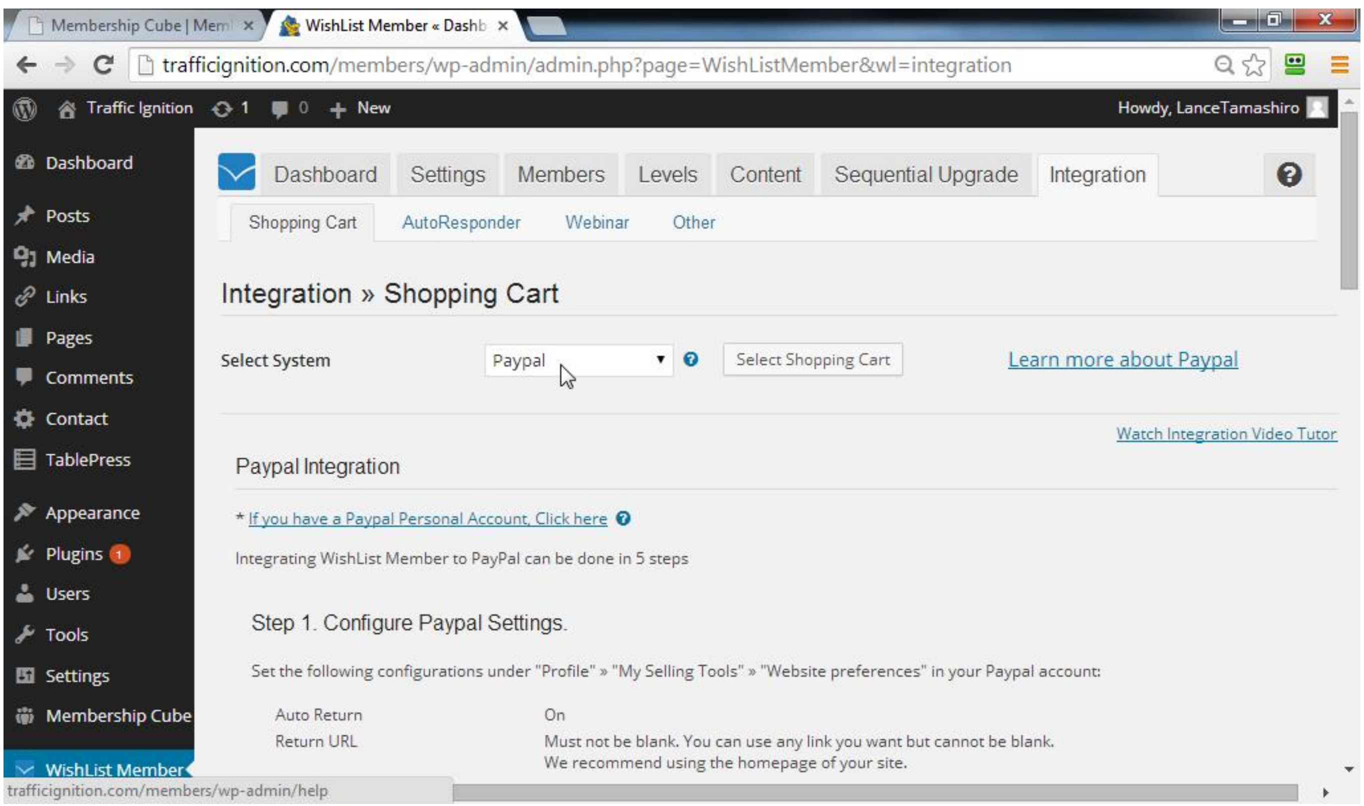
We're logging into two sites that look similar. The /members site is the one that has Wishlist Member and those plugins. The front-end site does not have Wishlist Member. The one at the root has Paper Template.

Login to two different sites. One is /members where we create the button, and then the other is the front-end (the root, example.com) just that top level of it, where we then go in, put the button for people to click on.

We have our front-end, get rid of that. We have our restored blog. We have our member's area. I'm going to make a new tab.

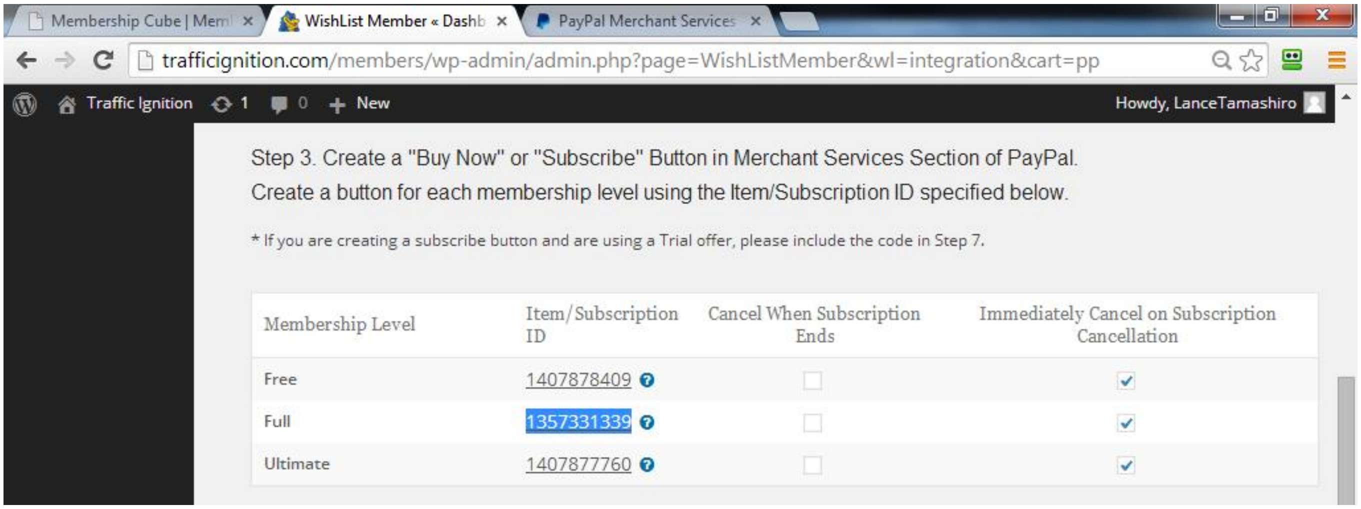


The first thing that we said we were going to do is we were going to login to our member's area. I'm going to create a new tab and we'll go to TrafficIgnition.com/members, because this is where we want PayPal to integrate. When we get paid, we wanted to add to our members site.



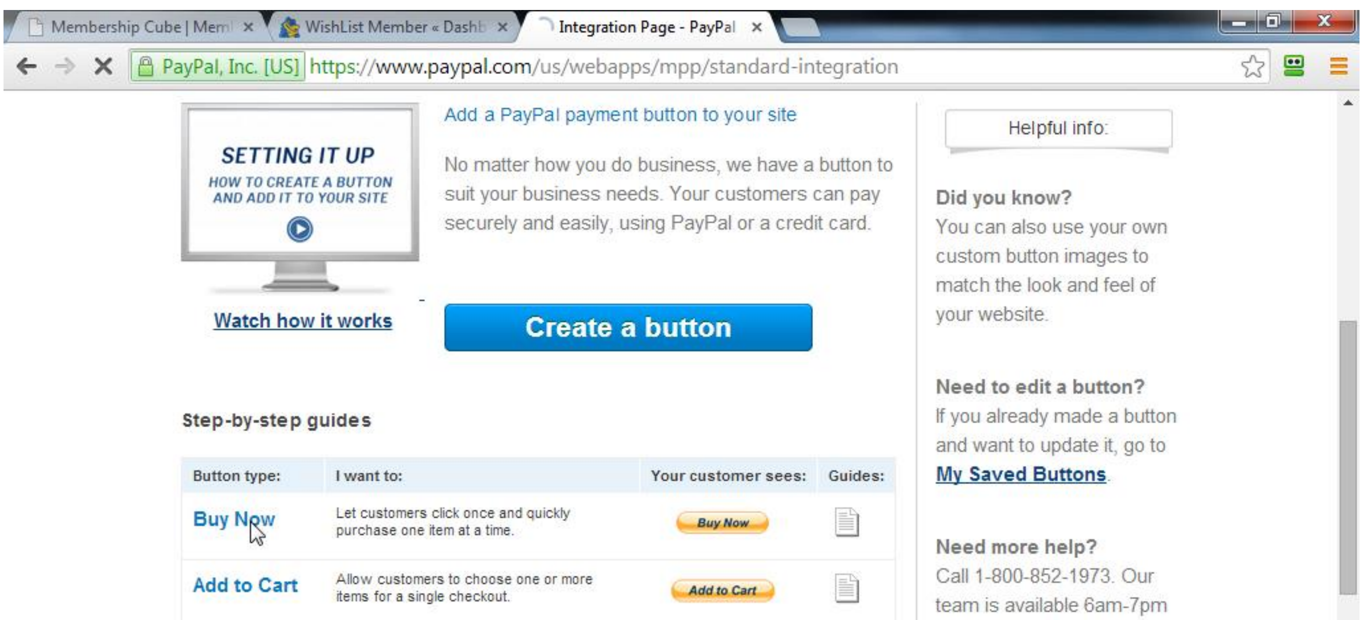
We're in our membership site. Go to Wishlist Member and find the Integration tab, on the top right. Click Integration, and then we'll have PayPal as our system.

PayPal, select shopping cart, and all of this in step one, we did in Module 1. Step two, we did in Module 1 as well. Then we'll create a new Buy Button. Follow from step 3 on down.

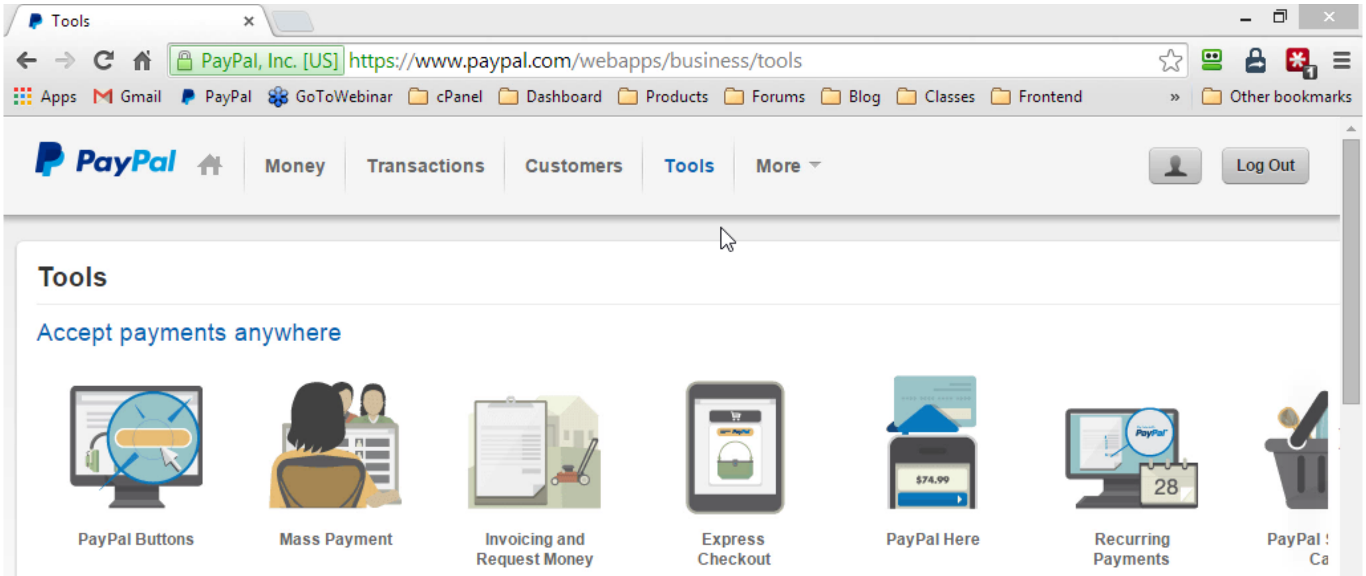


We need to login to PayPal. I'll create a new tab, and we'll go to PayPal.com and I'm going to login. Click the Merchant Services tab and you end on this screen for all of your buttons.

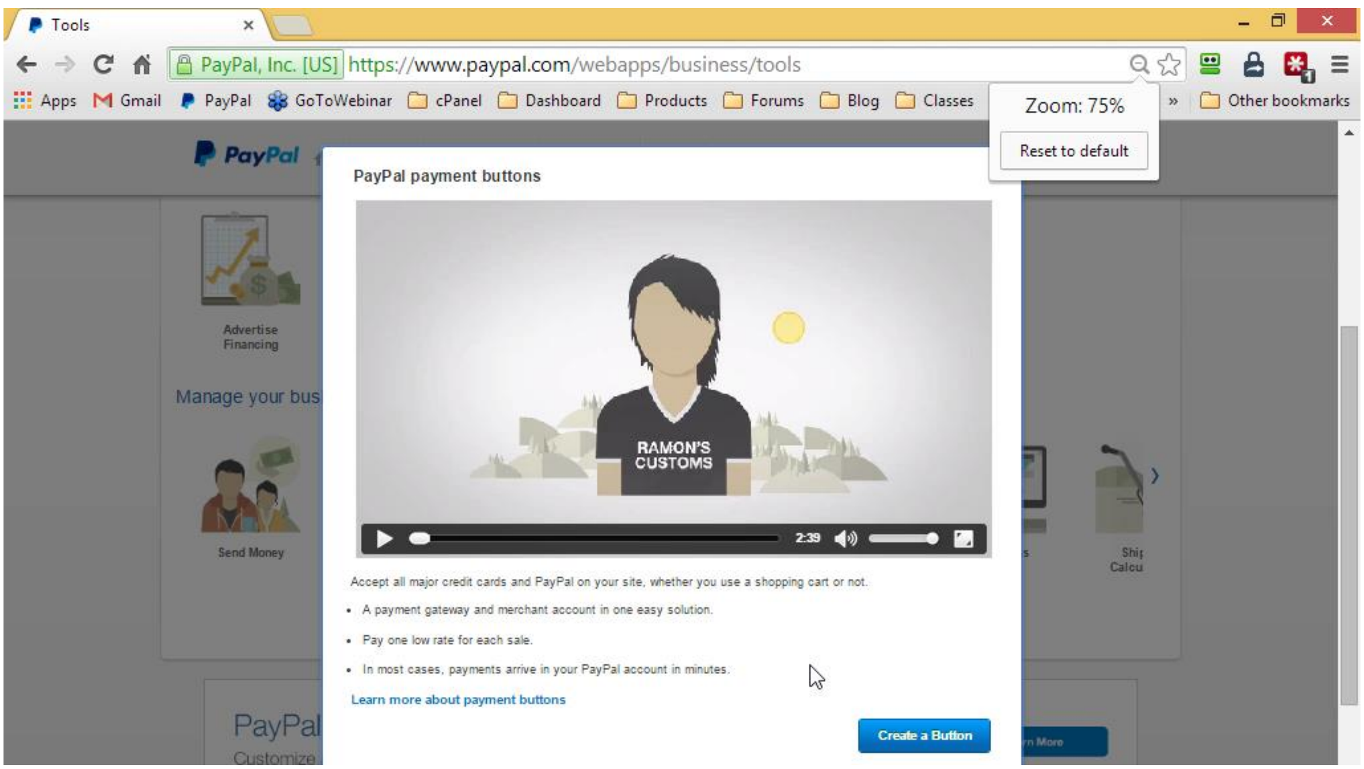
We'll look at our site and it says, "If we'll create a buy now button (which we are) we'll need to use this as our item or subscription ID. We're selling our Full level. The ultimate level was what we did in Module 1 as our upgrade, so we'll have people go on the Full level. I'm going to highlight this number here (don't know what it means) and I'm going to copy that.



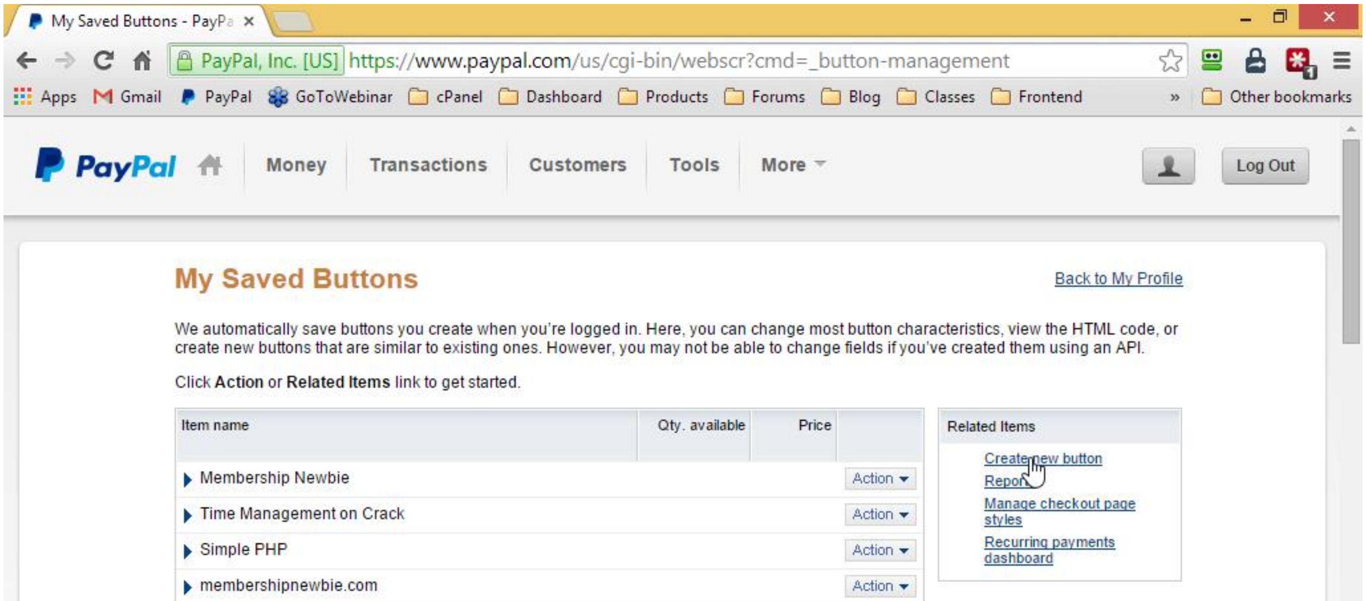
Go back to PayPal, click the Merchant Services tab and Create Payment Buttons For Your Website. Select a Buy Now button.



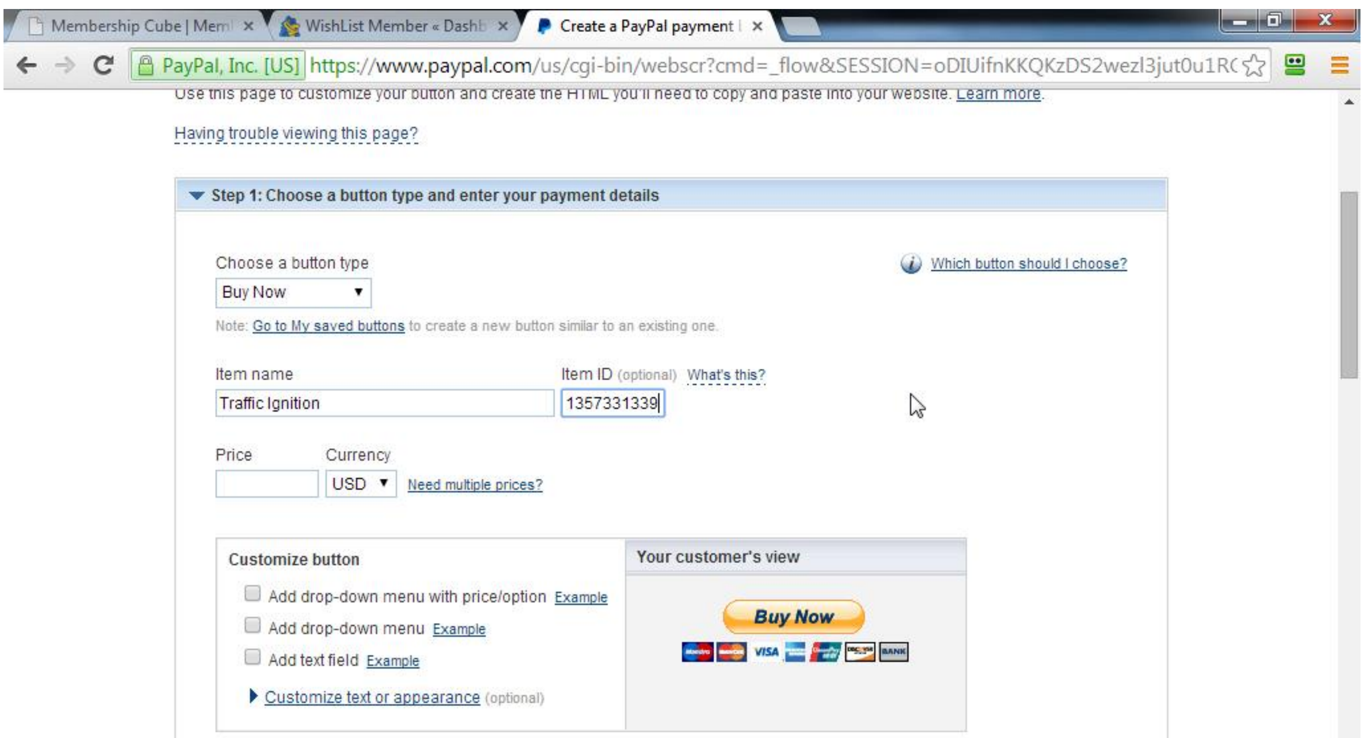
If your PayPal account doesn't have a Merchant Services tab, click Tools, PayPal Buttons, Create a Button…



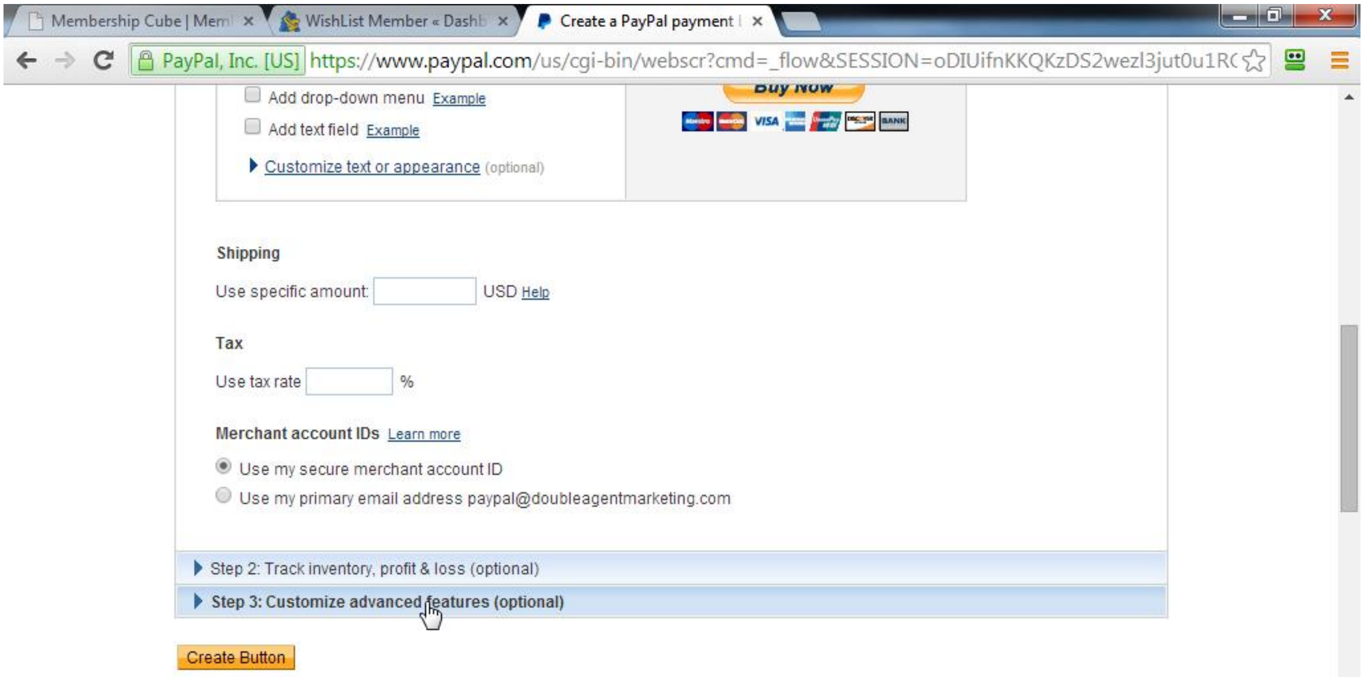
Then Create New Button:



Choose Type, Buy Now, item name, we'll call this Traffic Ignition. Not ultimate, that's our upgrade.

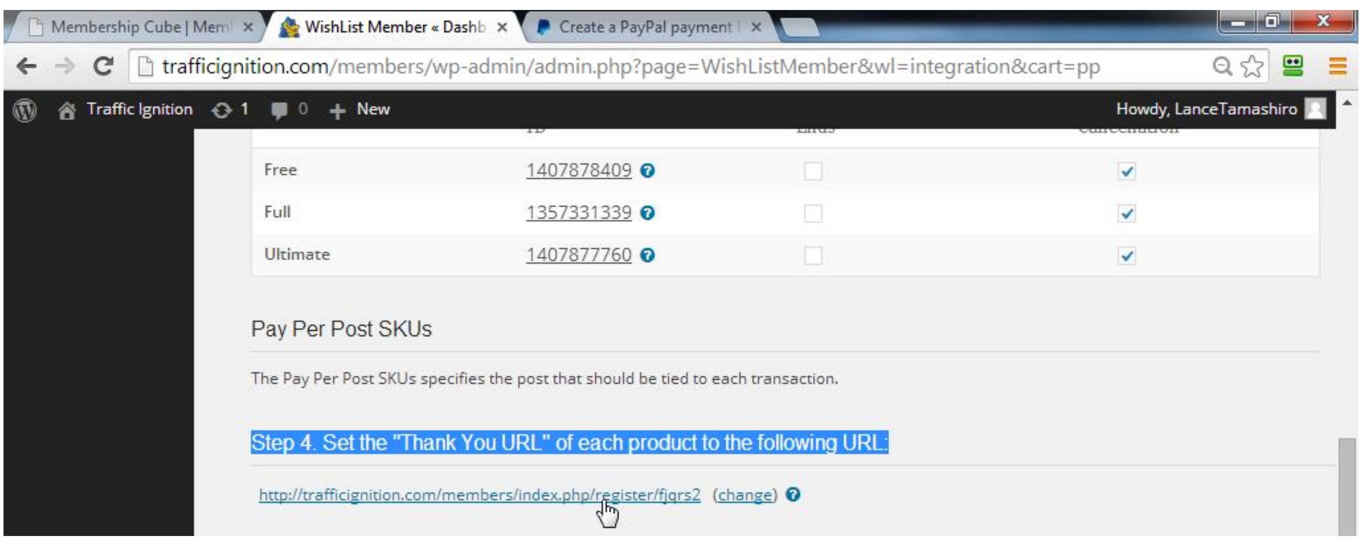


Then our item ID, this is what we copied out of our member's area, so we'll paste it. We have this 1357 numbers, the right number is in there. Start our price with a penny and then we scroll down and Go to Step 3.

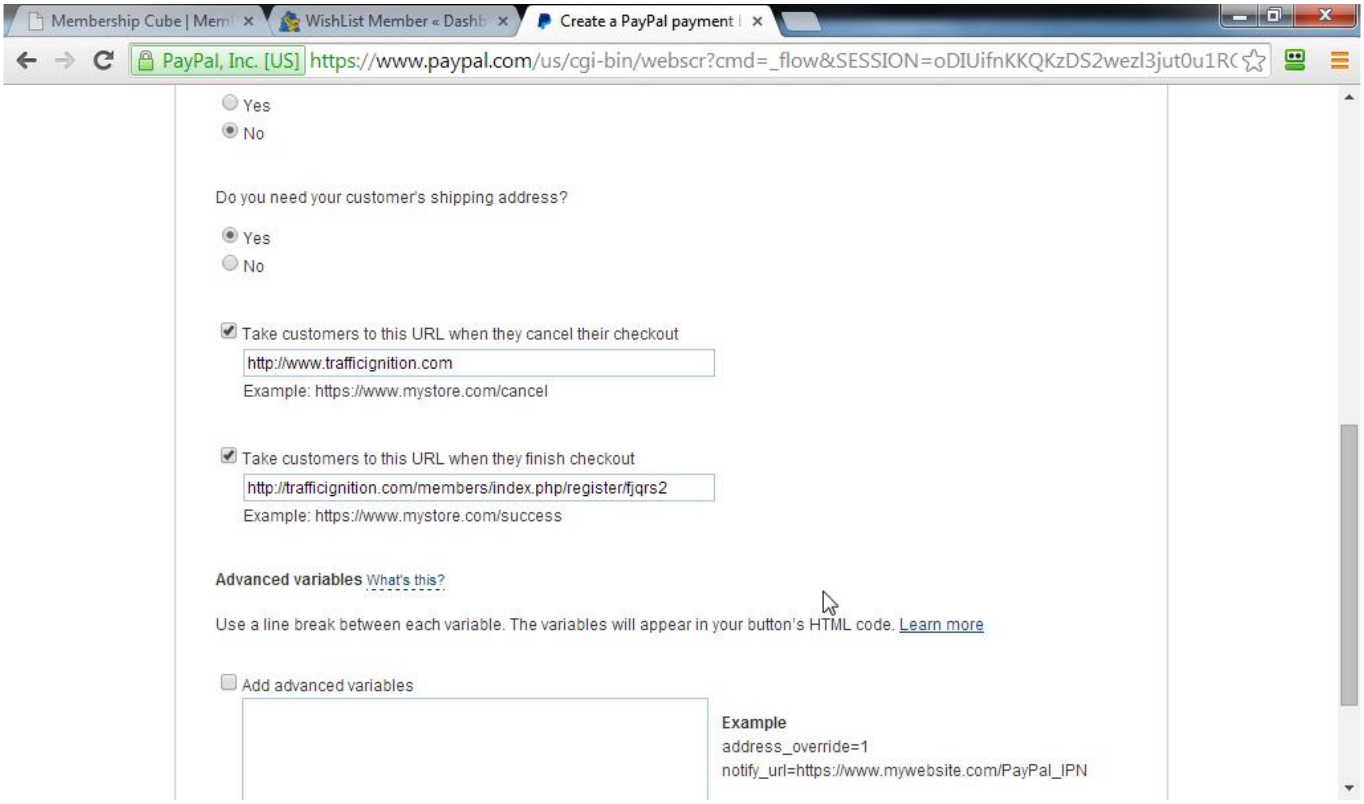


It says, "Set the Thank You URL of each product to this URL." Don't know what that means but I'm going to right-click and Copy Link Address on the long number it gives us. Click step 3 in our PayPal button.

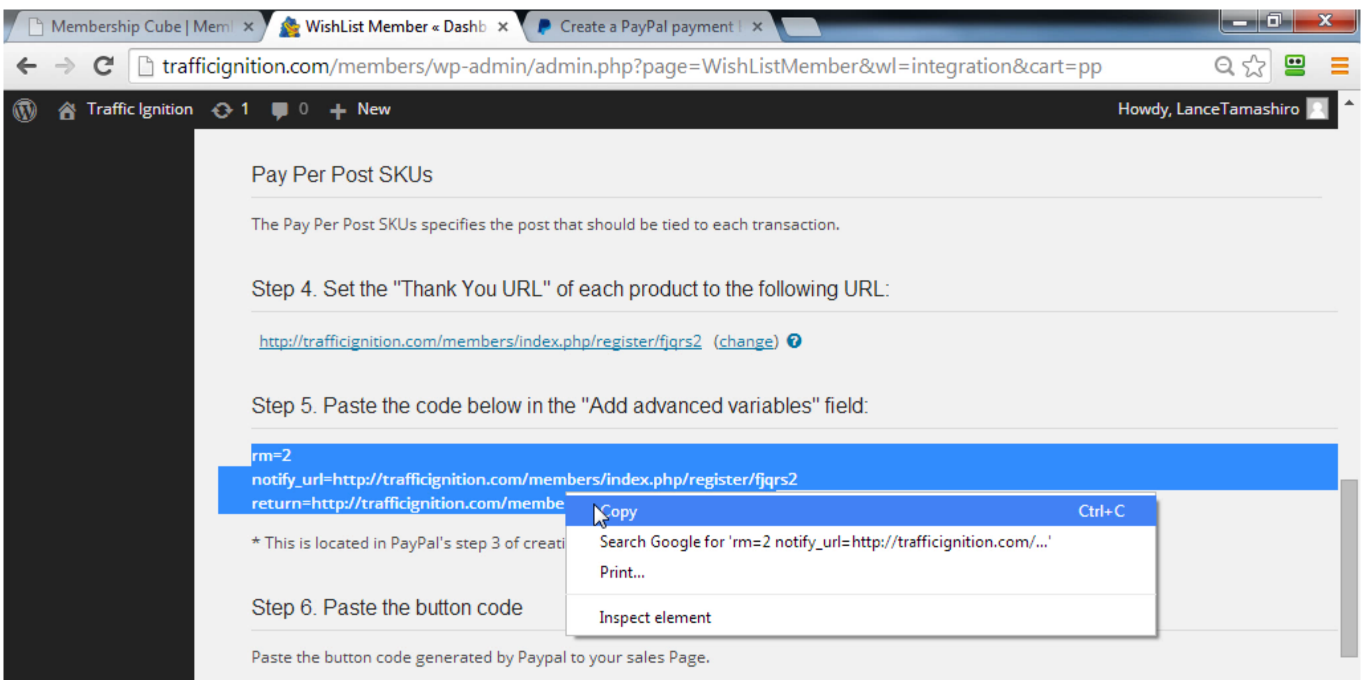
We want to let our customers change quantity orders? No. Can our customers add special instructions to us? No. We'll leave/take the customer's shipping address.



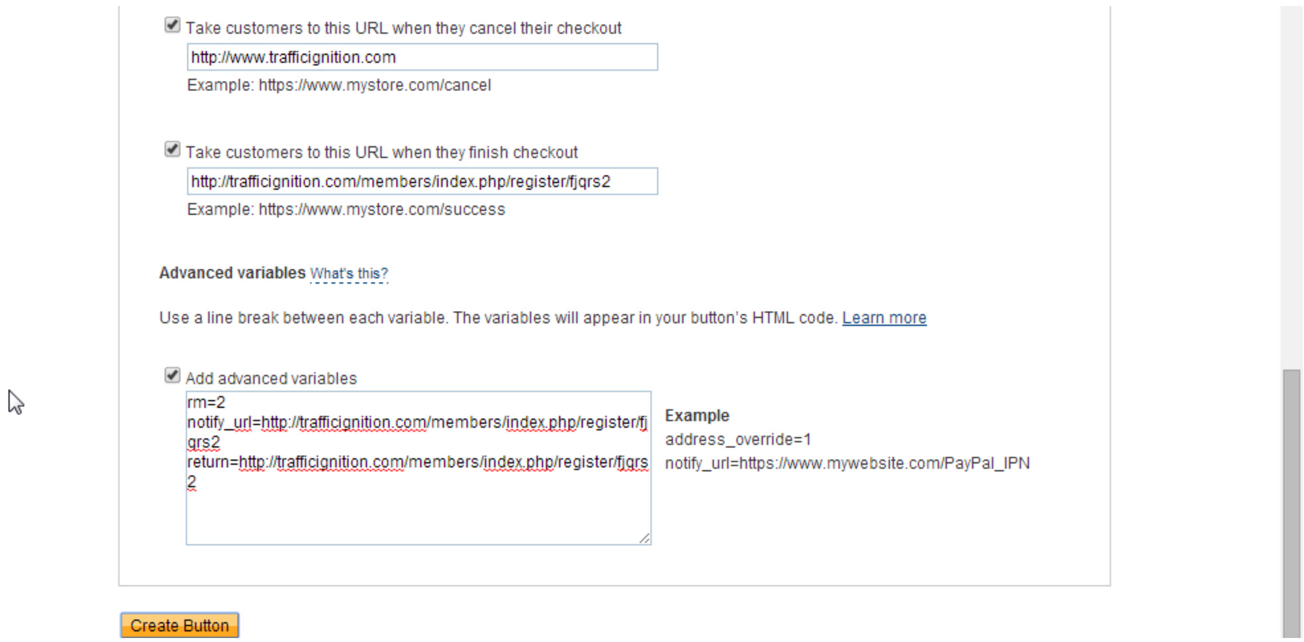
Take customers to this URL when they cancel their checkout, we'll put in this time just our root domain. Last time, we put the member's area because they were upgrading, this time we're just going to put our root domain. TrafficIgnition.com and then take customers to this URL when they finish checkout. That's the one that we grabbed.



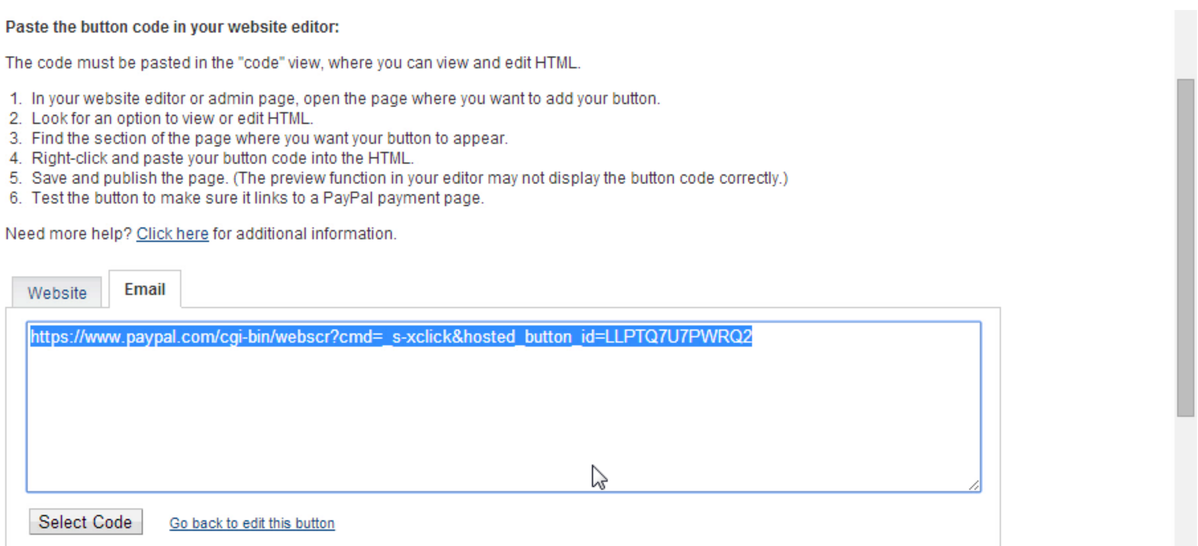
Right-click and paste that, then go to our member's area. Step 5, paste this code in the Add Advanced Variables field.



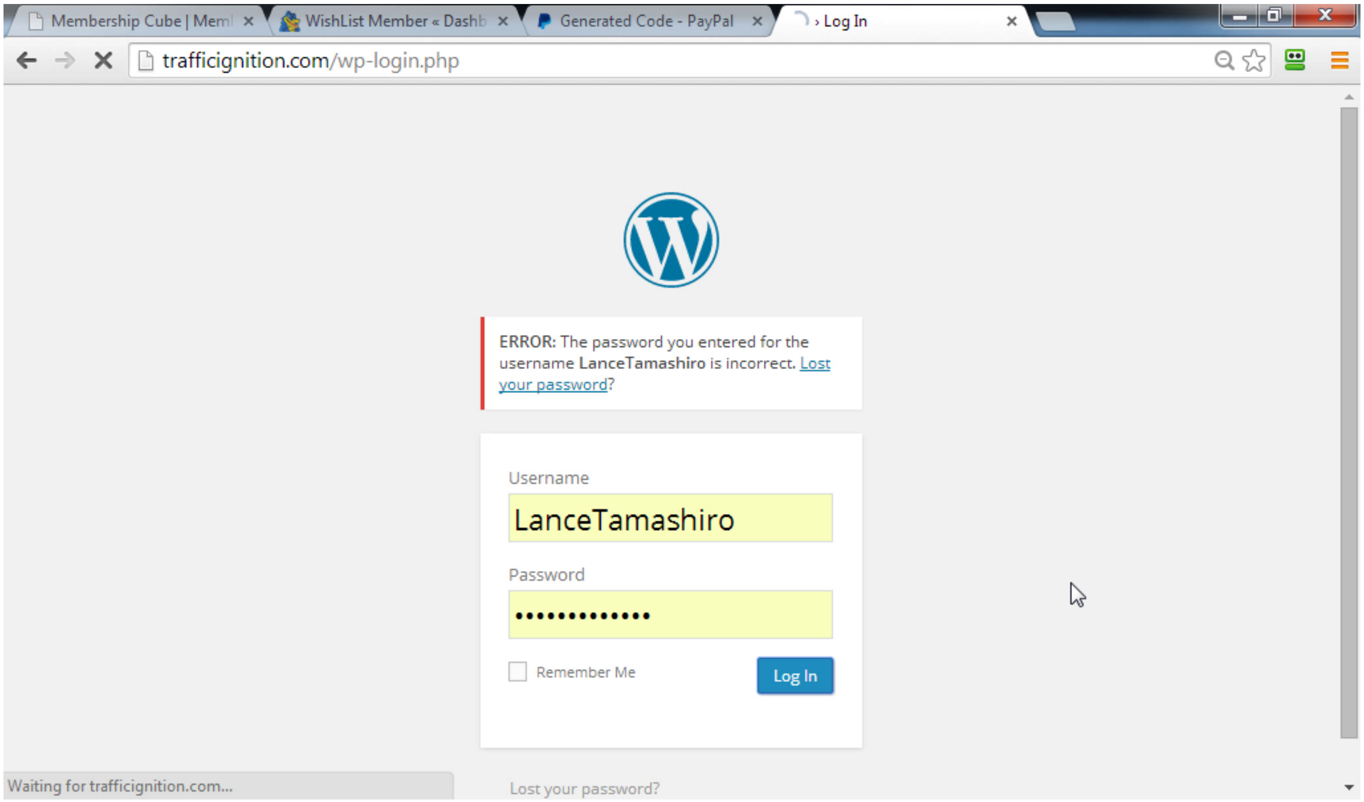
We'll highlight this three lines just like that, and then we'll right-click and do copy and we'll go back to our PayPal tab, check this box that says ad advanced variables, and then click in the box and right-click and paste. I don't know what this means, but it works.



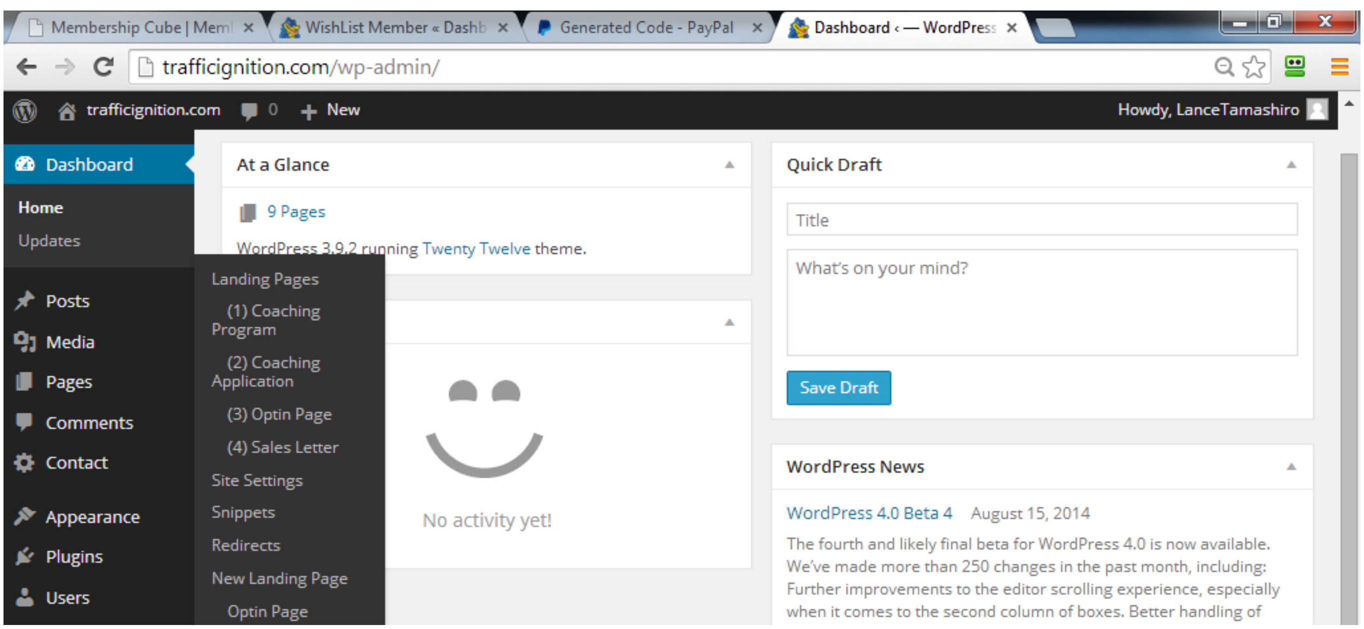
Everything is filled in. Click Create Button. Click the Email tab, so there's website, (not the one that you want) this one that says email, click that and we have this link. I'm going to highlight this and right-click and select copy. When somebody buys, send them to our membership site.



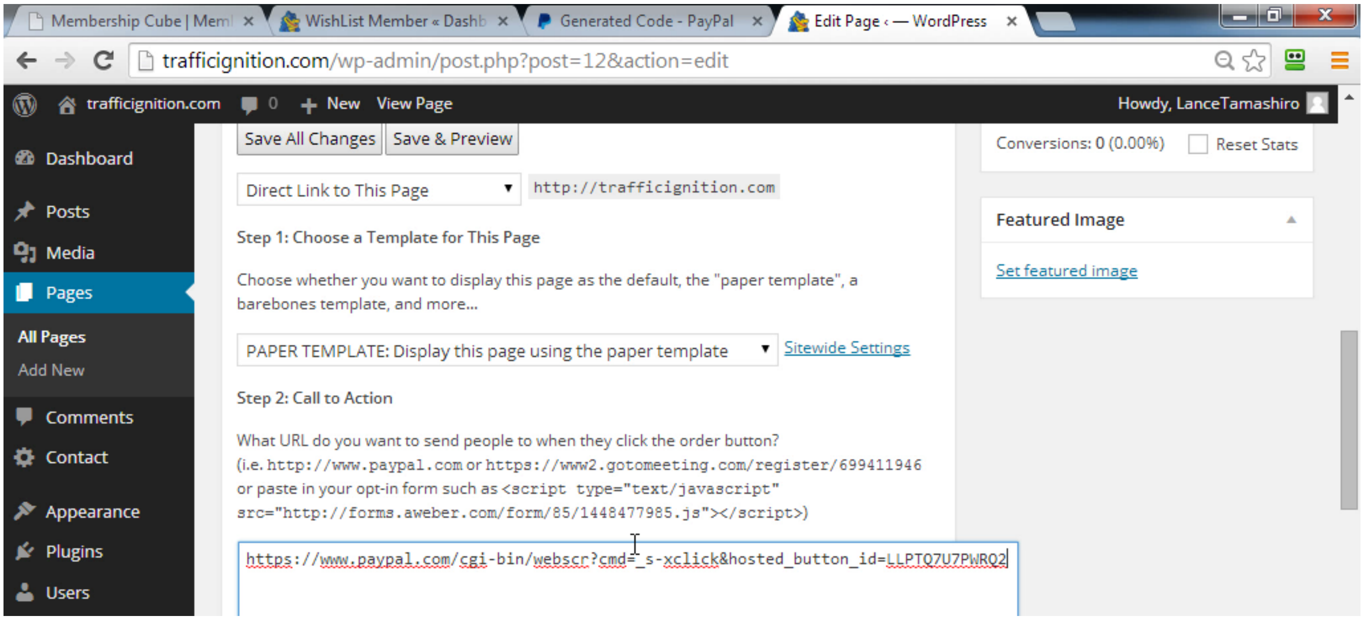
We want to test this button and have this on our front-end site. Right-click and copy, open a new tab, because we want to work in our front-end site now. Go to TrafficIgnition.com (our front-end site) and we'll go /wp-admin so I can login.



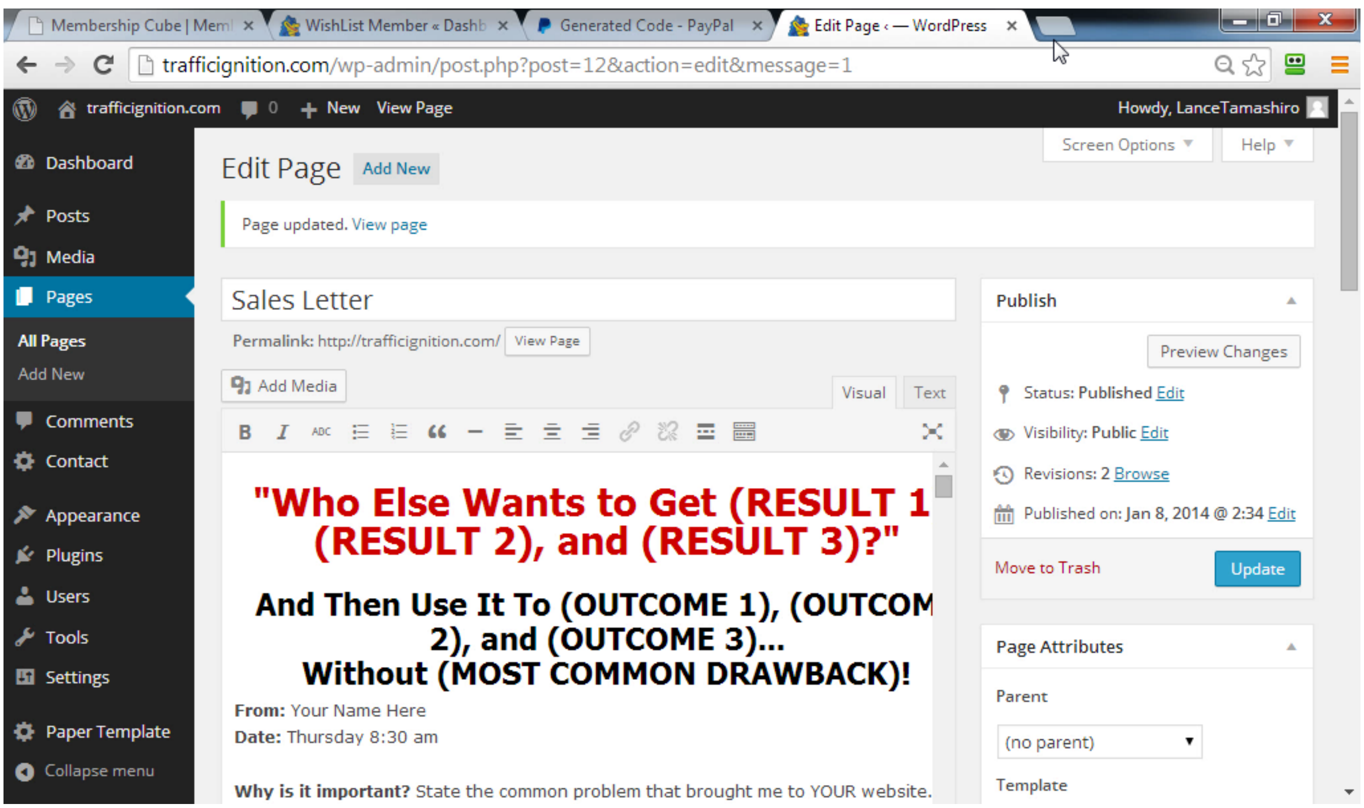
In order to put this payment button on our sales page, what I'm going to do is go to Paper Template and then I'm going to where it says sales letter.



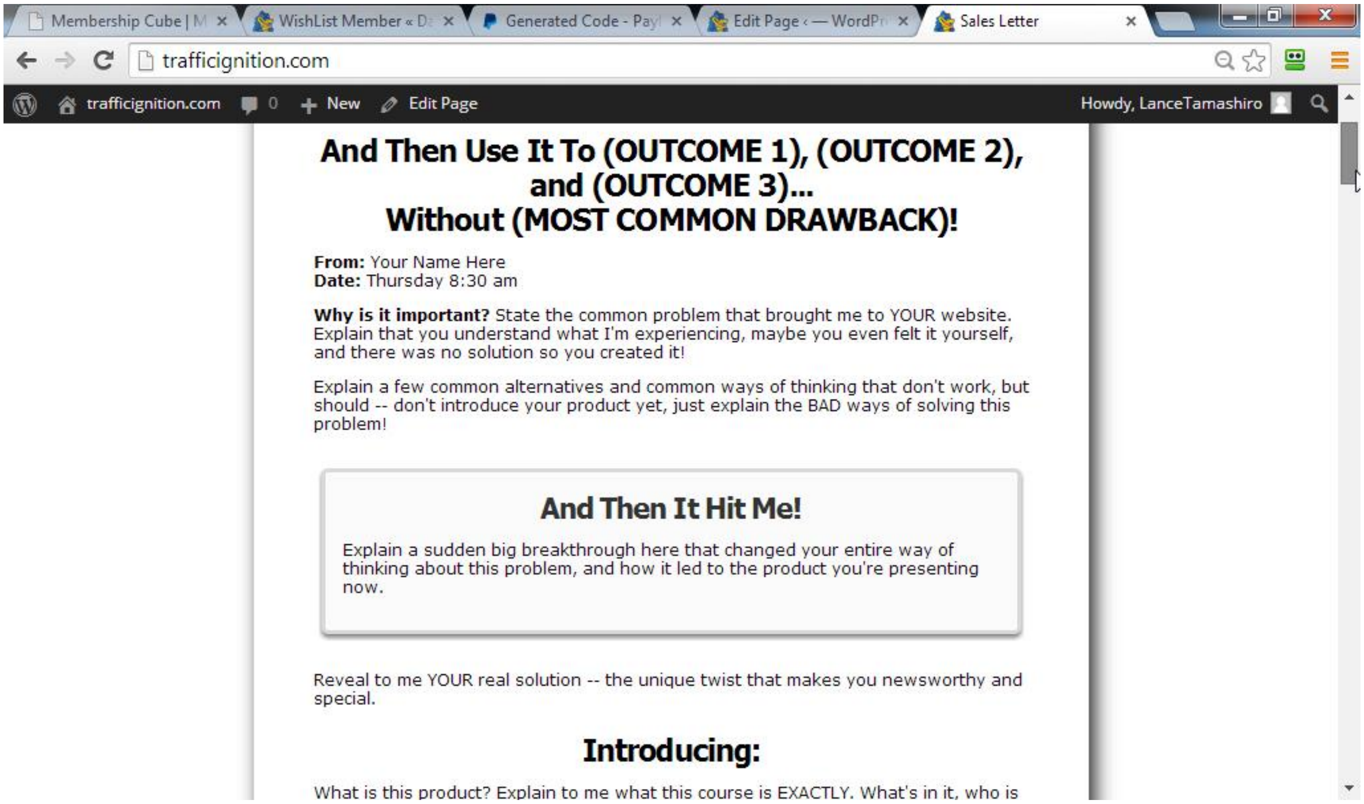
Paper Template, Sales Letter, and we have this in here that we'll work on in Module 4, but for now I want to scroll down to this area that says Step 2, Call to Action, and then I'll paste that link in. I'm going to right-click and Paste.



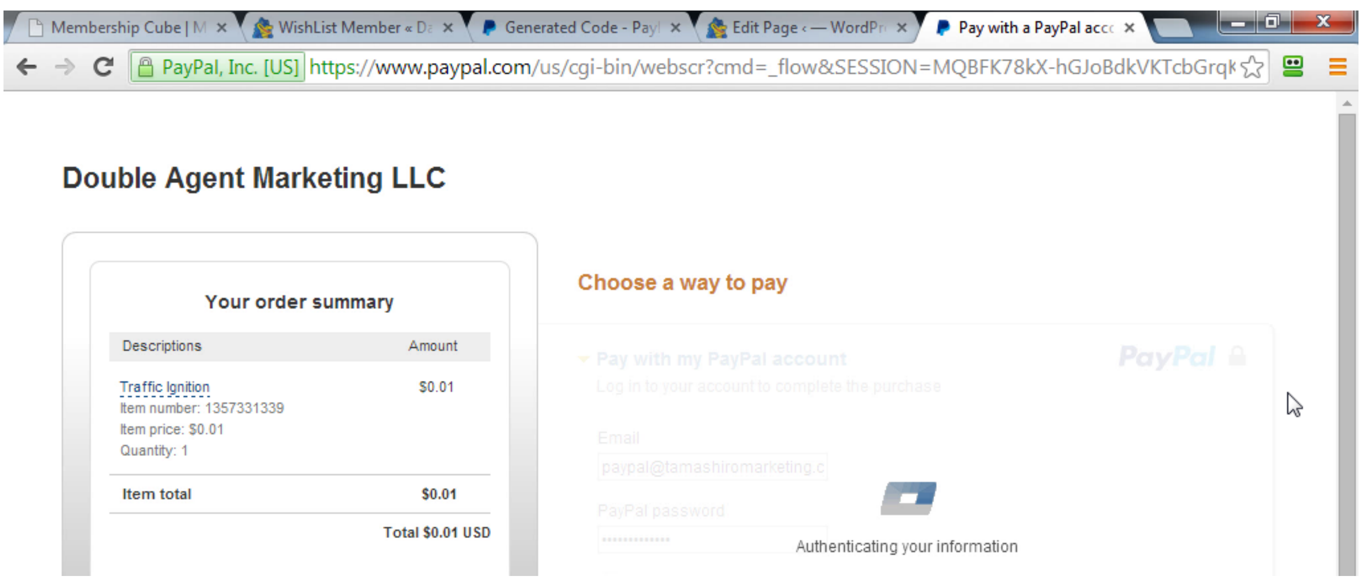
We have our button. Scroll down and click Save All Changes. I'll open a new tab.



We have TrafficIgnition.com. If somebody came to our sales page and they wanted to buy our product, they can click the buy button. What this should do is take us to PayPal (it does) to purchase Traffic Ignition for one penny.

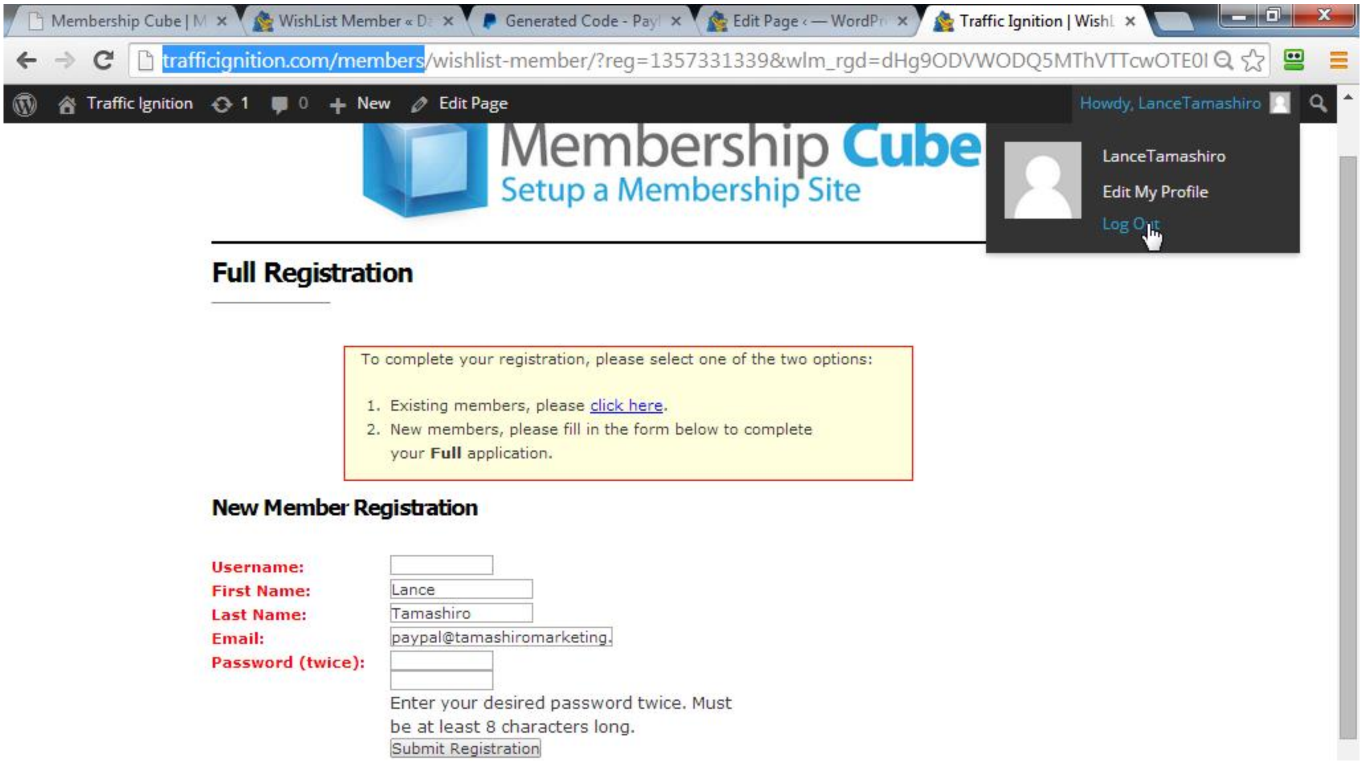


Login to purchase this, then click Pay Now, and it's taken our payment and it redirecting us.



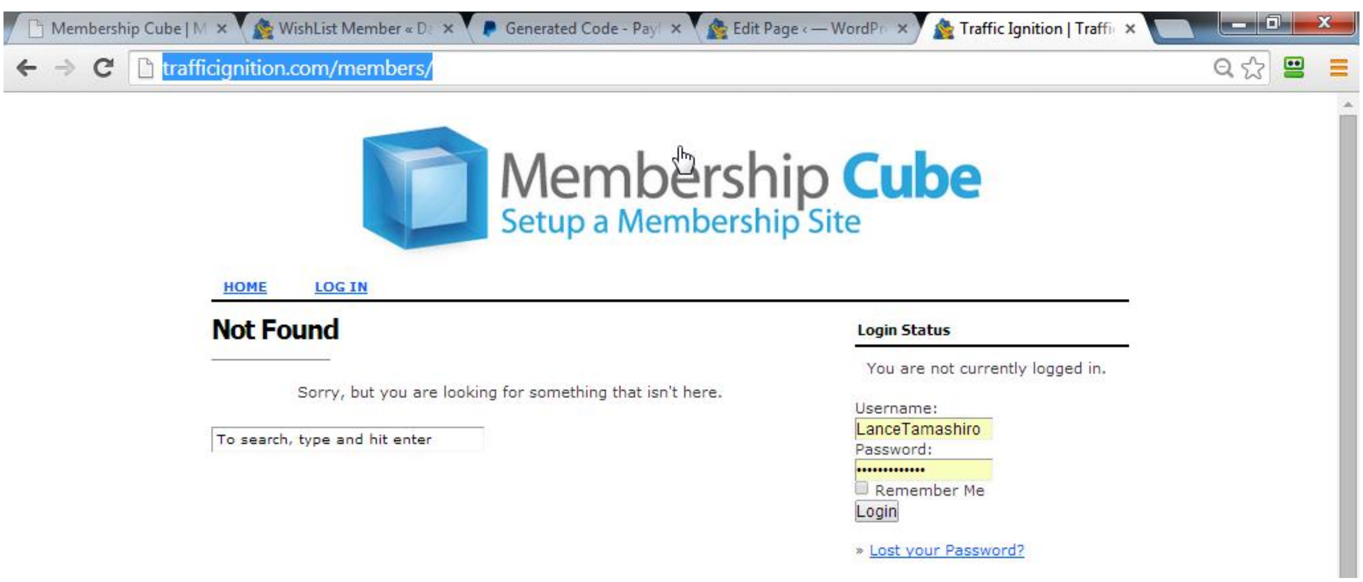
Be sure it sends us to this member's area and it has a place for my user name.

I'm already logged in. How do I know? This bar is showing up at the top. That means I'm logged in to WordPress. I'm going to go to top right and Logout. This will log me out of my member's area. You can see that I'm logged out, and let's try that test again.

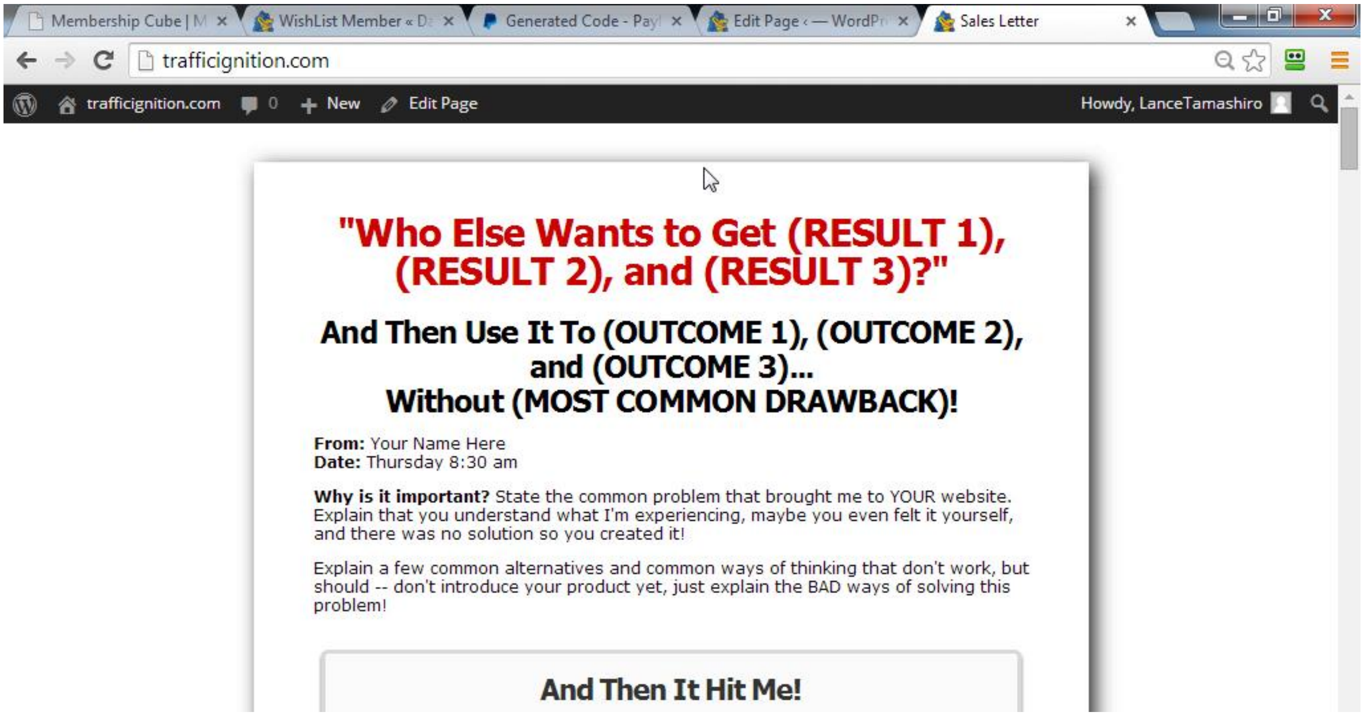


I'm going to go back to my front-end site. What happened? I'm still logged in. Watch this. I'm going to log out, because I want to make sure this look as if a new user was coming to the site.

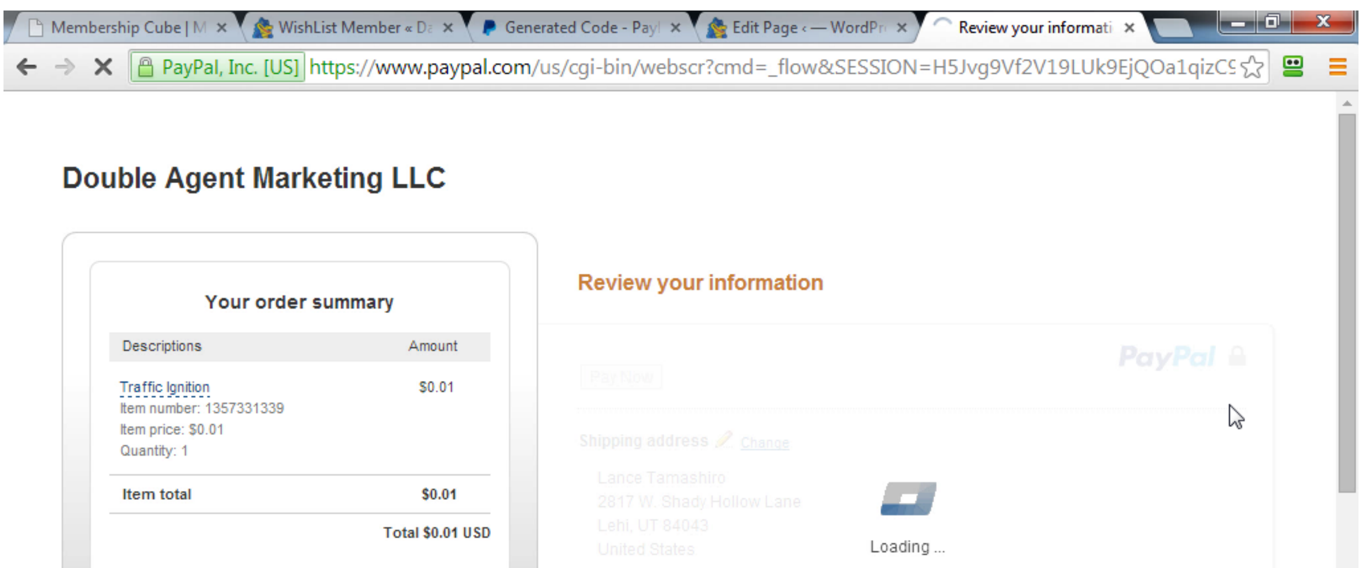
Here we go, we'll go back to our root domain.



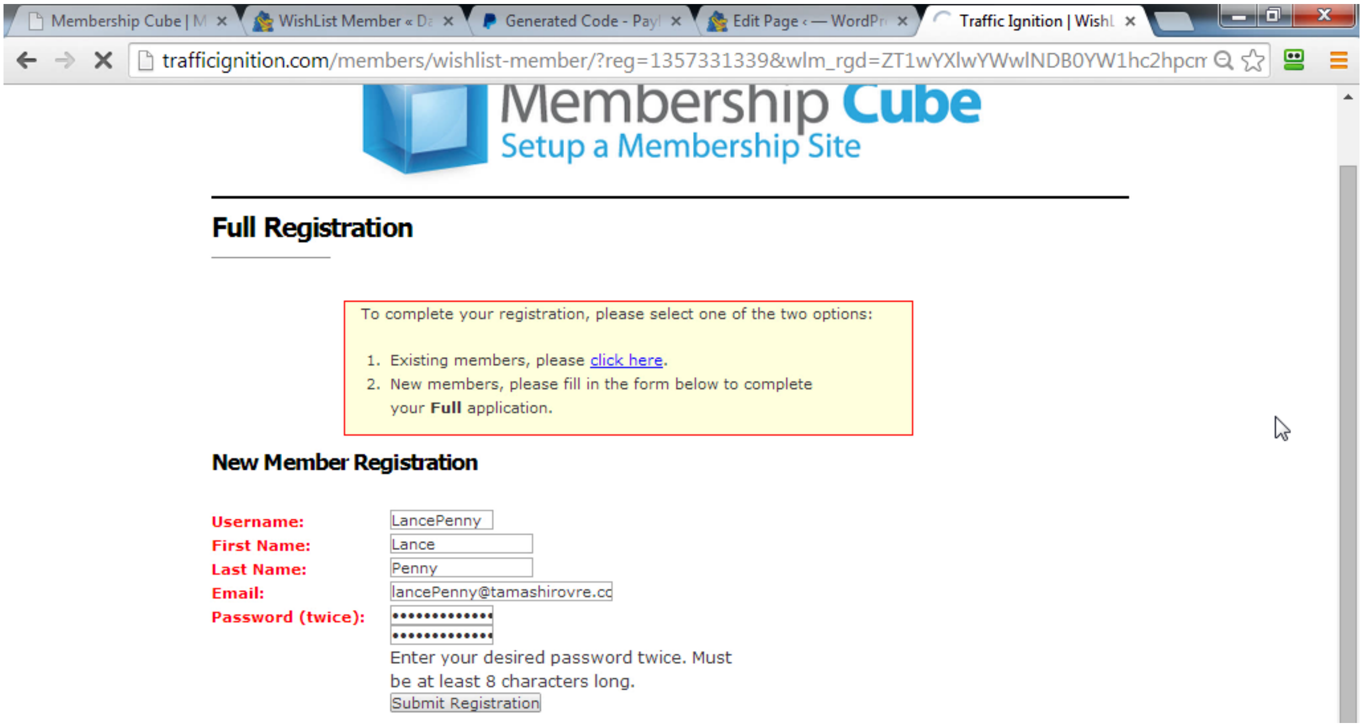
I'm logged out.



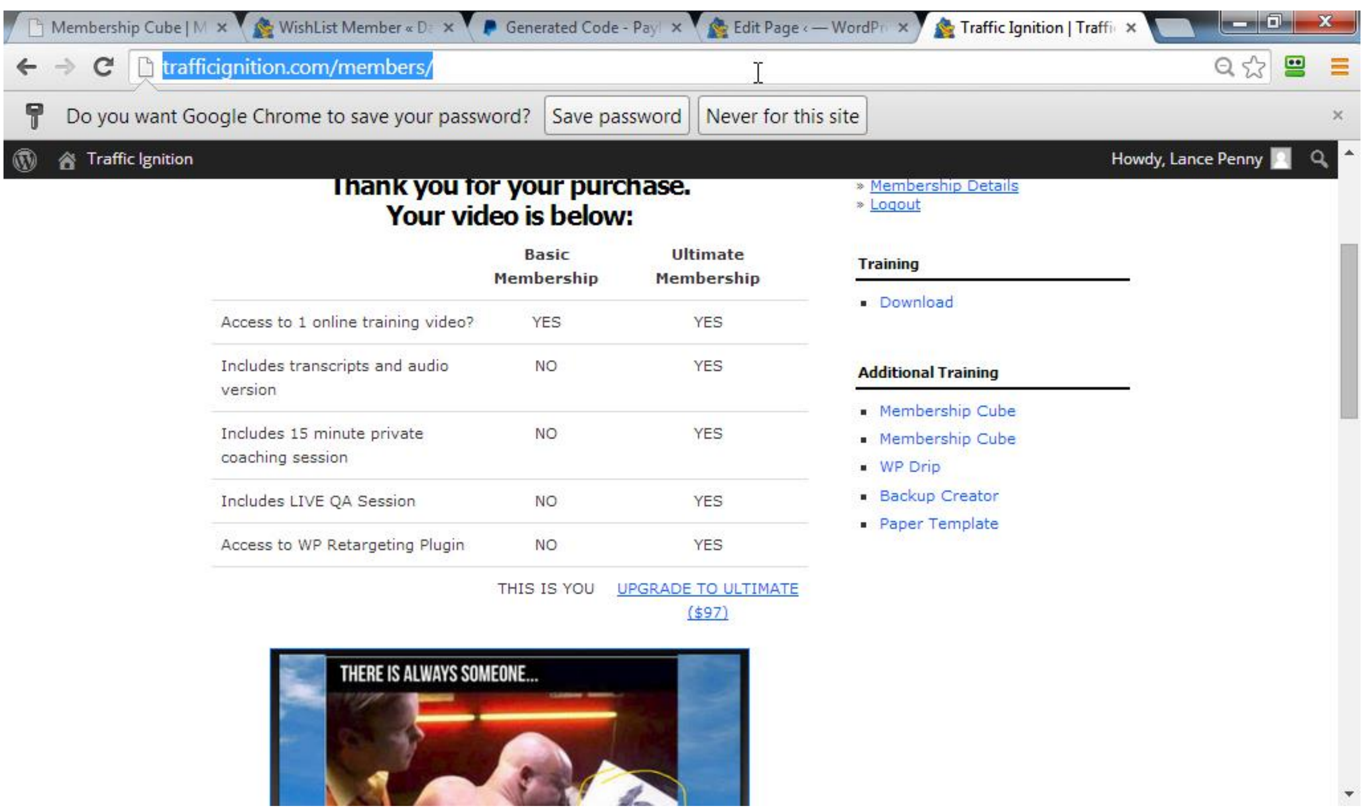
I can tell because that black bar is gone at the top. I'll scroll down and click my Buy button and it should send me over to PayPal to buy Traffic Ignition. Good it does and I can test this by... this item number should filled in. It should be one penny and it should be the name of the product that we're selling.



Login here and pay for that, then click pay now. It's taken our payment and it's going to redirect us back to (hopefully again) our members are. The black bar is gone, we're on our member's area.

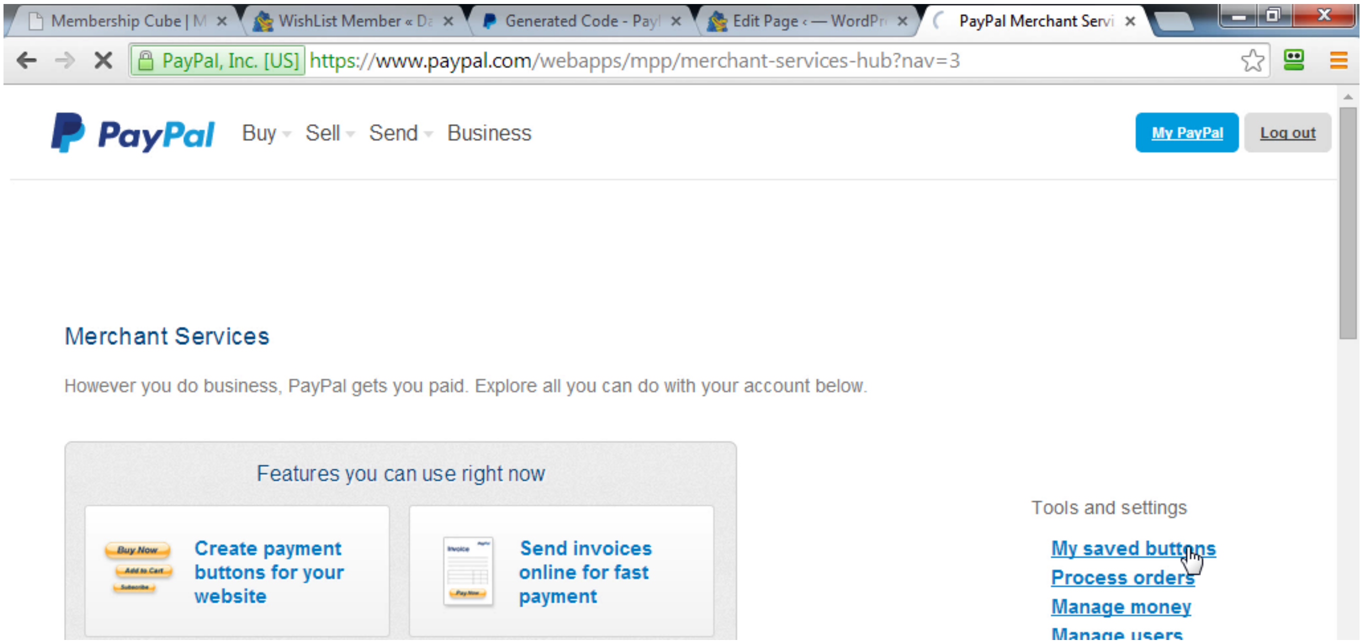


Let's make a new account and call this Lance Penny, for the penny test. We'll call this lancepenny@tamashirovre.com and we'll enter in our password and submit registration. I'm on the Full level which is correct.

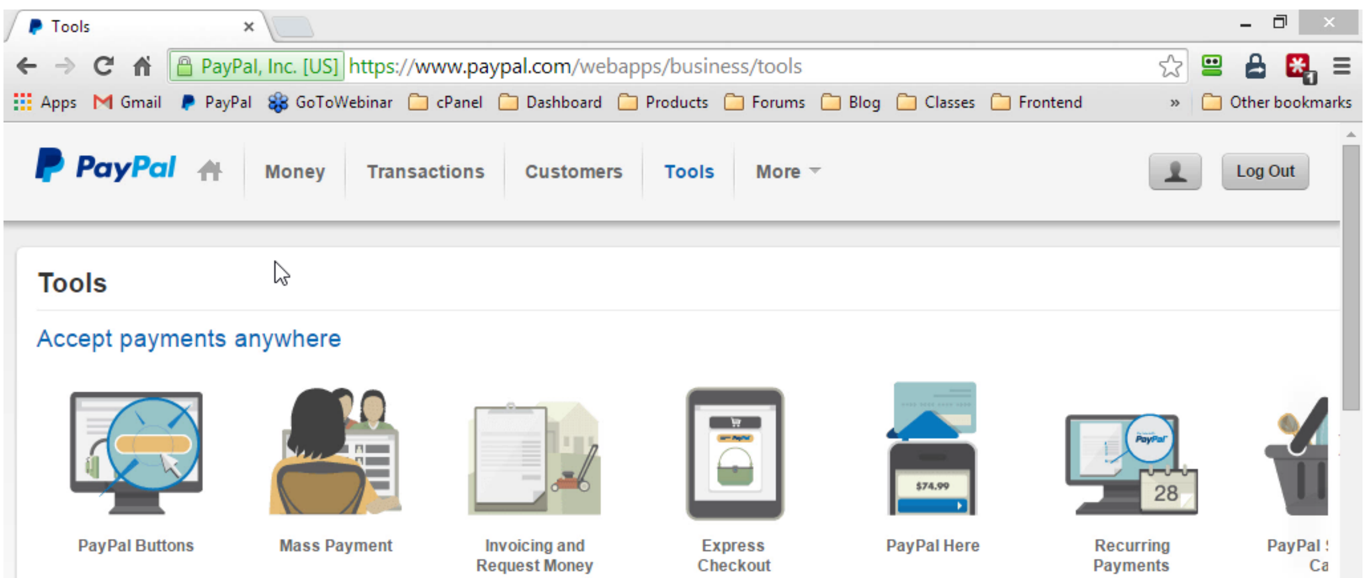


We're logged in. We can upgrade. We have access to our downloads and what worked on in the last section.

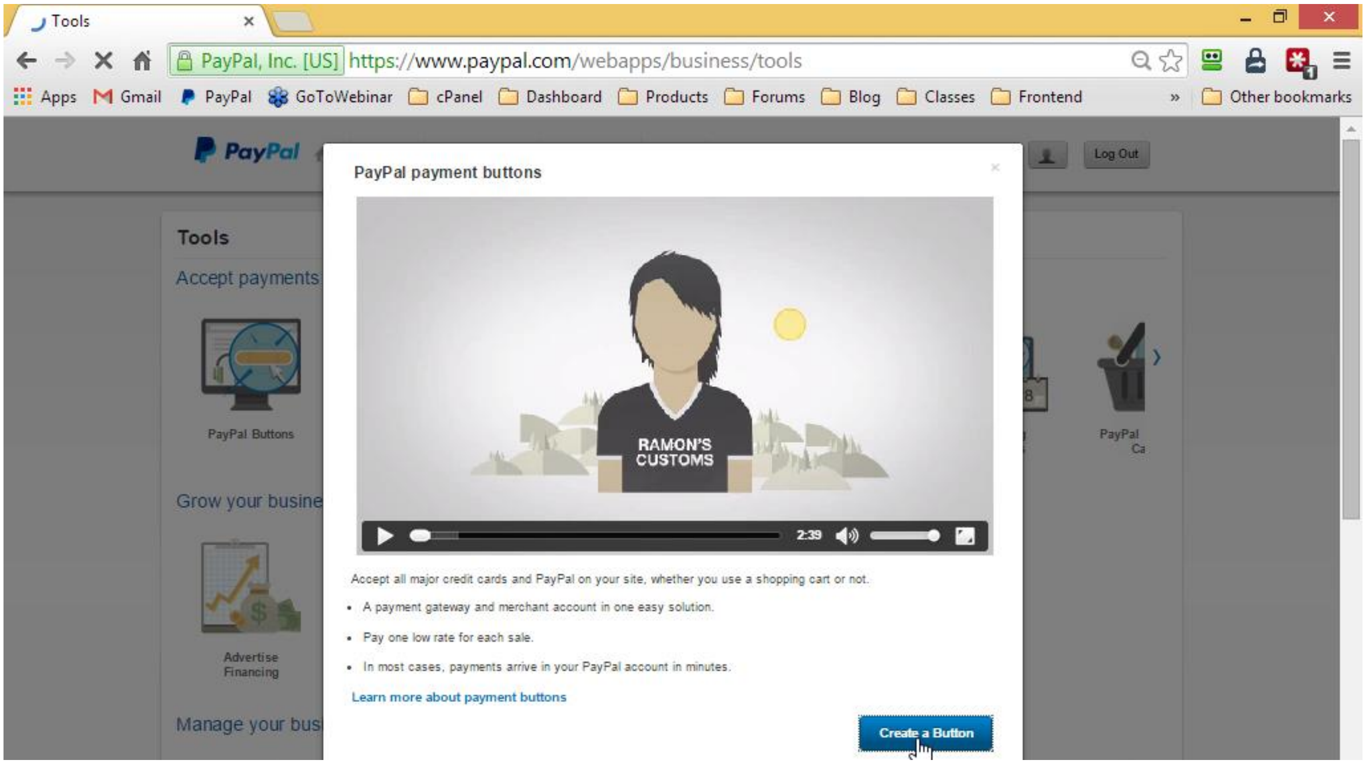
We know that our site is working, what's the next step? We don't want to sell our product for a penny. Go back to our PayPal site, so I'm going to log back into PayPal.



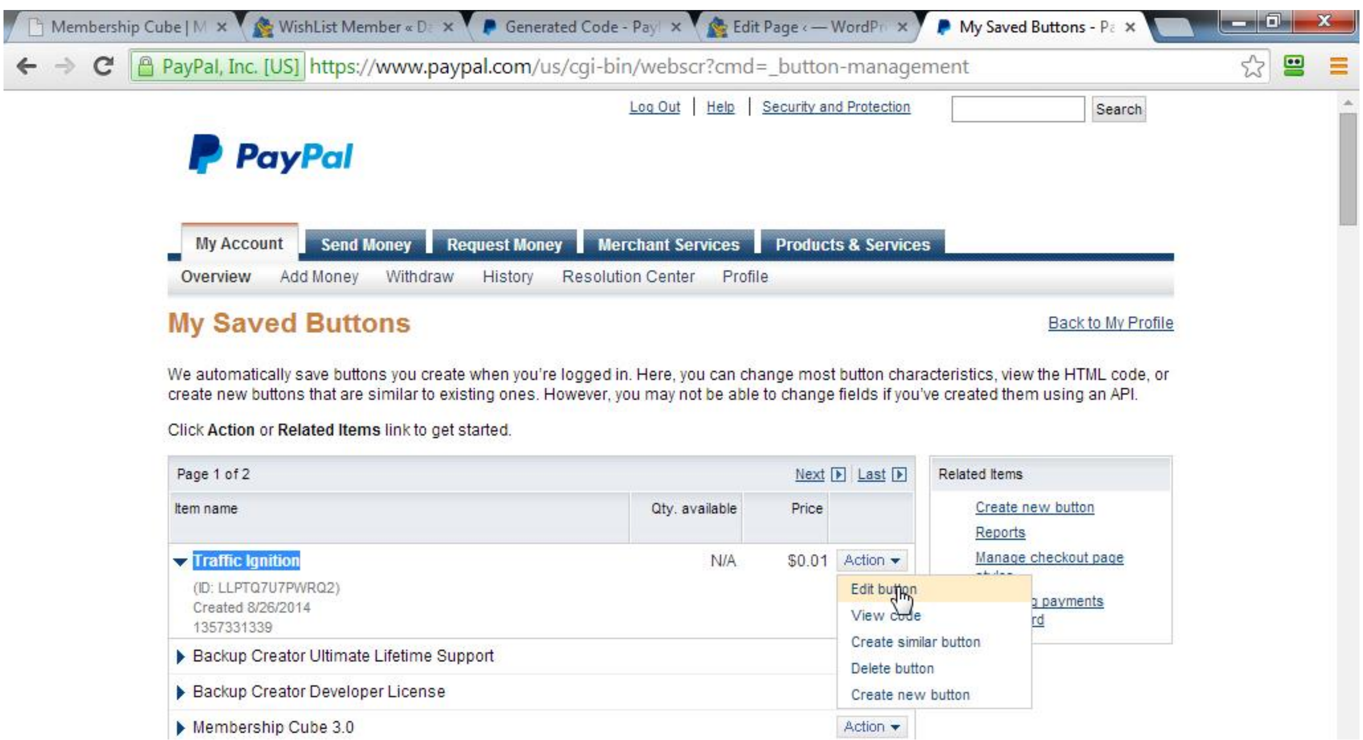
Click Merchant Services, and this time we're not going to create a new button. Click My Saved Buttons.



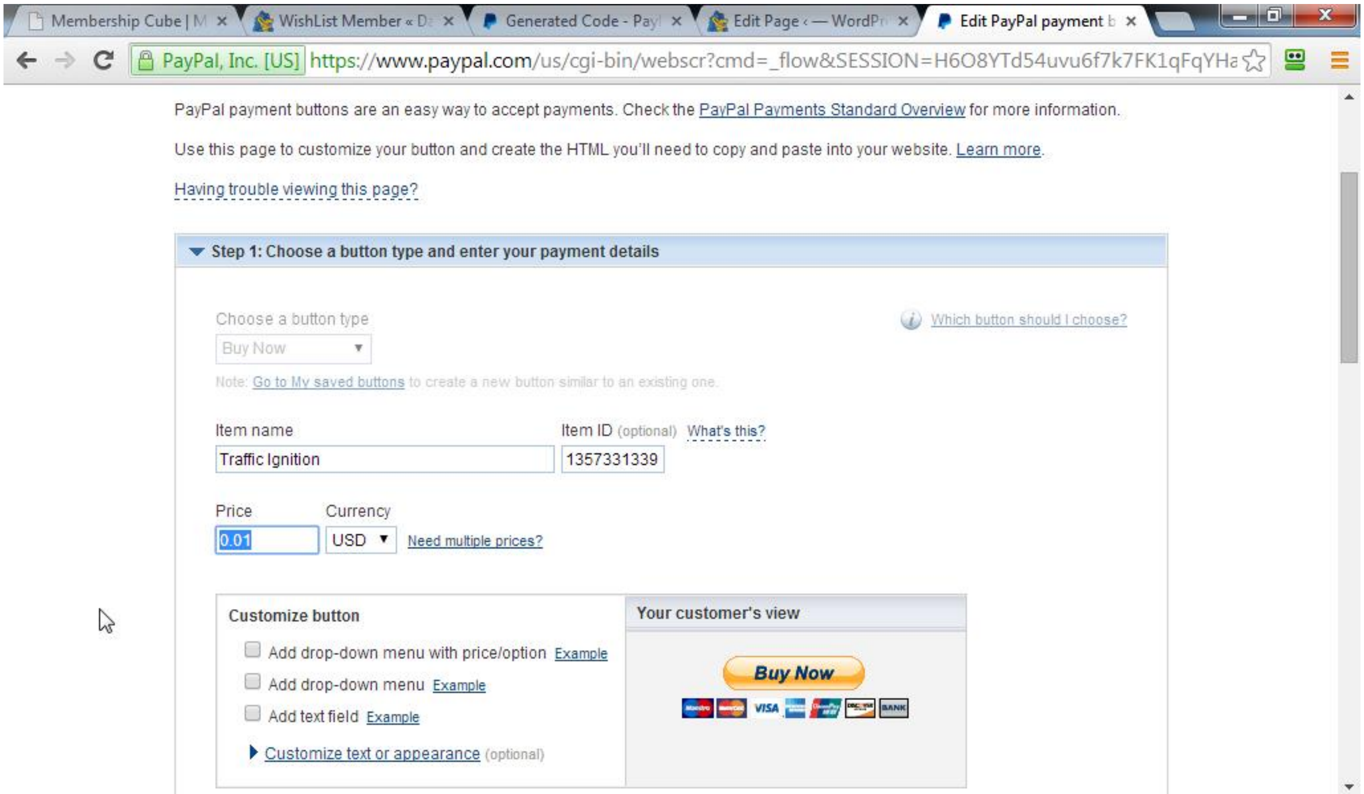
If you don't have a Merchant Services tab, the place to go is Tools, PayPal Buttons, Create a Button.



That takes you to the My Saved Buttons page. Find the button we created (Traffic Ignition button). Click Action, Edit Button.

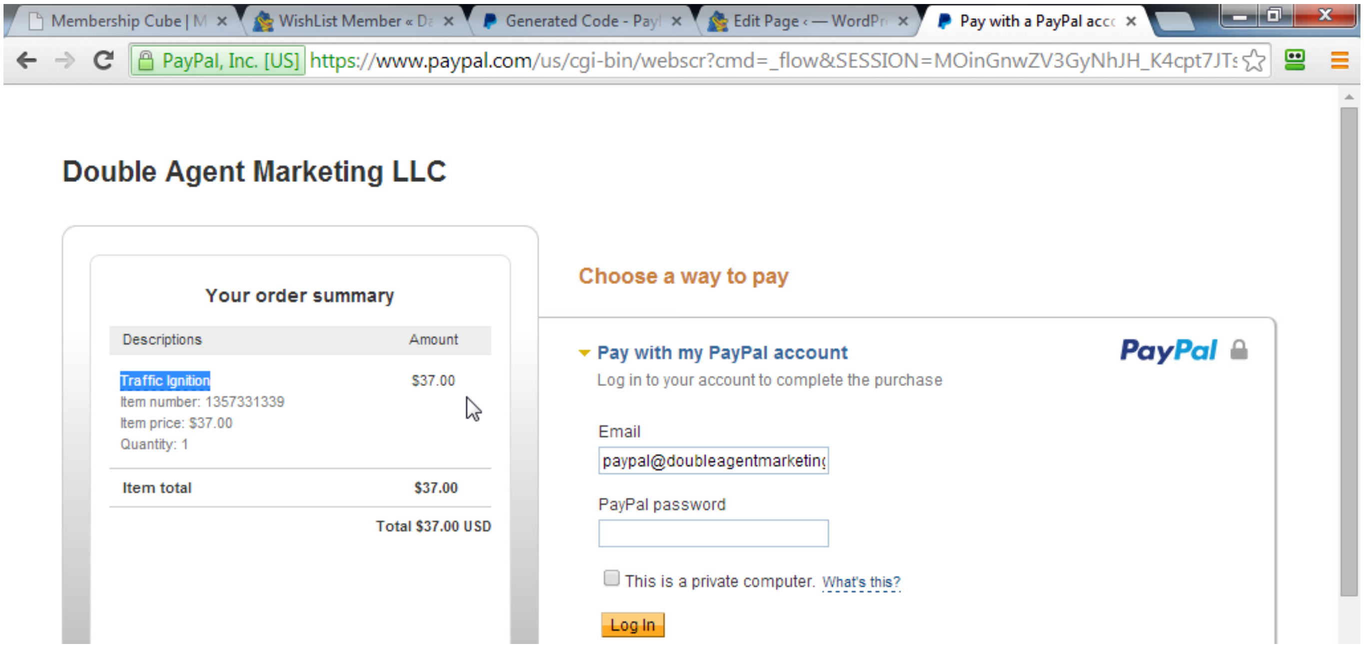


For now, only touch the price. Everything else works. We tested it our sales page at $0.01, we'll change the price to $37. You can change this price anytime you want by just going and editing the button, the way that I just showed you.

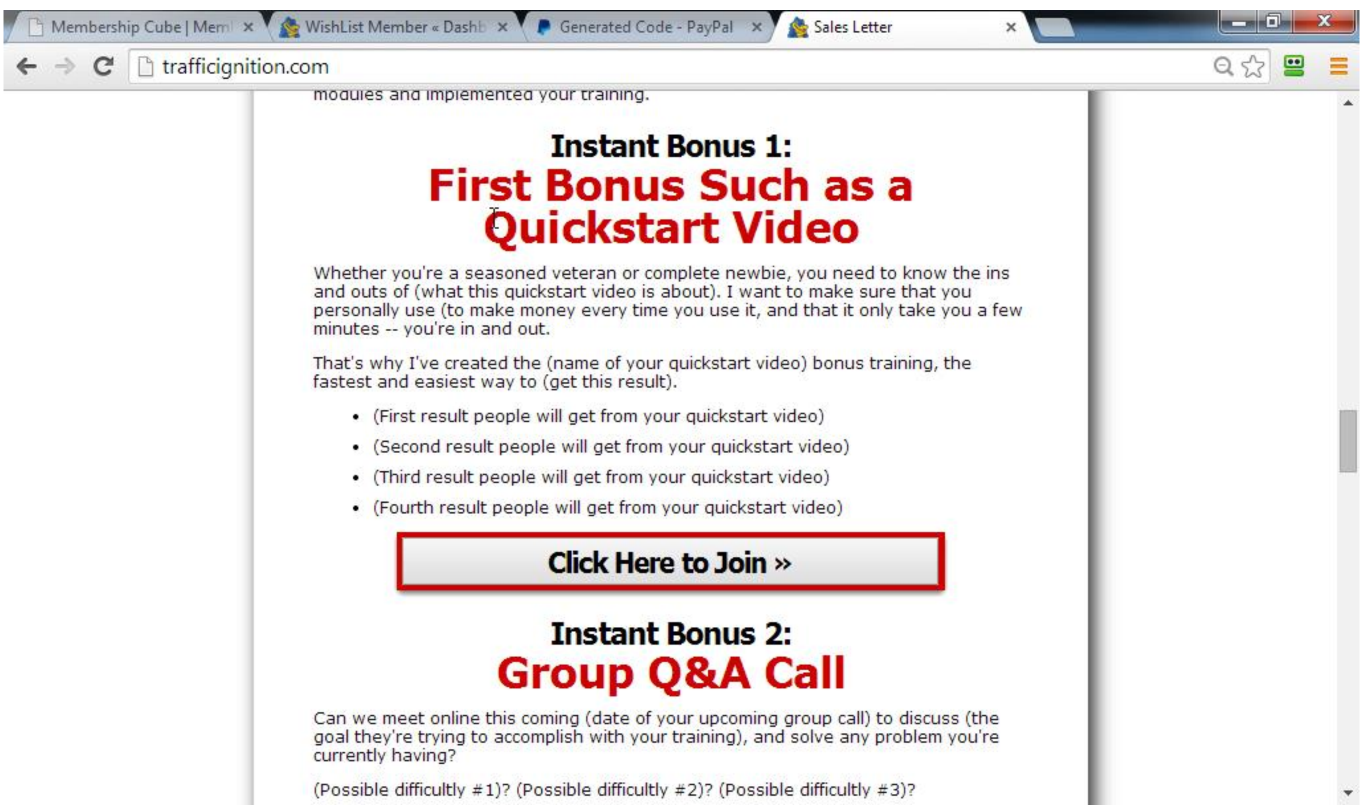


Go to our front-end sales page and we scroll down, it should have change the price for our product to $37.

We already know it works. We didn't have to touch anything.



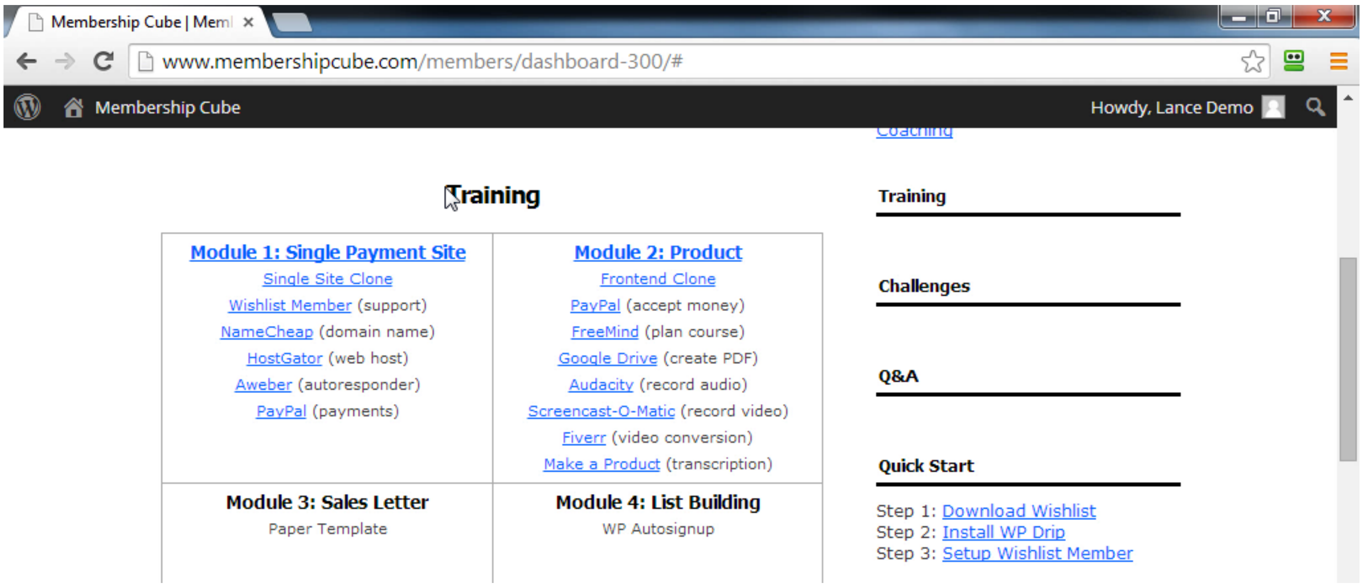
Everything is setup. We have a Buy button that works. We know it sends people to our member's area that we worked on in Module 1. We're all ready to go.



The beauty about this template (we're going to get in to this a lot more in Module 3) is this is setup for the biggest type of course. The biggest thing that you want. It's easy to strip out anything we don't need. The most work is taking out the pieces you don't want rather than adding things in.

When you start with this blank page and you write your headline, "Well, I don't know how to write a headline." Guess what? The headline is already there.

Then you add in this sales copy. "I don't know what to write." Guess what? It's already written. The hardest part is removing pieces, not adding. It's easy and neat when you start with these clones.



Everything is setup in your member's area in Membership Cube. You have your training and plugins. If you want to add or remove anything, it's all on one page.

We have a full back-end setup and ready to go, we have an upsell built in to the back-end, we have now a buy button on a sales page. We have working buttons the whole way through. We approach this differently than most people. We don't want you to spend months on your sales page. Everything is up running and working now. What's left? We need to create the product and we need to do some sales copy.

We'll create the product and make the sales letter in the next module. We have our front-end clone setup.

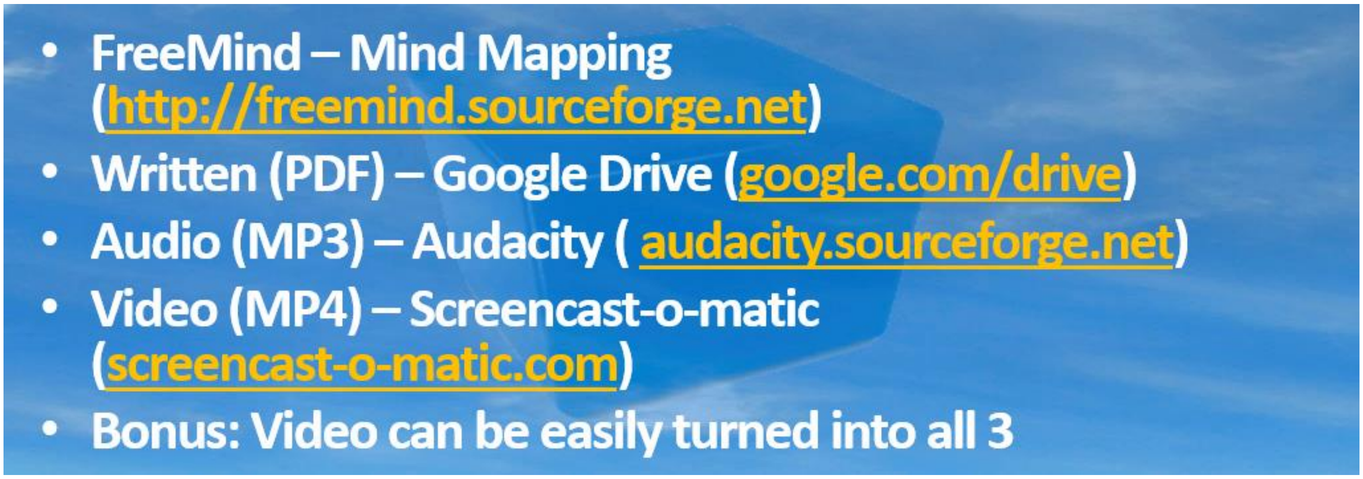
Plan our product. We plan our products whether it's about a report, an audio, a video, a podcast, a live course, in the same process no matter what it is. We don't take more than 15-20 minutes to plan the entire product. It doesn't matter if it's a podcast or an eight-week course, this takes a few minutes and it's always the same.

I don't want to load it up with too much. I want to keep it interesting every step along the way. The average marketer creates a ten-hour course on traffic. It didn't need to be ten hours, it could have been one hour.

That's why we split Membership Cube into bite-sized modules. Most people can't break it down into bite-sized pieces. They tackle one big huge problem, chipping away at it. After three hours, they've created a Word document and nothing else. We don't want to go too long and we want to have these bite size chunks in the product to keep it interesting.

Services & Tools

Let's create our product using a few tools. We list these tools inside the member's area. Just know which ones you may or may not need to use for the product that you're going to be creating.



It doesn't matter if you're on Mac or Linux, or Windows, you can get a version of these. You want FreeMind. Don't worry too much about this URL, it's in the member's area for you, and we'll use this, it's called mindmapping. Why it's mindmapping? I don't know.

We use it in very specific way to create products. This is what we'll make our outline with (I guess, for lack of a better word) we'll call it an outline. It's not really an outline, it's just planning out the product.

If you're creating a written product or PDF, use Google Drive and Google Documents. We'll show you how to do this. For those of you that like to write, then you can use his mindmap that we made in order to write your product.

If you're going to make an audio product, maybe you're the type of person who wants to speak something out, you can use a program called Audacity in order to do that. If you want to make a video product, you can use something called Screencast-O-Matic. If you have other tools that you've already bought or other tools that you're familiar or comfortable with, then by all means use those other tools.

You can make any type of product using free tools. If you have something else, use those other tools. If you don't have anything, here's a great place for you to get started.

When you record that video, you now have a product in many formats. If you have a video, you can have a video product but you can easily create an audio product by just having the video and stripping out the audio. You can easily have a written report product simply by having that product transcribed and then turn it into PDF document.

If you are ready and you can do a video product, great. Some people just want to write a report or only have audio. That's fine. If you want a full video course, you can have all of these things just by having the video made itself.

Here's how we plan our products. Whether it's a full blown course like Membership Cube or a smaller product like Traffic Ignition, this is the process that we go through to create all of your products, so let's dive in to this. The first thing, I think that most important, and I think that differentiates double agent marketing products versus other products on the market out there, is that we always start product with what is the end goal.

The end goal for us is not to teach you (for example in Membership Cube) how to make a membership site. That's not the end goal. The end goal for us is that you will have a membership site up and running.

Do you see the big difference between those courses? You have probably seen those course where they're like, "I'm going to teach you how to advertise on Facebook," versus at the end of it, you have advertising setup and running on Facebook, there's a big difference. We want you to start with a tangible outcome.

When we have an idea for a product, one of us says, "I have an idea for course called Traffic Ignition." The other one asks, "What do they get by the end of the course?"

Whether it's doing self-defense, at the end of the course I'll know how to defend myself in a parking lot. I'll know how to hit a straight drive on the golf course. I will have stop smoking. Start with a tangible goal. It doesn't matter whether this is a small product or a full blown course, you have to start with end goal in mind.

When it comes time to make the sales letter, this will almost write the sales letter for us. If we're making a course on weight loss, and if you did the old, outdated, that doesn't work. If you piled in, "Let me just pile in 20 Weight Loss Steps, let me pile in like a meal plan or something like that," well then what are you going to use at the end? You won't know when you're done teaching it.

You think, I'll pile on more and more tips. If you had a product that was about how to lose ten pounds and there is like a real 10 day plan, 20-day to there, and there were certain tools, and there were different things people would do along the way. It becomes very easy to sell the course later on and you know exactly if something should go in that course or not.

You'll never finish if you keep piling on. If the goal of the course is to lose 10 pounds in 20 days, and you think, "Maybe I could add in these extra tips or this extra video." If it doesn't fit, then it's a different product. That makes it useful for everyone because when someone goes and buys your course, they don't have to sit through hours and hours of video. You'll get to the end a lot faster. You're now limited to a handful of items."

Start there. Whether you make it a one-module course or a four-module course, or an eight-module course, you'll see this. Think about Membership Cube, every one of the modules is start off with what's the end goal.

We plan Membership Cube so that, by the end of it, you'll have different types of membership sites. Module 1, your end goal was you have a member's area, with a download area, with an upsell built in.

Module two, what's the end goal? You'll be ready to make your first product. Every single module within your course also fall as exact same thing.

Everything you do follows this exact formula. Once we know our end goal, how will we get there? List some steps.

Think about what we did today in Module 2. Do you remember that we've shown you a couple time a slide that says creating your Product, and then we list steps? We listed we'll use a front-end clone, we'll plan our product, we'll create our product, we'll upload our product. Kind of following these steps.

What's the end goal, how are we going to get there, and then any tools that they're going to need. If it's defending yourself, maybe you need to get a little stick that fits in your pocket. If it's hitting the street drive, maybe you need to get something that locks your wrist down or you need to watch this certain thing, or you need this little tool. If you're going to stop smoking, maybe you need to get some candy to put in your pocket.

Anything like that, any tools or things that people are going to need, and go through the steps. Step one needs to get them a big or immediate result. Maybe it's hitting the driver straight. Hitting my golf shot straight, just to get started.

Then you have step two which is building on that result. Once you can hit the driver straight, maybe the second step is increasing the distance that you hit the ball straight. Then step three, what's the long term thing?

Once you know how to do step one and step two, what's the long term goal? In golf, it would be, I can hit my driver straight, now I can hit it straight and long. My next thing would be I want to make it what called a fade which means it goes off to the right and then I want to hit a draw, which means if goes off to the left. I want to be able to shape my shots.

Step four would be the case study or the demo. How it worked for me or how it work for somebody else. If you watch, we follow these things in every module and in every course. Each module follows this outline as well.

The reason why we have step one as a big result is because we want you avoid having an intro or overview step, or the here's the history of golf. I have to tell you about the different golf clubs to get, and I have to tell you how to find the golf range, and I have to tell you where to buy a golf hat and golf clothes. You end up never even teaching golf because it keeps growing and getting too big of a scope.

The whole thing is going to be one hour, and we'll make sure that in the step one, within the first ten minutes, we'll start with a bang. They'll get something, they're going to solve something easy. It's probably something hat's maybe easy for you but huge for them.

If they're new to golf, they can't even hit the ball or they can't hit the ball straight.

We don't want you to teach the history of golf. We don't want you to teach what golf is not. We want you to knock these things out one at a time.

We've all bought products like that. We buy these products all the time, where the whole like first videos or three videos, it's like, "What is this?" Change your thinking. If you start with what's the end goal in mind and somebody buys your course on hitting a driver straight (because we knew we sold them how to hit a driver straight) the person that bought it doesn't need that history, Why golf was invented, why people like to play, where it started. They don't need that because they bought your product.

They bought your product on how to hit the ball straight. They wouldn't have bought that if they wanted to know what already they know about golf. They would not have bought it.

Same thing with defending yourself or stopping smoking. You don't need to sare the history of where tobacco came from and how R.J. Runels got built up, and all the different ways that people have tried to stop smoking for. They would have bought your product if they didn't know those things.

You don't need to convince somebody why they need to defend themselves in the parking lot at night in your product. They already bought that. If you feel like they need that information, guess where that information goes, the perfect place for it.

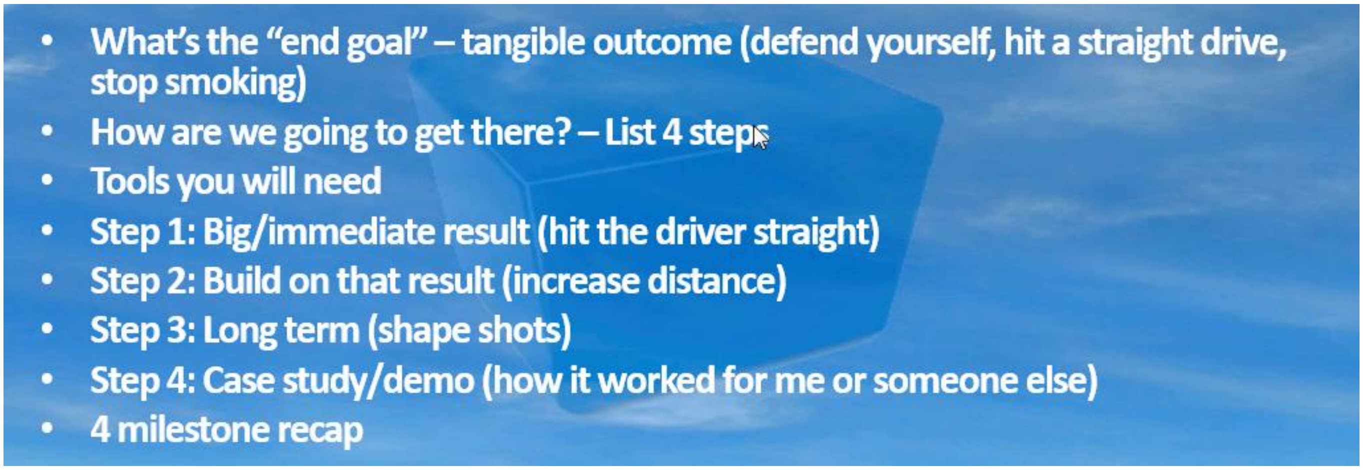
If you feel like you need to teach somebody about the history, that's perfect material for your sales pages, your product gets them the end goal. Nothing else. The end goal.

Follow this step by step process for creating it, it becomes easy to ensure you have a dynamite product. Then at the end, all you do is you simply recap what they've done. The steps, the milestones that they've been through, just recap what it is that they gone through.

You might say, I can teach the big step and in know what that is, like hitting the driver straight, what do I put inside that module? We have a process inside each step.

60 Minute Product

We start with the big goal. Any tools we might need, and then make each step. That might be a chapter in your book. That might be a video for your video product. It might be an audio for your audio product.



What do you say inside of those? What becomes real easy when you know what the goal of each thing is? Like Module One or Step One. It's all about hitting the driver straight. What do you put inside of there?

We use this system called WWHW, and we do that inside of each of those steps. When we say, "How do you start to hit the driver straight?" We think "If step one is how do I hit my driver straight, then go to this process of WWHW.

WWHW: Why, What, How and What-if. "How" is the bulk of it. Most people watching our course don't need to know the history but they're still newbies to a certain text. They still can benefit from the simple components.

For example, I've recorded a video one-hour products like this all the time. For example, one isabout Amazon Kindle. There's few steps but it doesn't have to be that hard.

The end goal is about us having a book uploaded to Amazon Kindle and so I'll say, "First, make the Kindle book, then I'll upload it," then there'll be these 10 minutes chunk. For some people, talking for 10 minutes can be scary.

That's why we say most of is going to the middle part. The How-to, step by step part. Once I show them what I did, then I'll tack-on the ending. What's possible now that I've uploaded this?

These last two here is first, here are the exact steps. That's setup, now what?

What the assignment? How do you do that? Leading up to the step by step is the Why and the What. Why is the context. Why it's important?

If you have these four parts of your course. There's a reason why each of these are in here and there's a reason why each of the steps are in this certain order.

In the golf example, you won't cover the advanced topics first. Start with how to hit the ball, then focus on increased distance. Let's say we're talking about how to hit a driver straight. Explain why it's important. We'll start with something simple. Fix this problem.

We've shown this at the very beginning of every module of Membership Cube. We go back to what we're building? That's the "why" and the "what." This course shows why do you do it and what do you do. Same thing with any other course.

Then we say, "Here's what I'm about to show you." If we jumped in, and suddenly you see us hitting the golf ball, or if I just jumped in and suddenly I'm clicking around on Amazon. If you haven't seen that screen before, you haven't seen me do something, suddenly it's really confusing. Compare that to this course. We say, "What we're about to do is we'll go over to this page, well click this, we'll do this, this, this, this."

We do it and then we explain what it is we did. It seems tedious because it's easy for you, but hard for those learning from you. We don't have to do all these crazy things. We also don't want to bore them to death, so there is that middle ground where we're understanding it from their point of view.

They're newbies and we want to be just really careful and deliberate about... you just make sure that, maybe I have to repeat it a couple of times, so that they get it. Go through Why-What-How-What-if. The "How" section is me doing it. That's just a big chunk of it, but to have the structure around that, we say, "Why is this part of the process important?"

What I'm about to show you. Here's how to do it, and now that I did it, now there's what you can do with it. WWHW: Why, What, How, What-If.

Whether your product is written, whether it's audio, video, whatever type of product you want, it's simple when you have this formula. Probably the most important slide in this particular module. How do you go about creating your outline for this?

We'll use a product called FreeMind. There's a link in the member's area. Download and install it.

We'll find the link that says Download and then what we'll do is we'll choose the all-inclusive version for the operating system you're using. If you're on Mac, you're going to choose that. If you're on Windows, you're going to choose that. The important part is to pick the all-inclusive version and then what we'll do is, we'll start FreeMind.

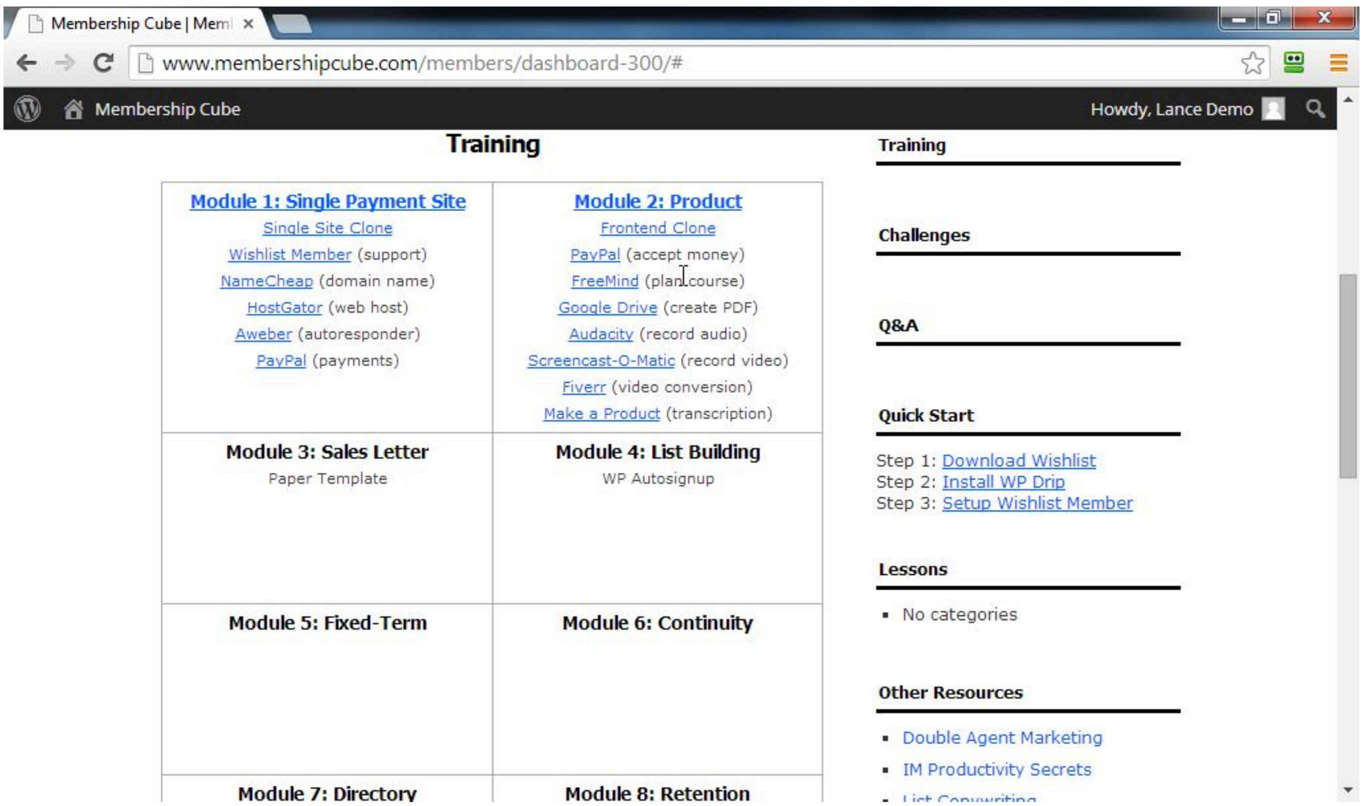
We'll start it up on our computer and then click File, New. Here's everything you need to know about FreeMind. First all it's going to do, it's going to give us an oval in the middle of the screen. Click that oval and we'll type the title. For us it's going to be called "Traffic Ignition."

You need to know two things: how to right-click on an oval and select "New Child Node" which will make a node out to the right. We'll need to know how to right-click and select "New Sibling Node." That's all you need to know about FreeMind. If you know how to make the title, how to right-click and select "New Child Node" and "New Sibling Node", you know everything that you need to know about how to use FreeMind.

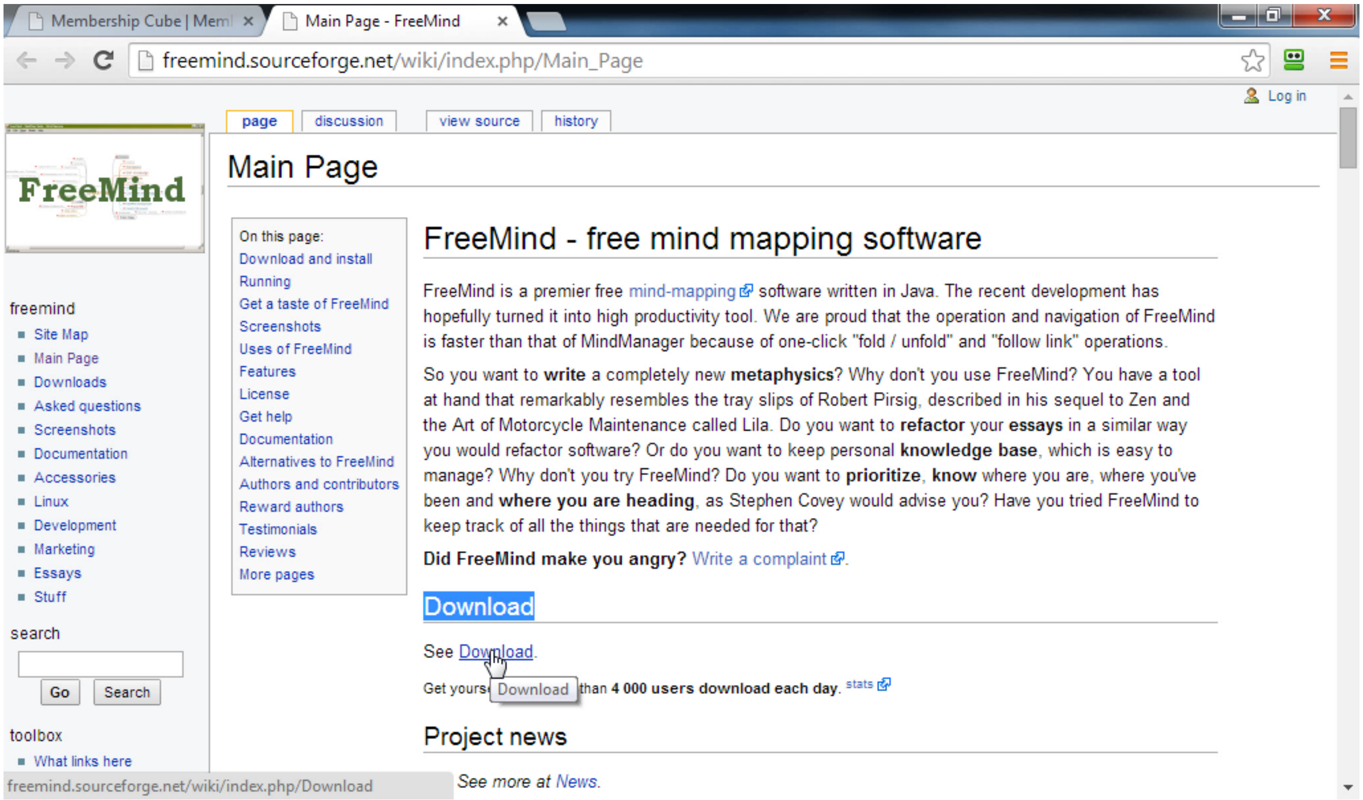
In school, you created brainstorms or thought bubbles. This is similar. You have ovals. They call them nodes. You have connected "bubbles" on the screen. You can get it on the screen, get it out there, and then just drag it around.

Brain dump the raw materials that "might" go in your product. Drag it around to see what you can rearrange or merge together. Get your head around the product you're about to create. It's like brainstorming or thought bubbles, but you don't have to write down index cards and lay them all around the floor or try to figure it out from a list. You can just have the diagram on this screen, drag those thought bubbles around.

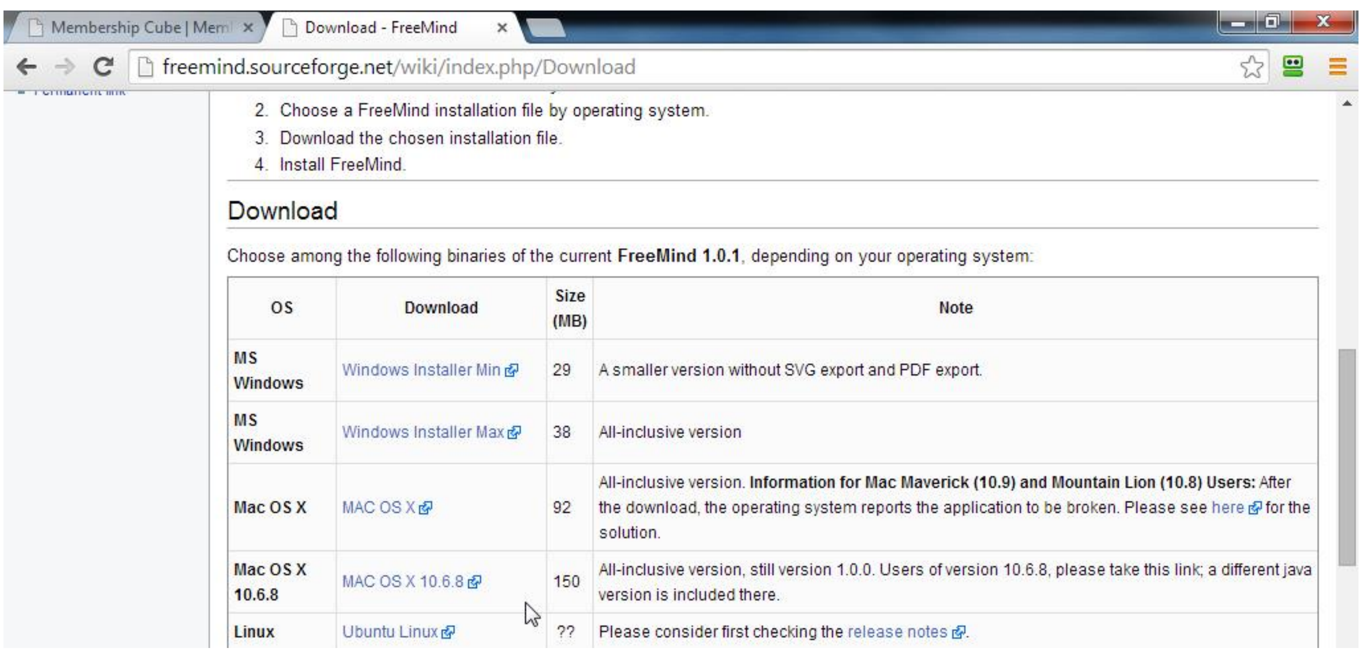
We don't really create a mindmap, we're creating our plan for a product which is very different. You don't need all the pieces coming out to the left and the right. No. Fill it in the way that we outlined it already.



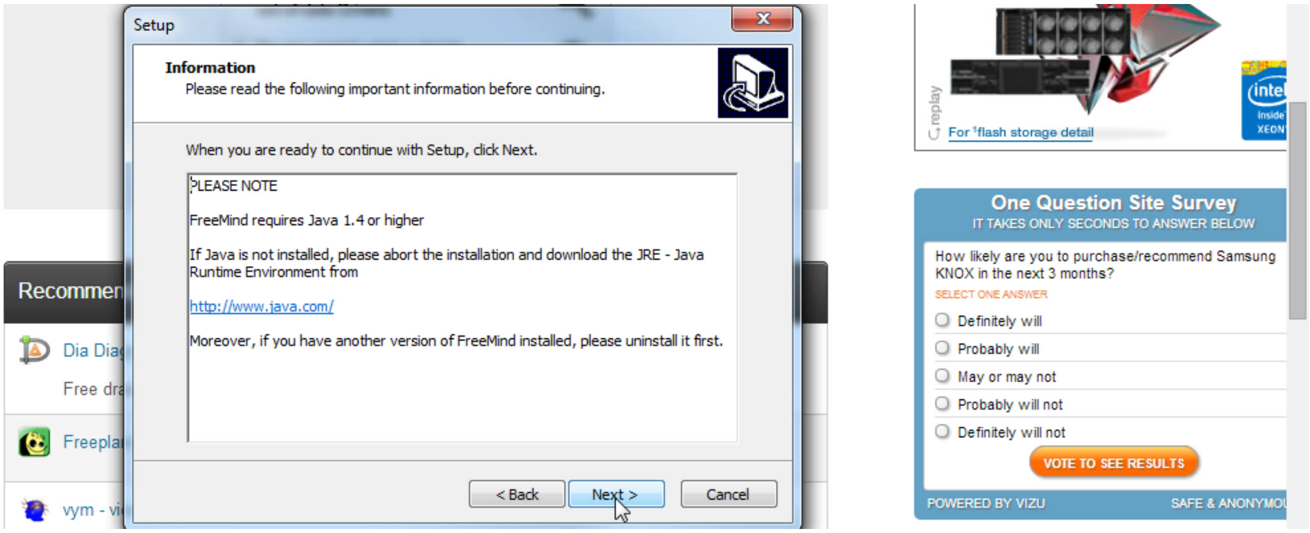
I went to our training section, clicked where it says FreeMind, and it take same to this page. Find where it says "Download" in the middle.



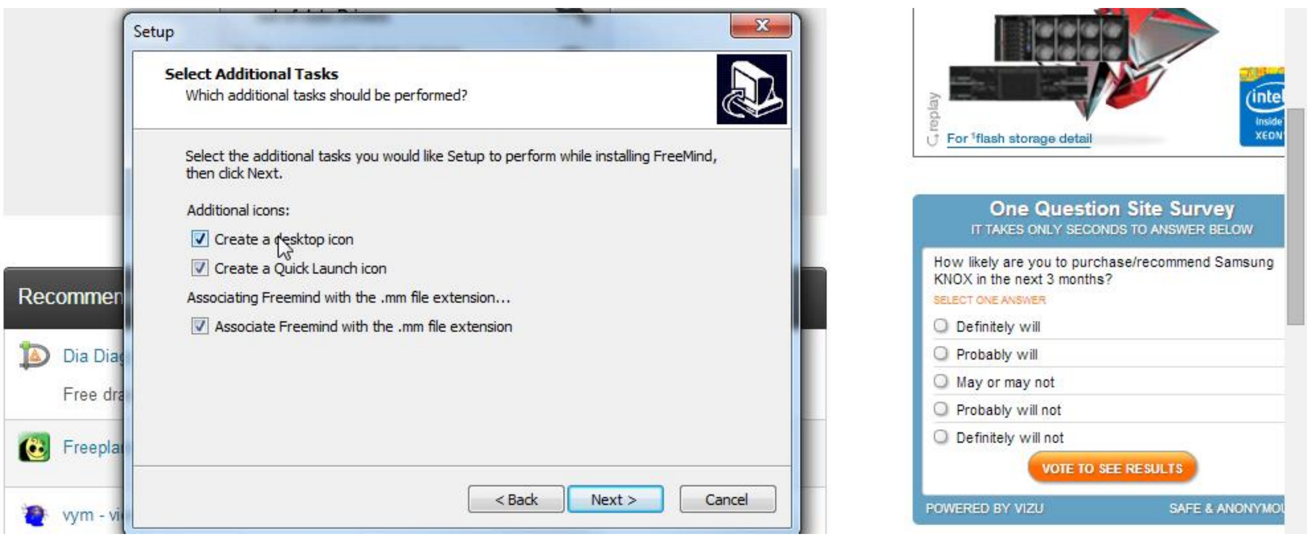
Left-click the link that says Download.



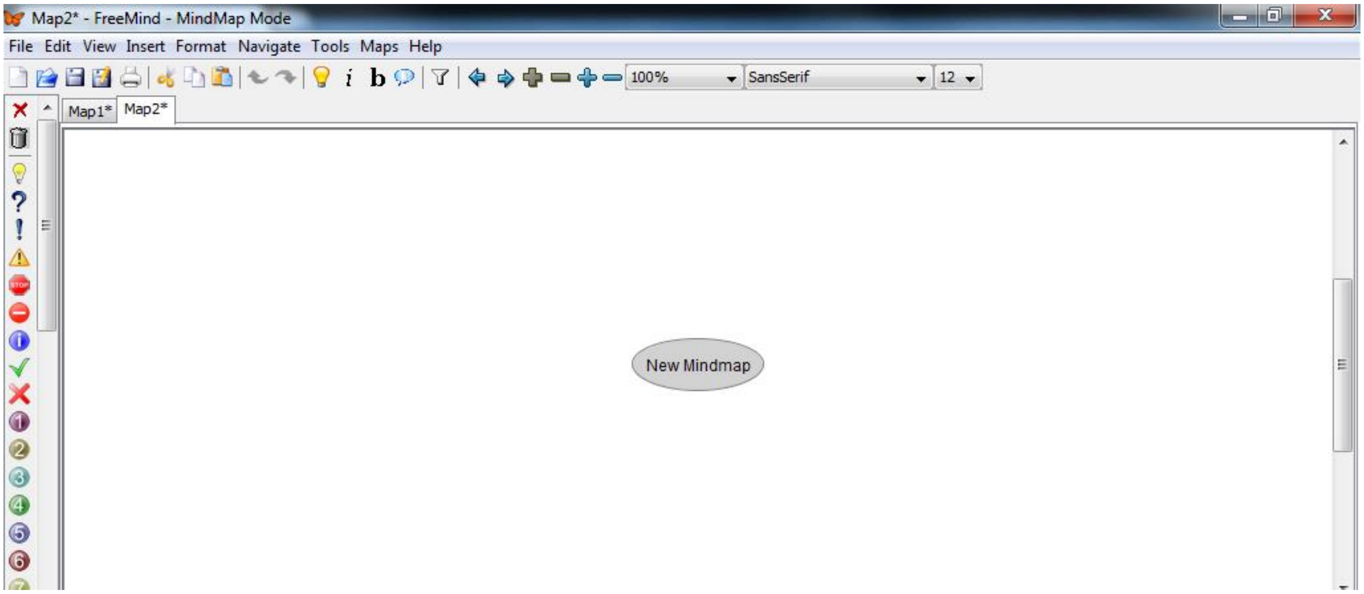
Scroll down and choose the one you want. I'm on Windows, I want the all-inclusive version. If you're on Mac, choose the all-inclusive version. I'll click Windows Installer and it starts downloading.



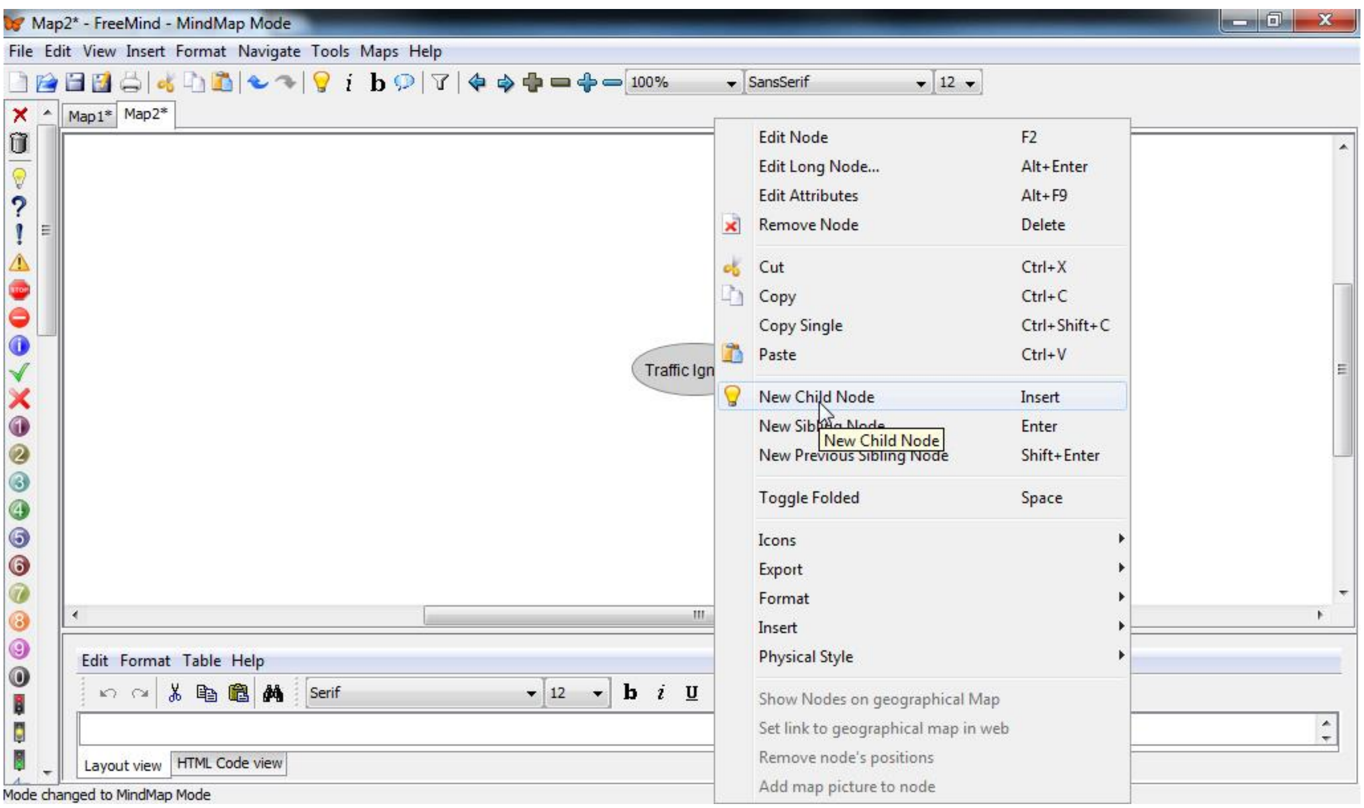
Once FreeMind downloads it'll let me know, and I'll click the download, run that file and install. What language? English.



This installs FreeMind. I accept the agreement, click Next, Next, Next, call it FreeMind, click Next. Add a desktop icon, fine. They ask a lot of questions, but I want the default settings. Click "Next" to launch FreeMind, click Finish. It's going to install everything. This is what it looks like when you start it up. It shows an oval shape and nothing else.

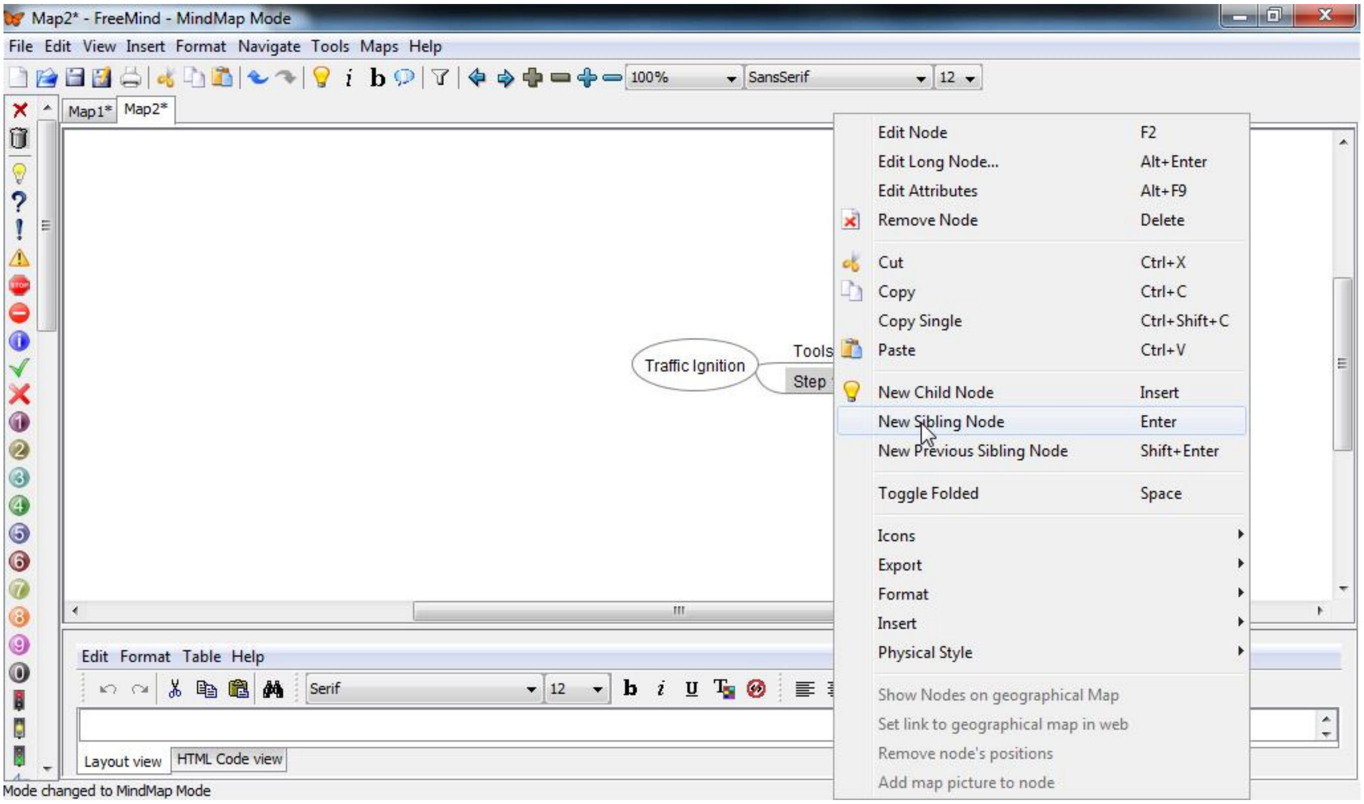


If you don't have this at any time you go File, New, and locate the oval in the middle. We can click in the middle and it lets us highlight it and change the wording from New Mindmap. We'll call this Traffic Ignition.

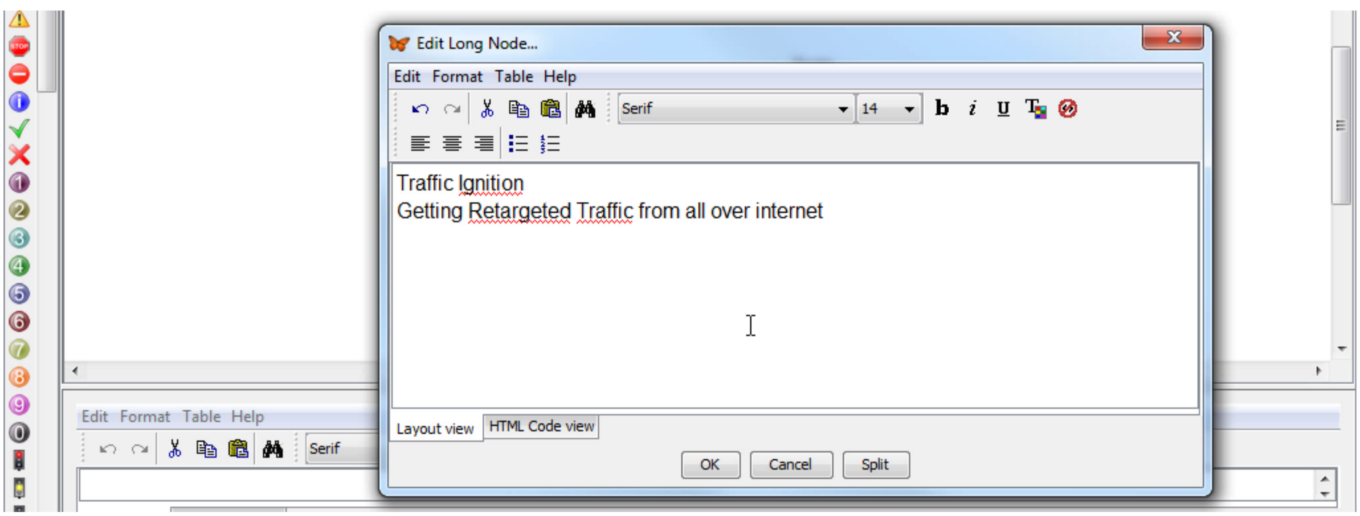


I said the only things that you need to know are right-click, add a new child node and right-click New Sibling Node. Let's show you what this looks like. I'm going to right-click on this bubble.

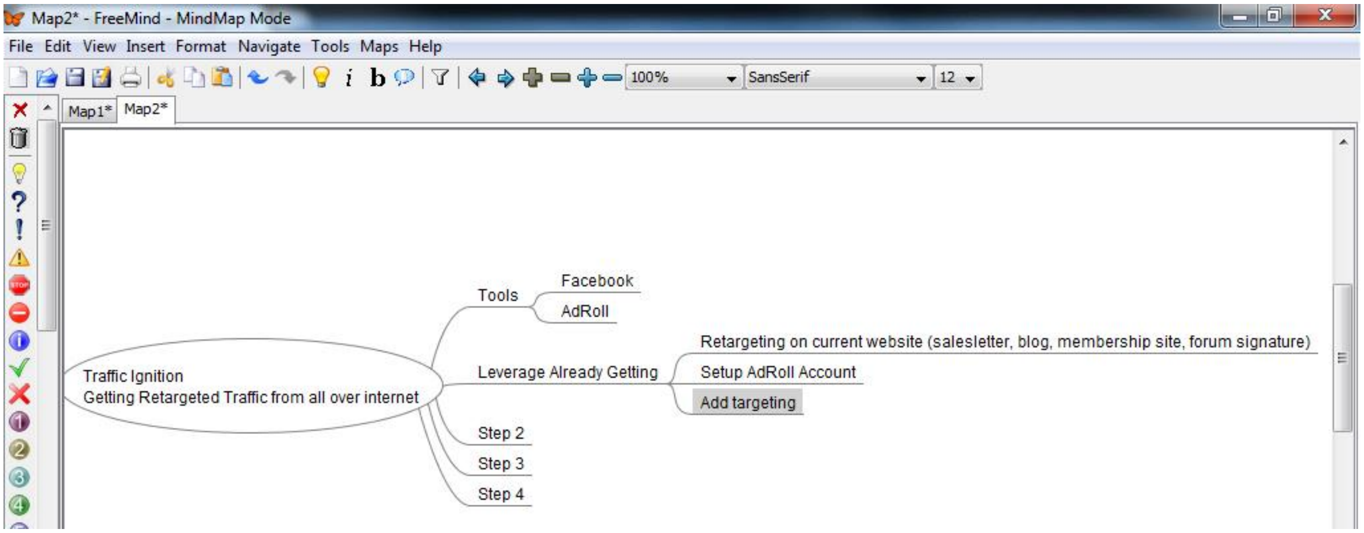
You need to know New Child Node and New Sibling Node. New child node, adds something new to the left.



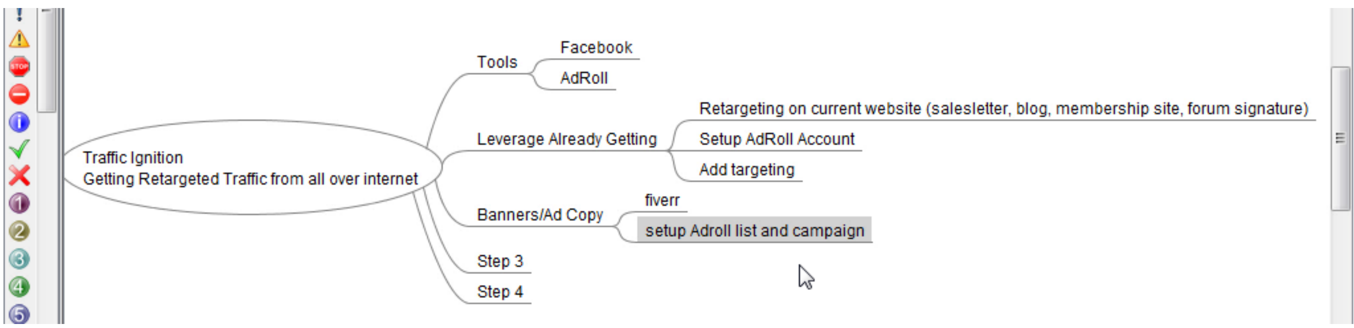
If I right-click again and choose New Sibling Node, watch what happens. It goes underneath tools.



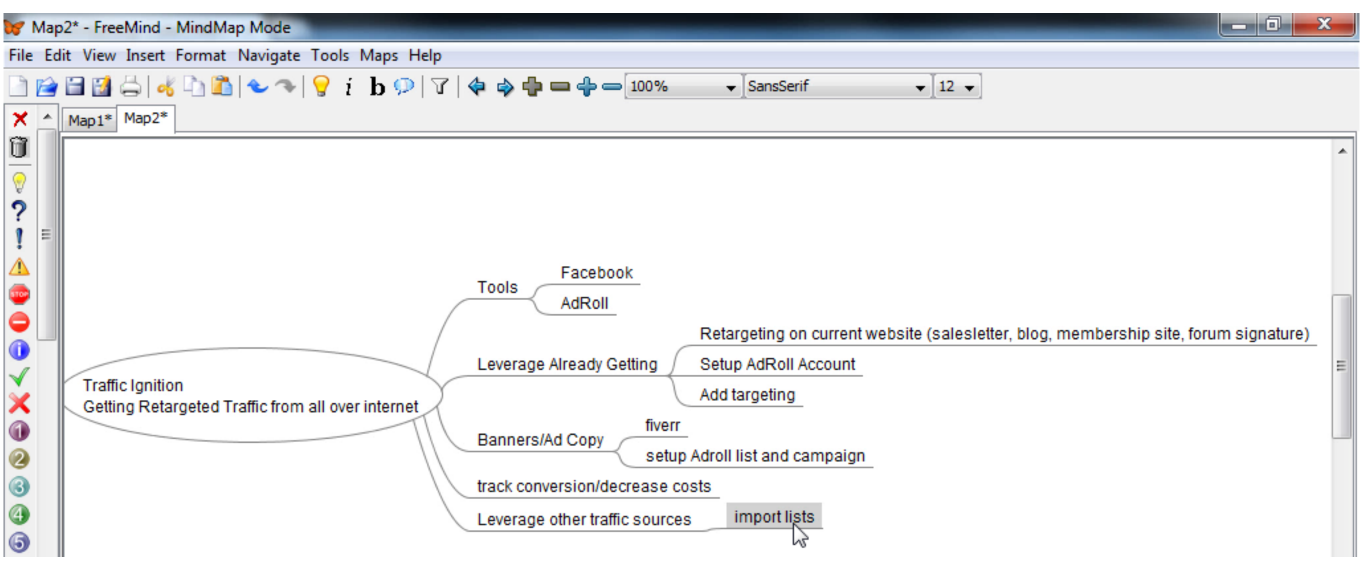
Step one, right-click and New Sibling Node. Let's say we messed up and I put step three. That's okay. Watch what happens.



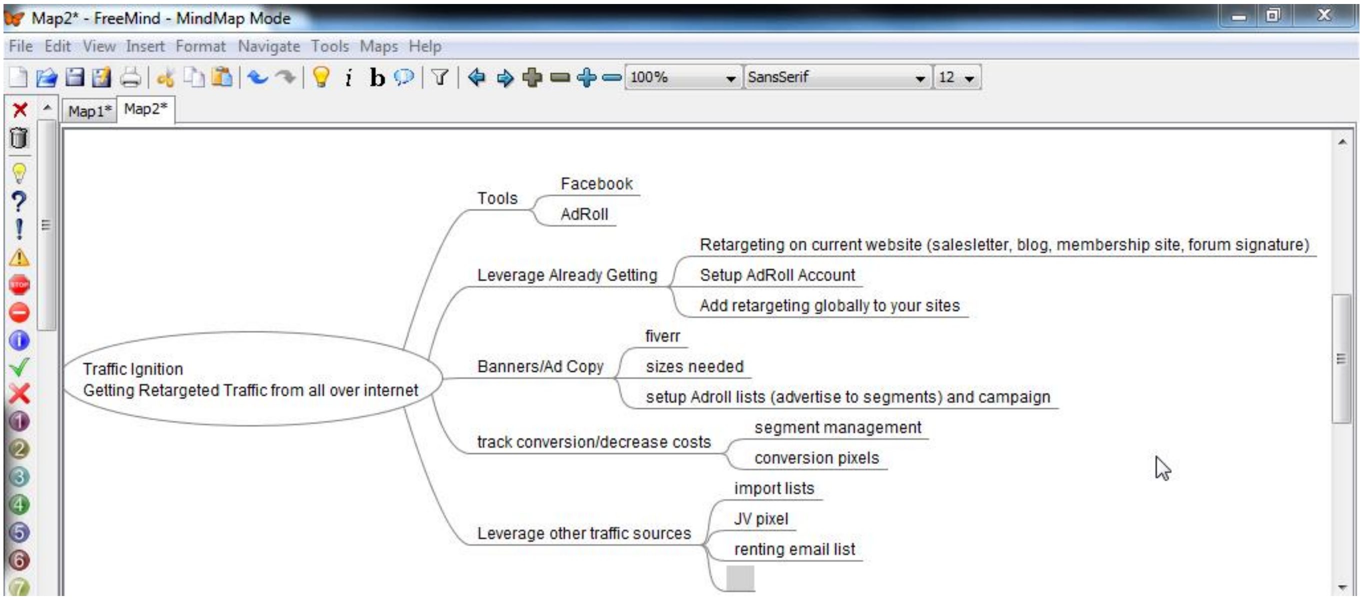
I'm going to right-click and choose New Sibling Node and we'll do step two, and then we need what? A step four. Click Sibling Node, step four.



We thought of things in a different order. Do you see how this is our outline first of all that we started with? The four steps and the tools? Well now we'll check out what happens. This is out of order.



No big deal, because I just left click this and see how I just move it up and it highlights and now I can rearrange. Tools. Right-click and add the tools we'll need. Make a New Child Node which adds to the right.



What's the end goal? Once they finish Traffic Ignition, what is setup?

Let's edit this node. Traffic Ignition, edit node, add our goal. They're getting re-targeted traffic from all over the internet. They'll setup Facebook re-targeting, AdRoll re-targeting.

Start with step one. Inside step one what do we want? An immediate result. Leverage traffic you're already getting. Visitors to their websites, so re-targeting on current website.

Sales letter, blogs, download page membership site. Forum signature also on some of them.

They need to setup an AdRoll account and ad-targeting. Then they'll have their banners and their Ad copy. In order to do that, make the New Child Node and then that would be Fiverr and then they need to setup AdRoll list and campaign.

Is there a step in this for them to go back and look at the results of that traffic? Like looking at the conversion rate over the cost? Another thought: when we do the importing of our existing list into Facebook.

The big result is now you're able to leverage traffic. You're already getting on your sales letter, your solo ads, your blogs, your membership sites using forms and in order to do that, well we'll setup this account that allows you to do that and advertise all over the internet. You can add the re-targeting, how to add it to your site.

That gets them setup, and they can do it. When you're ready to get your banners made, here's how you get them made. Here's the sizes, and setup AdRoll list which allows you to advertise to segments. Once you have it setup and you have your targeting working, here's how you build on that, which is to get your banners made so that they can convert better and you can advertise in more spots and you can write better ad-copy.

Once this is running and converting, you have the traffic and people buying, learn how to track conversions and decrease costs. Segment management and conversion pixels. Leveraging other traffic sources. Importing lists.

A joint venture pixel on someone else's download page. Renting an email list, importing it. Each are the four steps. Each of these is just 10 minutes. You might spend 10 minutes setting up the account and 10 minutes getting the banners made, then maybe come back the next day and record the third step. Or come back days later to record the next step, once the ads are done and we're tweaking them.

We'll have to cram this into a 10 minute segment. If we can pull it off, that's a very helpful one hour session.

By the time we sit through one hour, you have all these accounts setup, you have the banners, you have all the ads going, you have all this, so here's what you could do now. All just in one action packed hour. We see people try to make something like this last for 10 hours, and then it's really slow going, it's really boring. Limit yourself to keep this product simple, just one hour.

Then in the future later on if you want to make another one hour say on Facebook, you want to make another one hour say, search engine optimization, well then that's something you can grow from there. For now, we don't want to take all month. We want this to be done in a day or a week, in 60 minutes.

In the previous module, we were talking about what to add to our upsell. I have ideas for the upsell already. Just from looking at this that we didn't know, because we didn't know what we were going to make last week.

An upsell could be where we setup the re-targeting on five of your websites for you. Possibility for an upsell is we setup and manage your AdRoll account for you. Possibility for an upsell is we install your tracking and conversions.

You see what's happening here? There are upsells built in, just by looking at what it is. Some people might say, "That's too much work. We don't want to include that in the upsell package." Some of them we might say, "Well, we don't want to get involved in that with them." Do you see how just by planning out the course like this there's these Done For You pieces, the upsell fleshes itself out, automatically just by going through this process.

We didn't spend too much time. If we let ourselves spend a week on outlining, it would get humungous. On the other hand if we went in and hit the record button then we might easily spend the whole hour setting up AdRoll. This is where we get that middle ground, where the scope of this one hour isn't such a huge, scary, giant thing, but we're also be real quick and keep on track because we have to do in this one hour.

We use the word "outline" because I don't think there's a better term. Our planning is simple.

Size is needed. This means a whole lot. You don't want to get so detailed that you're making the report or the audio or the video. You need talking points. These are chapters and what's in the chapters. This now works for audio.

These are my talking points. These also work for videos. We can make a 10-15 minute video out of this. A 10-15 minute video out of this. A 10-15 minute video out of this. This now works for any type of product that you want to create.

When we use this mindmap tool, we're creating a list that we can now re-arrange and it doesn't get any more complicated than what you see. We see people, drag nodes onto the left. They'll mess with the font. They'll add icons.

We mindmap to create a list. I want this part in the course but I'm not sure where it fits. Get it on the page and can figure out what slot it fits into afterwards.

Close everything down. If we're doing an audio or video section, click this and we only need to worry about that part. Or if we're writing it, so it's just a list for us to go through. This is the outline for our 60 minute product.

Pop out that module and then expand on that and then once we're done we'll pop it back in. They're not overloaded by too many things, but they also know exactly where they are in the four-step process.

Copy and paste this if you want. If you're advanced enough to make PowerPoint slides or things like that, you copy this and you have slides.

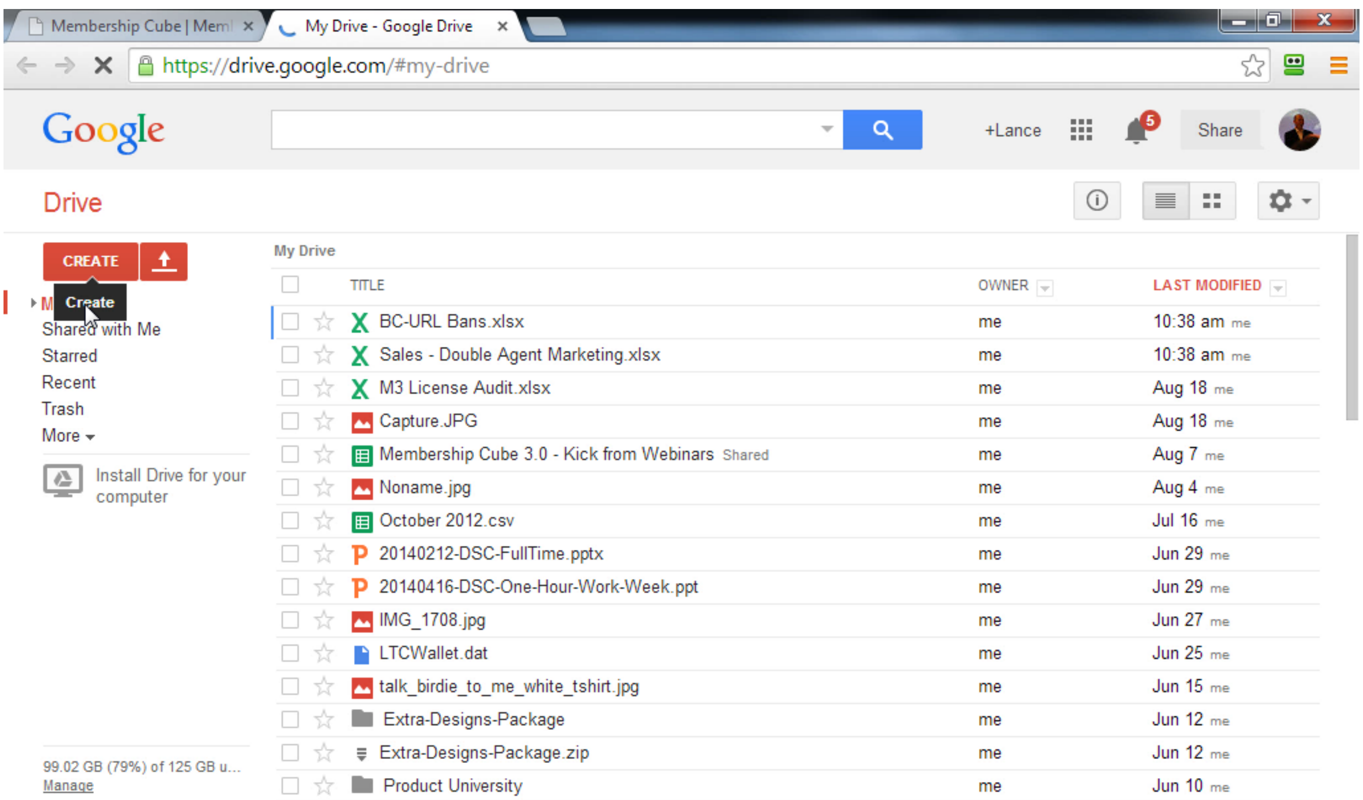
This works for any type of product that you'll create. Our course is planned out. There are different ways you can creating your product. We have our front-end setup, it's working and integrated. We've planned our product.

There are different tools that you can use to create this product now that you have there. Whether it's written, audio or video, we'll show you some different tools and how you can use them to create your written audio or video product. Let's start with the written or the PDF. These links are all in member's area at membershipcube.com/members.

Written PDF Report

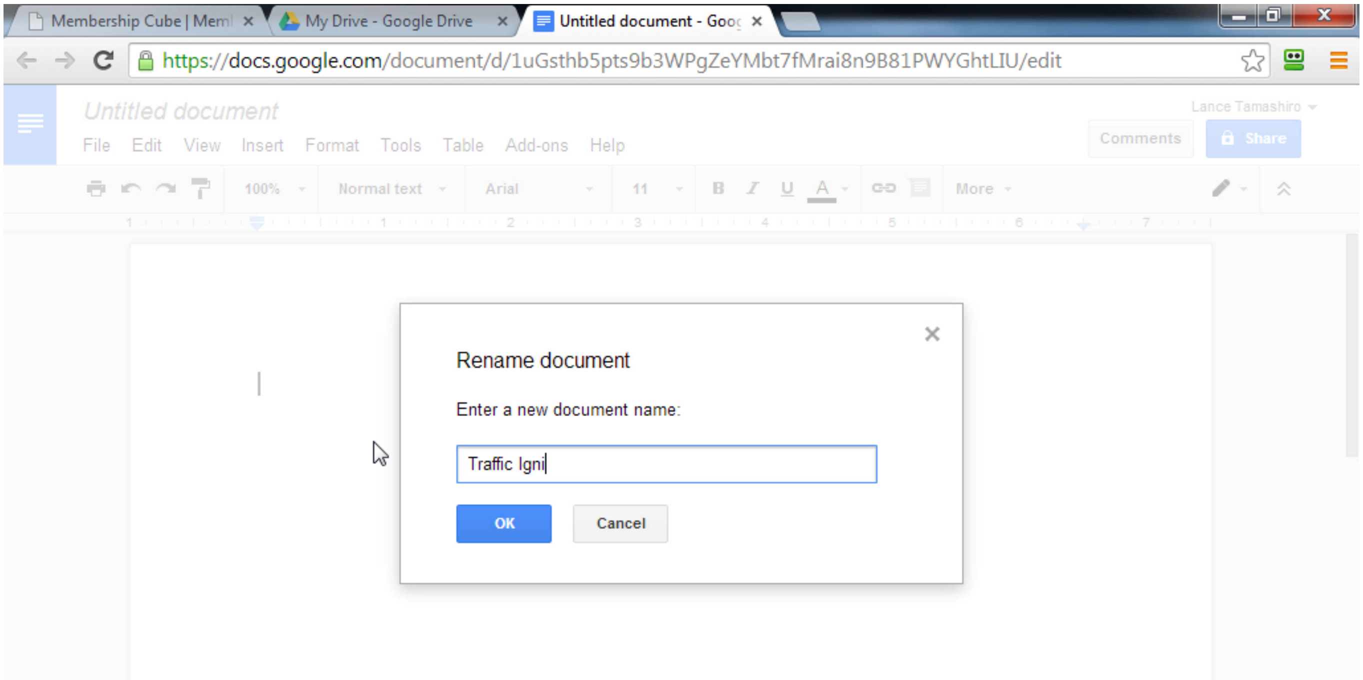
If you want to make a written PDF report, use Google Drive at google.com/drive. It's free. Click Create, Document.

Select Untitled Document, type the name of your product or report, and then click (this is the most important part) File, Download As, and download it as a PDF document. That way nobody can change your content, nobody can go in and make modifications and give it out to other people. It keeps it all as your own document.

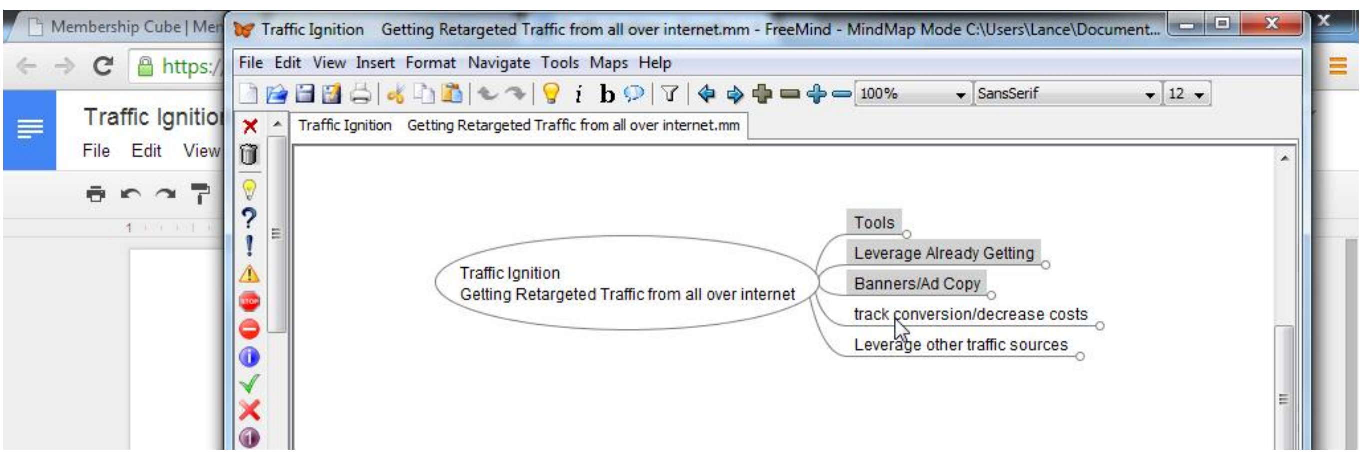


Go to Google Drive. You have Create your PDF in the middle. Click that, and then here's what happens.

Click Create. Click that and then we want to select document. We want to title our document. You don't have to worry about things crashing, Google automatically saves all this for you.

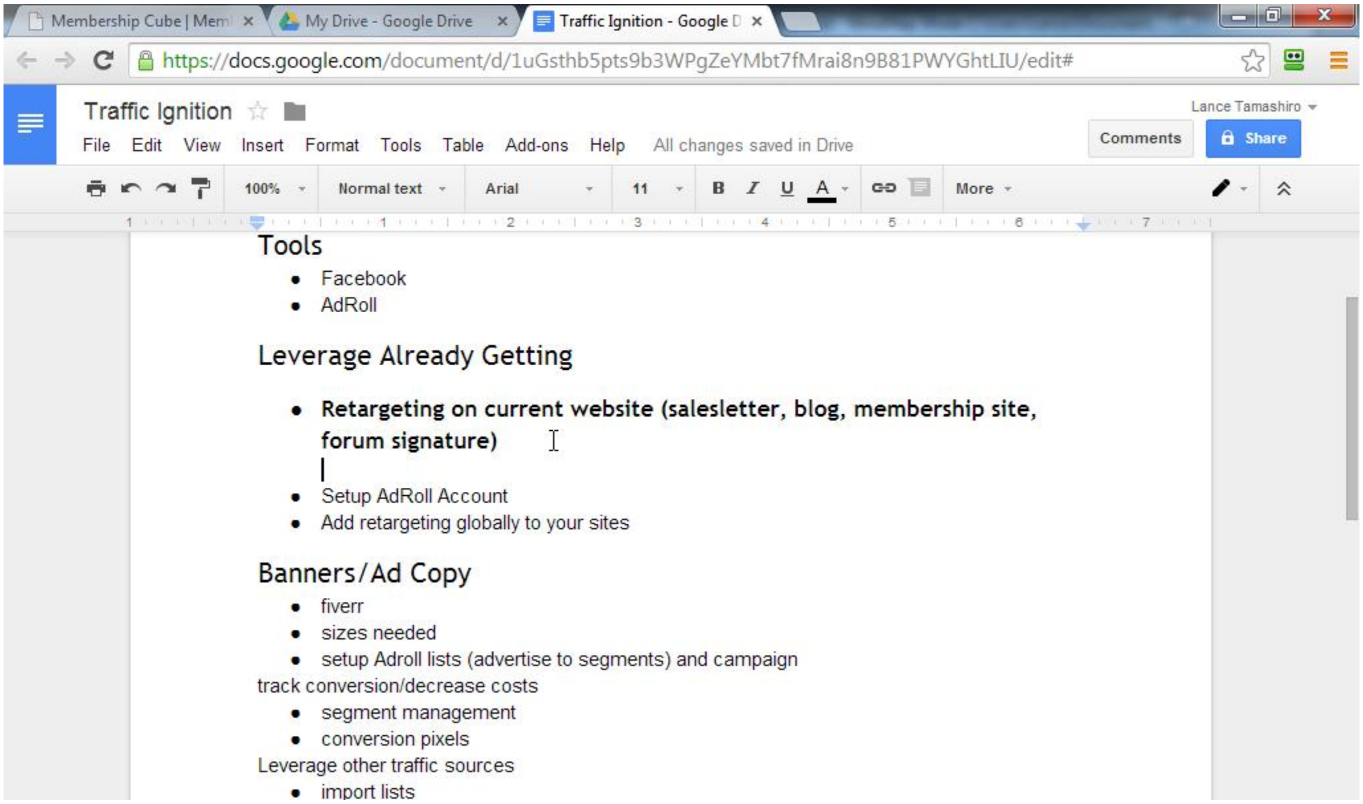


Rename Untitled Document to Traffic Ignition. Click okay and now we have a document that we can create. I'll switch to FreeMind. Let me copy our sections out of the mindmap.



Click Tools and hold shift. Left click each node one at a time. These are the chapters for my report. Right-click and Copy.

Go back to the report and I right-click, Paste.



Highlight Tools, and Styles, make this Heading 1. Select this and make it Heading 1. Every chapter title will be Heading 1.

I have a sub-chapter on re-targeting and you'd probably want to rename this as you're writing it, but watch what I can do. Re-targeting and then we'll make this a heading too and we would type whatever.

Type what we want. "You are wasting a ton of traffic if you are not re-targeting. This report is coming together. All we have to do is fill this in.

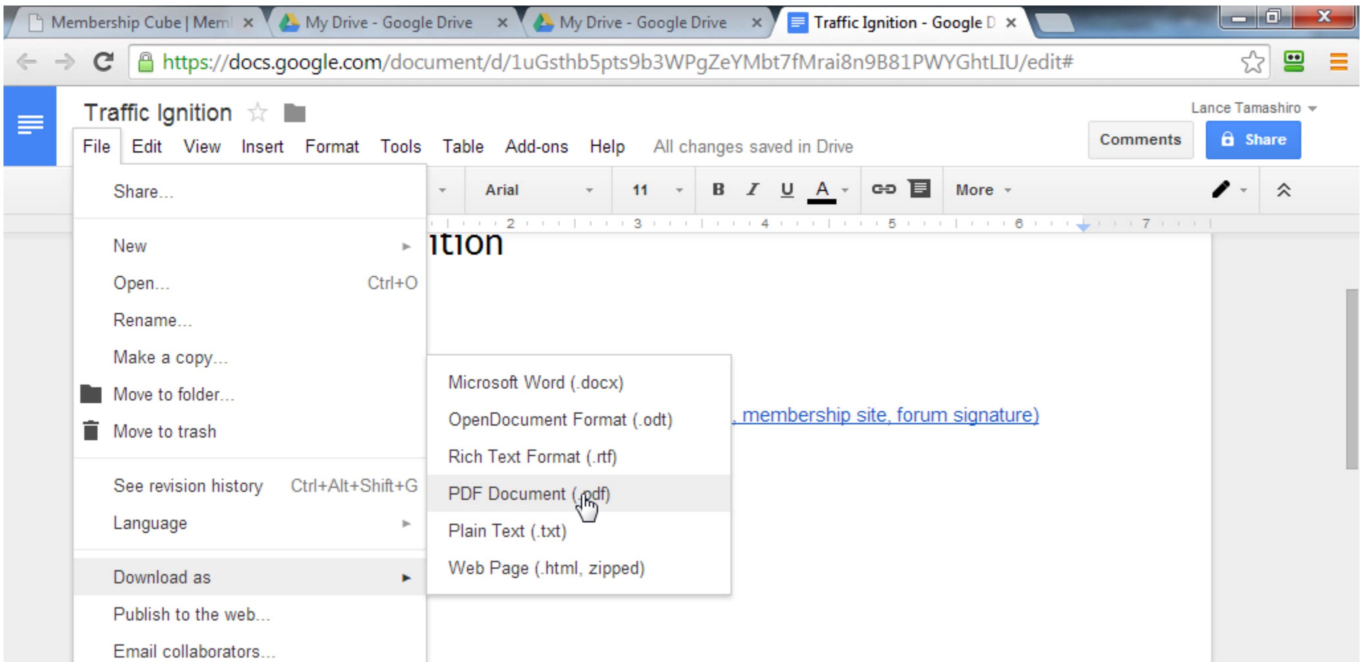
Some of our products are reports containing mostly screenshots. It doesn't take too much writing. Here's a list of what we'll setup. Here's the screenshot of the front page of AdRoll. Here's me clicking on "make an account. Here's what it looks like when you login to the account. Here's me making a campaign. Here's me dragging this code.

It shows exactly going through, 30 screenshots or so, every step of the way and so it's still short but it's helpful and we can still charge money for it, even though it might only be 10-20 pages and most of it is just screenshots, it still gets the job done.

Insert, Table of Contents. I went through and said this was a Heading 1, every chapter. Then I made the sections Heading 2's, and we'll this the heading twos, because they're like the parts of our chapter and we made this like just normal. Watch what happens if we do that, then we can very easily in our report, Insert...

Insert, Table of Contents. Just because we did that formatting, remember we made our chapters the heading 1 and the sub-chapters, heading twos, and then even though I put in text, I left that as normal. You see what it did? It went through and it creates our table of contents for us, just right like that.

Any time we want, go here and refresh and it updates it. Let's say we have our file and we want to make this into a report, you go to File and we'll say "download as," and what we want it is a PDF document so that nobody can change our content.



File, Download as PDF Document, and Google downloads our own PDF document. I'll go back to my Google Drive, my file, you saw I didn't save it or anything, it's automatically there for me. At any time I want to make a change or update it, we just click that and we can now work on our report. Just like that, we have our report and the PDF.

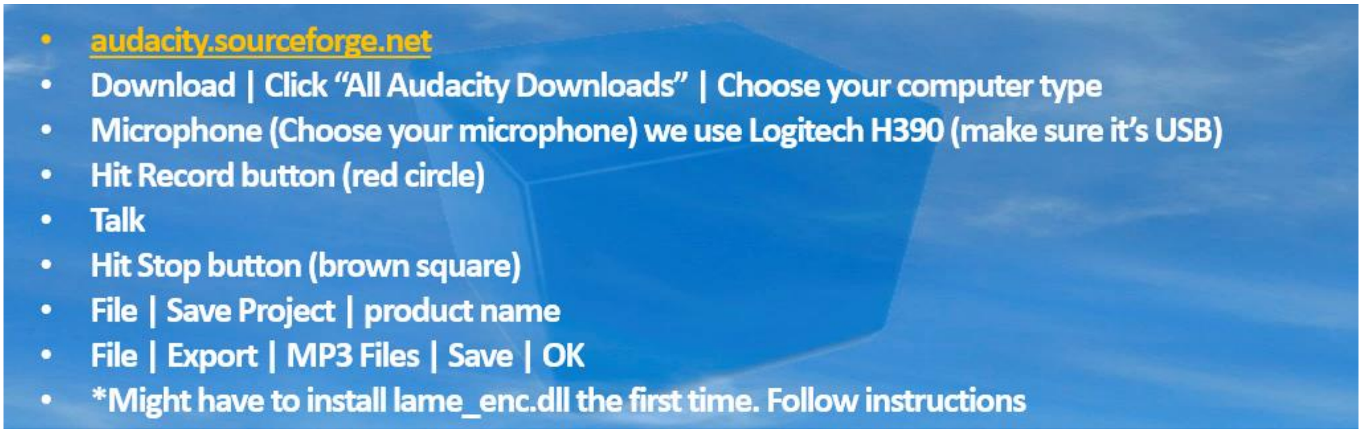
This is like having Microsoft Word but you can be anywhere. Mac PC, at home, at the library, whatever. The only two things I would add is above the table of contents, put in the title of all the report and you can make the style of the text be a title and then change heading 1 to title.

In that way it's giant, but then it doesn't show up in the table of contents. Then go to Insert, Page Numbers. I don't think it will put the page numbers in the table of contents, but at least you know you can see which page you're on. At the bottom of the page, and then when you save that out as PDF it all comes through like that.

You need special tools to create a PDF document. Type it in, save it and then it goes into your member's area.

MP3 Audio

Making a PDF report is simple. Let's take a look now about how you would go about creating an audio product.



Get a product called Audacity at audacity.surgeforce.net. Click Download and click All Audacity Downloads. Choose our type of computer and get that file.

When you bring up this program, is you want to make sure that you're using the microphone you'll use to record. A lot computers have a built in microphone. They have the headset microphone.

We use the Logitech H390 microphone. You can get it on Amazon.com for $25 dollars. They're easy to find at Walmart or Target if you can't wait.

Whatever microphone or headphone you end up using, the important part that is that it's USB and that you plug it into your computer. Don't get a wireless one. Don't get the ones with the little jacks that you plug into your phone.

It needs to be USB, otherwise your sound quality will not be good. We strongly suggest using a headset ones because that keeps the microphone at a consistent length away from your face. People tend to move around or rock back and forth, this way it keeps the microphone at the same distance and you get an even sound out of it.

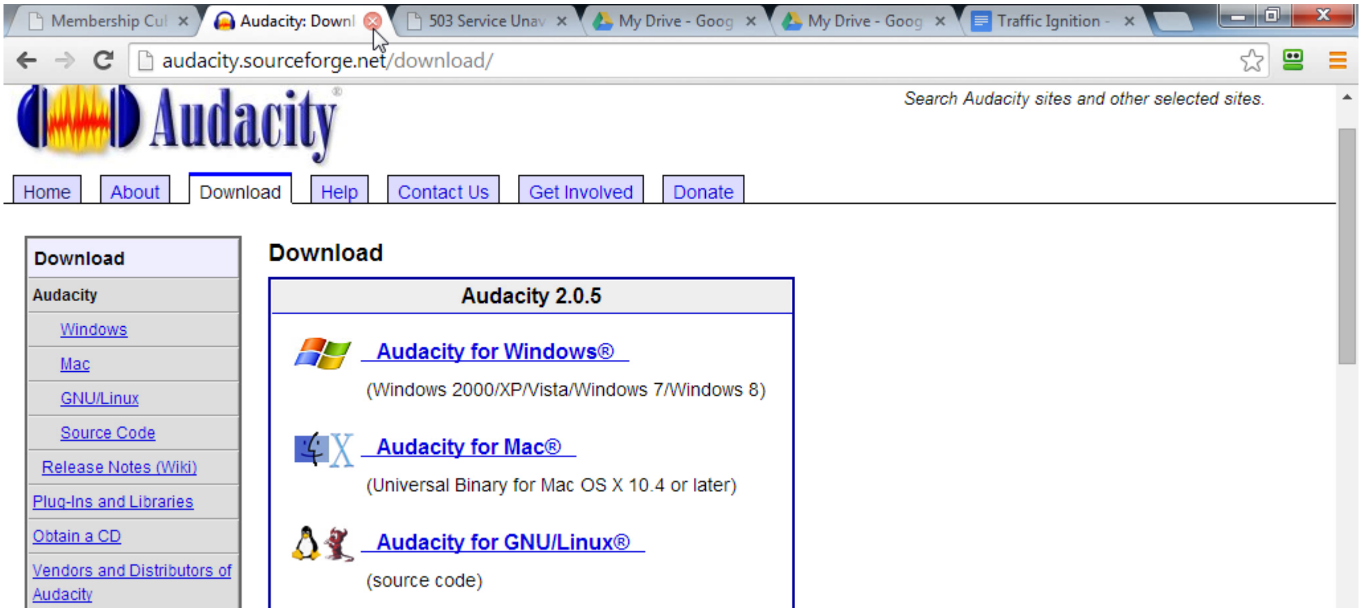
USB the most important part, so you want to make sure that you choose the correct microphone. I'll show you that as well. Then you want to click the Record button, the red circle.

Start talking by bringing up your mindmap and talking and when you're done you hit the stop button. Click File, Save Project. Type your product name. Ours is Traffic Ignition. Choose File, Export. Export it as an MP3 file, click Save, and OK.

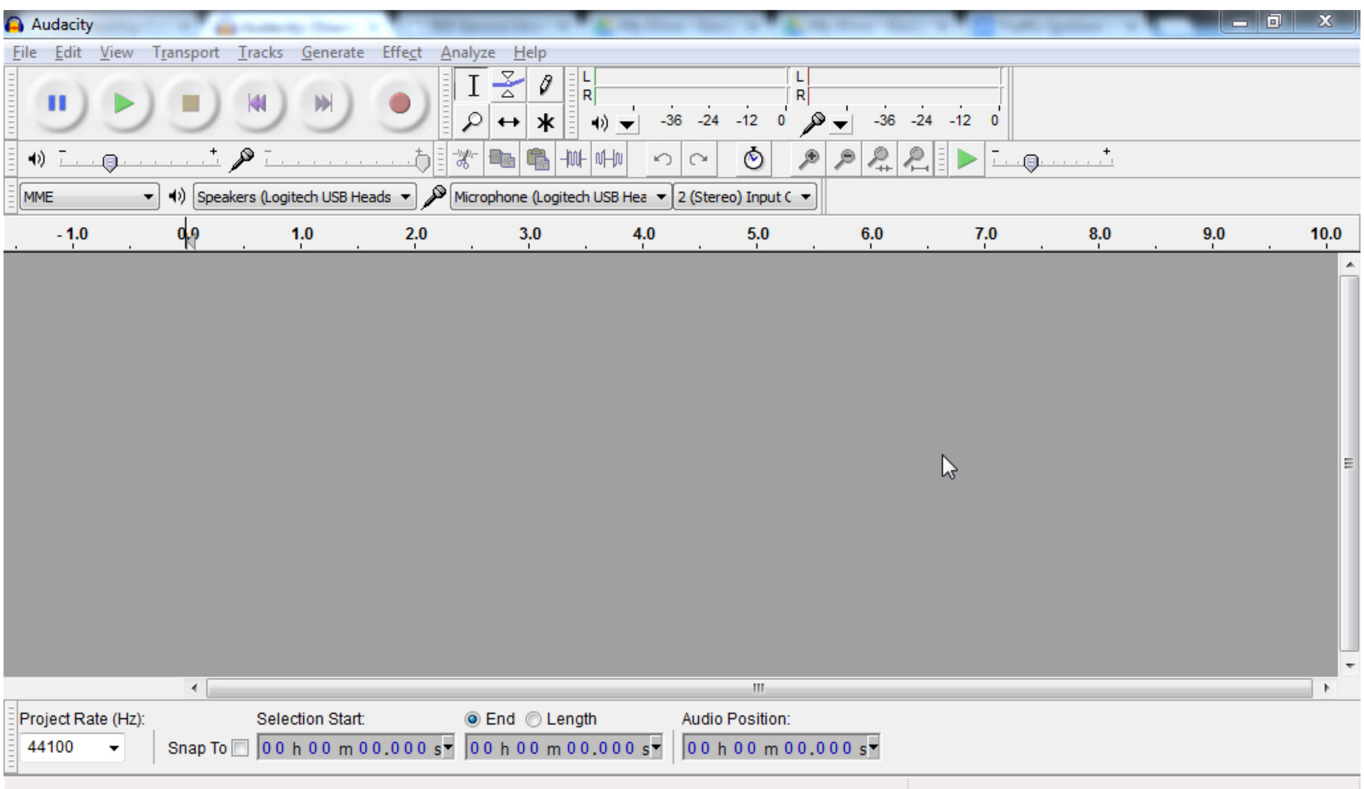
If you try to export it to an MP3 before you save the project, if something goes wrong and it will at some point, and it crashes, you've lost your recording. That's why we say it's very important, you do File, Save Project, then export it. That way you're sure you don't lose your recording.

The first time you install it you might have to install something called the lame_enc.dll. You just have to do that so it can create an MP3. It gives you instructions.

Walk through those instructions and then you'll have an audio product. Let go take a look at this in the member's area. If you have other software that you're comfortable using, use that software. This is something else you can use.

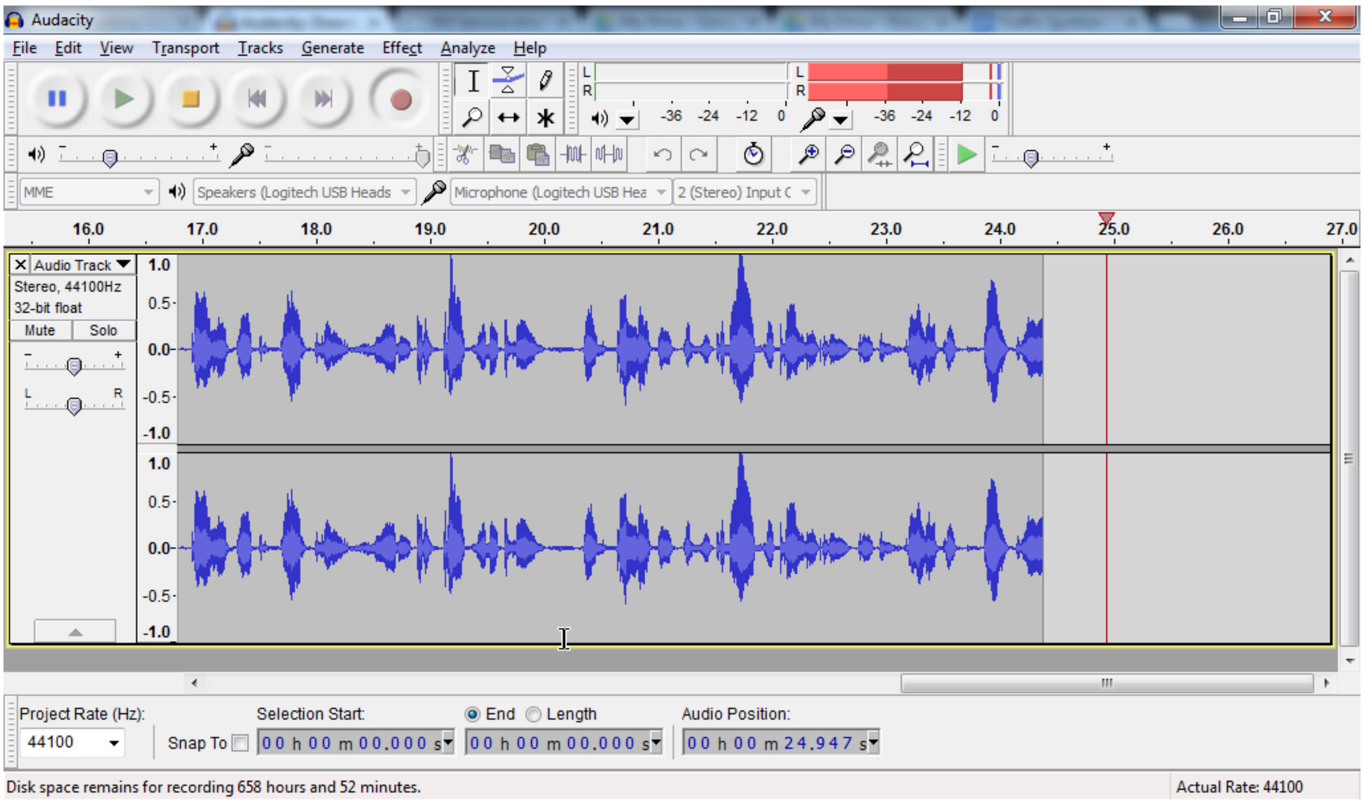


Click Audacity to record audio. Click All Audacity Downloads. Choose the one you want. Windows, Mac or Linux. Choose the one that you want and go through that install process.



You have Audacity. Select the microphone you're recording from. I want to make sure it's my headset and when I'm ready to record, I just click this button and if I have my mindmap, it's easy to talk.

Click the button and as I talk, you can see that it's recording my voice. I might say, "Some of the tools we'll need to use in Traffic Ignition include websites that you're going to need an account like Facebook.com. In order to get an account on Facebook that you can advertise to, go the Facebook.com and create a new account. Once you do that you will have access to the ads manager in the left hand side."

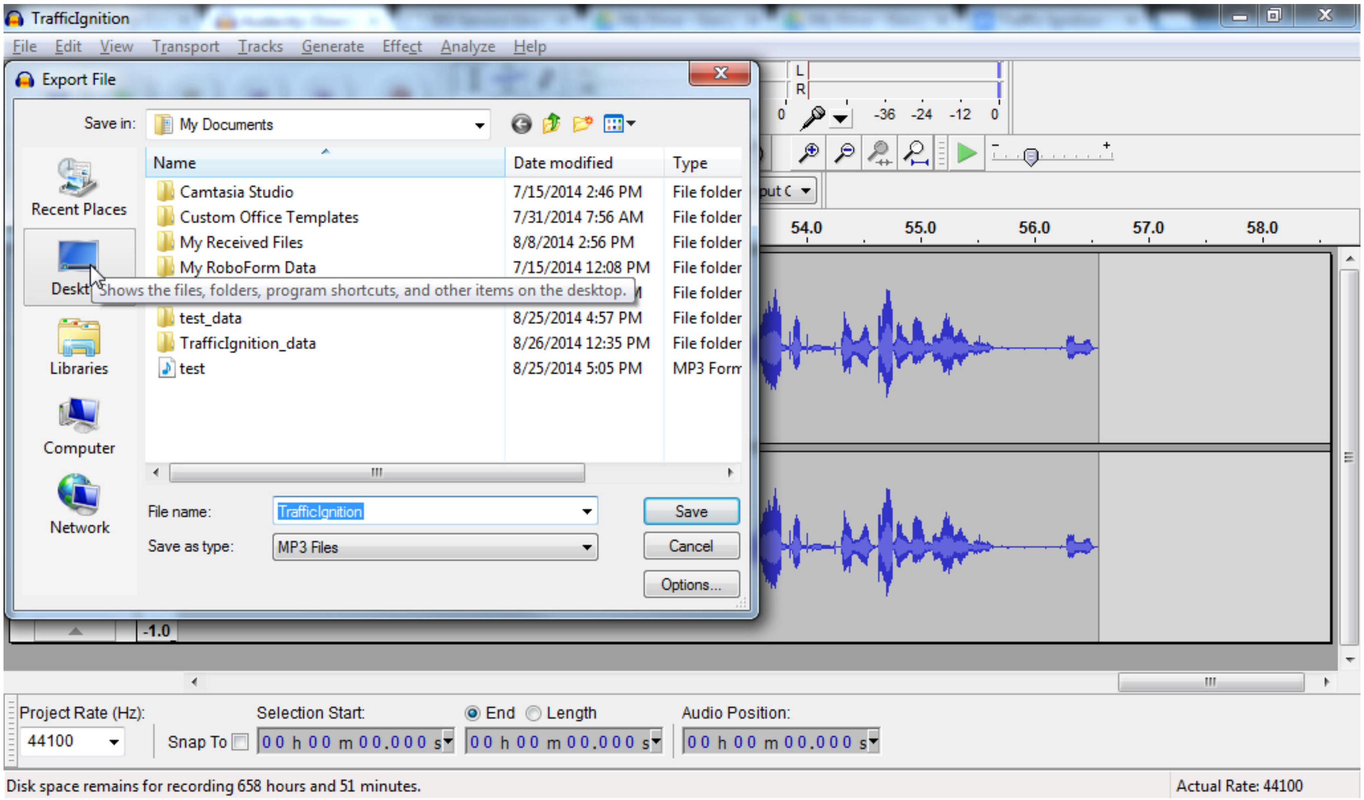


"We'll use AdRoll.com in Traffic Ignition. Go to that website and create a brand new account so that you can get a re-targeting pixel that take advantage of the traffic that you're getting on the internet. Then click the brown button to stop."

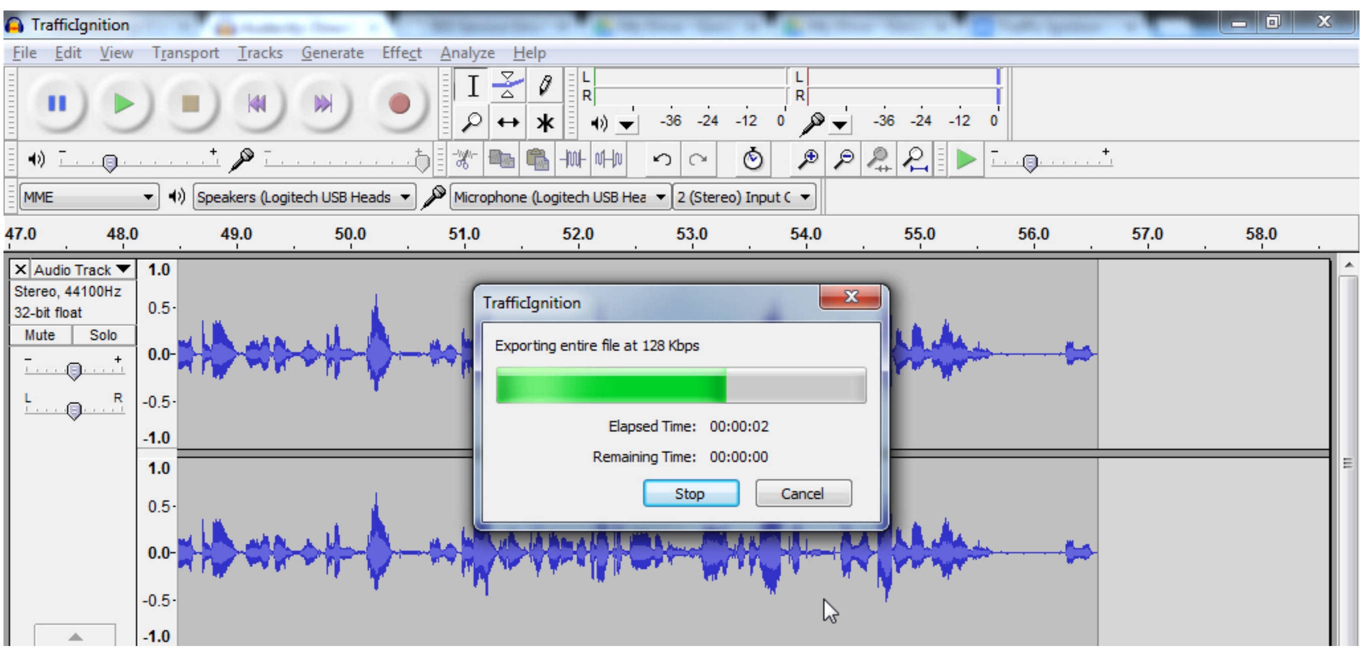
We don't want to just make an MP3. The first thing we want to do is go to File, Save Project. We'll save this project and it's going to tell us we're creating audacity files.

We'll save this project and we'll save this as Traffic Ignition. I can mess around with it but I want to make sure that I have my actual audio file saved, which I do. I'm going to go to File, now I want to go to Export.

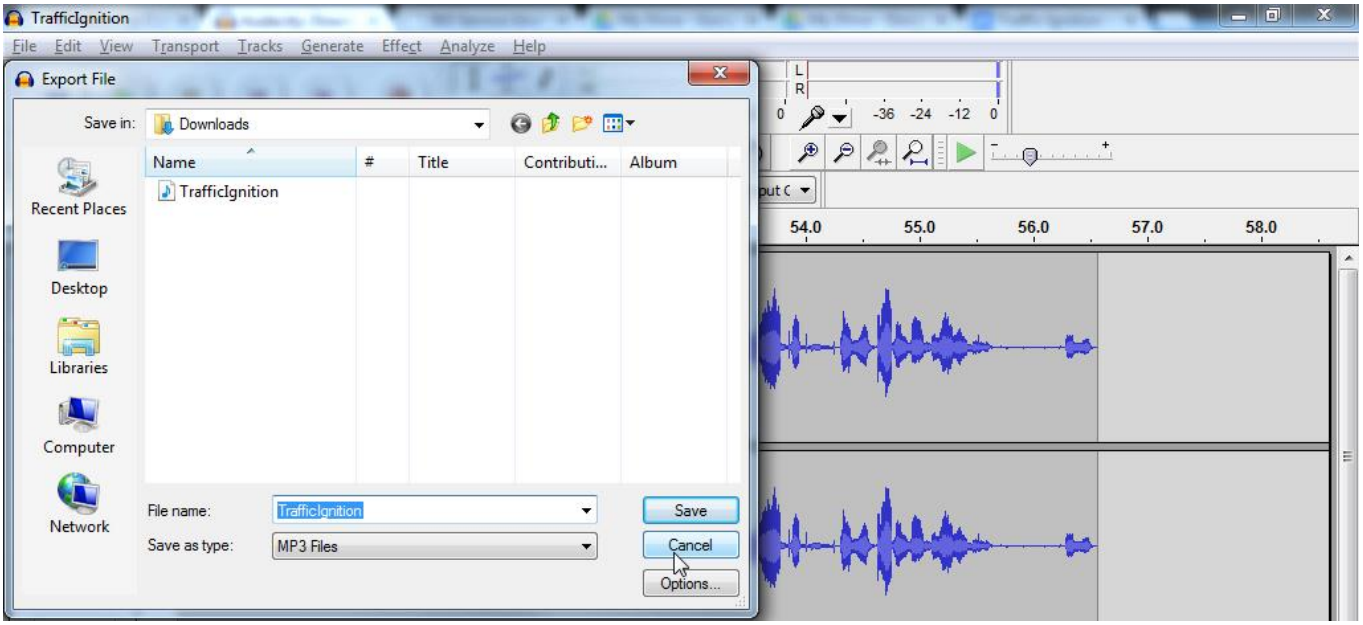
You can save the project which is your original copy. If you were to later on edit or add music or things like that (all of that in one package) it's your project. Export it to an MP3 or export just the audio part for passing around.



File, Export. Save this in our Download folder, so we know where it is. We'll call it Traffic Ignition. The most important part we want to make sure that we're saving it as an MP3 file.



The name of it, "Traffic Ignition", save as type, MP3 file, click Save. Click OK. This creates an MP3 file that we will be able to use in our member's area. We can make write reports, we can make audio reports.



Go to File, Export, MP3. Click Save and it says you need to install "lame_enc", click OK and it will run you through a process of installing the DLL.

It walks you through each step of the process. Create that and now you know how to make a written, reports, PDF reports, you can make audio reports. When you're creating your modules, your product, always remember what's the end goal. That's the tangible outcome at the end of the project.

How are you going to get there? There are four steps. The tools you'll need, and then step one, or the first part. What's the big immediate result? Hitting the golf driver straight.

Step two, build on that result. Once you can hit it straight, you can hit it straight and far. Step three, is after you hit those, what's the long term goal? You can hit it straight and far, now you can start shaping shots, and then the case study or demo.

Recap those. You can do this with written reports, audio reports, video or MP4 files.

MP4 Video

For MP4 files, use Screencast-O-Matic. It lets you record 15 minute segments. We only need 10 minute videos for the outline that we have so this works out perfectly.

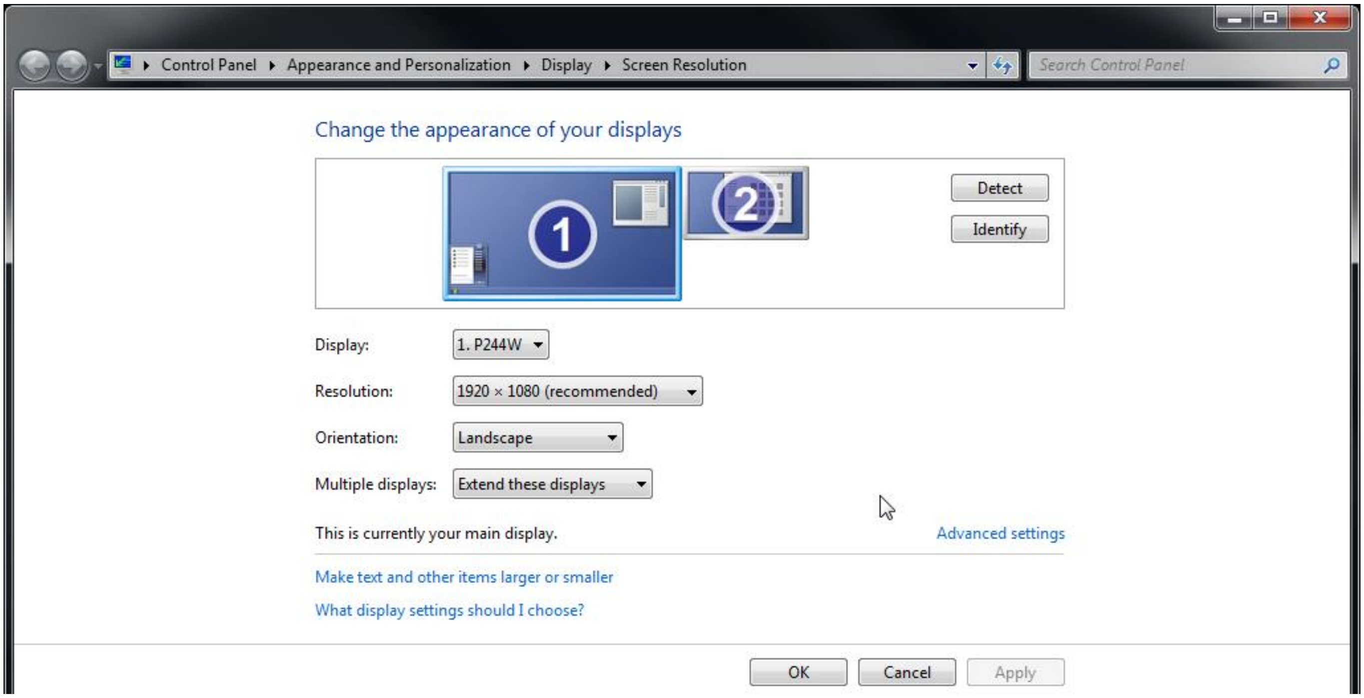
Important: resize your screen to 1024x600 or 1024x768. It's going to look small on your screen, but it's going to make it so that people that watch your video can see it. If you've ever seen some people, where they have a training course and you're like, "I can't even see what's on your screen or I can't even see what's on the video replay." It's because they didn't resize the screen.

Resize your screen for any video products. Then you want to go the Screencast-O-Matic and you're going to click the button that says start recoding. At the very top of your browser, the first time you do it, it's going to say, "Java needs permission to run."

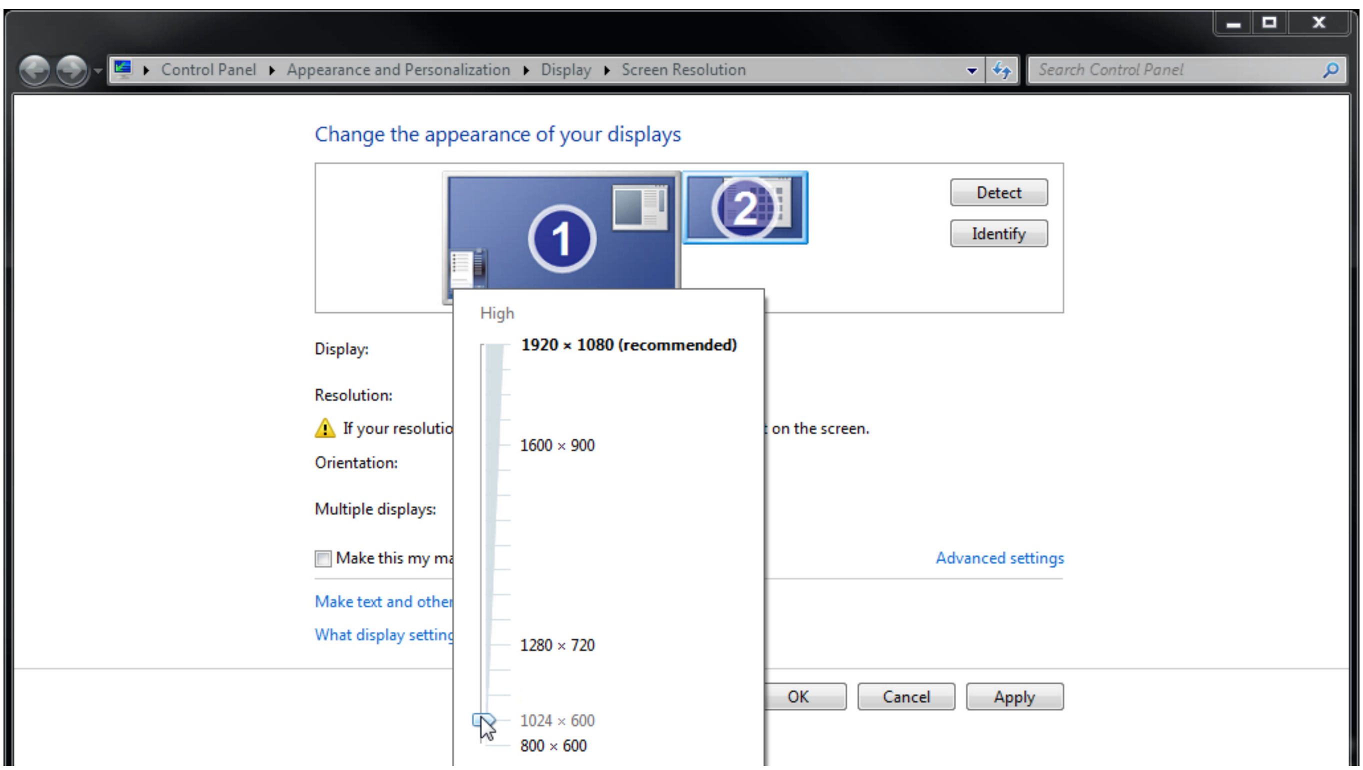
Click "Always Run on this Site." Click the microphone and make sure that your headset or the microphone you're using is the one that's going to be selected. Click Record Full Screen, click Start Recording, the red circle and then when you're done (this is the tricky part) click your keyboard, Alt, and P at the same time.

Alt-P will stop your recording. Click Done and select Publish to a Video File. Select QuickTime MP4 and save that video. Then you're all ready to upload your video.

Let me show you how that works. Go to the member's area, Screencast-O-Matic, record video. I end up on this site, so watch this. All I need to do when I get on this site is to click Start Recording, and see up here it says...



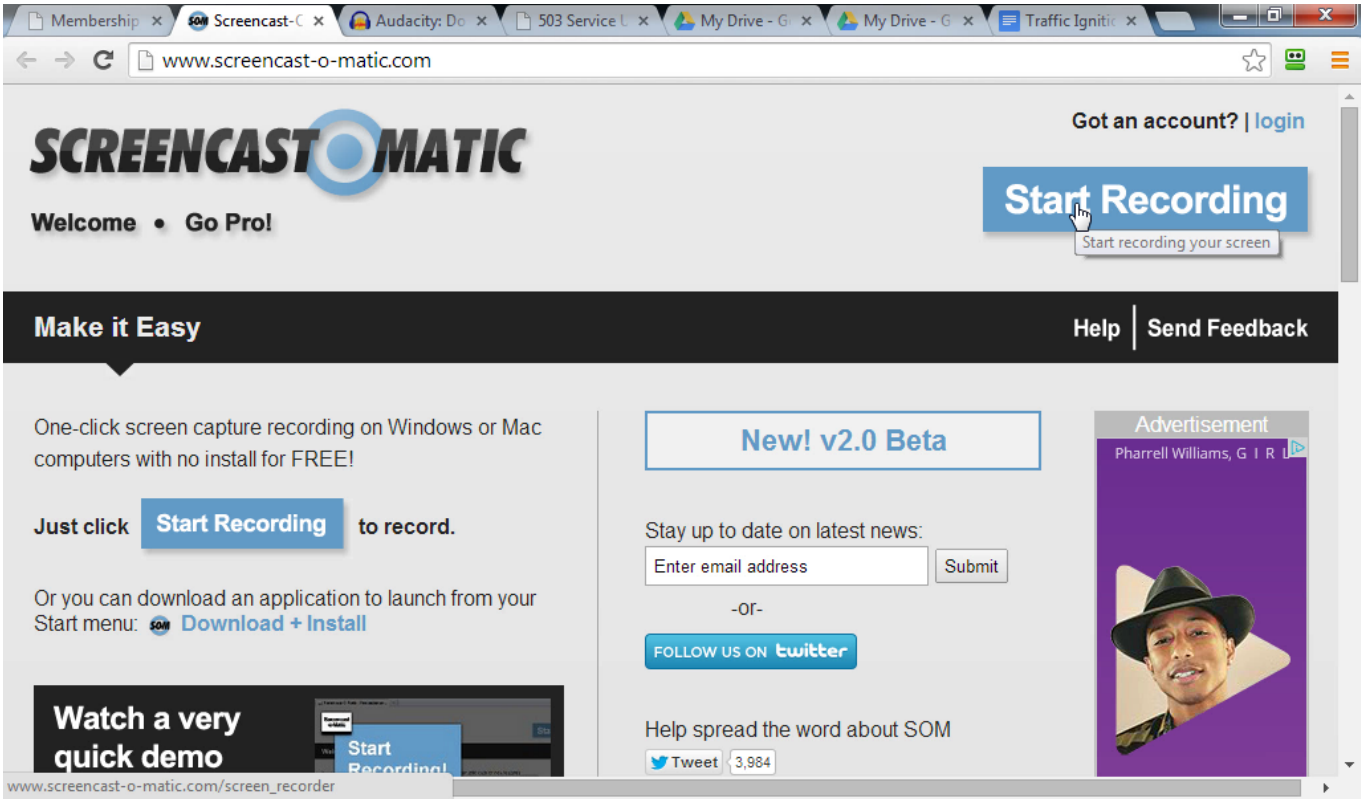
Right-click on your desktop and choose Screen Resolution. Select the one you want and click where it says Resolution. Choose 1024x600 or 1024x768.



If the 600 one shows up, that's the better one to use. Not all computers have it, but this is a sweet spot where it's wide screen, fills everything out, looks good. It's just the right amount of size.

On Mac, go to Settings, Screen Display Options and you can do the exact same thing. Make sure that it's resized. You can see I have this one already a size down.

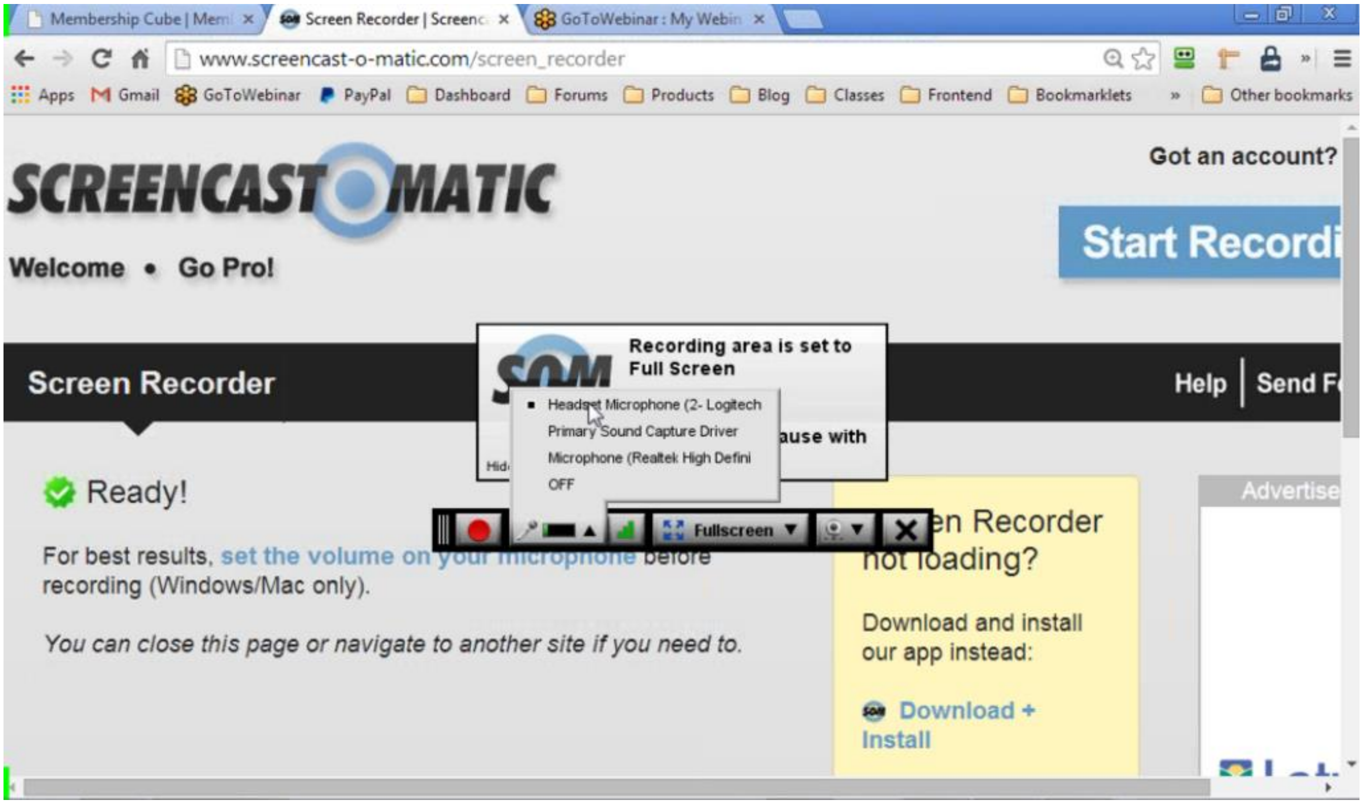
Go to Screencast-O-Matic.com and click "Start Recording" and it might ask Are You Sure? Yes I'm sure. Then this is what I wanted to show you.



It will say, "Recording area set at full screen." As I'm talking, you see this shows up. We want to make sure we're recording from the correct microphone.

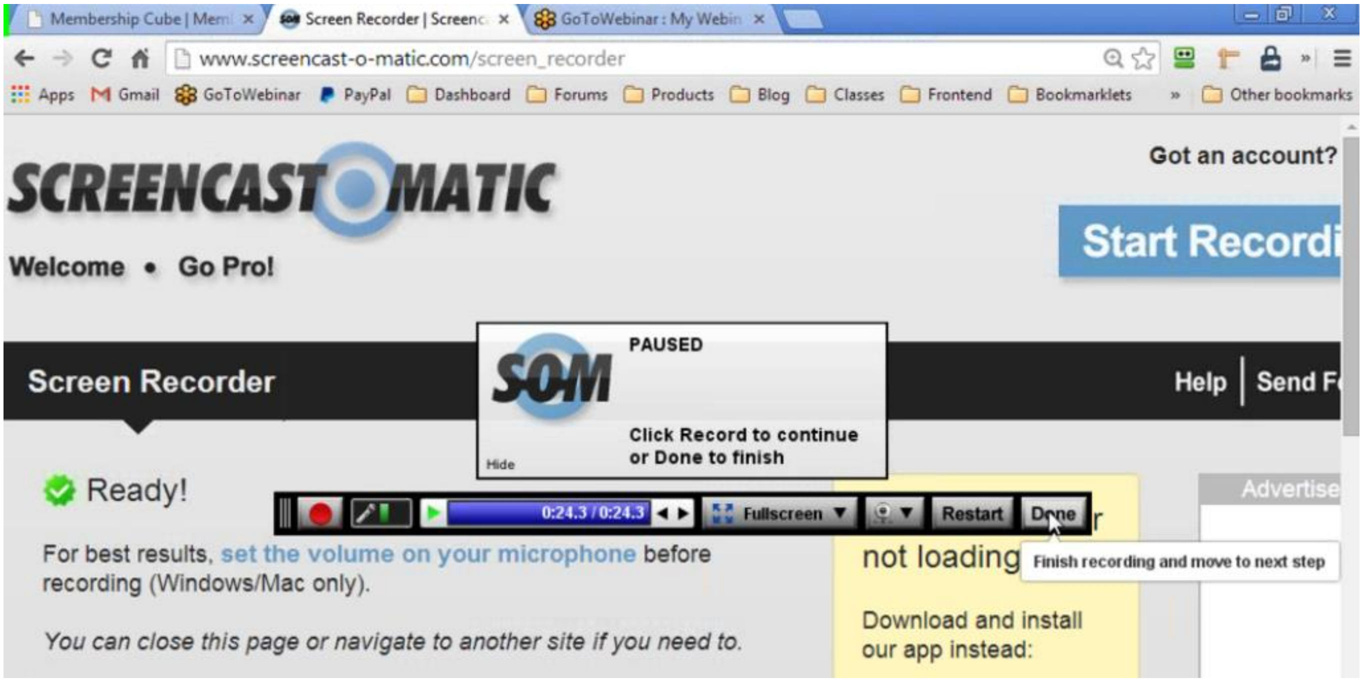
There's the microphone, the drop-down and then there's primary built-in parts. We want something that uses a headset or Logitech depending on what you have. First thing is you want to make sure that it's recording from the headset and then we want to make sure that we're recording the whole entire screen. Exactly what we see on the screen is what records, and then we can click the red record button to start recording.

Alt-P. There's nothing to click to stop this other than Alt-P which will pause it. Click Start Recording.



It counts down for us and then, "Today we'll be setting up a few of these things like AdRoll, and Facebook so that you can do your re-targeting so that when somebody comes to your site, it then creates these ads that follow them around the internet so they can buy from you."

We explain that, we show what's on the screen. There's no pause button or anything, so we have to remember Alt-P. We're talking, talking, talking. Type Alt-P, and then it says here we've paused.



If you need to stop for a second to collect our thoughts or to not have an awkward pause, type Alt-P to pause it and keep going once you've thought for a second. We keep on going and then if we get to point where we're done with this step, then we just click Done and it will save it. The other thing to is that with technology, things don't always go just right, and so instead of recording one big long hour video... it's smart to record some 10 minute videos.

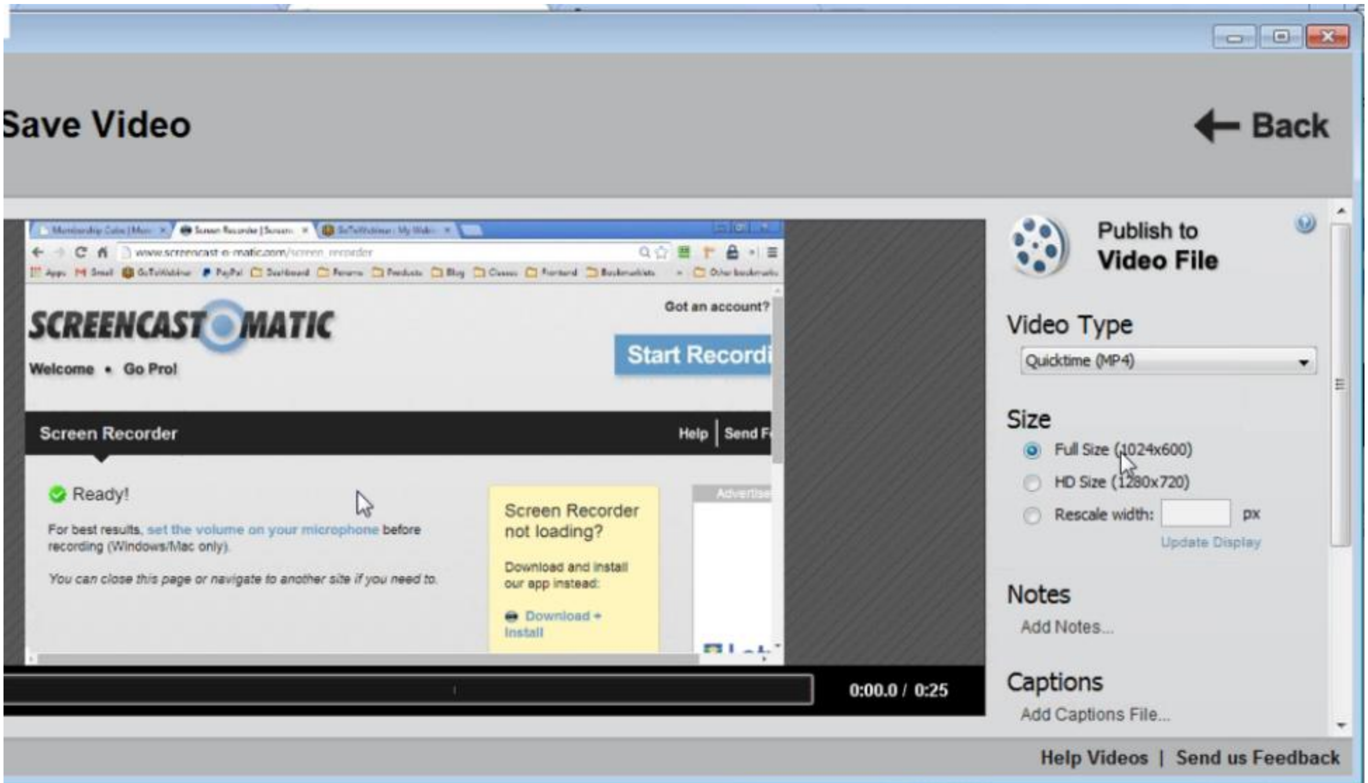
10-15 minutes is perfect. I can sometimes forget to record on the right microphone (which is why we've stressed that so much) and I'll record a whole video or audio and realize I didn't record off the right microphone and have to do it again. This you don't have to go redo hours. You only have to go redo, 10-15 minutes. It keeps it easy in nice little chunks.

The free version of Screencast-O-Matic will only let record for 15 minutes anyway. There you go, just plan on 10 minutes for each segment.

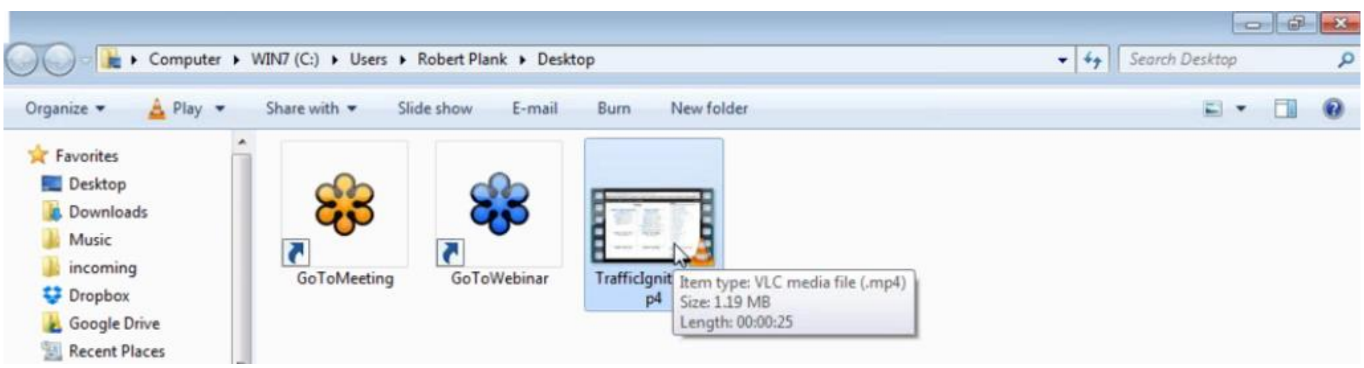
If you've been recording videos for years (or you're brand new), it helps to record a quick chunk and view what you just recorded. You never know: wrong microphone, wrong portion of the screen. We can record our segment and click Done, and it gives us these options.

Never publish to their site. We don't want to publish to YouTube. Instead, publish to video files.

Click Publish to Video File and then just like most things, we don't want to mess with anything else. They give us the MP4. Save the exact size you saved it as, yes we'll go with that. Publish to Yideo File. Don't touch anything else. Click Save Video, and then it's just where you want to have this? We'll name this TrafficIgnition.



Save it and we'll have an MP4 file on our desktop. There's my desktop right there. 25 seconds, one megabyte video.



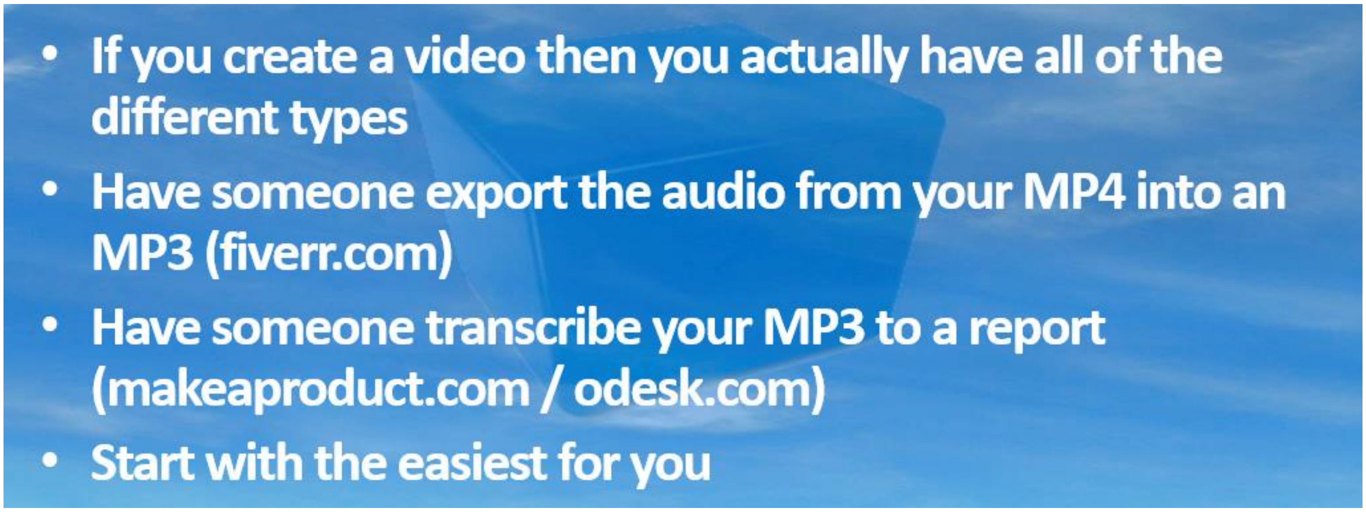
You can create any type of product you want. That's the big hang-up for a lot of people.

Have the right system in place to create a product. Use that simple outline for the 60 minute product. What's the end goal? How are you going to get there? The tools you'll need, the steps in order to get there. Have a big immediate result build on that result.

What's next? The long term result, and then the case study. If you do that, you have your entire product completely all mapped out and ready to go. You can use any type of format that you're comfortable with for your particular product, whether that's written, whether that's audio or video.

Bonus: All in One

We like to create video products. If we create a video, we can take that video and export the audio from our MP4 file.



If you can't do that, go to Fiverr.com and tell then you have an MP4 video file. You need somebody to turn it into an MP3 audio file. They'll convert it for you.

Once we have an MP3 file or an audio, we use our Make a Product system. We hire somebody at Odesk and we say we have an MP3 file that we want transcribed.

Then we have a report. Not only do we have a report, many of our reports are just screenshots. If we have the video now we've automatically have the screen shots that match up to our transcription.

Start with whatever is easiest for you. If writing a report is easiest for you, then write a report. Say you start with a report. Do you know how easy it is to go from a written report to an audio file?

Think about this for a minute. If you write your report out and print it, get Audacity and read that report. That gives you audio book. You have an audio.

Have you bought an audiobook from a site like Audible? The author reads the book to you. That's the same thing. You have a script, if you're not comfortable just talking.

Start with what's easiest and build form there. We want you to get your sales page and button working. Most people never get to the point where they have a payment button linked to a member's area. Start with the product that easiest for you.

Camtasia is almost the same as what we setup with Screencast-O-Matic. Click Record, or you make sure the right microphone's chosen. Record full screen, 1024x600. Record it and you save it as an MP4.

We know people who, they've made their product just based off just an iPhone. You just use the built in camera in the iPhone and there you go. There's your 10 minutes segments or use the voice memo in the iPhone and speak right into the phone. There you go. There's your one hour of audio right there.

It's not such important to use the perfect tool or the most expensive thing. Just get a video recorded. Get an audio recorded. It's better if it's low budget. If it's just some showing the mindmap or your screen, just because that way is the least things to go wrong. Show what's on the screen.

Keep it simple. What if your first pass for your video or audio was just you talking from the mindmap like we suggest you do?

Do you know how easy it is to then take that and turn that into a PowerPoint thing without you even having to do any work? Very easy. You just create the bullet points from the mindmap that you created your program from and just record your screen with that audio and just tell somebody, "Add this MP3 to this video that I have and they can do that," merge it and now you have this PowerPoint.

You don't have to re-do anything. These formats play into each other. Start at the basics.

Start with what easiest for you. Don't get caught up in any of this. We sold thousands and thousands and thousands of dollars of products just from mindmaps. Just from mindmaps.

That's how we started. We didn't know how to use PowerPoints, so we used mindmaps. You can create anything once you know those three types.

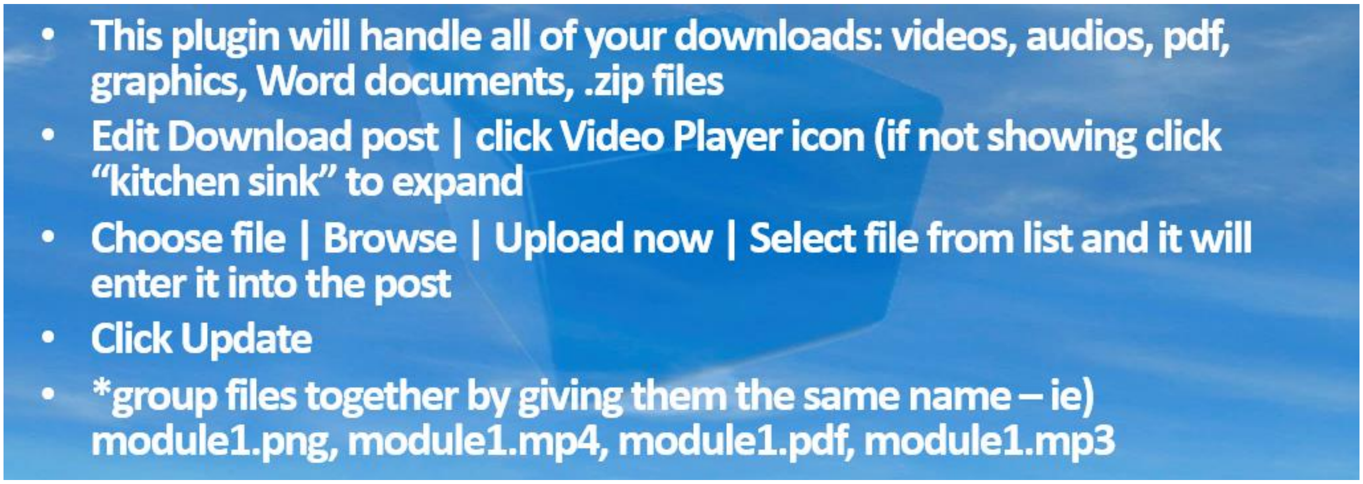
You have your sales letter, your front-end clone, PayPal is setup so you can take payments. You know how to plan any product, whether it's a podcast, whether it's a 60 minutes video or whether it's a full blown course, you know how to create written, audio, video products or all three. Upload it using Video Player.

Our modules show about four things give or take. In that last slide we're saying, "Here's the four things we're doing. It's part of this module. Here's our progress in that.

We've planned our course. We've recorded it. We have the video files.

Video Player

We need some way of getting that video file put up intro our membership site just to make it all complete. How else some of them are going to get it? Well, they're going to login to the member's area.

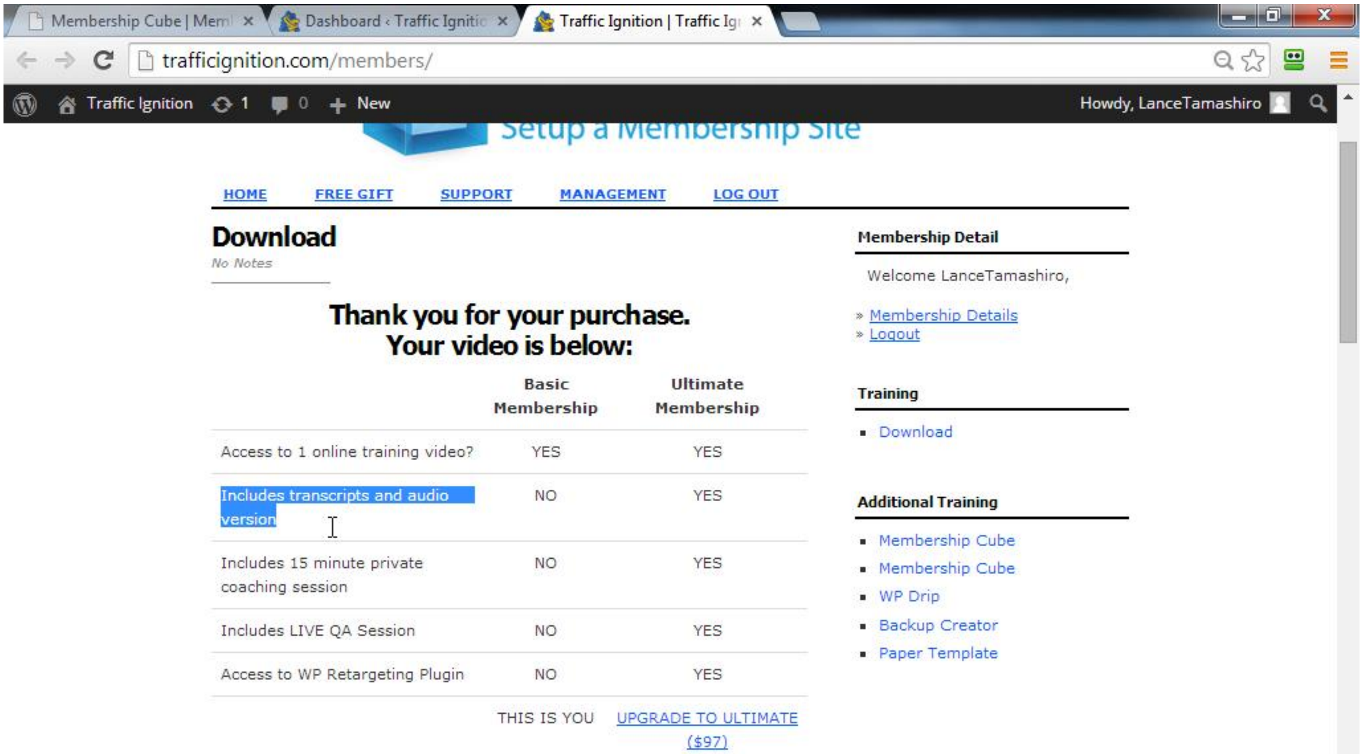


There's going to be a page of ours and it says, Click to Watch the Video on Your Traffic Training. They click it, they watch it. Good enough, they're done.

We did all this in Module One as well. We'll use Video Player because it handles different downloads. Videos, audio, PDFs, Word documents, zip files, Video Player handles that.

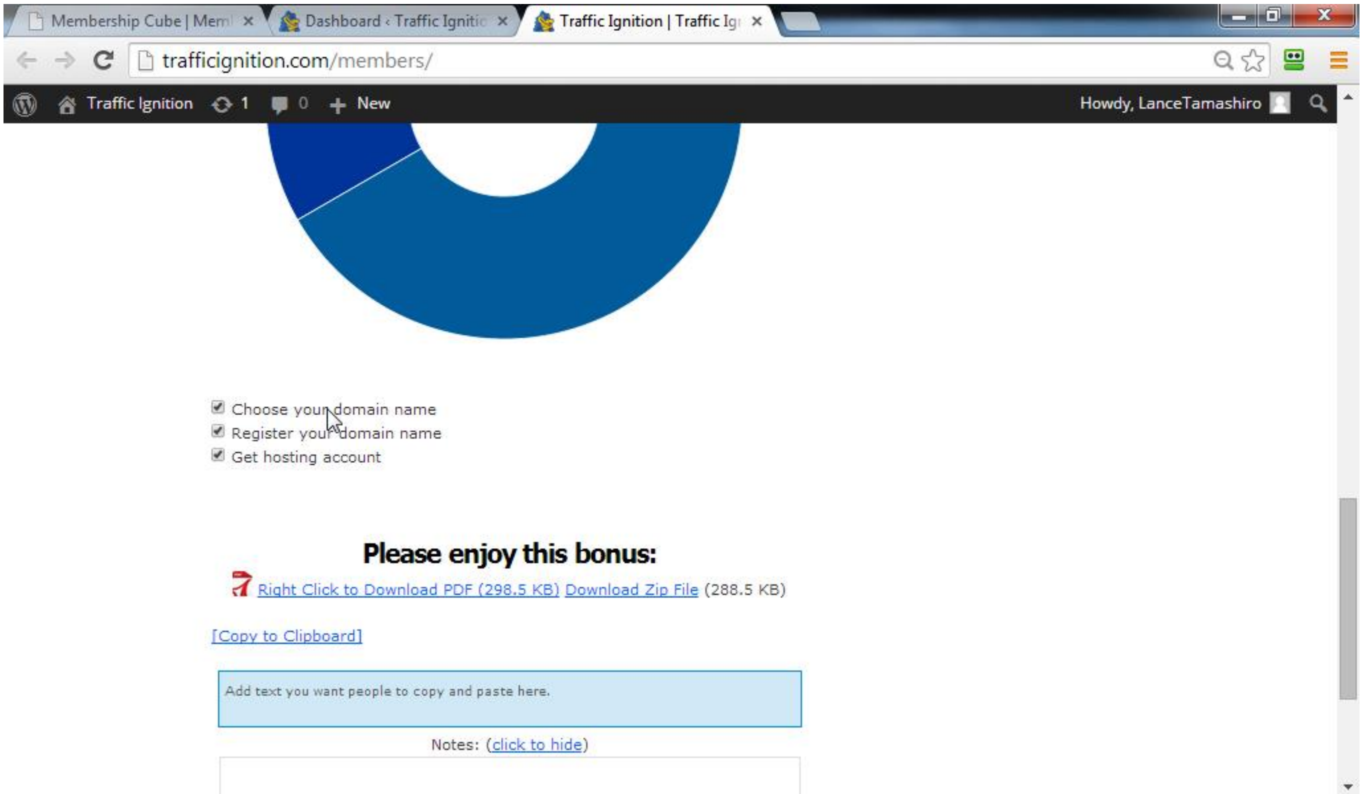
In our members download area, Edit our Download post. Click that Video Player icon and choose our file. If it's not showing, click the kitchen sink to expand it and then we choose our file. We browse to our files that we want to have.

We select upload now and then we select the files that we want from the list, and Video Player enters it in to the post and then we click update and it just shows up. We name of our files the same. We named them all TrafficIgnition. Why? If we do that, then Video Player will automatically make them look all nice and then group them together for us.

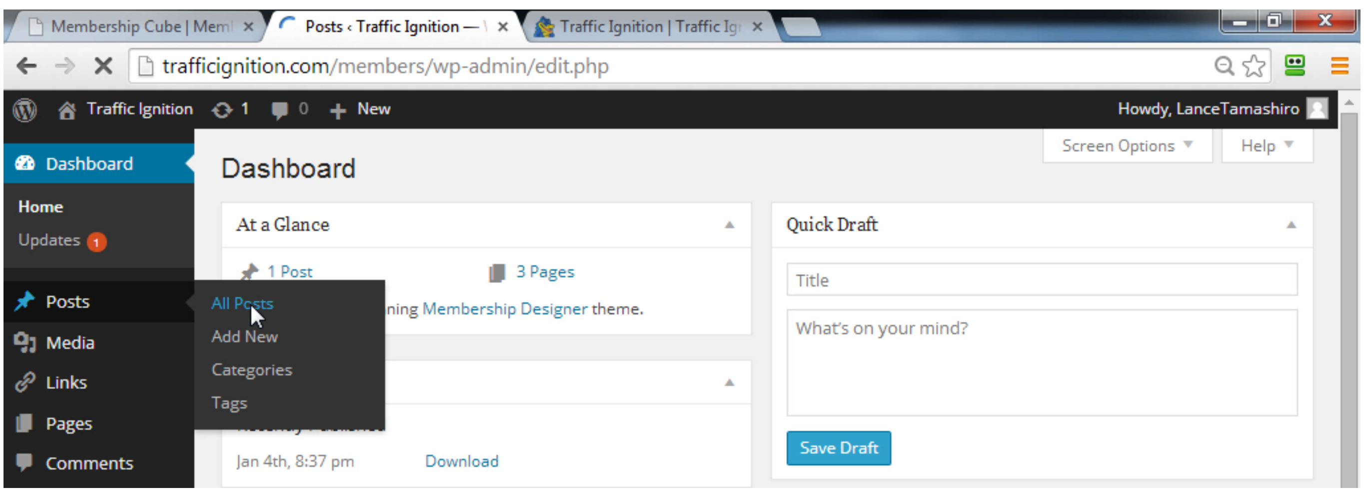


We have our download area setup. I'm in my dashboard, I can go to Traffic Ignition and I can right-click and say, "Open in a new tab" so I can look at what I'm editing. In my download area, we have some ideas now for what we might change our upgrade to be, our basic to our ultimate membership.

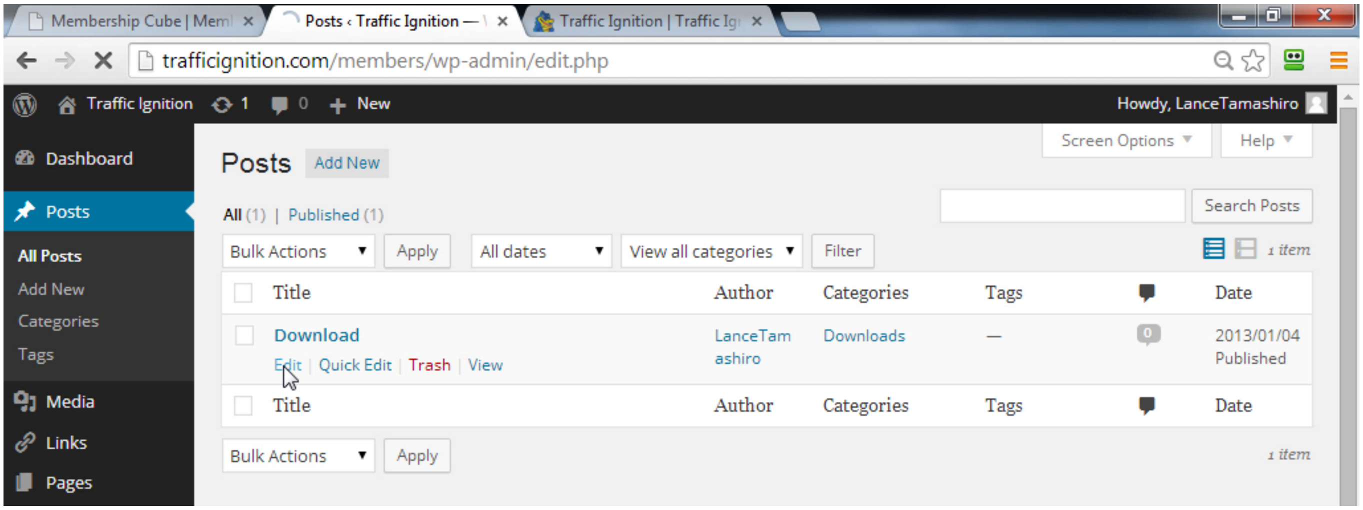
We'll go to TrafficIgnition.com/members and login.



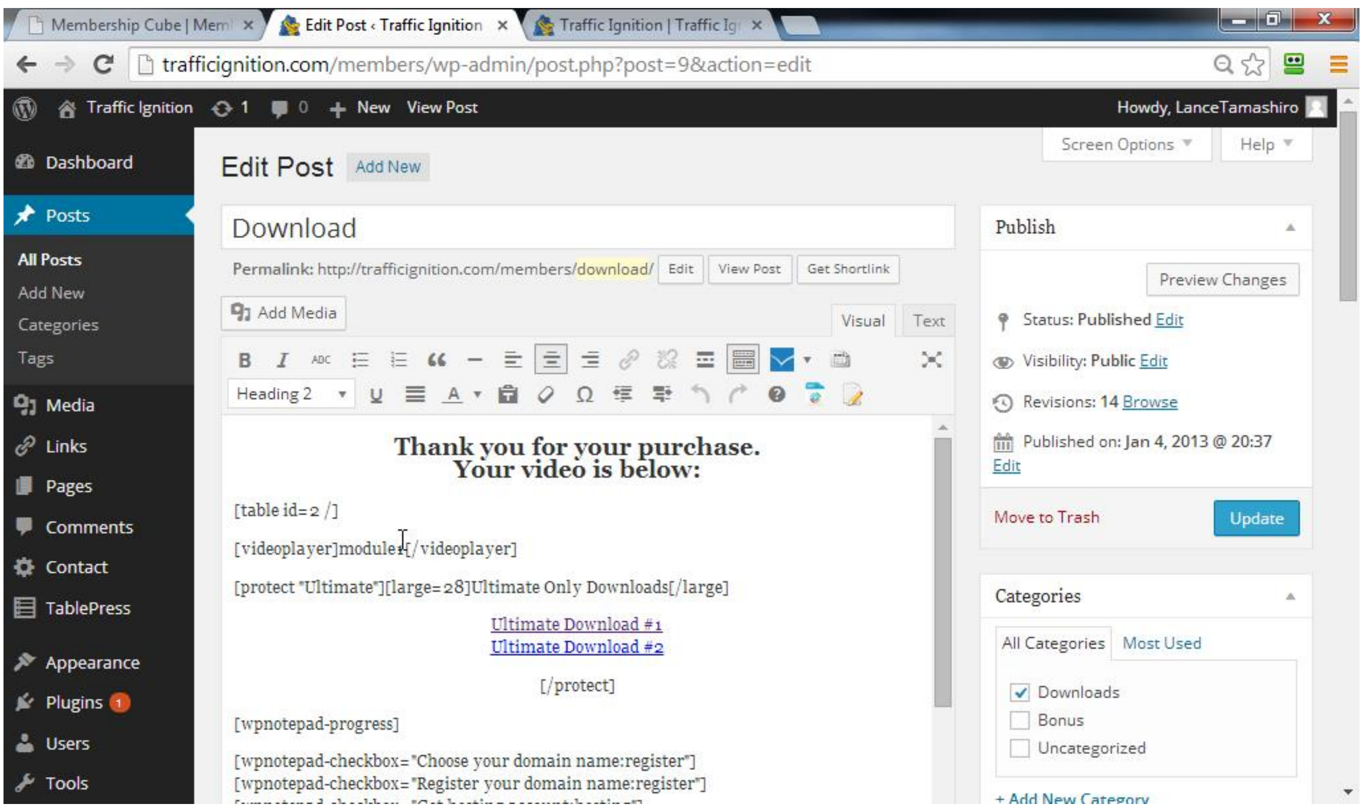
We had this video we put in here in module one, and we have these checklists. What do we want to do here? We want to change this up a little bit, so I'm going to click my dashboard tab and we'll go to Posts, All Posts.



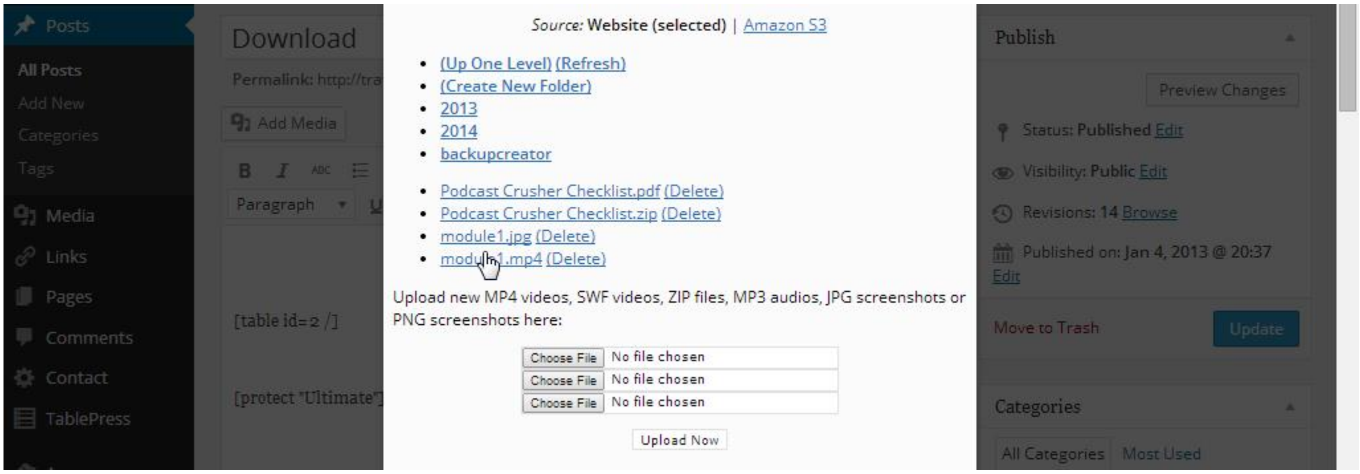
Go to Download and Edit. We had this code in the previous module last module that said Video Player, module one. Get rid of that because we'll add our new downloads.



Delete that, and click the Video Player icon. If you only see one row like this, you're looking for this link that says, "Toggle Toolbar" or the kitchen sink. Click that.

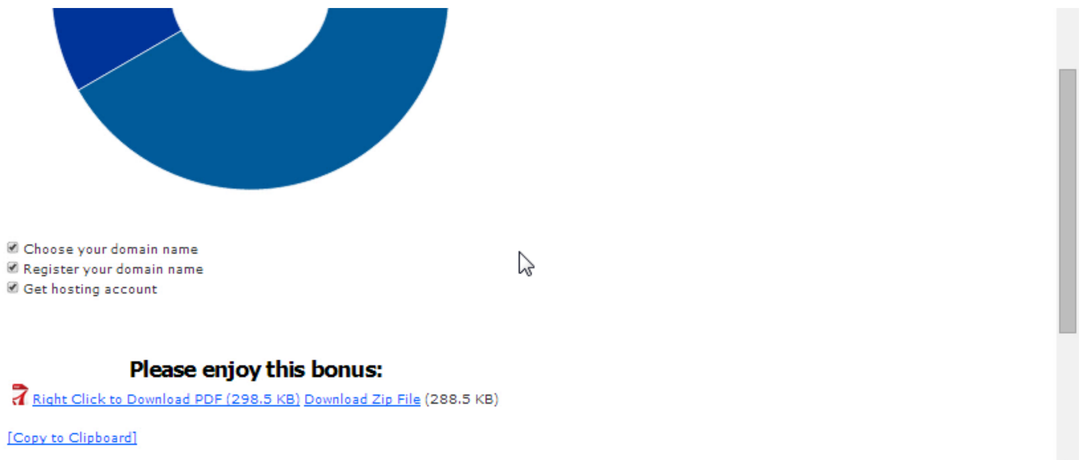


Click Video Player plugin. We don't have the files that we want on our computer right now, so check out what we can do. Choose File, upload our Traffic Ignition PDF.



Choose a different file and upload our Traffic Ignition MP3 or MP4 and we'll get our Traffic Ignition MP3 file. You can upload all these at the same time like I am or you can do it one at a time to this same process.

Click Upload Now and it uploads my files. We named them with the same filename. Video Player is going to put them all together for us. I'm going to click on, I want traffic and check out what it does.



Video Player Traffic Ignition. Click Update. A link that says "Play Video" now appears.

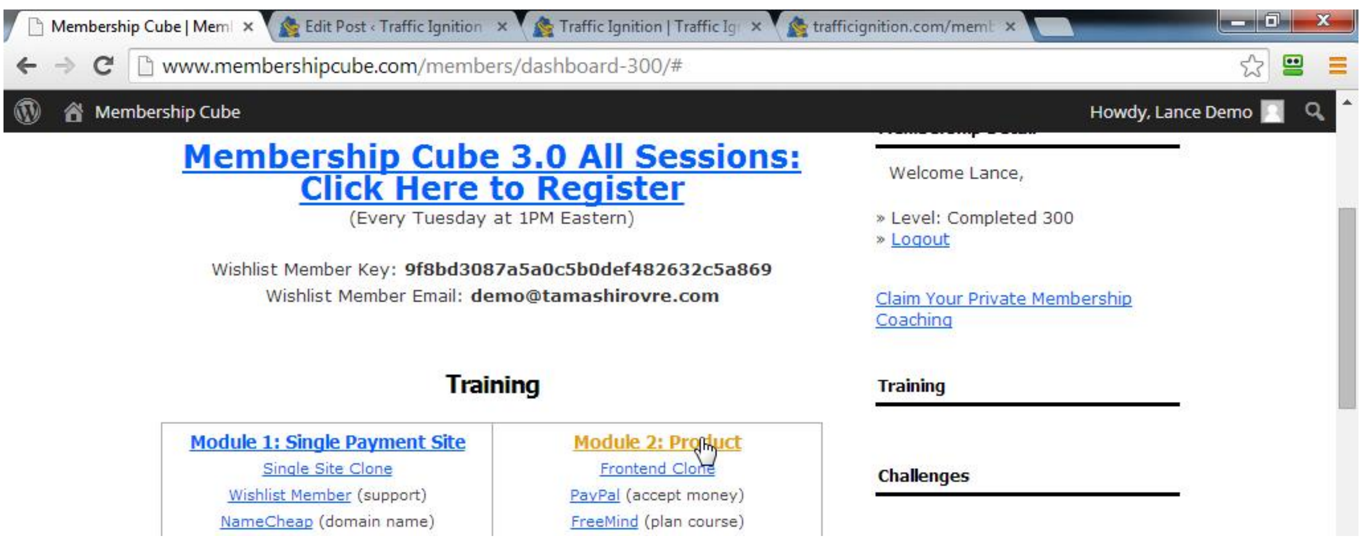
When we click audio, it plays our audio file. I have my PDF document. Our downloads are sitting here and we could go through and change our check boxes just like we showed you in Module one.

You know how to deliver your products. You have a sales button connected to your membership sites. You can sell your product in any format you want.

Product Creation Challenge

Go into the member's area at membershipcube.com/members under module two, you're going to want to complete this information. What URL will your front-end clone be located at? That's going to be your sales page, your button, what we went through. What time and date will you have your outline completed?

What format will your product be created in? What time and date will be uploaded inside of your member's area?



I'll go to Training and select Module 2. The challenge information is at the bottom. My URL is **TrafficIgnition.com**, that's my front-end. Time and date, Tuesday 5PM Eastern.

My product is an MP4 video and MP3 and a report for now. What time and date will it be uploaded to my member's area? Tuesday at 8PM Eastern. We look forward to seeing you working on that sales page in module three so we can put the marketing plan together, write the sales copy, and sell your product.

Module 3: Copywriting

Starting simple and building up is always 100% of the time always better. You see this in every successful business that there is in the world where they see with the basic thing, see how it works, see what's wrong with it and then build better and better versions. You can look at anything from soft drinks to restaurants, auto dealerships to electronics companies. They all use this exact same model.

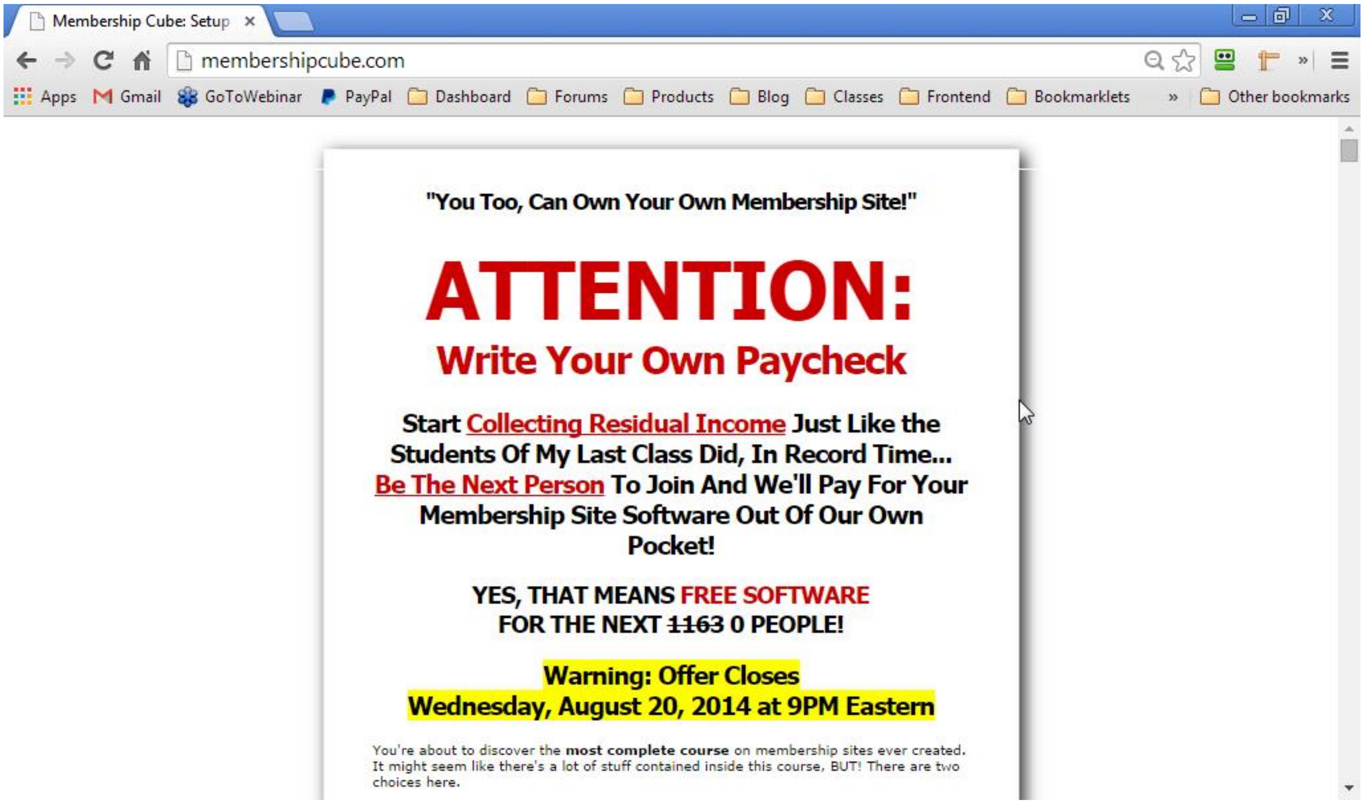
What's weird is that for many of us when we get started, especially in the writing phase is that we think it has to be perfect. We think that we can't release something or put it out there until it's exactly right. The truth is, here's the secret, it's never going to be perfect. The trend, times change, the words that people use change, the things that people are interested in change. The perfect example for this is Membership Cube where we always have the same base of a sales letter but we're constantly updating it, changing what the market is interested in, and changing those pieces to fit what people are talking about.

If you start with something that works and knowing that it's never going to perfect, it's always easy to edit things, get things working better. It's easier to edit crap than air. The same thing is true with your product and your sales letter. One of the things we really hope to give you in this Module 3 is that copywriting and the process of copywriting is really simple. We used to get caught up in looking at what other copywriters tell us to do and buying these big courses.

For me, copywriting was a scary, daunting weird task that I'd never really wanted to tackle and the truth is, once I setup websites and watched how products sold, how they were sold and what sold, I realized copywriting is easy.

You'll get your sales letter up and running online. We'll go through the components, go through the process that we use and then we'll start go through and show you how we use the Paper Template that we put together in the last module so that you can build this process for yourself.

If you're seeing a theme running across this whole course, it's that we all know if we take too long to get something finished, it's never going to get finished. When we were setting up the membership site, we're saying, we could spend a week on it or a month on it if we let ourselves but it makes more sense to get something simple on there, something simple that we can do in 20-30 minutes and we can always build from there, that's very important when we're talking about sales letters and copywriting.



MembershipCube.com is the web page that brought you into our course. It's a simple piece of paper with a white background. Could we have thought of a blue background, could we have chosen, researched a crazy looking WordPress theme or made it with giant graphics? We could have but that's not going to convert as well as something as simple which is this plain, white piece of paper. There's a couple of things about having direct response style sales letter, it's a piece of paper on a web page.

One is to have the right items, the right components in the correct order and to eliminate bottlenecks. I know copywriting is a really scary word and you might have heard people say, "You have to have fancy headlines, you have to use really clever phrase" What ends up happening for a lot of people is, they end up having a web page that goes on and on and it's not interesting.

Even if we have half a page or ¾ of the page with a headline and some bullet points, as long as it gets the job done, it's fine. You're dealing with membership sites, and the important thing is to cover all the modules in your offer.

This held us up early on. We were thinking, "How will we explain all these things in our course?" The answer is we have these four modules, even if we create our mini product in the previous module you had those four components of that one video. I know that it's tempting to say, "Let me pile in 20 videos" or, "Let me load up the sales letter with these stories." Then say, "By the way, here's what to buy." The real answer is to take what you have, take these four components and to develop and make them exciting. Creating a mindmap or PowerPoint isn't exciting. Planning your product and making a sales letter, that's the thing that gets people going.

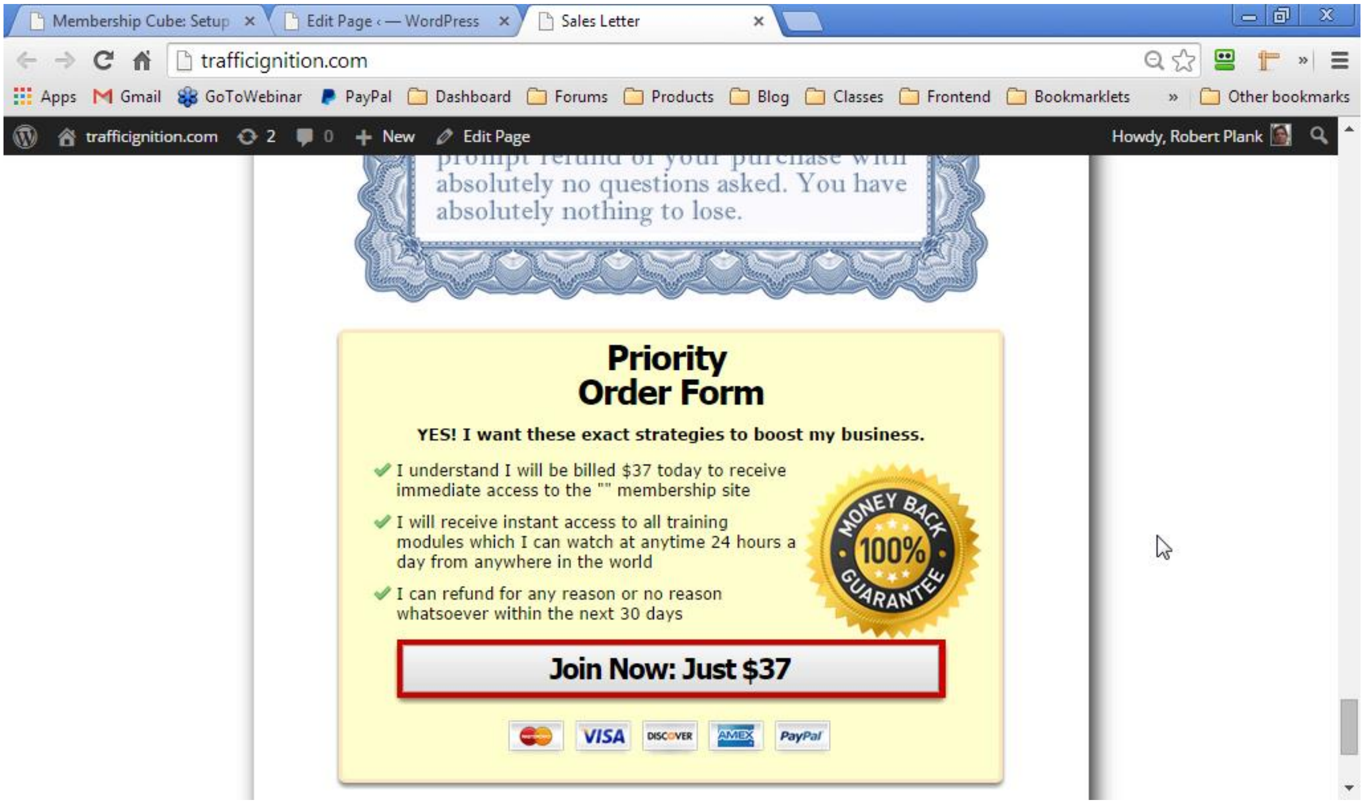
Fix your bottlenecks, shorten your webpage. Arrange your argument in the correct order: attention, interest, desire, action. We have the headline at the top that gets their attention, we have a little bit of a problem introduced which develops their interest and to get the desire going we say, "Here's the offer that we'll have" and we break it down. The action is, "Here's a recap of all the pieces. I want you to buy now." If you make it that simple, that's all you need to do, that gets your buy and that gives you a basic webpage that you can build on in the future.

What We're Building

We have two pieces. We have the front-end and we have the back-end. We made the back-end first, that way we would have just a simple membership site in there.

That's the /members part of your website so you have your very own WordPress site setup at yourwebsite.com/members and there's where people login. We setup the front-end which was a second WordPress blog. There's a WordPress blog and there's a WordPress blog over there. The WordPress blog is at the root of your domain so you type whatever.com and that takes us to hopefully a plain white piece of paper.

We look at TrafficIgnition.com which is what we setup and it's a sales letter and it's just this plain white piece of paper. Most of the work's already done for us but we have to fill in the words. Keeping things simple, At least fill in Result 1, Result 2, Result 3. If you're short on time, delete the parts of this page you don't need. That gives you a working system you can improve over time. We come across people who are obsessed with editing their sales letter but they don't get to the point ever where they're getting traffic to that webpage.



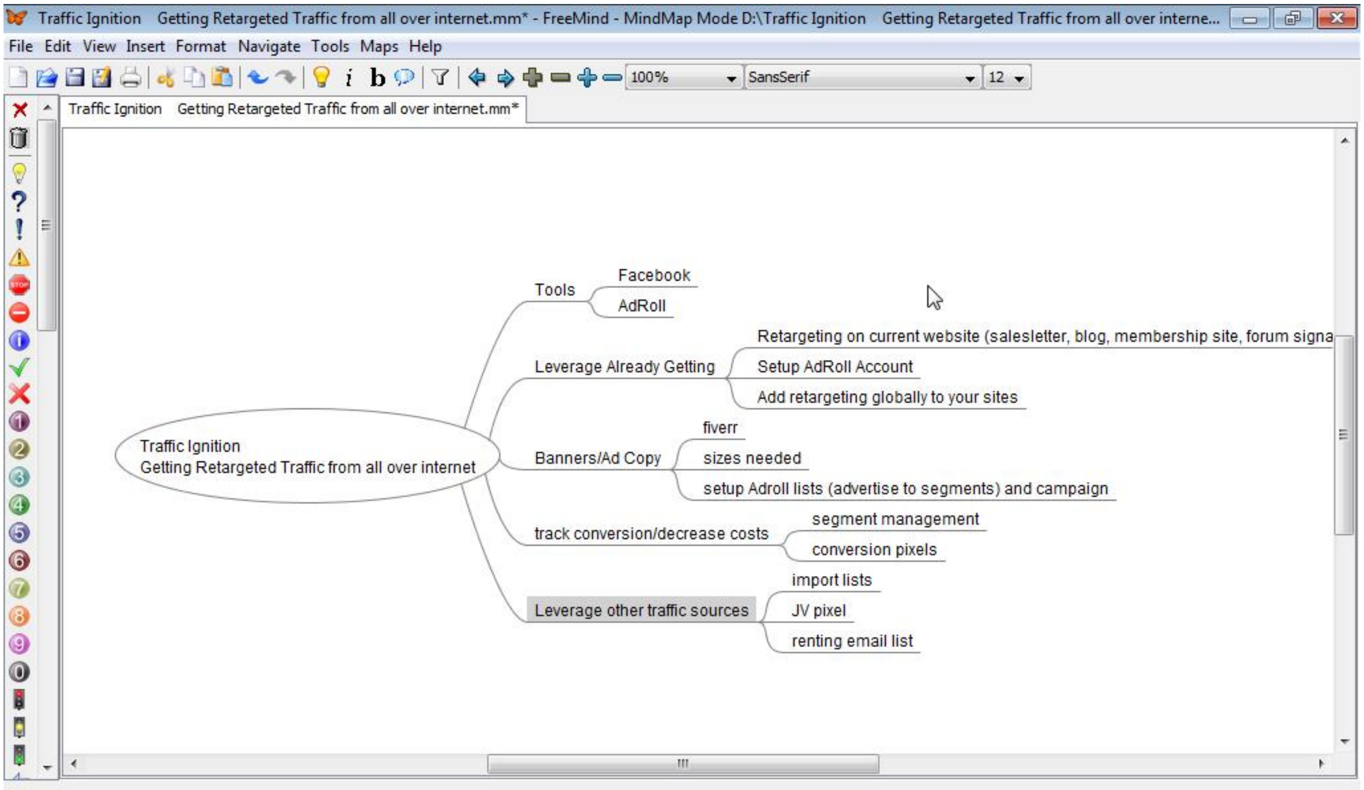
If you have the most clever, most beautiful sales letter but no one's there to see it, what's the point? We want you to have a simple webpage so you get traffic, sales and that's your reward for taking quick action. You improve it later. If your conversion rate goes up, that's another reward and you build from there. Think about the back-end, we have the front-end and we'll get to your sales page.

You have a working and tested button. We installed our back-end, our /members site with Wishlist Member. We went to that Integration tab and logged into PayPal and made a button where someone pays a certain amount of money and after they pay they get sent to registration page where they can create an account based on the level they just bought access to. PayPal allowed us to generate a button called the E-mail button which is a link. We went to Traffic Ignition front-end and edited this webpage and then call to action area, pasted in the PayPal button so we could connect those pieces.

We logged into our dashboard. That's at yoursite.com/wp-admin. Go Paper Template. It lists our pages. We want to edit the sales letter, click Edit. At the bottom, scroll down to call to action area and paste in this PayPal button. We have the page that says, "Who else wants to..."

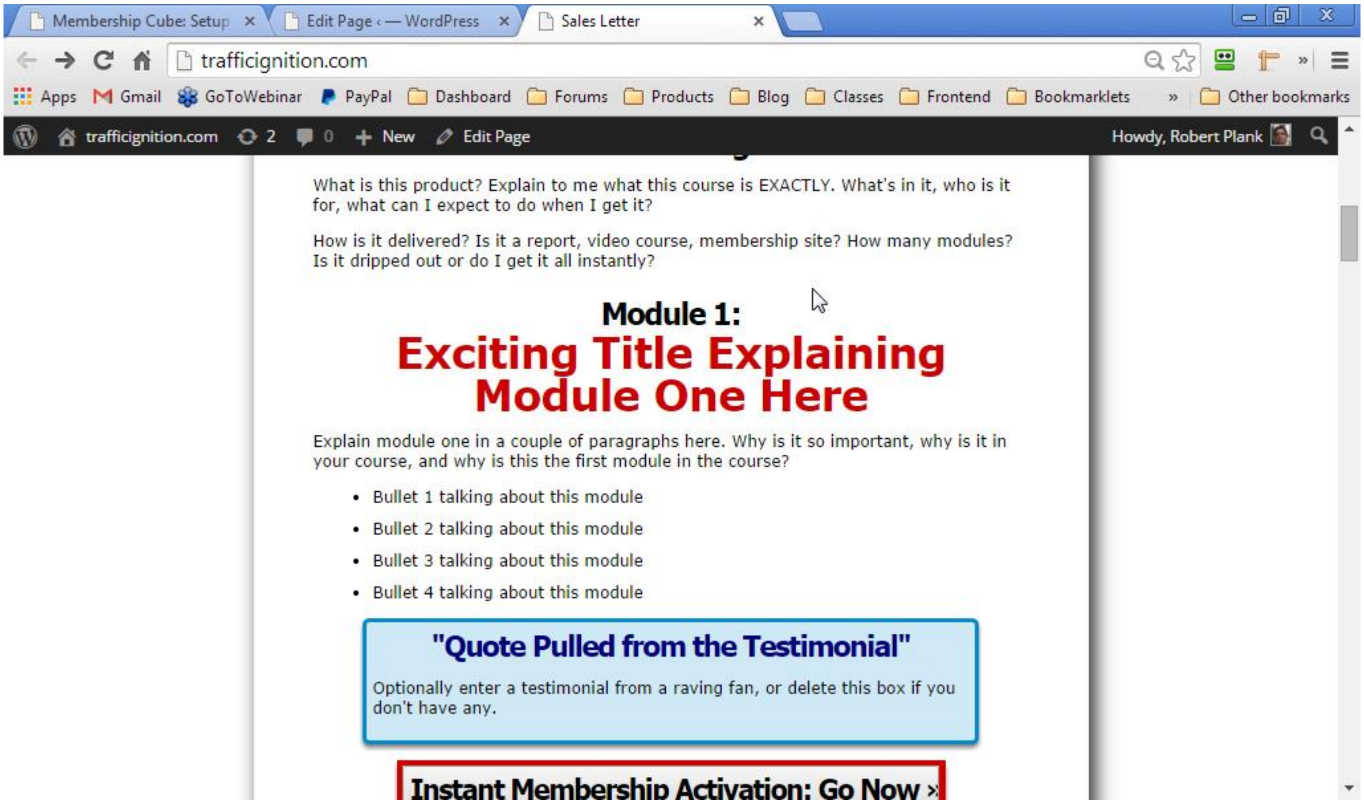
If somebody came to this, they'd see we have a buy button. If you were in a hurry or someone wanted to buy right now or you had a webinar starting up in 5 minutes, you could blow everything away on the webpage and leave only the button. That would be a way to make sales.

We have a working tested buy button already and we already have the outline. If you remember, we already have the outline for our product already figured out. We figured out what's the goal we want to solve, we don't want to share "tips" and nothing else. Go backwards from there and split it up into four different pieces and then we have this thought bubble, this brainstorm. This is what we have. Traffic Ignition, we already decided we'll teach people Facebook and AdRoll. These are the four pieces of our (1 hour total) 15 minute videos.



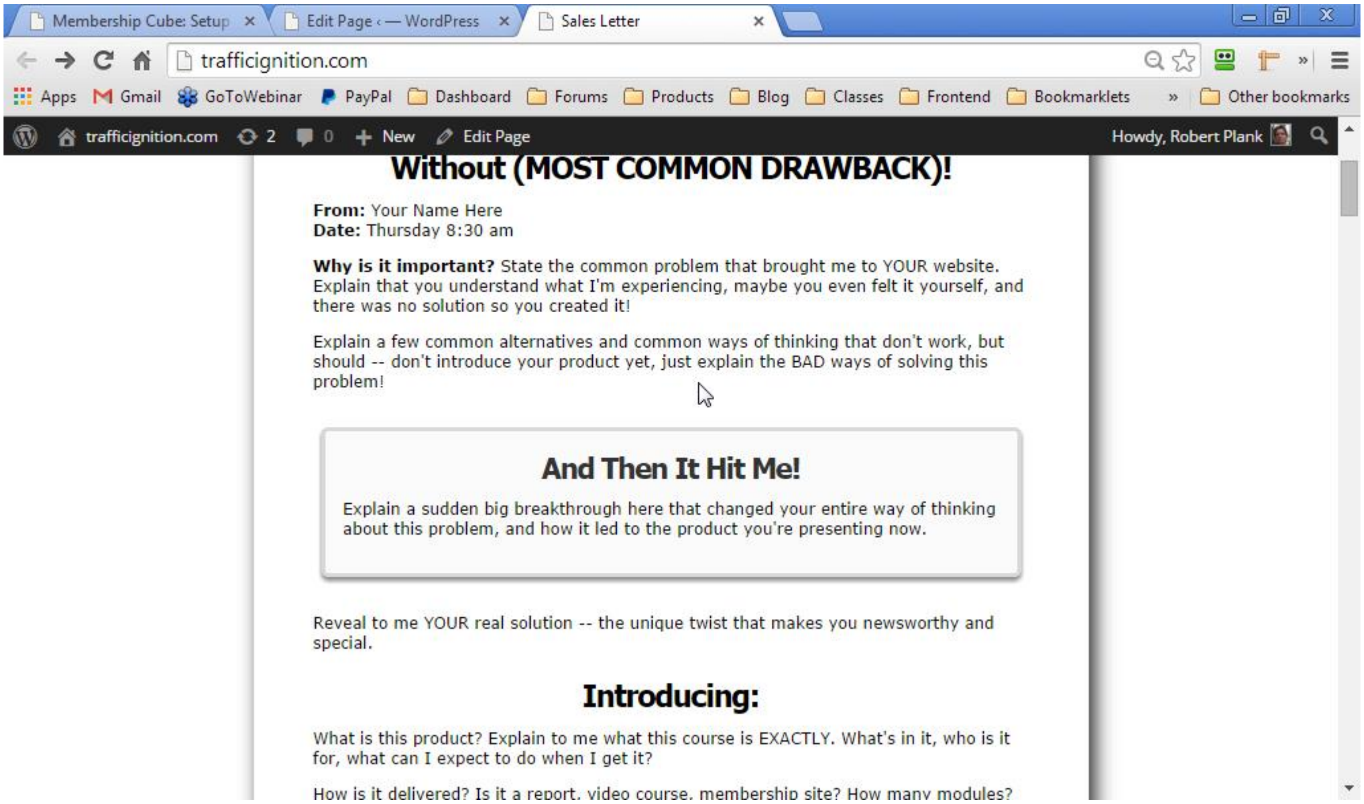
To say,. "It's a 60 minute video. It's encoded as an MP4" That's not exciting but what is exciting is what we can then do with these things like Facebook, AdRoll, tracking our conversions. We have our outline, it's always easier to take items away, especially on the sales letter, than to add.

I'm focusing on the four parts of our Traffic Ignition course because if it's not enough there, we don't want to strain ourselves and try to fill space. We'd rather have a lot to say and try to condense it down to make it more interesting.



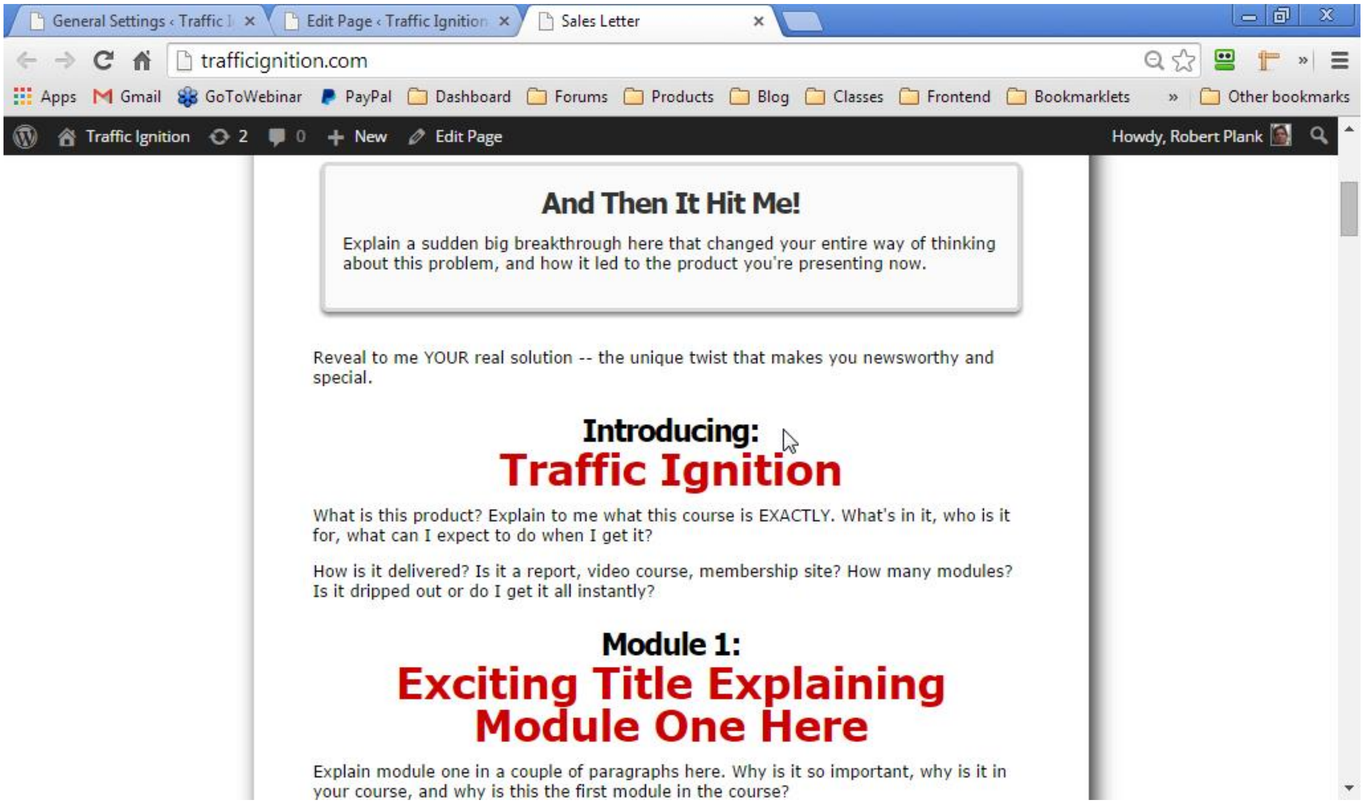
All the components are there to fill in. We have the headline, don't take that out. To transition from that headline, we start with the problem because there's something that brought them to your website. If someone's frustrated with setting up a membership site, that's what brought them to Membership Cube. With Traffic Ignition, maybe they setup webpages and they put all this work into setting it up and they're frustrated but then nothing happened. That's something we can use and to always keep in mind, if you can have any of the emotional problems built in, that's helpful.

If someone's tired, disappointed, frustrated, angry, those are things we can work into this beginning problem where we say, "Here's your problem. I can relate because I've been through your problem and I tried these different things. This didn't work, that didn't work. Someone told me to try Solo Ads, someone told me to try Ad Swaps, someone told me to try Twitter. None of those things worked and then I realized, what if I just did these different things, retargeting, tracking, all that... It's like here's the problem and here's how I solve the problem and then now I'm going to share that solution with you. I'm going to have it all broken down. Here's the answer. Here's why you've come to this webpage.



It seems simple but most people miss this in sales letters. We say introducing Traffic Ignition in giant letters and here's what the course is as a whole. Then we break down, here's what's in the first part, second part, third part and if we have any bonuses... It's always good to have bonus to give it that extra push.

At the end we say, here's the home stretch. Here's what we really want to lay on the emotional part and we say, "If you're tired of this, tired of that, if you're ready for this, ready for that and if you want to do without all these extra things, then you need to join Traffic Ignition. Here's everything you'll get as soon as you join the course" and we'll edit this table and probably take a few things out but now, here's the one page contract.



Those are the steps. We start off with the attention and the problem, the solution to that problem and the real solution which is your product, then the breakdown of each of the modules and the bonuses and then the offer stack of all the different things. Here's what you get. We could mention something off-handedly in Bonus 2 or Module 3, here it is in plain English, plain as day.

Total up all the different things that are in there to an inflated number and say, "Here's what it's worth to you." What's it worth to you to get on the right track with the membership sites, what's it worth to you to get your traffic problem figured out as opposed to the years it might have taken or the different courses you might have bought or the different ad campaigns you might have blown all money on if you didn't know about retargeting or about tracking?

We say, here's what this course is worth to you, here's what it would cost you and your business if you didn't have this course. Here's this big number but lucky for you it's not $4,000, lucky for you it's just this small number and then the usual wordage that's built in, the guarantee and the button.

When you setup the front-end clone in this way, you no longer have to worry about, "Do I have to learn... How do I make this look a certain way? How do I build this table?" Your formatting is taken care of for you in a tested way.

Attention, interest, desire, action. Think about it in chunks. You have your headline, the problem and then the solution which is that introducing part, it splits the sales letter intp two pieces.

You have the attention grabbing component and the problem up top and then introducing the solution. Most sales pages don't do that. They have this big problem and then they, go give me $37 or they go, here's my product, give me $37 but without having both of those sections, it doesn't make sense as a sales section.

Put yourself in the mind of the consumer as if you're the one buying. People might ask, why isn't this sales letter converting? Our answer: your page only talks about a 60 minute video and $47 report. I don't care about that." or you're missing the other piece. I come to their sales page and they explain the problem but they don't tell me the solution. It's important that you have these sections split up. That's the piece of the psychology most people miss out on.

Features and benefits. Features: what it is. Benefits: what you can do with it or what you can REALLY do with it.

A feature could be: here's a module on retargeting. What's the benefit? Now you can recapture the people who came to your website and left but even with that, if you can capture all the people who came to your website and left now you can potentially double your sales with any extra efforts, now you can guarantee that every single person you're showing an ad to is a qualified prospect who came to your website.

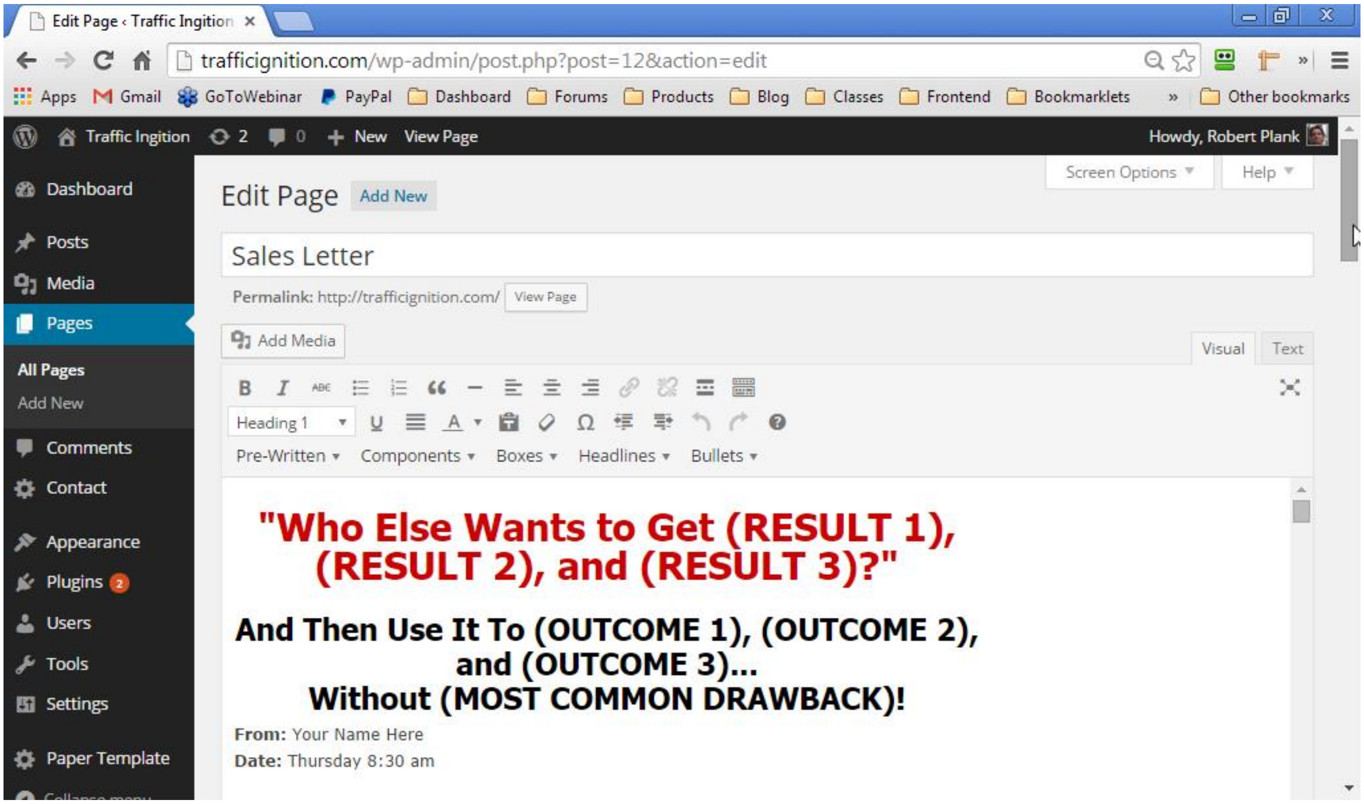
We'll develop ideas that otherwise would've been boring into what's the end goal, what's the result and what do I really get out of it once I use it, once I run these ads, how does that make my life easier, how does it make me more money? What can I do with that money, now we're getting more into the emotional imagination.

It's easier to answer questions than it is to fill up space. Attention, interest, desire, action. Another way to say this is first of all, why is this important to me, what will it do for me, how is it delivered and what does it cost.

Attention, interest, desire, action. They get to the webpage and the headline introduces the problem and a little bit of a solution. It's not just going to be a big headline with the name of your product.

Membership Cube says, "Start collecting residual income just like the students at my last class did in record time. Be the next person to join and we'll pay for your membership site software out of our pockets" There's a little bit of mention of membership software but the focus is on residual income, the focus is on doing it quickly, the focus is on there's a little bit of a scarcity because we're giving away some free software but we want you to hop in on it.

Look at Webinar Crusher or Make A Product. "If you're sick and tired of putting in long hours for little or no pay, you want an online business that makes you more money every month and you've been looking for the ultimate shortcut to massive passive internet income, then you're in the right place." The "Who Else" headline accomplishes the same thing.

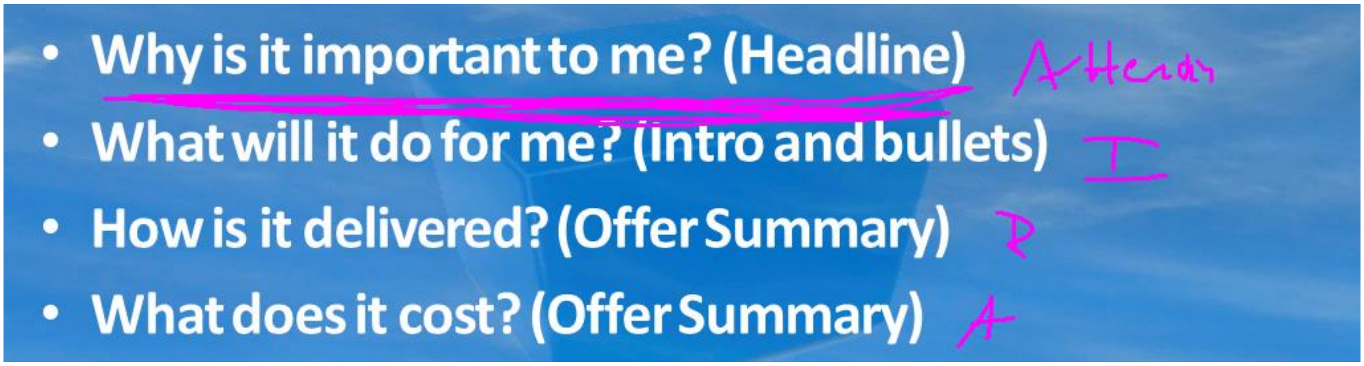


We have repeatedly tested a "Who Else wants to" headline on our webpages versus something more creative, and more often than not, the "Who else" headline out converts, out pulls. If you think about it, "Who else" headline is almost accomplishing the same thing that we're saying on a Membership Cube webpage or in a Webinar Crusher webpage. It's, I want you to have this big result, I want you to enjoy having this point and click cloning software, I want you to join this residual monthly income.

"Who else" means I've already shown others how to do it, I've already done it so who else wants to get these three things? By you just filling in this template, you're focusing on the results and not just necessarily what your video is or all the little features. We're talking about what you can do with this course, once you get it.

Simple Copywriting Formula

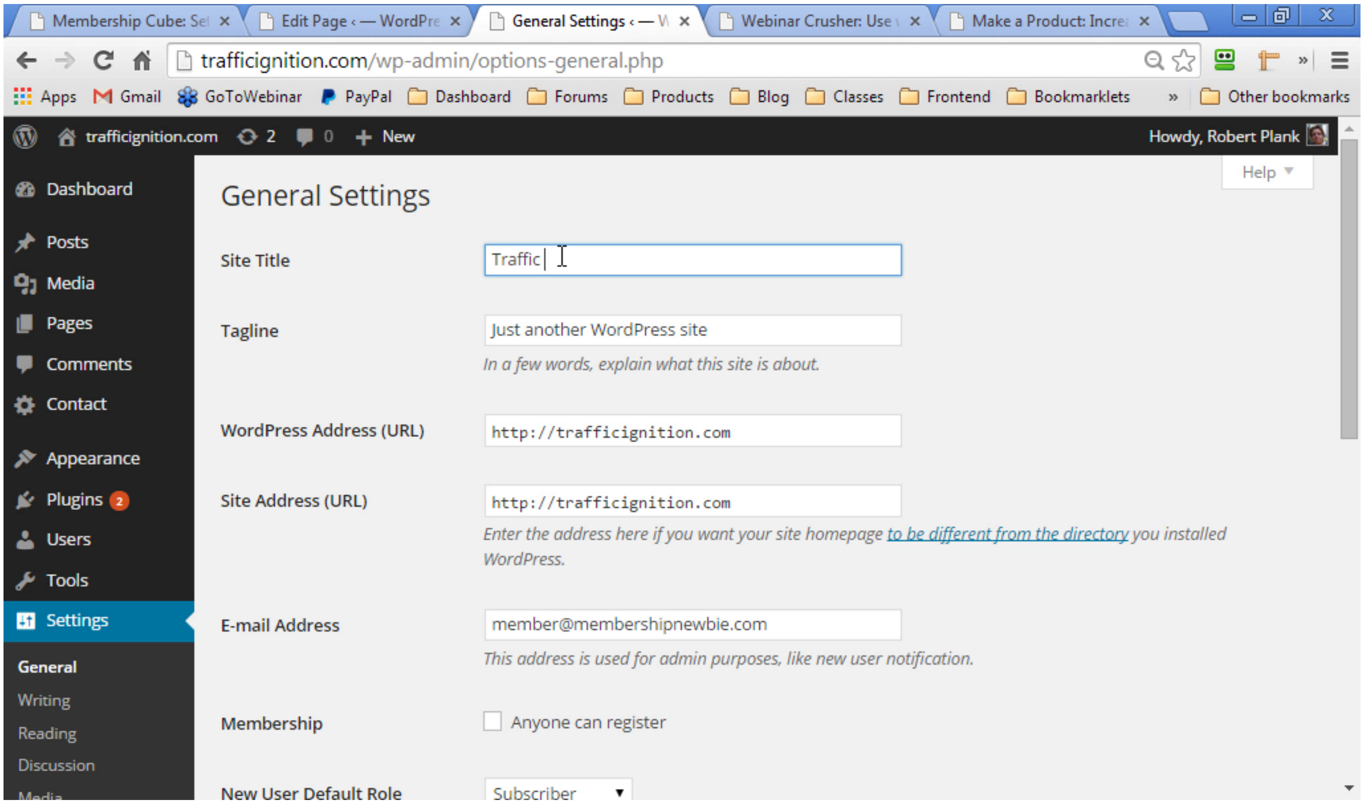
Why is it important, what will it do, how is it delivered, what does it cost? Start with headline. I'll usually fill something in and work on the rest of the webpage and then come back to the headline and improve it.



With the headline, if you're still stuck we can do is say, what if you were to ask a question or state some unusual fact or have somebody imagine a big result or imagine something happening or sharing a number like, "I just lost 17 pounds by doing..." or a challenge which could be to yourself or to them like, "If I can't give you such and such, then I'll do this instead" or, "I bet that you can't take this course and do this and that..."

Another thing is asking about you. This word "you" is so important in copywriting because we want to focus on them and their problem and what we can do for them. Another big thing we see going wrong in sales letter is that people focus on all the hard work that they put in to making this course or on solving this problem. You can mention that a little bit but the focus is on the person who is showing up on this webpage.

Our website doesn't have a name. It says Introducing or further on down it said, "As you join..." and there's these quotes and training course it looks like our website doesn't have a name. If I go to the dashboard settings screen, the site title here is blank. I want to say Traffic Ignition and I'll leave the tag line blank. The name of our site will be Traffic Ignition, you see how the Traffic Ignition is in our thing and up in the top.



Go to our front page, TrafficIgnition,com. This is our webpage. If we're logged in, all we have to do is click Edit page and we'll see our webpage. If I'm editing this in a small screen I can do screen options and make it one column just to remove some of the clutter. We have this webpage and all these different things.

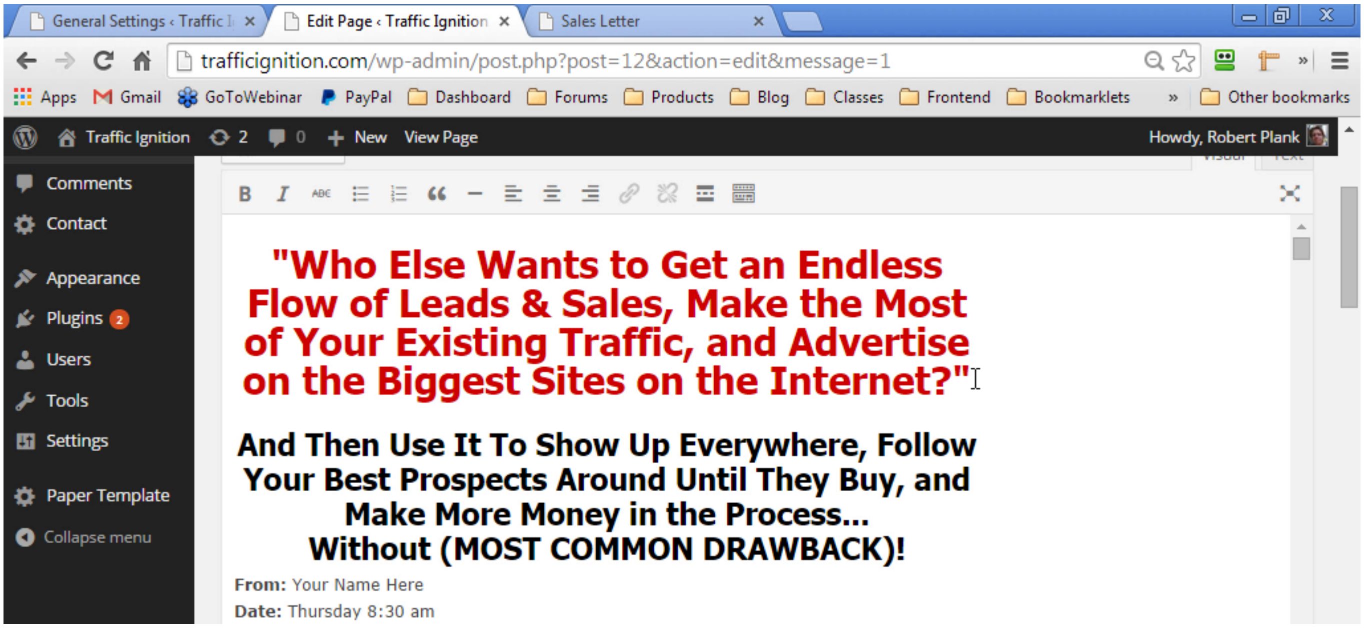
If you mess something up, go to pre-written sales page, it'll say, "Are you sure?" It will restore this back to the factory default, it'll restore this webpage back to having all these templates.

Once we have this, we can edit or delete. Save this and open in a new tab. We like to edit the webpage in this one window and then go to View Page, right-click and Open Link in New Tab. That way we can switch back and forth because the WordPress window, it gives us a good idea of how things will look but we're not 100% sure, so it helps to be able to check. It says, "Introducing Traffic Ignition" We've got, "As soon as you join the Traffic Ignition course."

If you have a misspelling typo, you can go Traffic Ignition. We might want to grab a parked domain too. We have to redo this. By the way, also if you go to the Edit this and for some reason there's only one toolbar, you can click this toolbar toggle and it'll pop down the other things you need. We say pre-written sales page and we'll make sure we don't have a typo. That's the other thing too, sure we'll have typos in a sentence here and there and we don't want to be too much of perfectionists but if something looks a little bit off, we want to fix that because we'll lose a handful of sales just if something doesn't look quite right. Here we go, Traffic Ignition.

We want this headline. Someone lands on this webpage with only three seconds of attention in them. We don't want to just say on the headline, "Traffic Ignition" because I don't care about Traffic Ignition just yet. I care about me, I'm having trouble with traffic, I need more money. The solution we're eventually going to introduce, it's talking about AdRoll, retargeting, traffic conversions, importing your list...

Low hanging fruit for your traffic, you don't have to work so hard anymore and there's all these new ways of getting traffic that are new and exciting but also confusing because no one's ever done them before. Retargeting is still somewhat new.



We have AdRoll and retargeting so we want to think of three things someone would get. If someone came to this website and bought our product and used it, now what do they get if they've done everything we've shown them and they've setup their campaigns for Facebook and AdRoll and that's cranking, now what do they have? "Who else wants to get an endless flow of leads and sales."

Maximizing their existing traffic. Make the most of your existing traffic... What's one last thing? The thing you might notice is that we're always trying to keep the language down to a 5th grade level. We might say maximizing but I'm always thinking of I really want to dumb down the language so I want to stay away from big words or long sentences.

Being able to advertise on the biggest sites on the Internet like Backup Creator shows up on TVGuide.com, shows up on People.com, all of those and a lot of people can never get access to those sites.

I'm going to make a note of that because we'll use that in a second, advertising on TV guides, CNN, sites that you otherwise wouldn't be able to advertise on. We have that. Who else wants to get this, this and this... Once they have all that traffic. For me and Lance it's usually make more money.

Following or stalking your best prospects. That's the creepy thing about retargeting is that once we setup an ad for somebody, they see it everywhere where they go. They go to Facebook, they see us, they go to TV Guide, they see us, they go to CNN, they see us. The only ad that anybody sees is us.

Follow your best prospects around until they buy. We have one last thing. Maybe if we use it to something and make more money in the process. I want to say expand your business, expand your reach...

You know how when you see an ad on TV and see it in the store you're like, "I saw that there" but people are really impressed when they see us on TV Guide. They say, "I saw you here" and in a weird way it increases the legitimacy when you're on those sites of you and your product.

I'll make a note of that too. "Increases legitimacy because you show up on all these sites" That's another good idea there. I'm always trying to use simple language. The other thing too is I'm not as concerned as being grammatically correct. I don't want to use words like visibility or brand. We'll have sentences all the time where I'll start it in the present tense and end it in the past tense on purpose.

I might have one sentence where I start talking about you getting this course and using it and at the end of that sentence list what you just did with the course. It's grammatically incorrect but we're not trying to win points on the spellcheck. We want emotionally persuasive copy.

Before moving, make sure the headline is readable. For this we want to have line breaks where it makes sense, where you might pause when you're speaking this out. An easy one here is you say "Use it to show up everywhere" and see how this "follow" hangs on its own thing, if we put that down below on its own line and put this "and" and put it down below there, you're going to see a difference in a second. If you only have that 3 seconds to look at it, it'll make a lot more sense. We can find where we have this headline, see how the "follow" hangs off the edge.

Go to put our cursor where we want to put it and we do a shift-enter. What that does is it puts a little bit of a space there but not big space and after this "buy" we do a shift-enter. We want to shorten this but I just want to see what it looks first. Click update and refresh over there, it does fit. See how it's a little slight change but now it's okay, if I just glanced at this I can easily pull out, "show up everywhere, best prospects, make more money." Highlight important phrases like "make more money."

This is a good time to show you about some of these components we have in Paper Template. We'll select the thing we want, go to Components, Highlight. What it does is it ends up putting a little highlighter over it. While we're at it too, I want to say, "Without any effort or time."

This is why we use two windows to see what it is because even in the Edit column that you were just in, I think Buy was on a line all by itself because the editor smashes that up. We don't like to make a whole bunch of changes at once. We make one or two and we flip and make sure, otherwise if you mess something up, sometimes trying to fix an entire mess up means starting over rather than just a little bit at a time. This process that we're going through is more than just a copywriting but we want you to see how we go about building these pages.

Active Voice & Short Paragraphs

As we're making these headlines, we want strong language. Use an active voice. We're careful about not using words like "learn" and "work." Why is that? Who wants to learn, who wants to do work? That's not exciting. What is exciting is to discover something or to make use of something. That's why we would hype up the wording a little bit just because we want to put our best foot forward in this headline.

Do the same thing in the red area as we did down below where we break this up. If we say, "Who else wants to get" and have a line break, "an endless flow of leads" then that would read a lot better because you just come to the webpage and the first thing they see then is "an endless flow of leads." "Who Else Wants to Get..."

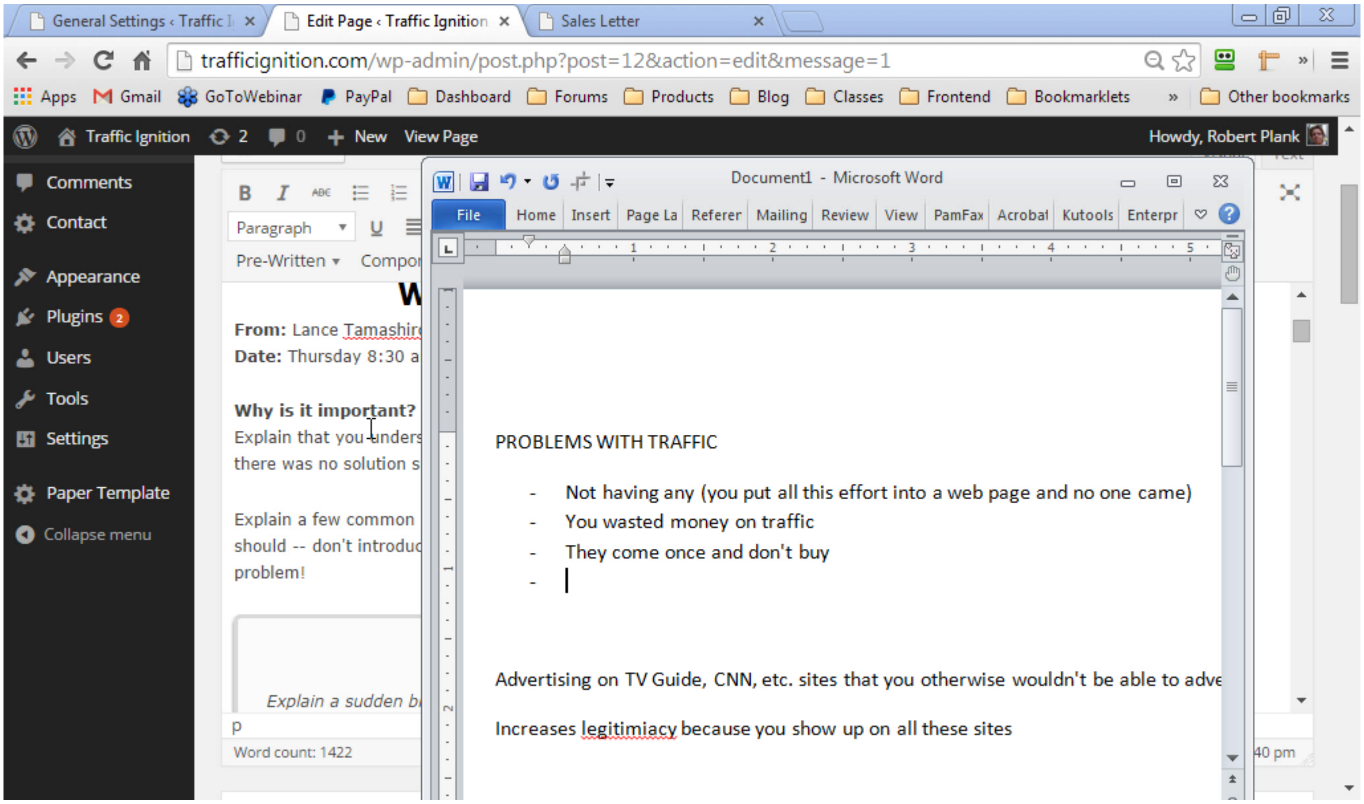
Type shift-enter and add: "An Endless Flow of Leads & Sales." Update and refresh in the other tab. You see here if we put a break and put, "make the most of your existing traffic" on its own line. See how the "advertise on the biggest sites" works, not it's just going to pop up for us. We say, "make the most..." shift-enter, "advertise", shift-enter. We update and refresh.

I like to look at can I remove any words. Maybe if I say "Who else wants" and if I take that out, it stills says the same thing but in less words so if they have a lot attention span it still makes sense. I might highlight "Leads & Sales" that might be overdoing it but let's see how it looks. Highlight "leads & sales", I might not like that. It's too much. Highlight the part we don't like, there's an eraser so we're clear formatting, now the highlight's gone. We'll say "Who else wants... an endless flow of leads & sales" We do need that. "Who else wants to get an endless flow..."

Let's try the eye doctor test. It looks this way. What if it looked that way? The only way to tell is to try it. Let me roll back. I like the other way better. This could look a certain way but if we can narrow it down to this way or an alternative, we can say A or B. Now it's B and then we move on. "Who else wants to get an endless flow of leads & sales, make the most of your existing traffic, and advertise on the biggest sites on the Internet.

Use it to show up everywhere, follow your best prospects around until they buy, and make more money in the process... Without any effort or time."

Fill in the problems that brought them to your site. Problems with traffic. Not having any. "You put all this effort into a webpage and no one came" The other issue is, you wasted money. "They come once and don't buy."



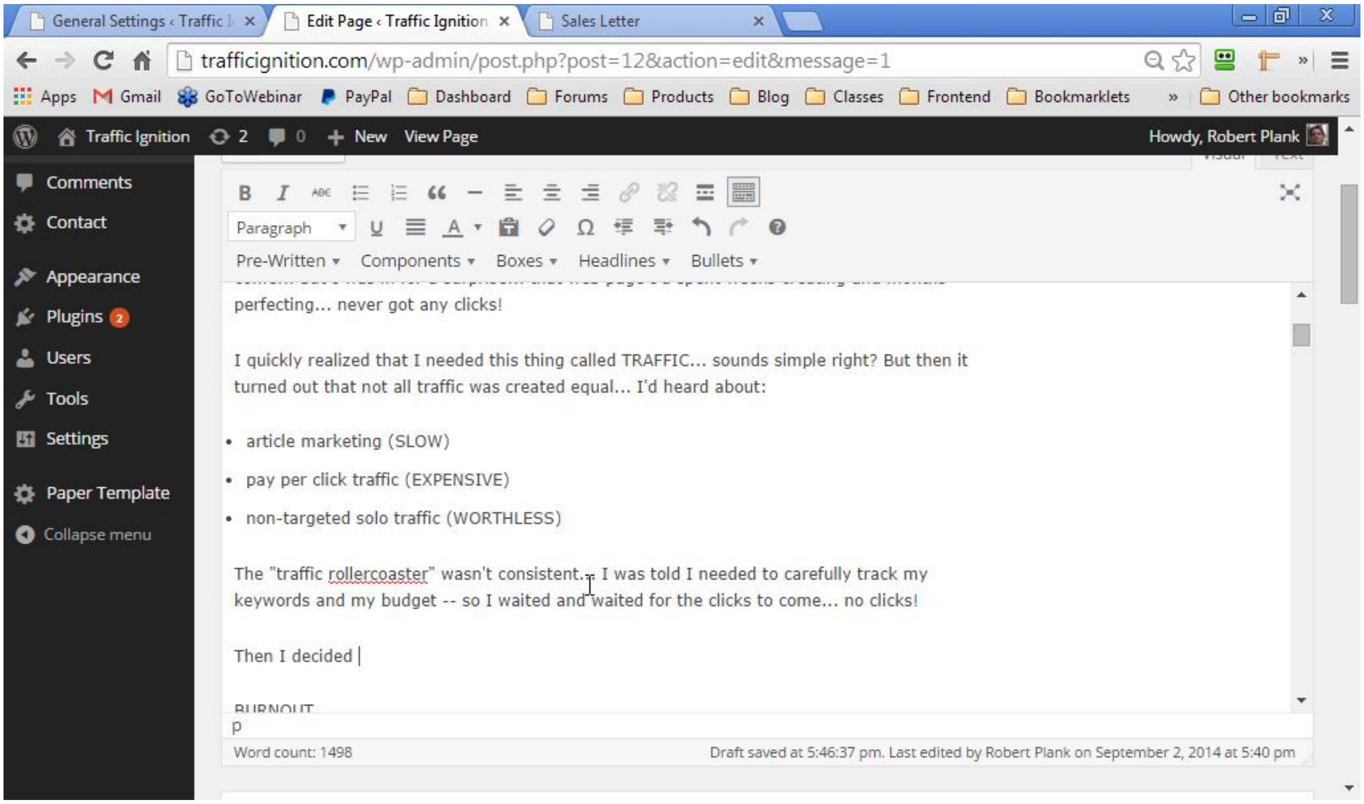
These aren't giant paragraphs. One or two sentences and a break. If you watch, throughout this entire process it's one to three sentences and a break. A lot of times that break is some link, some visual change because what you want for people is to glance and their brain process and read it really fast. That's why it's simple words, short sentences and the visual breaks throughout the entire sales letter.

This is built into the page. You don't need long flowing paragraphs.

We want good readability, we want to say as much as we can in the shortest amount of space possible. We want to state what this problem is. The problem depends on what stage of awareness they're at because they might not even know they need traffic and then maybe they heard about traffic and they they've tried traffic and it didn't work.

I'll add to the page. "When I first made my first few web pages online, I kept thinking I could "build it" and they would come... but I was in for a surprise... that web page I'd spent weeks creating and months perfecting... never got any clicks. I quickly realized that I needed traffic... sounds simple. "That not all traffic was created equal... I'd heard about..."

We can list what doesn't work and make fun of it. Article marketing (SLOW), pay per click traffic (EXPENSIVE), non-targeted solo traffic (WORTHLESS).



No matter what niche you're in, you use this exact formula, this top part for the niche you're in whether it's weight loss, stop smoking, growing a garden, self-development, it's the same formula that you can change what happened to you and what things that you had heard about that didn't work.

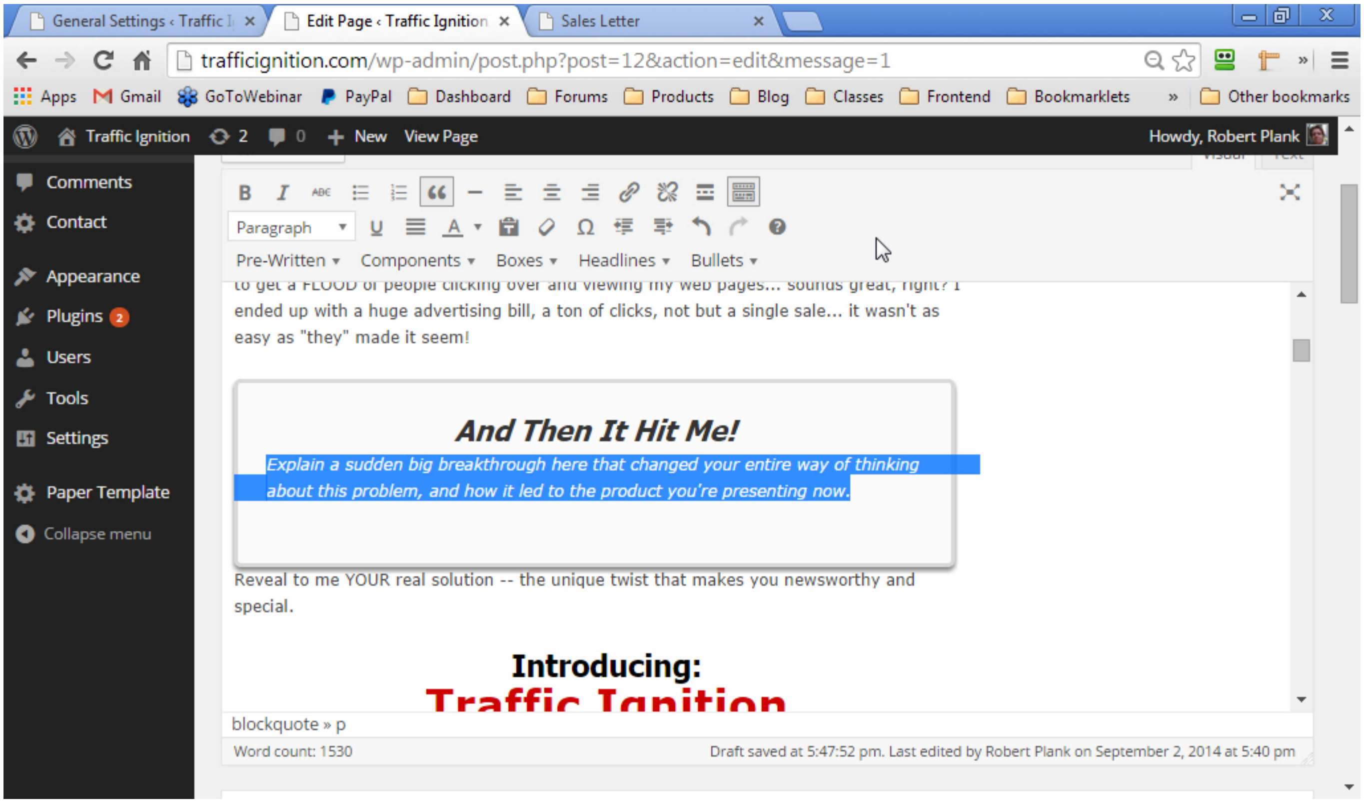
We were all at that point. You might have been selling in your niche for 20-30 years, at some point you were a newbie and at some point you were in the exact same position that they are now. Share things they can relate to but we don't want to focus on the problem for too long. "I tried all the goofy methods..." The thing I want it bring in here is the thing that we always come across with traffic. It's a fire hose or a trickle, you're really careful and the clicks don't come in or you just say, "Screw it" and get clicks you don't want, and it's expensive.

Up and down... the rollercoaster... it wasn't consistent. One day, you turn it on and you get a whole bunch of traffic and then it stops working.

"The "traffic rollercoaster" wasn't consistent... I was told I needed to carefully track my keywords. Burnout. We see Facebook ads that work for a week. Everybody sees it and it doesn't convert anymore so you lose money.

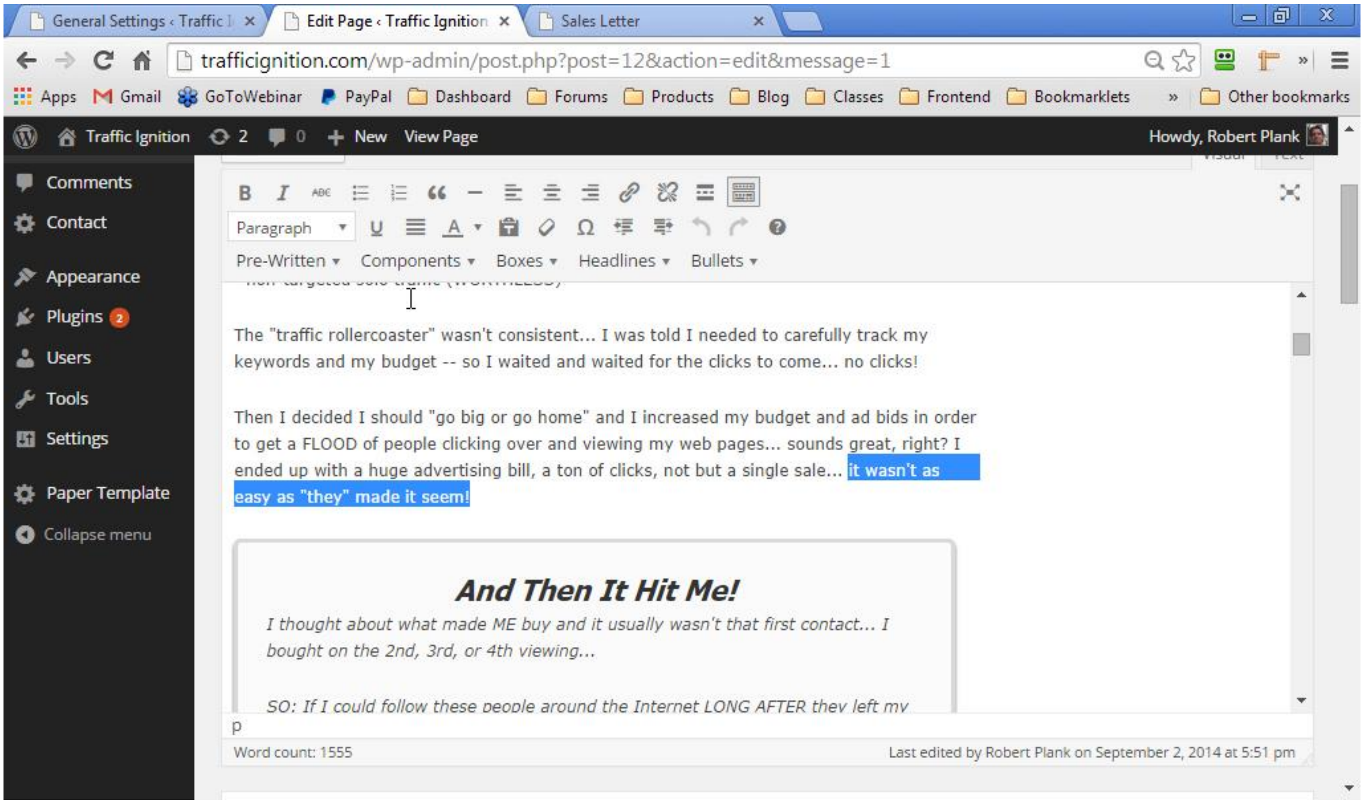
There's a couple approaches we can take to that, just listing or what's more powerful is fit it into a story where first I tried this, then I tried that. You're listing these things but it's also one logically goes to the next and to the next.

The end, finish line is then I figured out Traffic Ignition. "The "traffic rollercoaster" was inconsistent. I was told I needed to carefully track my keywords and my budget. I waited for the clicks to come... no clicks. I decided I should "go big or go home" and increased my budget and ad bids to get a FLOOD of people clicking and viewing my web pages. Sounds great. I ended up with a huge advertising bill, a ton of clicks, not but a single sale. It wasn't as easy as "they" made it seem.



We don't want to say that traffic sucks and doesn't work but I've been lied to, you've been lied to. Those are the bad ways of solving the problem. Let's see if we can fix the burnout thing. We'll fit that in later, we'll put that in our idea file. "Then It Hit Me."

Here's the big change in thinking that led me to create Traffic Ignition. The big change is that if you have cold, blind traffic, who cares?

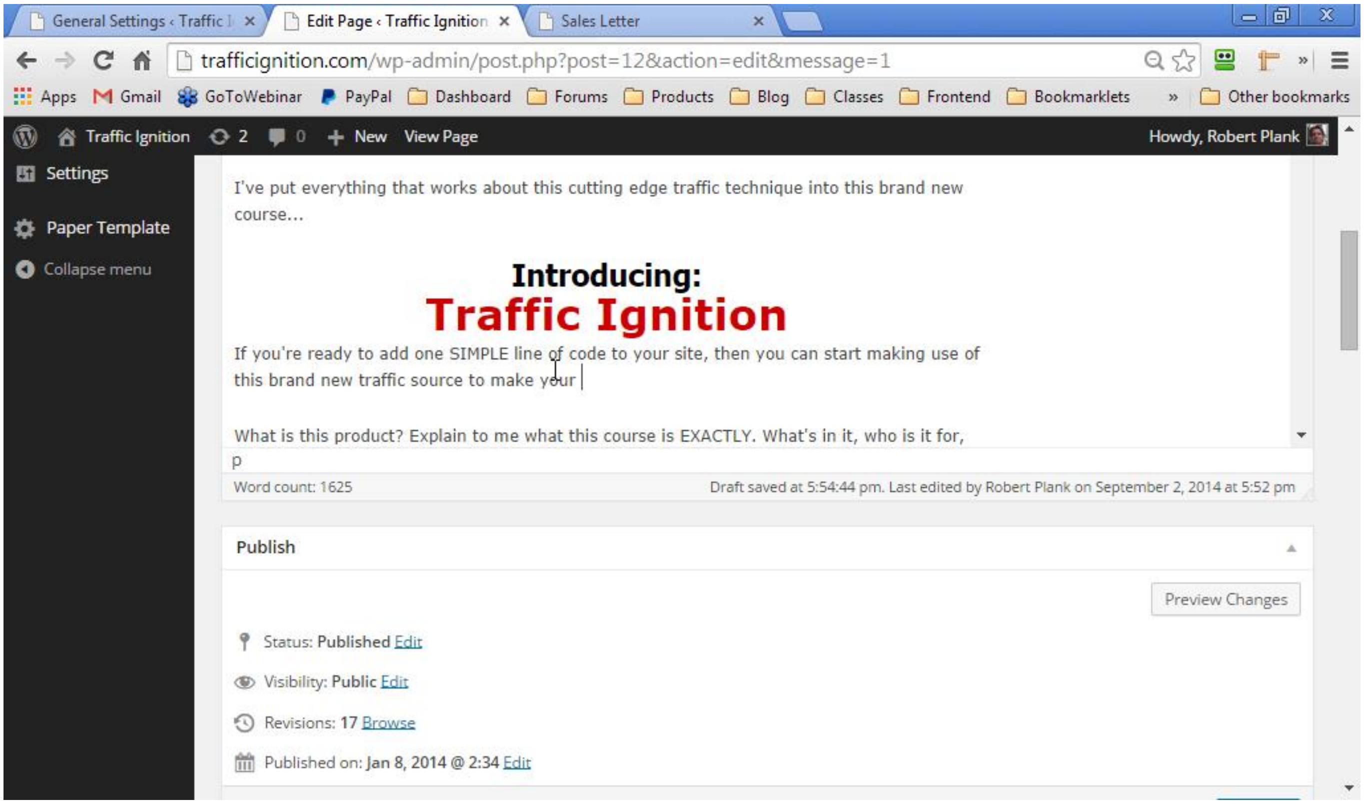


Everybody's heard, "You need to contact your prospects 7 times before they buy." The problem with most people's traffic is they come once and they're gone. Most people don't get their products in front of their people multiple times.

I'm also wasting my traffic, I'm getting targeted people to my website once and I know that they're targeted but they don't buy. Then It Hit Me. If I could follow people around, if I could be in front of my best people over and over then I would make sales but it would need to be cheap."

"If I could follow these people around the Internet LONG AFTER they left my site... all day and all week long... then I could eventually convert them." "I thought about what made ME buy and it usually wasn't that first contact. I bought on the 2nd, 3rd or 4th viewing." We have a headline.

If we're looking at all this, we say what's the problem with this? It looks like it's a little too plain. This is all we can go back and fix later but are there parts of this were I can juice it up, maybe bold something or make something big? If I bold "traffic rollercoaster" and if I say, "It wasn't as easy as THEY seem like" look at the difference. If I highlight that and click the B button, bolds that and then "traffic rollercoaster." Just by doing those two things, it helps out the readability. I think maybe I'll put this on its own line. "Sounds simple." Then add a shift-enter. Just by doing that, goofing around a little bit, making it centered it's not so much as having a headline but it stills makes things have me pay attention.



The introduction's complete.

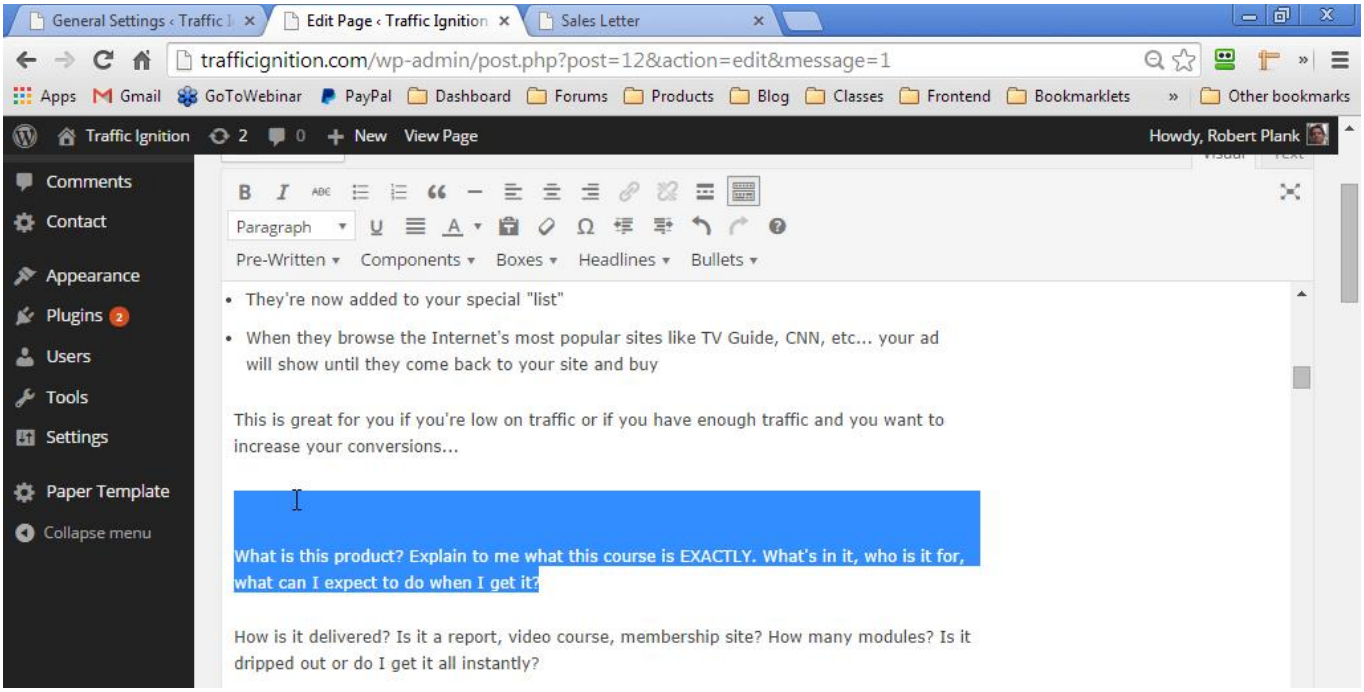
We need to explain Traffic Ignition. "I was quickly able to turn my traffic problem around..." Here's where we'll use the burnout and the 7 times. "(Have you heard the saying, "Prospects need to see your offer 7 times before they buy?") Avoid the usual ad costs, visitor burnout and ad blindness by using AD RETARGETING."

I fixed the problem and we want to have a sentence saying, I've made it easy for you. "I've put everything that works about this cutting edge traffic technique into this brand new course..."

Introducing: Traffic Ignition. We need to explain what it is exactly and this is where we pull up our mindmap to make sure that we cover what we need. It's AdRoll, conversion and all this pixel tracking. What is Traffic Ignition in one sentence?

Build a list from people that visit your site. Continually advertising to them for as cheap as possible until they buy, by adding a line of code to your website.

You're only charged when they click. You can show the ad seven times and you aren't charged.



If you're ready to add one SIMPLE line of code to your site, then you can start making use of this brand new traffic source to make your website and offer impossible to ignore." Add a simple line of code. I'll show you how.

"Newbie friendly..." If someone can easily poke a hole in something we say, we'll plug that hole. In Webinar Crusher, we add a headline at one point that said something like, "If you have three hours, you can do this" What's the easy comeback to that? "I don't have three hours." Think of an easier way to phrase this. "Here's how it works: People come to your site like they do every day. The special line of code "cookies" or tracks every single visitor that shows up, whether they stay for 3 seconds or 40 minutes. They're now added to your special "list." When they browse the Internet's most popular sites like TV Guide, CNN, etc. Your ad shows until they return to your site and buy."

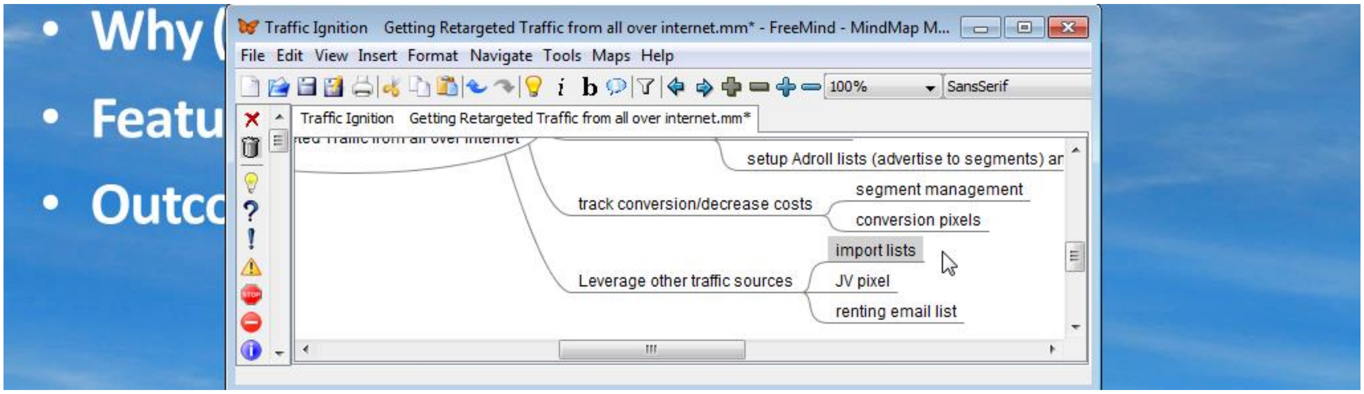
Many people miss out on this. Most sales pages only tell you, "It's not Facebook advertising, it's not this advertising." Instead of telling people what it's not, we give them every piece of the system. If someone said, "Traffic Ignition is made of these four steps..." And I knew it already, I could say, "I know exactly how to do that, I don't need it." I could also take this and research all of it and put it together if I want but there's nothing hidden. That is the entire system revealed. It doesn't have all the details but it has the exact system that somebody could follow in order to get it. That's why your sales page gives them real value at the same time.

Keep in mind who's reading this because it could be a newbie or could be an advanced person so going back to what holes might they be able to poke in as if they say, "I've heard of retargeting. I already know about that" or, "I have enough traffic" then we can put in a line that says something like, "This is great..."

They could look at this and say, "I don't even have existing traffic" Yeah, but you probably have it trickled. "This is great for you if you're low on traffic or if you have enough traffic and you want to increase your conversions..." Then we can explain how it's delivered. This is a video course that you get instantly. "You'll be able to instantly watch this video course showing you how to plug these retargeting sources of traffic into your website WHILE we do it ourselves... You see exactly how it's done..."

Bullet Points

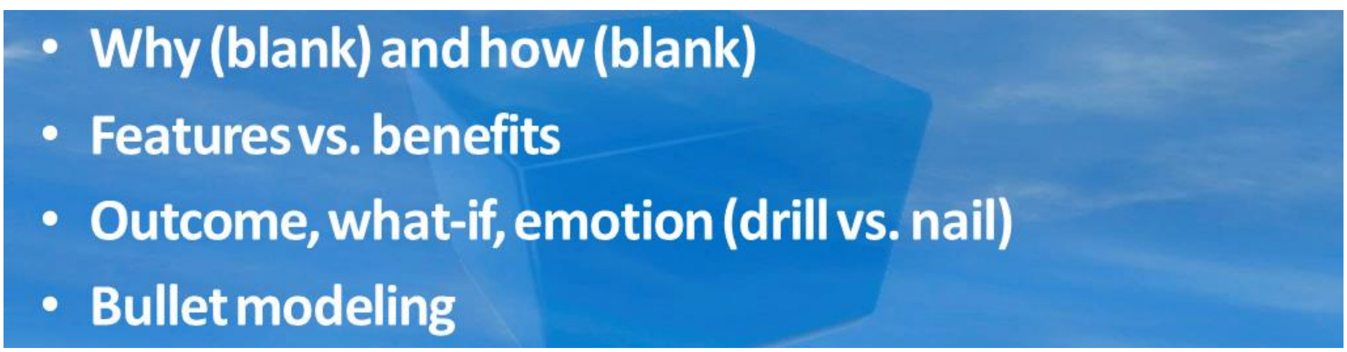
We can break out the different modules. Leverage the Traffic You're Already Getting. We don't have testimonials. We might add a case study in later.



You need to something in later there's a dropdown that boxes it. If you have a testimonial it fits in somewhere else on the webpage or if you have this case study in green or you want to have a sidebar where you explain a few things. It's these different colored boxes, that's what those are for. That's in the boxes menu for the Paper Template.

We'll remove the testimonials. Let's get something filled in clean up later. "Leverage the Traffic You're Already Getting, Banners & Ad Copy" then "Track Conversions & Decrease Costs" and we'll say "Leverage Other Traffic Sources."

There's enough to make some short bullet points.



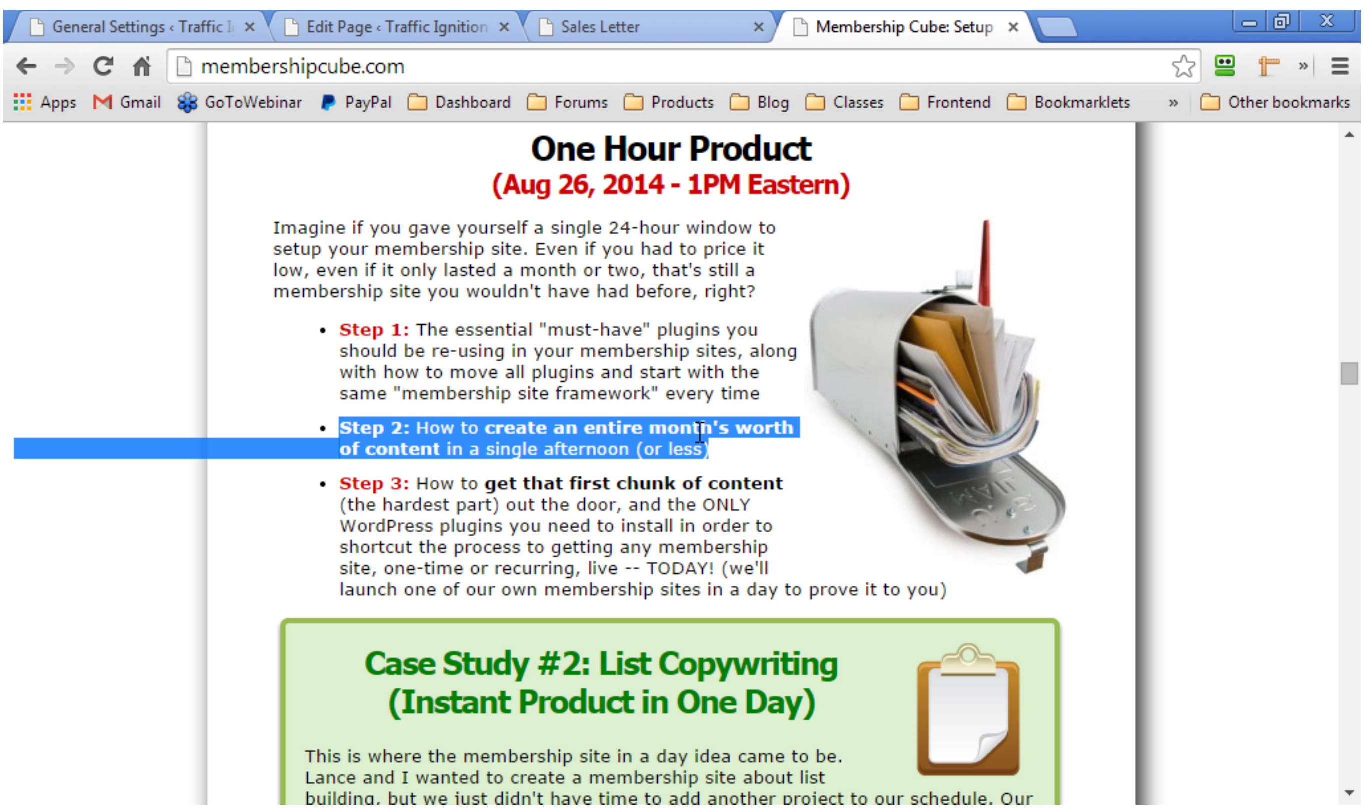
For module 1: Leverage the Traffic You're Already Getting. I think what might be helpful is to make the bullet points first and then we can fill in the different stories. We're talking about bullet points, like everything else it's easier to start from the template to get what you want to say down and you can always get fancy and make it better later. What we usually want to say is why "blank" and how "blank", why you would want to setup this traffic source and how it will help you do that. When we're listing these things, we don't want to list like "How to setup on Facebook, how to setup on AdRoll." We don't want to say, "What sizes to make your banner." That's not very exciting.

The size for your banner is a feature. That's something we show you inside the course. For the sales letter, we want benefits. We want to say, you can have these different sized banners, but if I make these different sized banners, so what, what does that get me? You can plug these in to whichever ad sources you want. What's the outcome? What's the what-if, what's the emotion?

For building up the bullet point for something like importing your list. Importing your list, that sounds technical, taking your email subscribers, you put them on a Facebook list and now you can advertise to everyone on your subscriber list on Facebook. What's the outcome when I do that?

If someone hasn't visited your website in the past 6 months or in the past year, maybe if they bought from you years ago and you can reconnect. If someone bought one thing but didn't buy another thing now you can send them ads that follow them around everywhere without them having to even visit your website. What does that really mean for me? The emotion on that is you can get that sale that you otherwise wouldn't have had. You don't have to do all the extra leg work of trying to convert a stranger, you get your hot leads coming back over and over.

We use a "swipe file" or "role modeling." If someone has an interesting statement, headline, or bullet point, what are they trying to accomplish? If we look at Membership Cube because that's an easy one. A lot of people mess up and they'll just say, "I'm going to take this headline and change the word website to something else" or they say, "I'm going to change one word." Instead we can look at the meaning behind that. They're trying to explain how easy this task is. If we say, this task takes you about 4.5 minutes, if they don't believe me, I'm using bullet points to break down each of the 60 second steps of that.



The bullet point says: how to create an entire month's worth of content in an afternoon or less, they're saying how to do this in the short amount of time or even less time but not revealing what it is. We can look at these and say what was the bullet point trying to get across instead of being lazy and replacing one word.

Make bullet points about "Leverage the Traffic You're Already Getting" We look at Traffic Ignition. Let me put these on here and I'll show you how we develop those into real bullet points. We can take that one, I'll do it for all of these. This is good, if you're in a hurry, is this great? No but if you had to run really quick then you could already have these bullet points in place. We setup our AdRoll list, we have this and that, conversions...

We always like to have three or more bullet points. You don't want to have only two because that looks like almost nothing. We can come up with the third one maybe by combining those two together. We'll start off by saying Leverage the Traffic You're Already Getting, start retargeting on your current websites. In this 1st module we say why "blank" and how "blank." "Why you're losing sales from visitors you're already getting (plus five "low hanging" traffic sources you'll setup right away)" Then the AdRoll account, this would be, if we use why and how again.

One site that allows you to manage and advertise anywhere in just a few clicks (warning: don't register with the "wrong" retargeting service)" These are blind bullets where we share something exciting but don't break down how it's done. We add a "but" or a warning so this seems simple but if you don't have the whole thing, it doesn't work. Add retargeting globally to your sites.

That's the one piece of code. "One single piece of code to add to all your web pages to claim the unlimited traffic you deserve" We use Fiverr to hire people to get the banners made. "Why you don't need ANY graphics knowledge or know anything about creating web page banners. You can have it all done for $5." Sizes needed... How to make this one interesting?

With most banner sizes people waste money buying sizes they don't need and they can't use them.

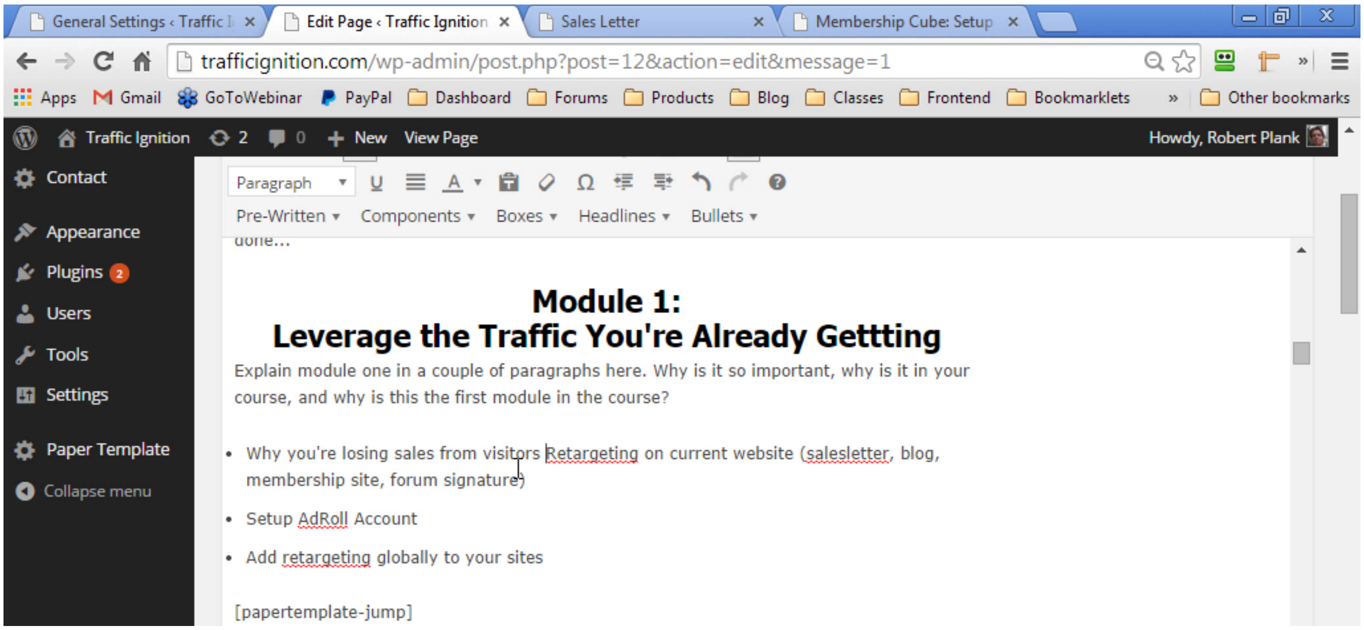
"Most people waste their money with the wrong banner ad sizes." The wrong things on the ads themselves.

Or they get the wrong items added to them. They're stuck with a campaign that gets rejected. Don't become another statistic." We can say, setup AdRoll list, advertise the segments, "How to take this to the next level and advertise to sub-groups of your existing hot prospects" If you let your campaign go then, of course it's not going to make money but if you refine it...

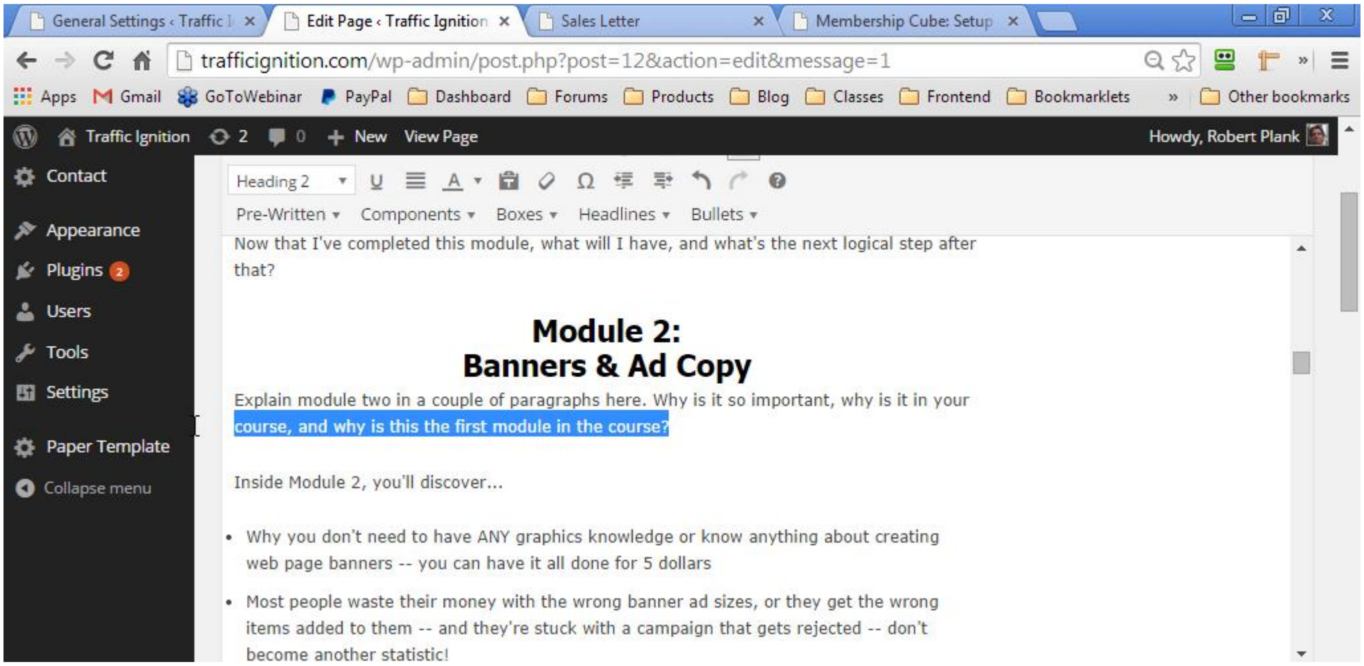
We kept showing ads to people that have already bought and they would start clicking on it, in order to login to the member's area. We wouldn't be tracking the conversions and we would keep getting charged for people that had already bought.

"If you're not doing this simple but important thing in your advertising, then you'll be paying over and over for customers who already bought. It's an easy solution" The next thing is, the conversion pixel... What was this one? This is another part of that. That's the other thing you inside your member's area or your download page. I want to say almost the same thing but I don't want to say it in, "If you're not doing this" I want to say, "The positive is, if you do this..." I'll straight up say it, "Track your conversions and you'll be able to reduce your ad costs by 90% or more, when we show you how... "One last thing... If we're stuck we fall back to a reliable why "blank" and how "blank."

"Why NOT tracking conversions increases your ad costs." Leverage Other Traffic Sources, now we have importing lists, retargeting pixel, renting email list. This is more advanced. We can say you can "Make repeat sales from your old customers and warm up your non-buying prospects even if they haven't visited your site in weeks or months. Advanced joint venture strategies to get OTHER people to advertise your retargeting pixel for you (great if you're low on traffic)" and then, "How to completely from scratch" because buying a list means that... "How to ramp-up your traffic completely from scratch (even if you don't have a single email subscriber and can't get a webpage click to save your life.)"

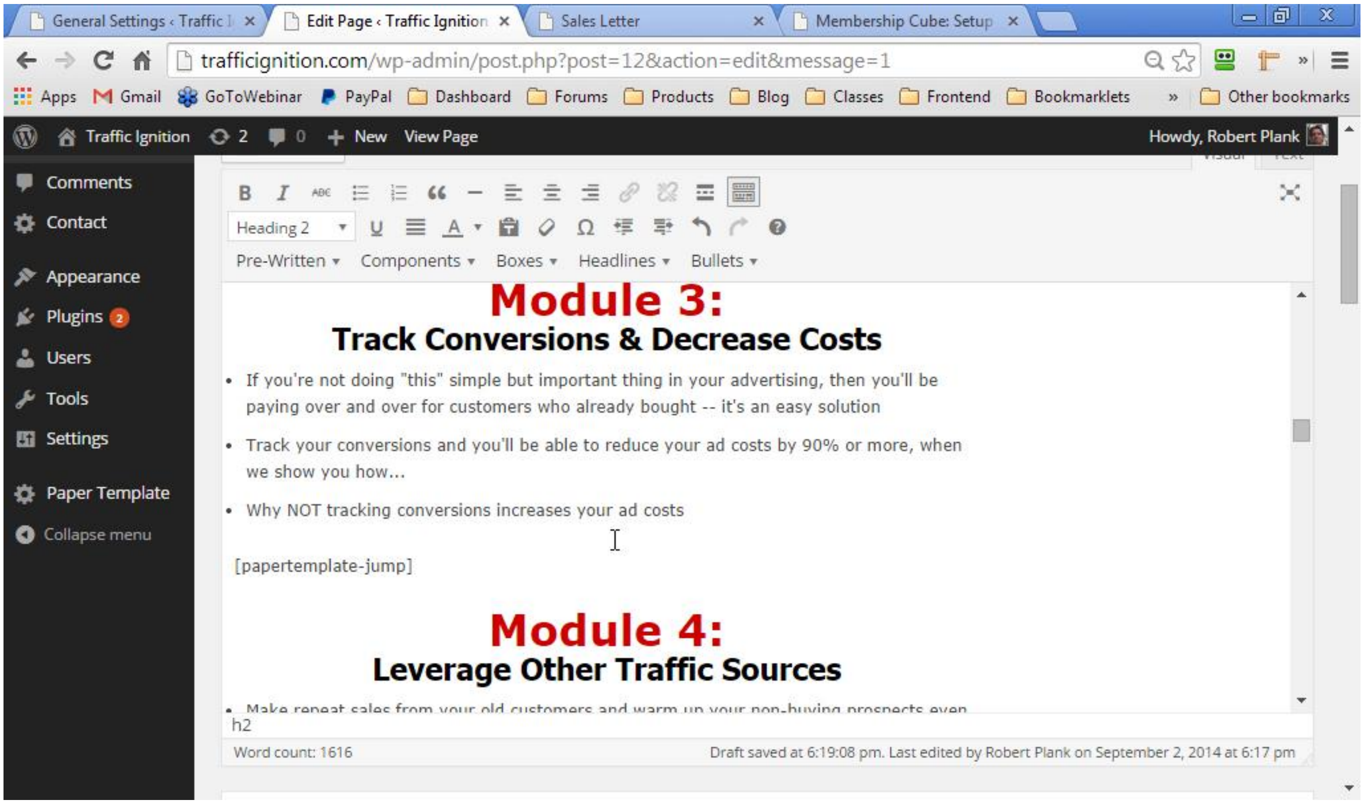


We're in a hurry so I'll remove the explanations. It still makes sense but if you wanted to dress up a little better we would explain each of the modules, we explain a little bit of in two or three sentences each how this works with decreasing the costs, how this works with joint ventures and what this helps us with is with the transitions, with the readability. If we don't have these in for now, it'll still get us by but let me show you what we have at this point.



We have a hook, we introduce Traffic Ignition, we have module 1, module 2, module 3 but there isn't much of a transition. Add a sentence explaining the whole module and then how it relates to next one. We would be just prove our transitions, we can add those in later but for now, let's keep it simple and have our bullet points.

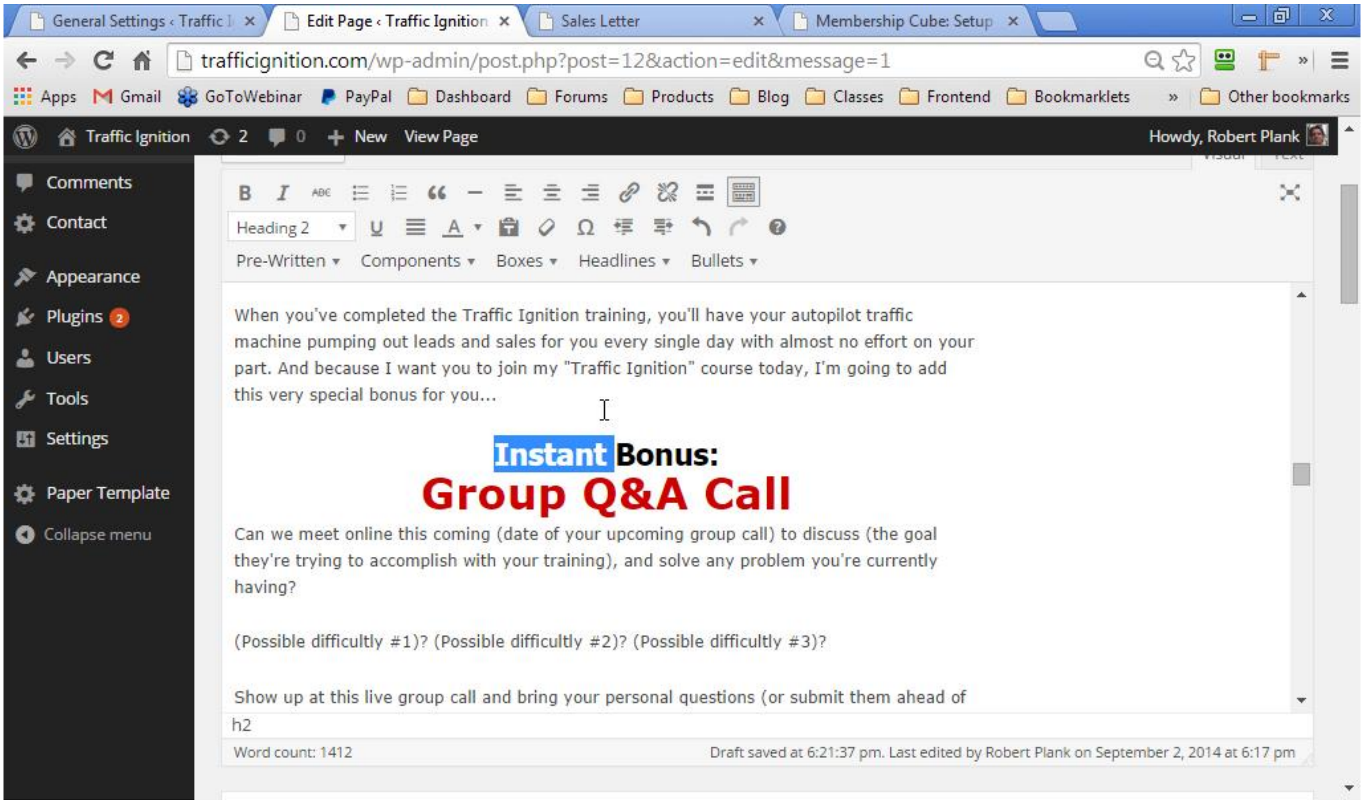
Make the modules pop out. Enlarge the Module 2 part or the explanation of Module 2. If we bring up Membership Cube again you can see how we have Membership Secret #3 in giant red letters and if we look at Module 1 in giant red letters. What we can do is simple with Paper Template. You just find the headline that you like and you highlight the part that you want to make red and giant and click bold. We bold what's already a headline. It's like super-bolding it. We say, Module 2, bold, Module 3... This makes it really noticeable.



Are we going to have any bonuses on here? As of now, probably not but we'll see when we get it out, when we get it together.

We discussed things like whether we'll make a plugin or a piece of software or maybe buy up some resell rights videos, there's always things that we can add later but we don't want it to hold up the launch of our product. We're not going to have a quick start video or a Q&A call or a DVD set but if these were ideas you had, just fill these things in. We'll delete that.

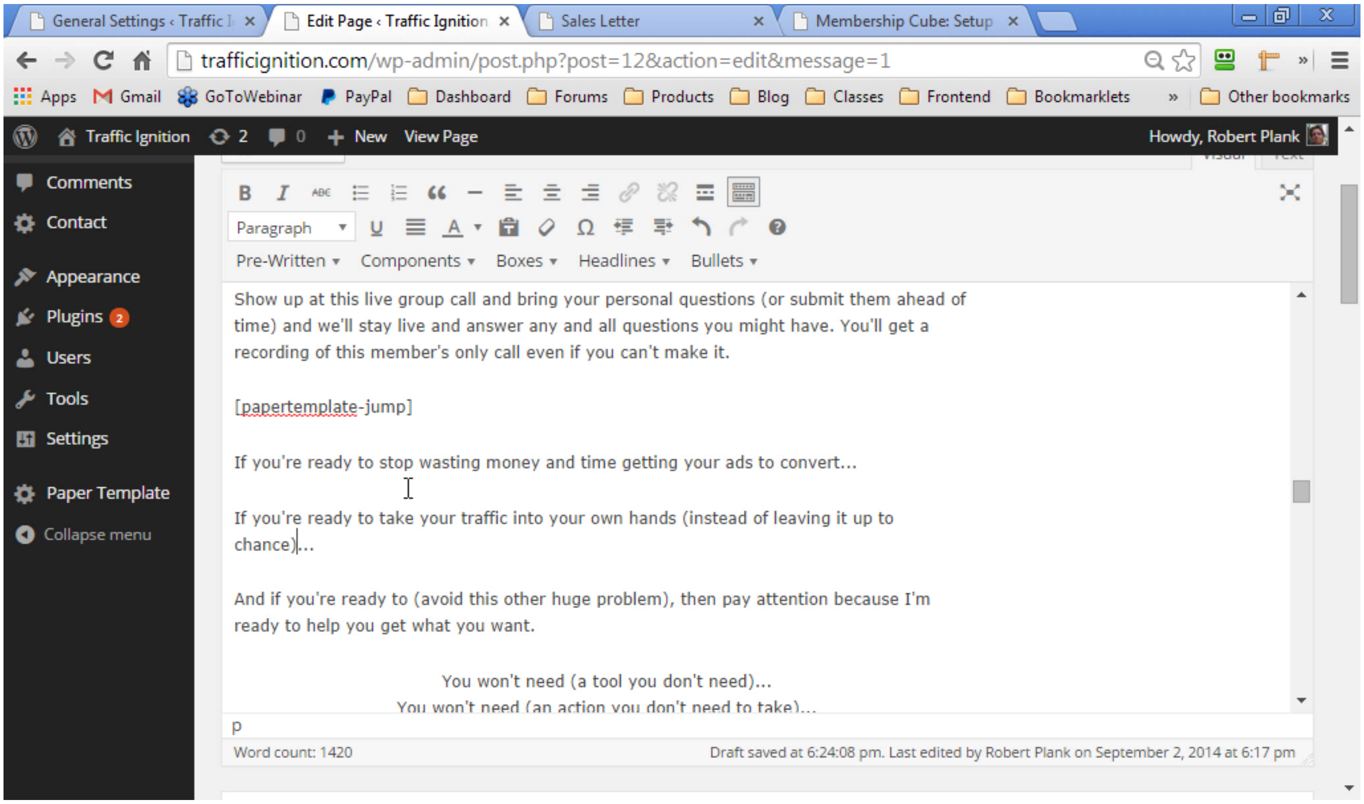
We should do a Q&A call for the launch because then it makes us have a bonus for later and it's something that will get people to buy. I think that's an easy how to make a bonus that we don't have to work on.



We deleted the other bonuses and because this is the only one, we change instant bonus #1 to plain instant bonus. I'll remove these other things... In a couple of sentence, what I'll have once I've completed all 4 modules of Traffic Ignition training.

There's the structure, what they need for that machine to keep going and the result of that is all the leads and sales. There's leads but they'll keep coming in.

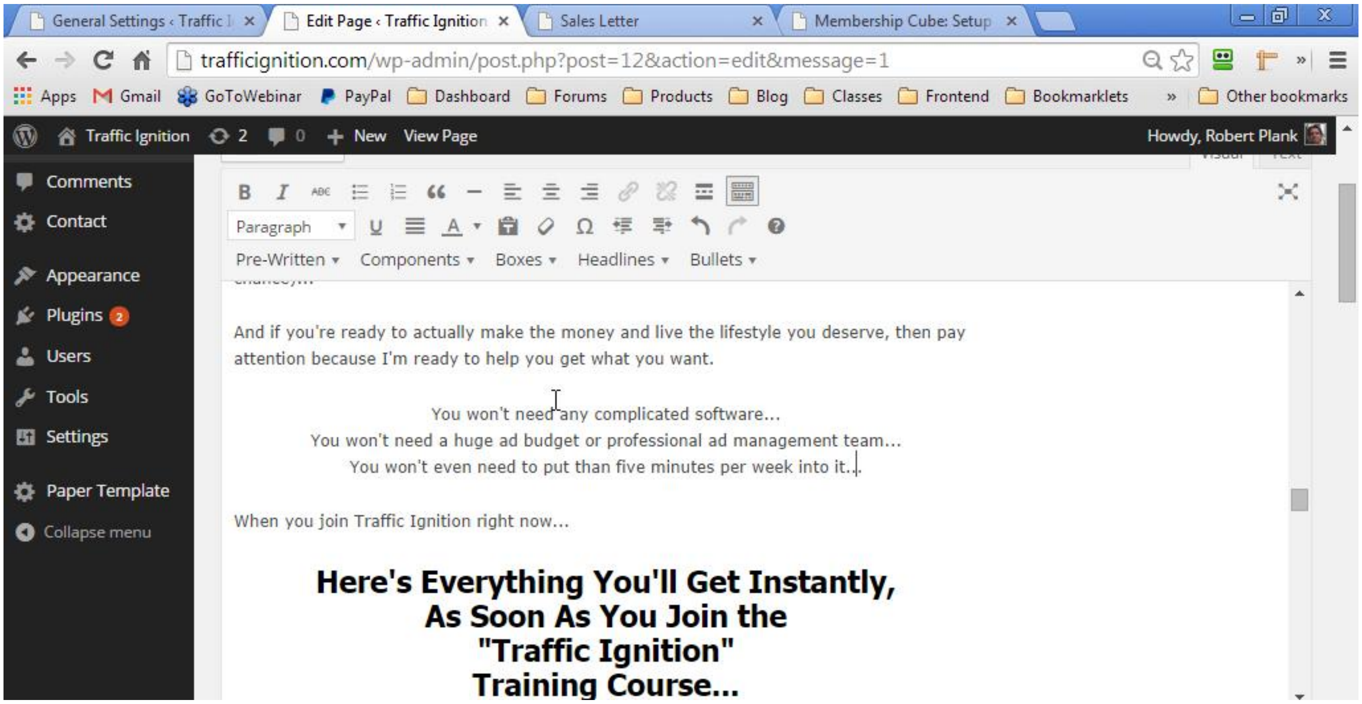
"You'll have your autopilot traffic machine pumping out leads and sales for you every single day with almost no effort on your part. I want you to join..." Near the end I like to mention the product repeatedly as a brand. I could say, "I want you to join today" but, "I want you to join my Traffic Ignition course today", "When you completed the Traffic Ignition training" that way there's no confusion about what this is. "Because I want you to join my "Traffic Ignition" course today I'm going to add this very special bonus for you..." Group Q&A Call.



Leave the date blank since it's not scheduled yet. It wouldn't be an instant bonus either.

I don't like to say bonus, we'll say special bonus. "Can we meet online to discuss your retargeted traffic plan, and solve any sales problems you're currently having?" and then we list 3 things that they might have. They might have, Finding a niche that keeps sending traffic? Getting your ad copy and banners to convert? Finding the right audience? "Show up at this live group call and bring your personal questions (or submit them ahead of time) and we'll stay live and answer any and all questions. You'll get a recording even if you can't make it." Don't need to change that. We're in the home stretch.

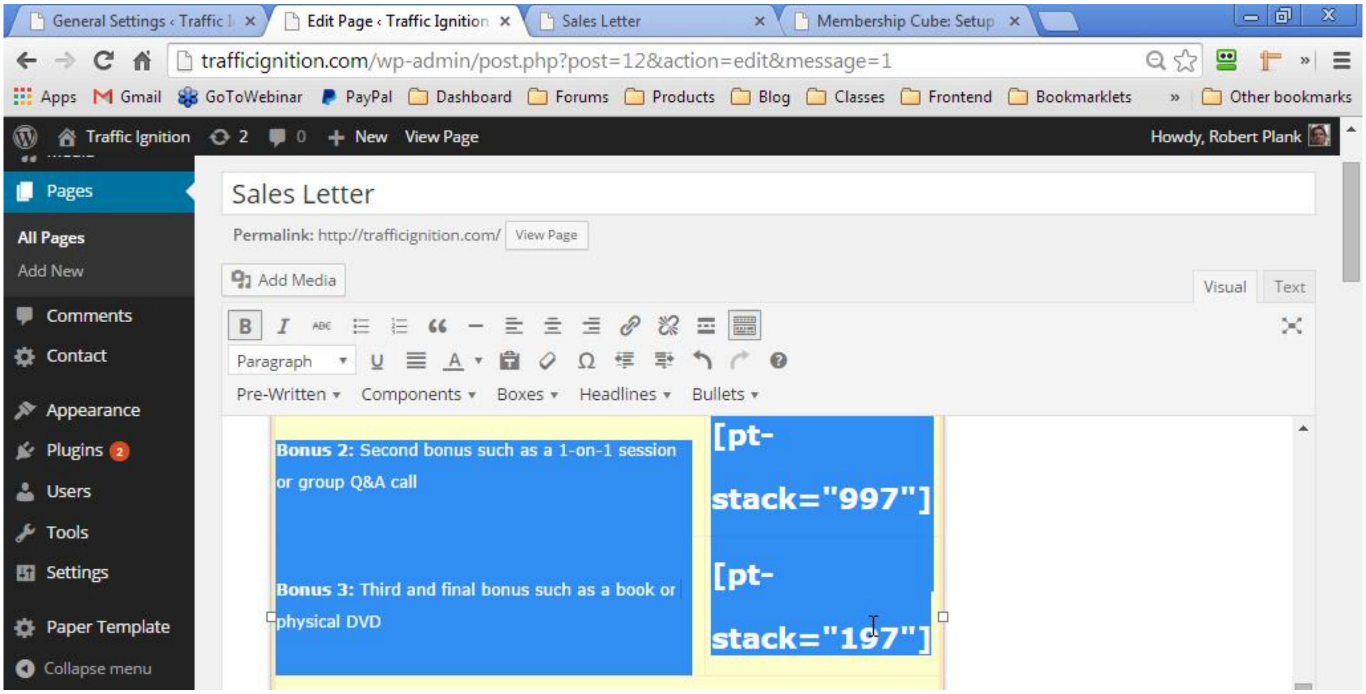
"If you're ready to take your traffic into your own hands"?



"If you're ready to take your traffic into your own hands (instead of leaving it up to chance)... If you're ready to make the money and live the lifestyle you deserve" Looking at this, I want to take out the word "stop" because of subconscious subliminal reasons. We don't want someone to read, I'm going to stop just before the end. Maybe we'll flip this. "If you're ready to get your ads to finally convert..." Keep it simple. "You won't need any complicated software... You won't need a huge ad budget or professional ad management team... You won't even need to..."

Research sites that are targeted to advertise on.

"You won't even need to put than five minutes per week into it..." That's the same thing you were saying. "When you join Traffic Ignition you get this..." We'll total everything up. Pay attention to the stack. We have these different lines and sometimes they get put off to the side but when we say PT-stack and a number, this is going to first of all put this as a number, dollar value next to this and at the end, when we say PT-stack, it will total all these up.



At the end we have different rows here and then it says it's this, it's this. When you go to the cash register at a store and buy several items, it totals out your receipt to the whole total value. We want a big number, then we can say, when it's only $97, it doesn't matter what number we put in here, there's a dramatic price drop down to one tenth of what it was or lower so it's, "Wow, even though it might $1000, $200, whatever, there's a huge price drop, now it doesn't seem as high of a price when you look at everything you get." When we break these down, we still call these modules...

Offer Summary

I'll make sure that we get the correct items in our stack table and then we'll figure out the prices. We'll need to the 4 modules and the Group Q&A call and some of these included today bonuses. We'll edit that offer summary.

It's important that they know what exactly they're receiving. We can't have several headlines and a story and say, "Here's the button." On some sales letters, you can't even see the price. It only says Buy Now. You have to click to the checkout page and see the price, click the back button. It's simpler to say, here's the price as it is, state it on the webpage. That makes it easier for everybody.

They need to know what exactly they're receiving, how they'll receive it, in a member's area instantly, what it's worth, which is where the stack comes in. This is where we have an offer sheet.

If all you had on this webpage was this offer sheet and a buy button, that would make you sales, as opposed to if you had anything else that's fancy but not this, now it's confusing what the offer is. With this, the offer's summarized. I'll fill in the four modules and we'll put in this one bonus. At the bottom there are extra things that are included today.

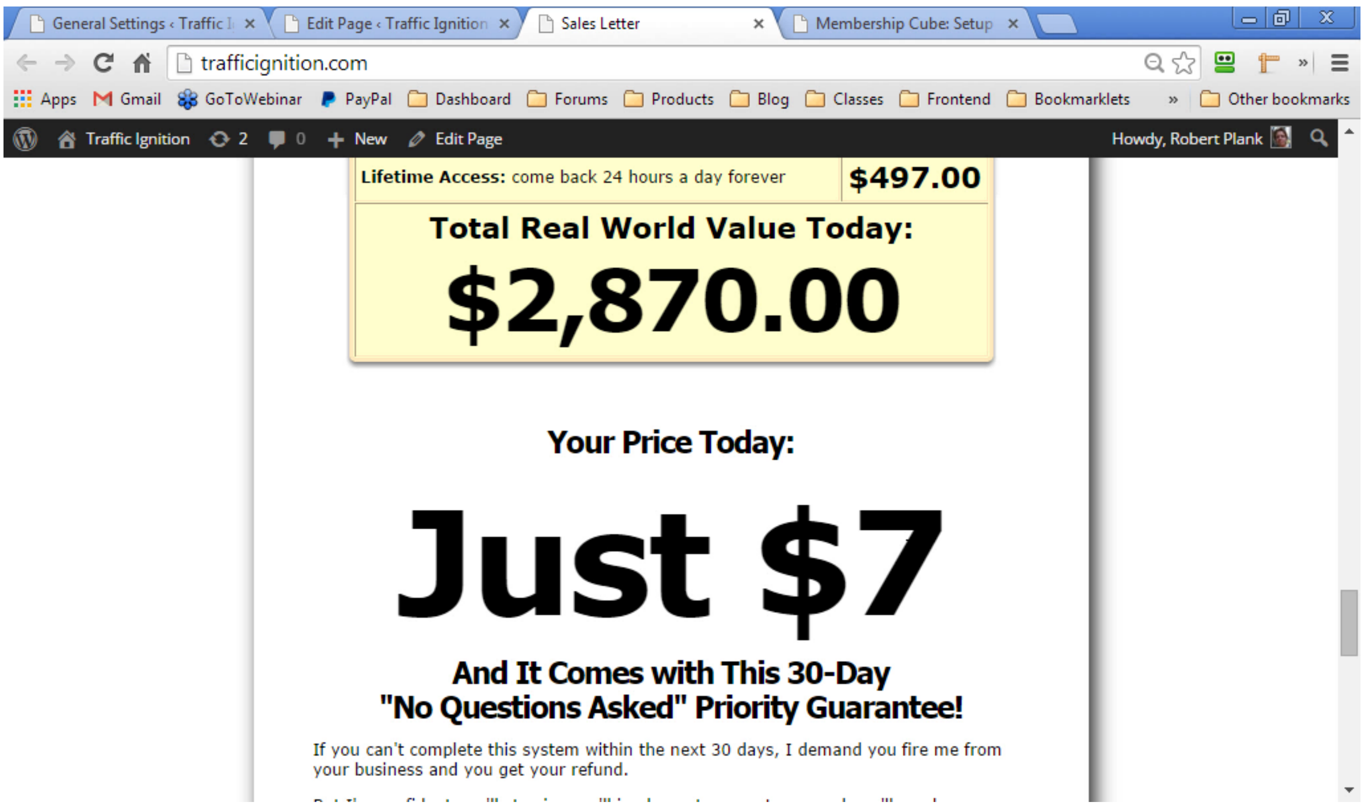
Anything that you sell, even if it's an e-book or even if it's a membership site with one video on it, there's always these extras that are automatically built in. If someone buys from you, and they get access to that one video, can't they come back to that video at any point in a year from now? Yeah, that's an added benefit you can say, now you have lifetime access. If you have a membership site and you happen to have the comment section open or someone can send in the question, now you have community. If you do that Q&A call that we mentioned and it's recorded, even if you can't make it that day and you come back and it's in there, now the recording is in there. There's all these things, transcripts, challenges, checklists, these are all things that are built in anyway but we can add it to this table to make it seem even bigger.

Let me add the modules. It might seem tedious on your end to word these the same way, and have them in the same order, but it's extremely important.

We say Module 1, Module 2, Module 3, Module 4 and then the bonus. That's exactly the order it's going to be in this stack table so that anyone can easily match them up. There's none of that what we mentioned earlier where if something seems a little out of place then we might lose sales because of that.

The only bonus we have... "Special Bonus: Group Q&A Call" We want to remove a couple of these rows. I think we can highlight and delete. It looks like it kept this one. I can switch to the text tab and remove that. We have "Included Today." Let me see what we have right now. We filled in, we replaced what was in this table so we have the 4 modules, we have the special bonus, we have what's included today.

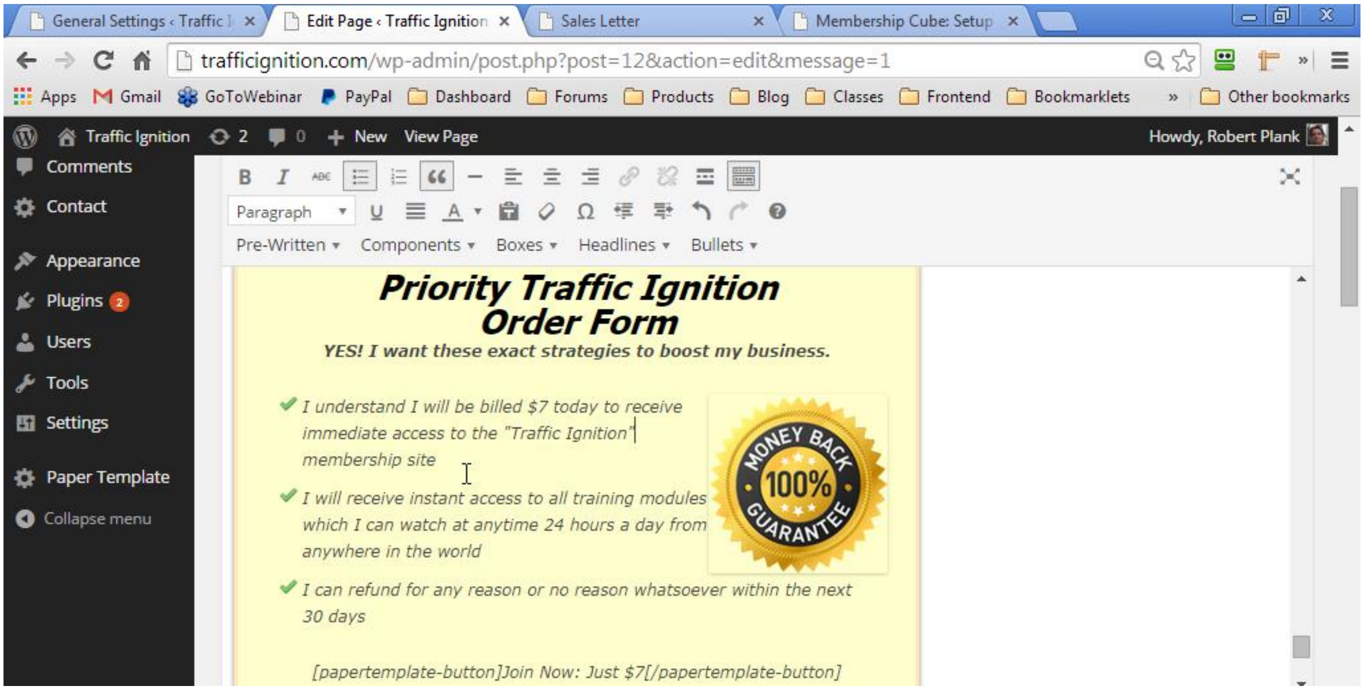
What price we'll make the final offer? $37 or $7? Let's launch at $7.



Mention it a few times, it's mentioned in the "Just $37", it's mentioned in the order form and in the button itself. We want to make sure that these all line up because in the past we've said one thing, we want to make sure this always matches up. We say, "Just $7" The "just" part in here is important because no matter what price this is, even if this was $497, it's not $497 it's just $497 or only $497, it's almost nothing. We say, "$7 today" and then "just $7."

Find the 3 places in here where it says $37, change those to $7 and we update this...

Let's see what we have. We have the problem that everyone came across, including us, until we made this course, introducing Traffic Ignition, here's how it works, here are the pieces to it including the bonus and now here's everything I explained to you. Modules, this bonus, this all gets totaled up. Wow, you could pay $2800 or how about just $7. That looks almost like pretty ridiculous, looks like a pretty good deal. Go from that price reveal down to the guarantee and the call to action.



Don't think about the guarantee. Use the one that's built in. When customers use credit cards to buy things on the internet, and they want their money back, they're going to get that refund. It makes sense to have this 30-day refund policy. The exact wording is in the Paper Template. "If you can't complete this within the next 30 days, get your refund, but I'm confident you'll stay in." Here's the certificate. This increases conversions.

It goes from the price, the guarantee and the official place to buy. If somebody comes to this webpage and they're in a hurry and they just scroll down, there's no way to miss the place you want them to be. This is why we have the button in big giant letters and we have the red and the green. There's no way to confuse what the purpose of this webpage is. They go here, they're here because they have traffic trouble, we say here's how to solve your traffic trouble and here is your Traffic Ignition membership site.

We'll have some quote action in there, we can say, "Traffic Ignition membership site" I will receive instant access, I can refund in 30 days. If you're that person where you want to go 60 days, change 30 to 60, take out the graphic and change 30 to 60 but we keep it at 30 and that's all there is to it.

We have this wordage saying it's a single payment membership site. It has videos so you need this Video Player. This is very helpful because depending on where you sell this at, we'll also sell our products on a site called ClickBank. Some of these other marketplaces require you to say things like this, good for you it's already built in. Here's what the course is, breaking down the modules, here it is all over again in the offer table. Here's the low price, no here's how to get it.

Answer the questions: why is it important to me, this is you as a consumer, why do I even care what will it do for me, what am I going to get or how is it delivered and what does it cost. If you think about your buying process and you going to a website or you going to buy a car or you going to buy anything at all, if you can answer these 4 questions, is it important to me, what is it going to do for me, what am I going to get, am I going to get, is it going to come in the mail, is it going to be online, is it going to be live, and then how much does it cost.

Why, What, How, What-If

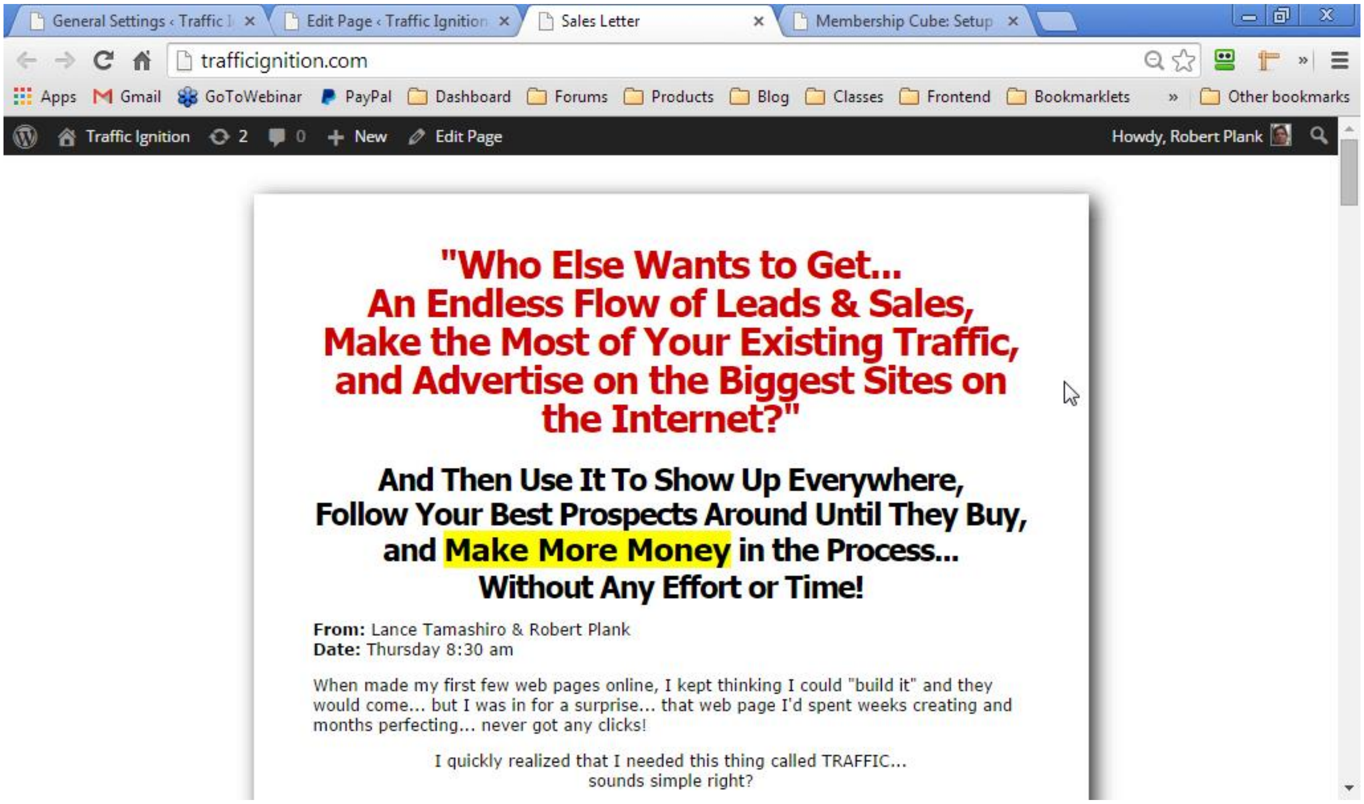
Those are the 4 questions that you go through no matter what it is that you're buying at any time.

All this fanciness that goes on in the copywriting world, if you answer these four questions that's all you need to do in order to convert somebody looking at your page into a buyer is getting them to say yes, this is important.

Yes, I want the result that it will get for me. Yes, I want it the way it's delivered and the cost is simple at that point. If the cost is lower than the advantage that I'm getting, the importance which it should be if it's important and you know what you'll get and you like how it's delivered, then it's a slam dunk in order to make the sale.

Most mumbo-jumbo you hear about copywriting can be simplified down into these four questions, your sales pages will convert a lot better than going through what other copywriting courses tell you to do.

If there are too many components, too many steps, people will get confused about which order things go. It makes sense, explaining the course first make sense to go before what's it cost even though. We've sales letters that ask for the sale halfway through or they'll explain the offer and the problem it solves. They're doing it in the wrong order.

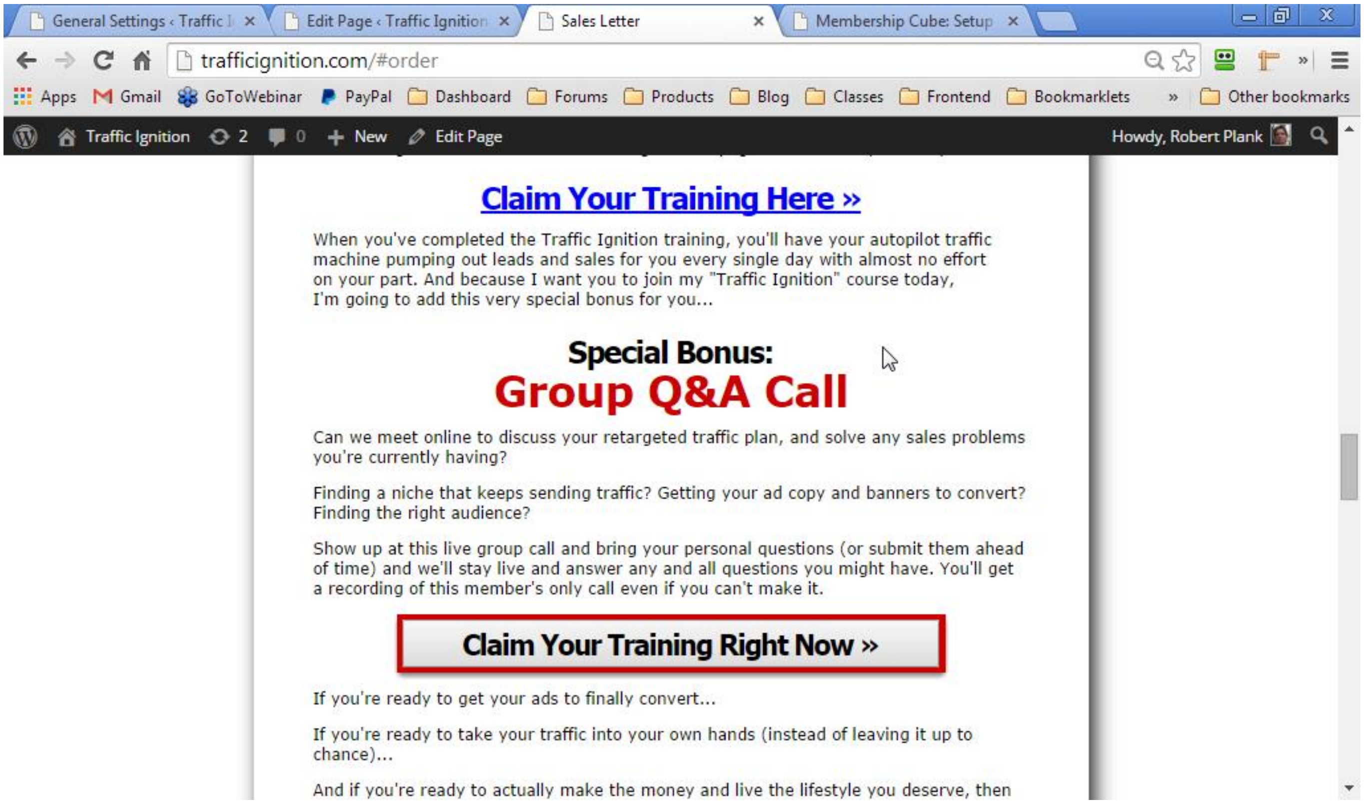


This makes the webpage flow. We can always go back and fill in more details. The big thing that we're missing right at this point are transitions or maybe a case study or a testimonial but that's all icing on the cake, that's all goodies that we can add in later on but the point we want them to do is first of all, the first barrier to break through is that 3 seconds. If you don't have something in the first 3 seconds that tells them they're in the right place, they'll leave. That's why we have this headline.

We bought ourselves a minute or two to stay on the page. They scroll through and we say, haven't you gone through this, hasn't that happened to you, there's got to be a better way. Here's the offer, here's everything that's in it.

It's so important, I can't stress this enough to having these things in this order because we see people were a little... Maybe they'll even ask for the sale and then say, "Here's a bonus" but it's like, "I'm confused because if I scroll down" by the way, there's these buttons here, these buttons drop them down to the order form. We'll see them have a whole big, giant order form and then say, "Wait, there's a bonus" I'm thinking, if I click the top button, do I get the bonus or is it only if I click the bottom button or if there's two order forms. Is the top one different from the bottom one?

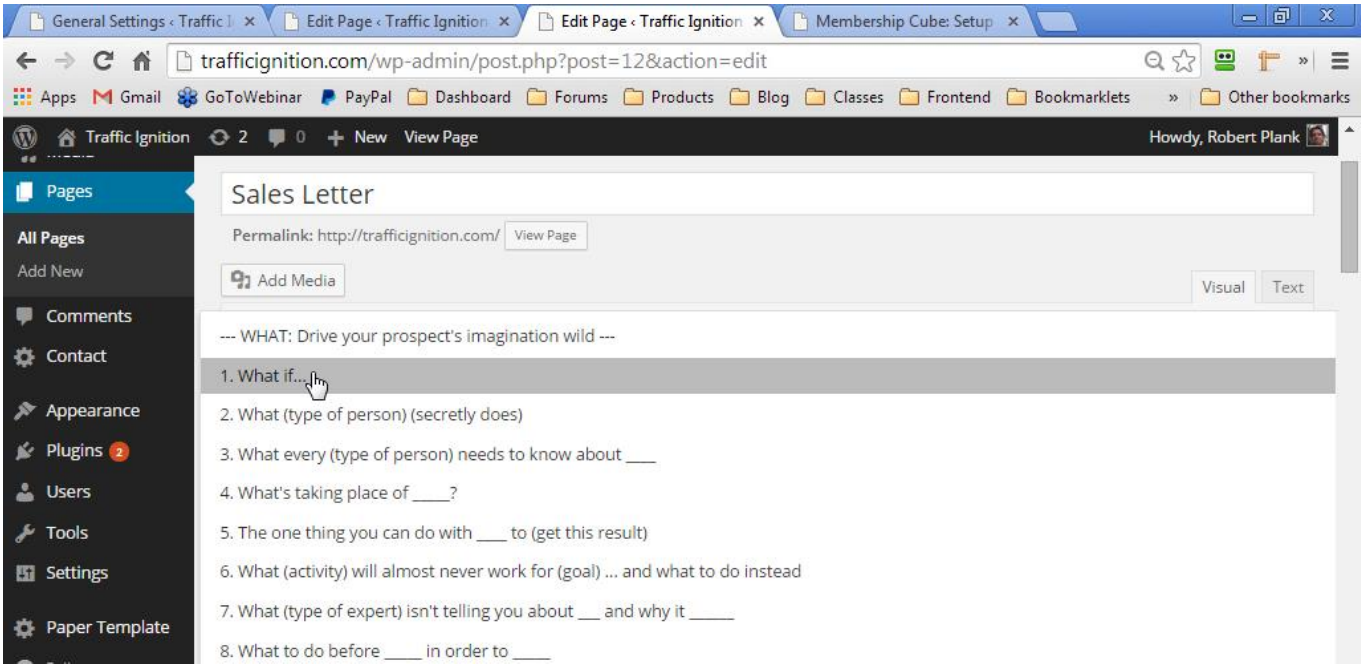
This is why we have the links drop you down to the bottom and we have things in this order so you can edit what's there and if you don't have time for it, delete but you don't have time for it.



If you really want to get fancy and you say, "You know what, I don't really like this Who Else headline" you can go highlight this and you can choose from one of the other headlines we have. You say, "You don't need to be a rocket scientist to figure out traffic. You too can click 3 buttons and also get unlimited traffic to your site" and fill in what you already have there. It's the same way.

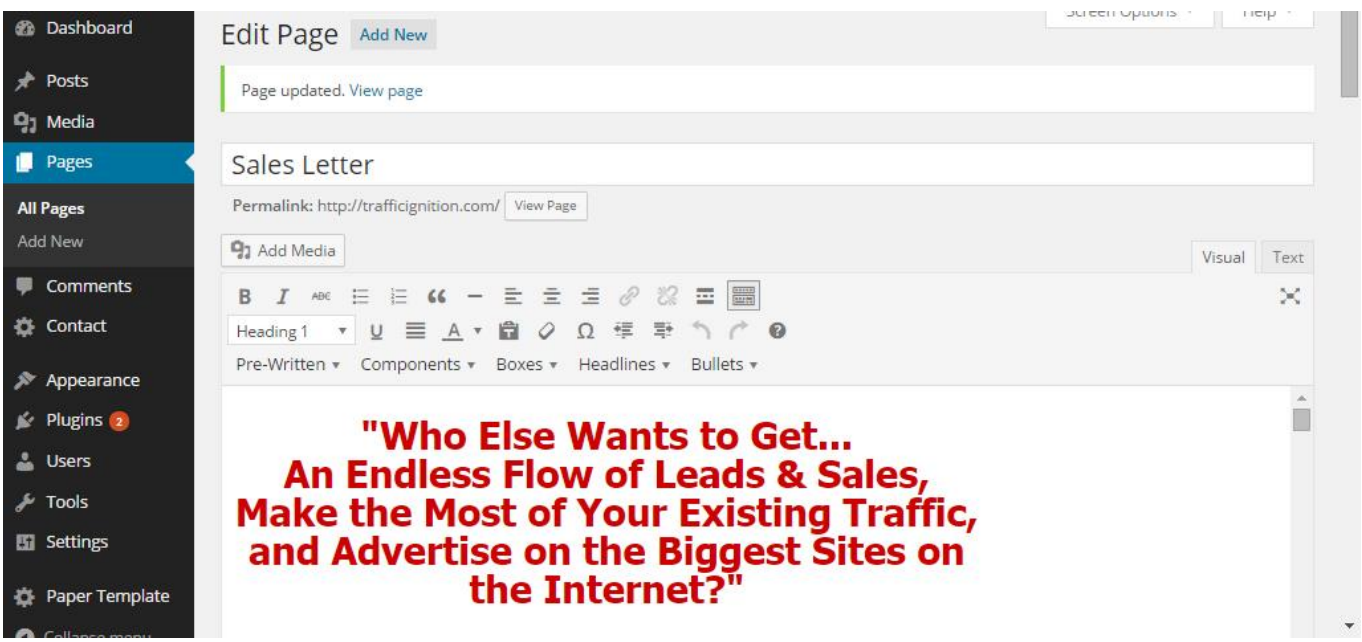
It's the same way with the bullet points. If you're stuck and you say, "I need to make some more bullet points for this module" you can say, I have this bullet point, there's the bullet dropdown and we can say, "What if you were able to sign up for one site and it tripled or quadrupled your traffic?

What to do before even setting up your retargeting campaign in order to make sure that you don't waste any money" You can go through and fill up all the bullet points you want and fill them in.



The most important thing is to have a working webpage. That's what we've been all about in all of Membership Cube and especially in this module. We want you to have a working webpage. If you have your sales letter for all this and if all you had time for was headline and maybe make the offer stack that'll make sense then you can add the rest later. What's most important is to have a working buy button and I understand what it is that I'm buying.

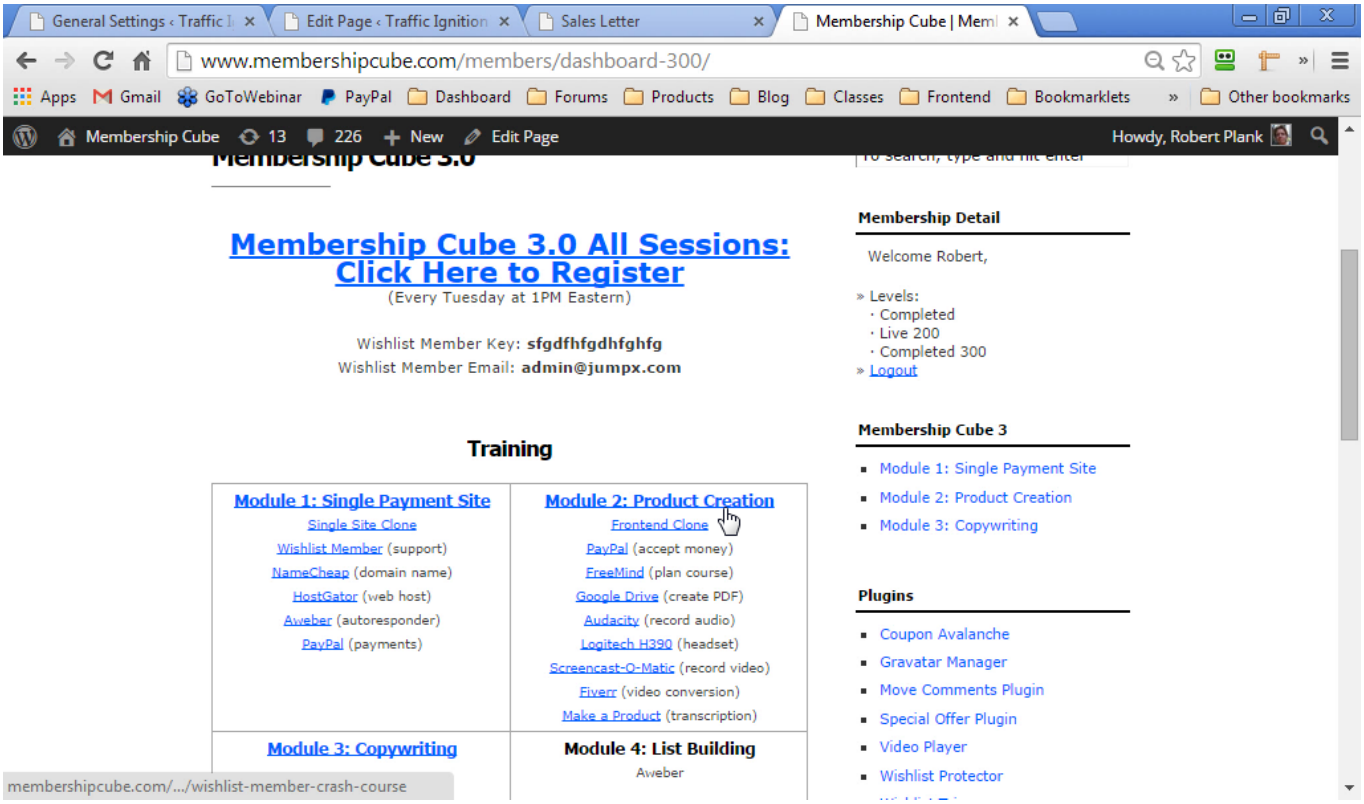
You don't need clever phrases. Answer: why is it important, what will does, how's it delivered, what does it cost?



Sales Letter Challenge

Make your own sales letter. This is the sales letter challenge for Membership Cube. We'll have you complete this in the member's area. You'll answer to us what URL will your sales letter will be located, what price will your product be, what will your headline be and then what time and date will your offer and sales letter be completed.

MembershipCube.com/members is the place to be. Go to that dashboard once it comes up. We want to go to do the Module 3 Sales Letter & Copywriting challenge.



Module 3 Copywriting challenge. We have four simple questions for you. What URL? My URL is at **TrafficIgnition.com**. What price will this be? $7. What will your headline be? What time and date will your sales letter and offer be completed? It'll be completed by Tuesday at 3 pm EST.

It doesn't have to be complicated, we can always make it better. It's easier to edit crap than air. You have a product inside that member's area and you have a sales letter so that somebody can go to whatever it is.com, click the button, buy it and they have access to what they bought. It's all on automatic pilot.

In the next module, we'll build up the front-end and make a free opt-in page. We'll have a place where somebody can sign up for something for free, after getting that, they will end up on our webpage and once they're there then they can sign up for our member's area and come back at any time but it all has to happen with something simple first and increase it and make it bigger and better from then on. Go to MembershipCube.com/members, click the Module 3 challenge and we'll see you in there.

Module 4: List Building

It's more important to get to the point where you're making some amount of money and then to build on the pieces you need as opposed to doing the pieces in a certain order.

The order of that, a lot of people tend to go off in is they say, "I'm going to make something for free and then I'm make a paid product later. I'll build up so many free members I'll get thousands of free members and I only need one percent of them to buy my product. Who wouldn't buy?"

In reality, they tire themselves out. They end put all their eggs in the free basket. They aren't sure if it's going to work. Instead of taking that path, get to the money-making part first.

It's at Membership Cube. You setup that single payment site. You've put a product in it. You've made a sales letter to sell that product so even if you stop at that point, it would still be possible for you to make money.

You can pull out a tiny piece of your product or come up with something for free so that you are using the same membership site, the same back-end, the same /member site, but you are allowing people to create an account for free to get a little thing, little piece of that site.

We'll switch back and forth and combine your front-end and back-end. We'll build a list, make an opt-in page and connect your membership site with your opt-in page.

We are the only ones I've ever really seen do it. Definitely the one that started this was the whole idea of mimicking what we saw around us from big corporations. You really think of Google as a marketing company until you look at them and you see their freebies. Google Drive, Gmail.

You don't think of Facebook as a marketing company but what do they do? They sell you a free membership which is where you're getting in there and using the site.

Many entrepreneurs come online and say, "I don't need to do that but what I need to do is build a list." They setup an opt-in page, and they have a download page, and they send traffic to it, they get their free gift to their people and they think they're building a list.

The problem is that they're not putting these people in a membership site. The reason why we think that it's so important that you put these people into a true membership site is the same reason that Google does it. The same reason that Facebook does it. The same reason that Amazon does it.

The reason is that you want people to know who you are. You want people to use your product. You want people to get results and be used to logging in, and seeing your emails. Where so many people go wrong with their list building is they put up an opt-in page, they give away their free gift on a download page.

I'm curious about something so I sign up for an opt-in page, I go to the download page, I'm like, "I'll get to that later." I leave it open in my browser and then I eventually close it down and never look at it, and all of a sudden I start getting emails from somebody I have no clue who they are.

I unsubscribed from it and move on. That's what happens with the way that most people do list building and traditionally think about it. The way that we go about it is we put it into a member's area. When they sign up, they get on a list but they also get put into our member's area to consume the download.

They get an email from our membership site that says, "You're a member of this site." When we start emailing them, they know who we are and hopefully they've used or watched the videos. It's a transition. Let's build up that free list and how to put them into a membership site all in one step.

If you do that and if you really think about it, that changes the way that list building goes about because you can do the things that you could traditionally do with the membership site like upsells, getting people to login and maybe even having some checklist for your Free levels and different things like that. You can engage your free people and that will make them pay more attention to you as well.

It's one thing to give away something for free or even have something where maybe they use it every day or something where their business relies on it.

Set things up in such a way where they keep logging in. Get them used to logging into your site, seeing these upsells. That makes you different than a marketer who's sending out emails and nothing else.

They're used to getting your emails, they know where your member's area login site is that they're used to logging in and they keep seeing these things they can buy every time they do that and every time they login.

What We're Building

There are two parts to what we're building. We're building the front-end.

The front-end contains your sales page and the payment button. Today we'll take that front-end one step further and add an opt-in page. You might think, "Wait a minute, I thought you said that members go in the backend?"

We have the payment button where we linked somebody buying a product into our back-end. Today, we'll show you how to give something away and also link that to the back-end membership area.

The only user or member in the front-end is you as the administrator. The front-end is everything that's free. Opt-in pages, sales pages, video sales letters, what is free and forward-facing out to the public is your front-end.

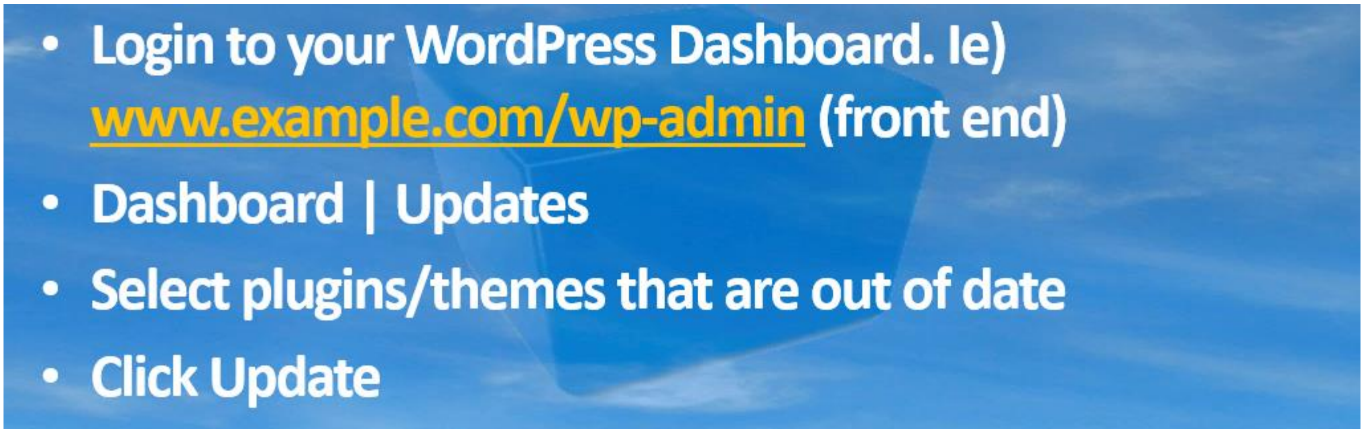
You are the only person that is ever a "member" of that site. You don't have Wishlist Member installed there, you don't have the membership plugins installed there. It's your front-end, Paper Template, does most of what you'll need in that front-end versus the back-end.

The back-end is your membership site. Until this point we've focusing on paid members and products. Today we'll show how build up your list of free members and launch a free product.

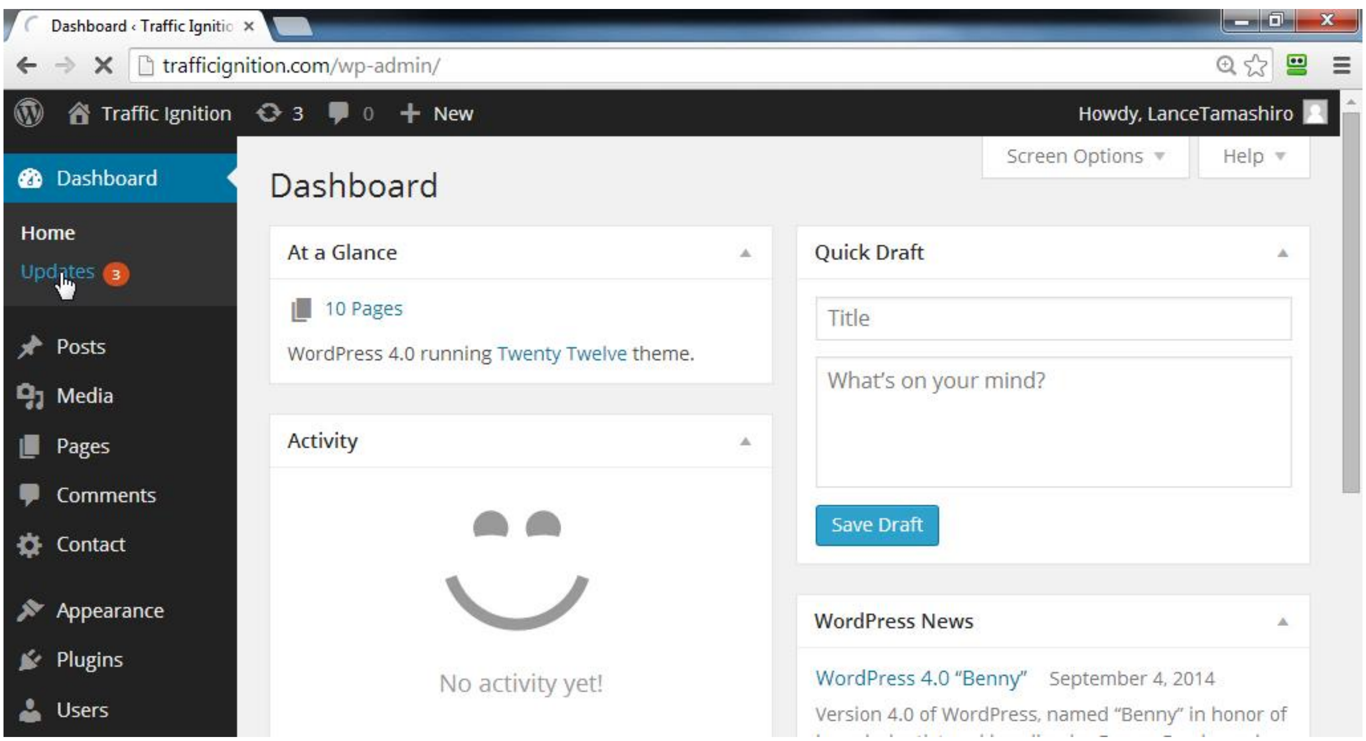
The key thing that you need to remember is the idea of the front-end and the idea of the back-end. The big thing to remember is the front-end, you are the only member. You are the administrator. That's anything forward-facing. The back-end is where all of your now prospects plus your customers live and get all of their information from.

Check for Updates

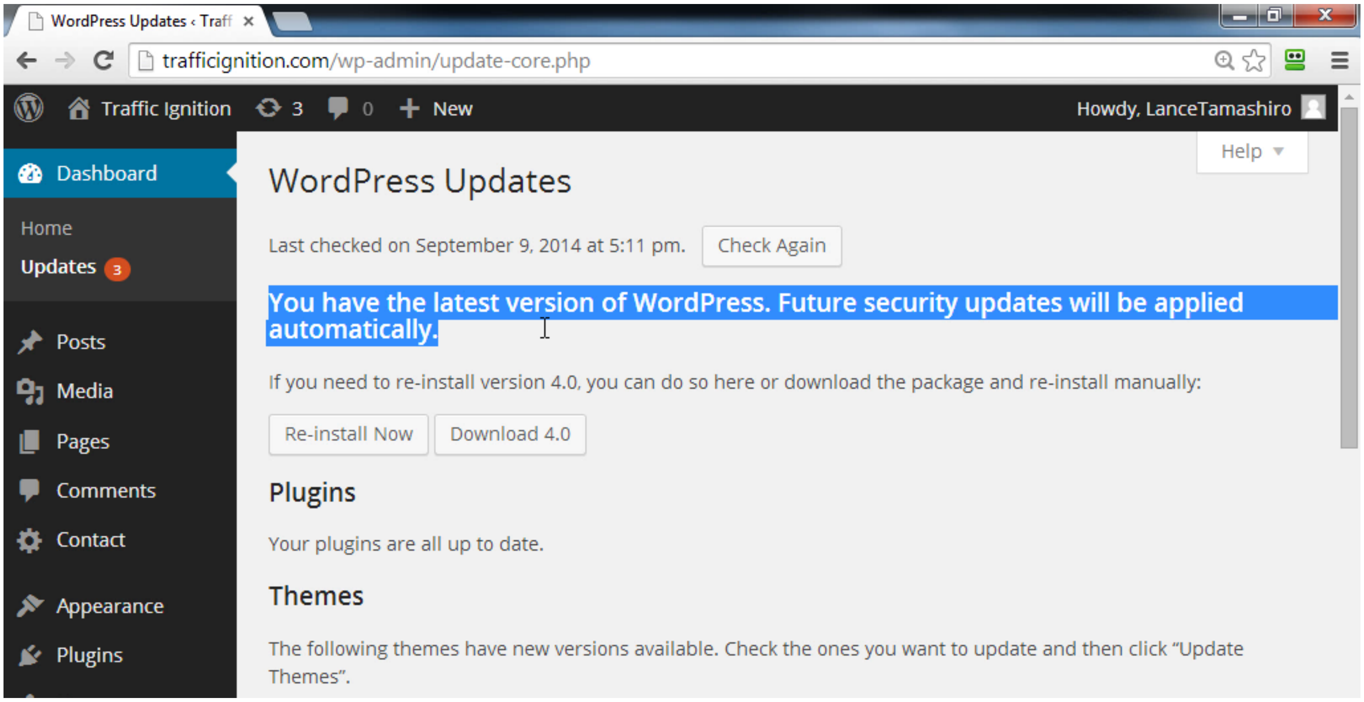
That's what we're building. WordPress constantly shows new updates. We need to update our plugins. We want to make sure that you know how to check for updates inside of your membership site and WordPress plugins.



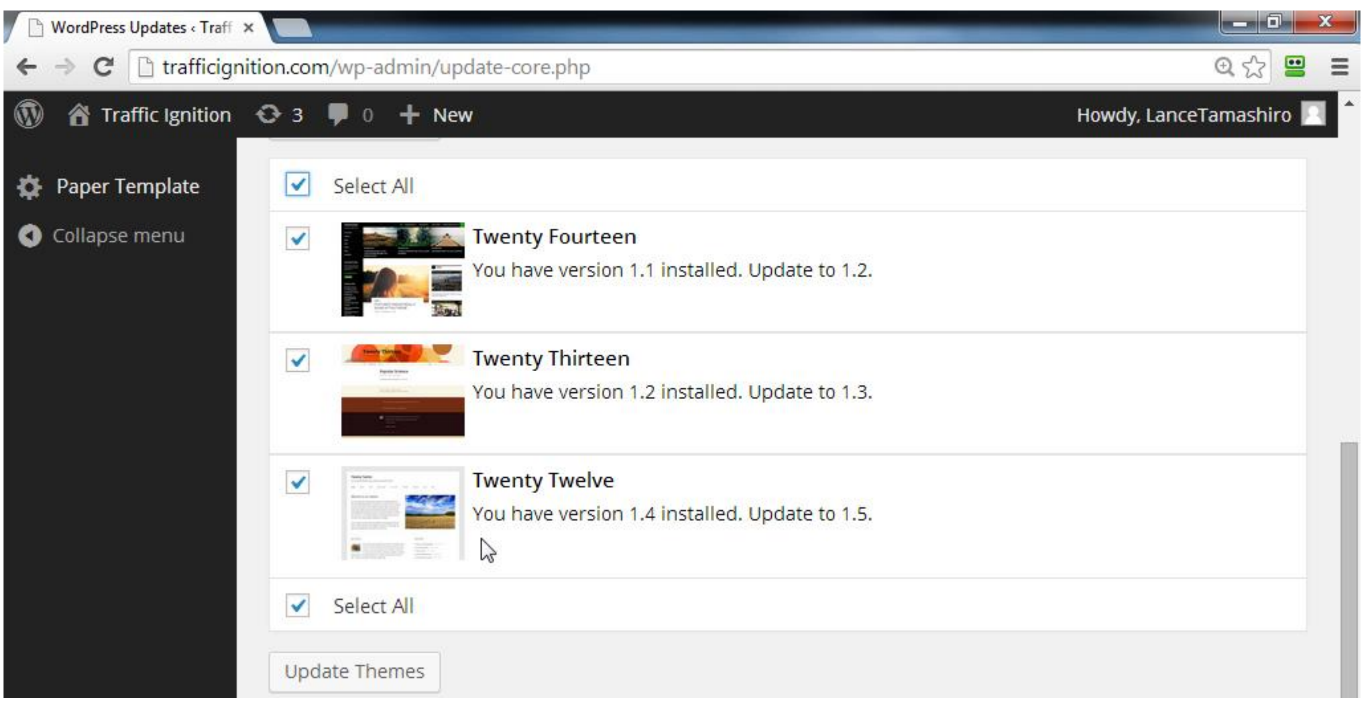
Here is how you updates WordPress. Login to your WordPress dashboard. For example in ours that would be TrafficIgnition.com/wp-admin. We have two WordPress installations so far inside of Membership Cube.



If you wanted to check for updates in your front-end, you would use this URL. If you want to check for updates in your member's area, it would be www.TrafficIgnition.com/members/wp-admin, your back-end. You have two WordPress dashboards. One for the front-end, one for the back-end.



Whichever one you're logged into, what you want to do is go to at the top left. You want to go towards as "Dashboard" and want to click "Updates." You'll see a list of out-of-date plugins or themes. Select the ones that you want to upgrade and then click "Update."

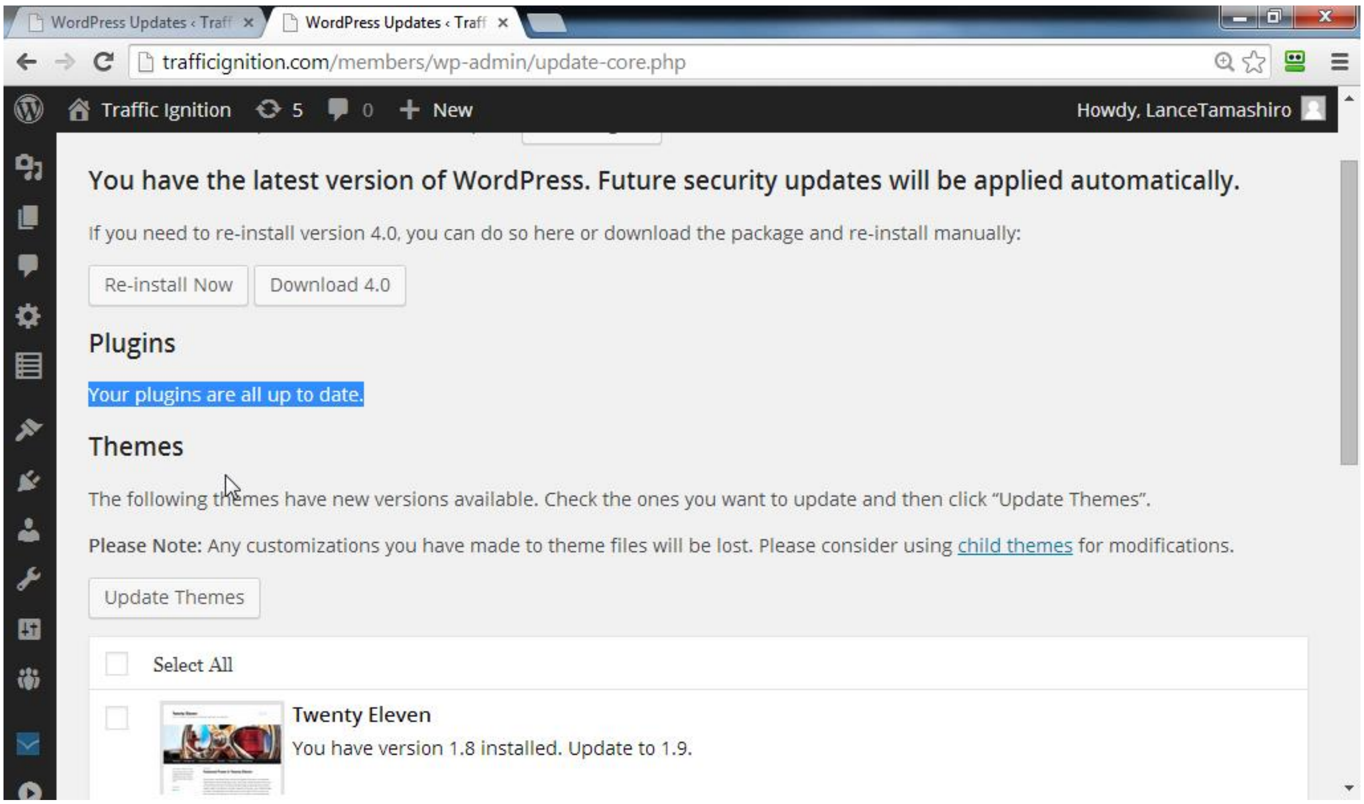


I'll go to TrafficIgnition.com/wp-admin. This is my front-end that we've been building.

At the very bottom you have this triangle pointing to the right. You can click that and it pops it out so you can see which of these are. If you need more room, you can collapse it. I'm going to make it pop out here and then what you do is at the very top, it says "Dashboard" and you want to click "Updates." What this is going to do is it will show you if there is an update of WordPress.

If there is, you can click "Update." It will show you if there's plugins out of date on this particular one. It says all of our plugins are up to date. Then you can see like somebody's theme are out of date. If I wanted to update these themes and that's all there is on this site that's out of date, you select the ones you want, click "Update themes."

We can do the same thing in our back-end which is at /members/wp-admin. When you login, you go to "Dashboard." Then updates. It will show you, does WordPress need to be updated, do you have plugins that need to be updated. These are all up to date.



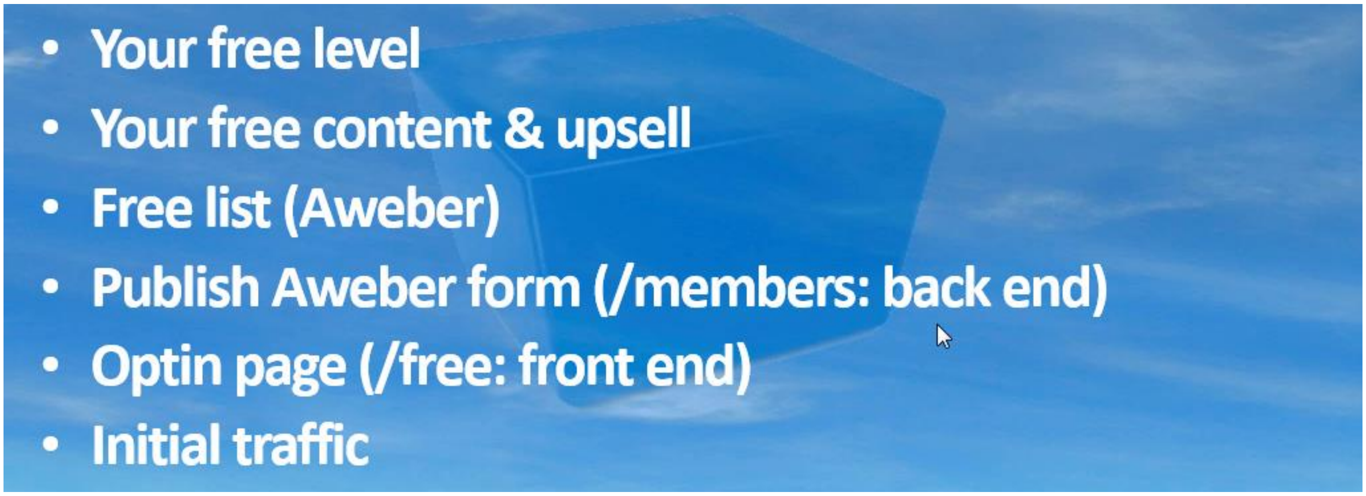
There are some themes that are out of date so you can select the plugins that you want. Click "Update plugins" and it goes out and updates them for you. This is pretty important while you're running your site because as WordPress updates and changes things and your plugin providers like Wishlist, like Double Agent Marketing, we need to make changes.

You can easily update your plugins. Today we'll setup your Free level.

We'll show what content you can use for a Free level and how to put in an upsell and I'm going to give you a hint. You have an upsell. It's the product that we created in the last module. We'll show you how to set that up so when somebody buys, they see your free content and they can also get access to your upsell right away.

Today

We'll setup a free list inside of Aweber and then we'll publish the Aweber form. This is where it gets a little bit weird because remember that we said we'll have an opt-in page on our front-end but I'm telling you here we'll publish our Aweber form on the back-end.



We'll show you it's the way that we have it all fit together so stick with us. We'll put our Aweber form in the back-end and then we'll use some of the plugins that we've created so that when somebody signs up on our front-end, they're automatically added to the back-end which is why we need the form there.

Then what we'll do is we'll build our opt-in page and this is going to be on our front-end at /free. Whether you know it or not, you have this template installed by installing your front-end clone.

Go to TrafficIgnition.com/free. That template is already there at example.com/free, you already have that sitting there to edit away so you don't have to start from nothing and then we'll get initial traffic.

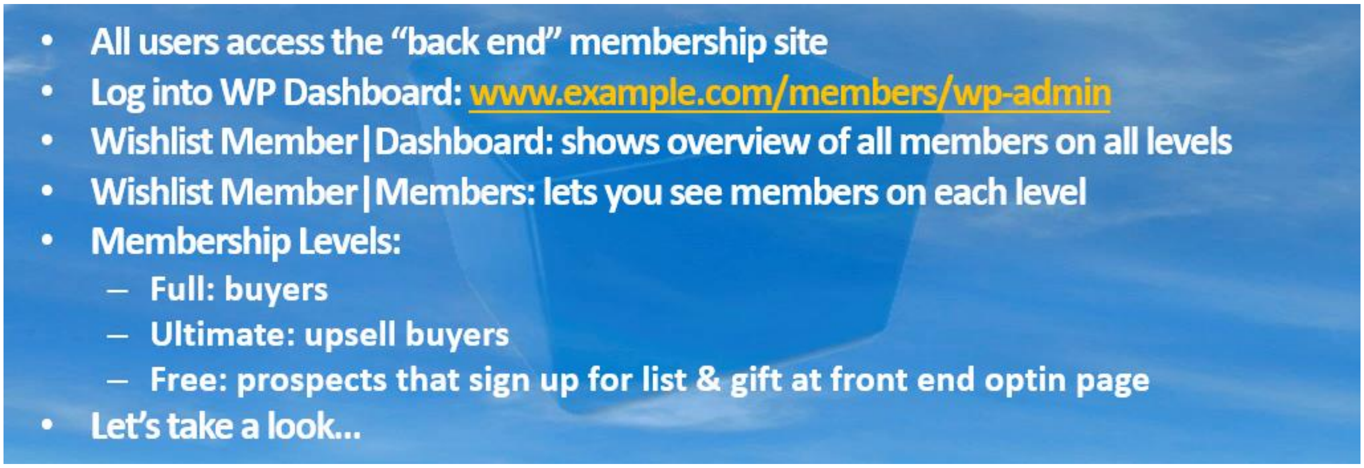
We have a lot to cover but what's neat is at the end of today, module four, think about everything that we'll have. We'll have a sales letter setup, written with a PayPal button that functions so people can buy our products. We'll have our products setup in our back-end, and also when people buy, they're added to our list so we get a buyers list.

We'll have a opt-in page that gives away a free gift and if you don't have a free gift yet, don't freak out. We'll show you a couple of things that you can do. You're going to have an opt-in page that you can send traffic to and put them on a free list to give them a free gift but they're going to be putting your member's area and on your list so that you can mail to them and they're going to have that chance to buy.

We've almost got an entire system setup around this whole idea of the front-end and back-end at the end of this module. We'll go through all of this, we'll get it setup, get it all ready to run so you can promote your site, start getting traffic, start building that list and hopefully making some sales of your front-end product.

Free Level

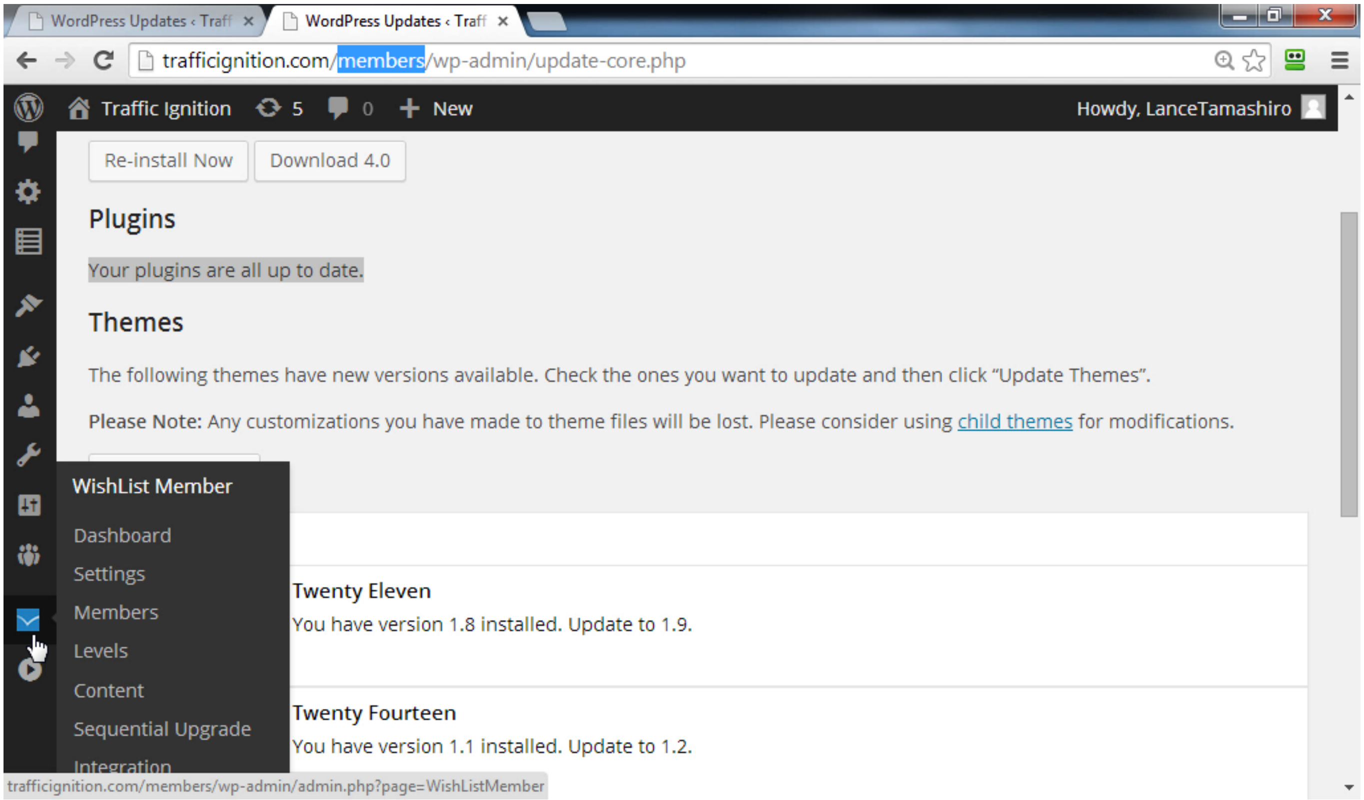
In earlier modules we setup our product, we used a level in Wishlist called "Full" for people that bought our product and it controlled the access to their content.



We also setup a level called "Ultimate." That was our upsell inside of the table when they logged in so they could buy our upsell and what happen when they bought the upsell? They were added to a second level called the Ultimate level and they were given access to more information. The Full plus Ultimate.

We'll build a Free level. These are for people that haven't bought anything from us but they've opted in to our free list. They'll have access to free content that we give away but not the Full or Ultimate level, unless they buy.

All users whether they are buyers or whether they are prospects, Free level has prospects or free users. That will be our free list if you're going to say prospects or Free level. That's all the same. All users access their content from the back-end of our membership site. Whether they bought or whether they are prospects, all users will access the back-end of our membership site.



In order to see the Free level, we'll login to our WordPress dashboard of our back-end. For us that's TrafficIgnition.com/members/wp-admin which takes us to our membership site or our back-end member's area.

You can see how many members you have, you can see what they have access to, you can see how many people are in the different levels of your membership sites. We'll go to "Wishlist Member" on the left-hand side and then click "Dashboard."

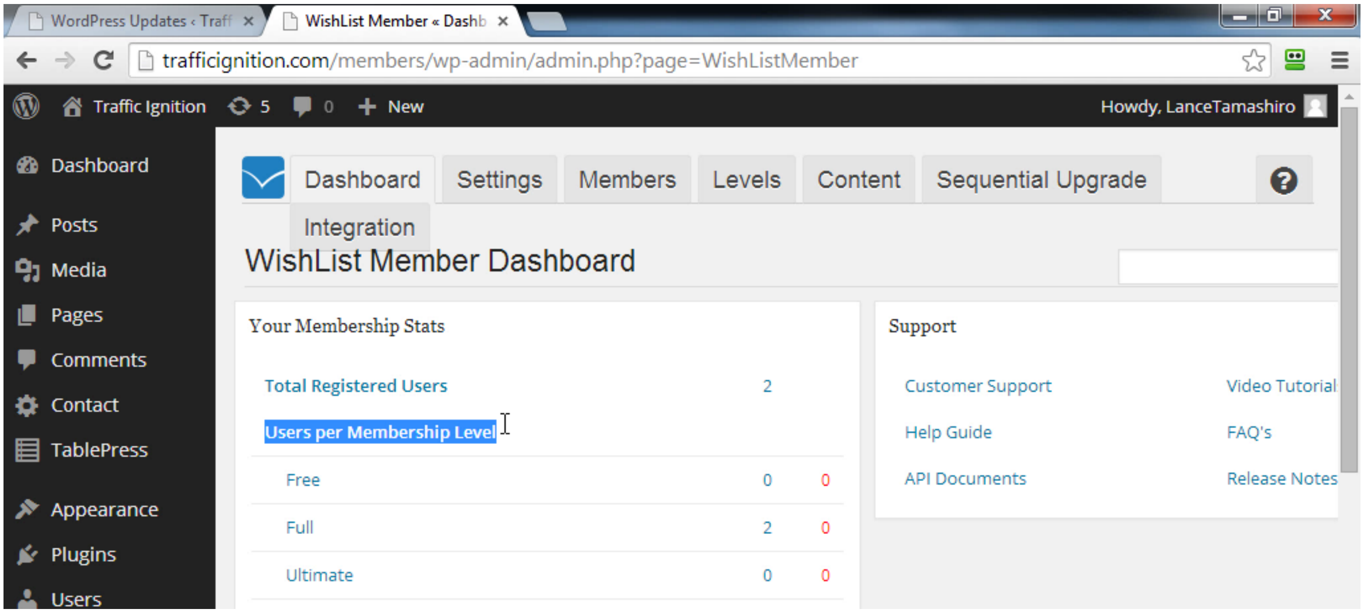
The "Dashboard" gives us an overview of the members of our site on the levels. Whether they are on the Free level, whether they're on the Full level or whether they're on the Ultimate level, we can see how many are on each one.

Go to "Wishlist Member" and the "Members" tab to see who the members are. You can drill down from the overview to see the detail of each and every person on every level. You have three levels already setup inside of the back-end clone.

You have the Full level which are your buyers, you have the Ultimate level which are your upsell buyers, and have the Free level which are going to be for your prospects that sign up for your list and get a gift from the front-end opt-in page. We'll get all of that part setup today. Let's take a look so you can see what we're talking about.

We're in the member's area. This is our back-end. I can always tell that I'm in my back-end because I have my URL or my address /members and then I'll find "Wishlist."

Wishlist has a blue icon. It's near the bottom and if you can't see what they are, you can hover over them like this or what I like to do is click this triangle down at the bottom so I can see what they all are and I'm going to go to "Wishlist Member" and I'm going to go to "Dashboard."



I have an overview in the middle of my entire site. Under "Users per membership level," it shows me each level that we have in our site. We setup our Full level and our Ultimate level on earlier modules, today we'll work on our Free level. Everything in blue represents active members on the level.

I have nobody on my Free level, I have two people on my Full level and I have zero people on the Ultimate level. Numbers in a red color means people canceled. We showed you in the first module when people cancel or they don't make their payments, it puts them in the canceled part of the level.

This is how you can get an overview of everybody in your site.

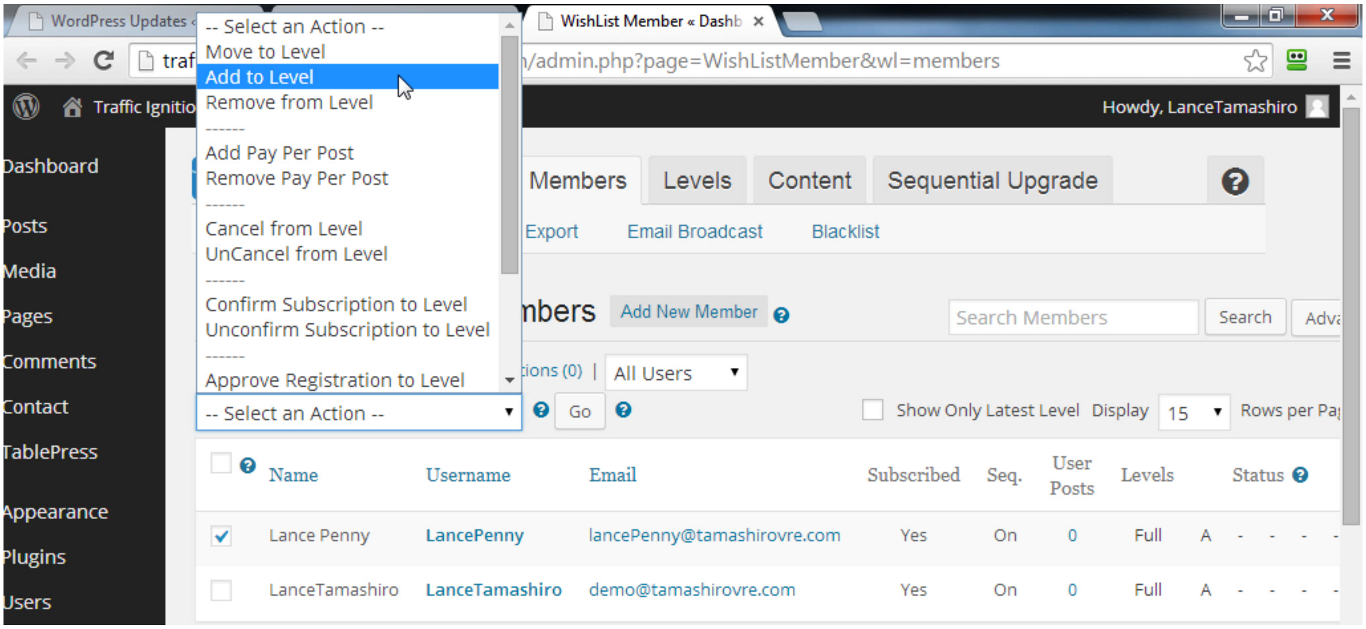
One member in your site can be on multiple levels. Once you build up the site, you might see "100" next to the Free level and "20" next to the Full level. Some of those might be the same person. You might have someone who comes through your site and flat out buys.

Others who come to our site create a free account, upgrade and pay. They apply that payment to their existing account. They have access to all those different things. They have access to the free content and the full content from the same username and password they'll use to login.

We have the "Dashboard" and we have the "Members" tab. I'm going to open this. If I click it, it would open it here but remember our trick of opening things in a new tab so we can see multiple things at the same time?

I'm going to right-click here and put "Open link in a new tab" and did you see this, it's opening up a new tab. I can see my Dashboard view here and then I can also see my "Member" view. I'll click Back to the Dashboard.

Nobody is on Free, two people are on Full, nobody is on Ultimate. I'll click back to my membe'rs view. We have two members in our site and they are both on Full. It matches up.

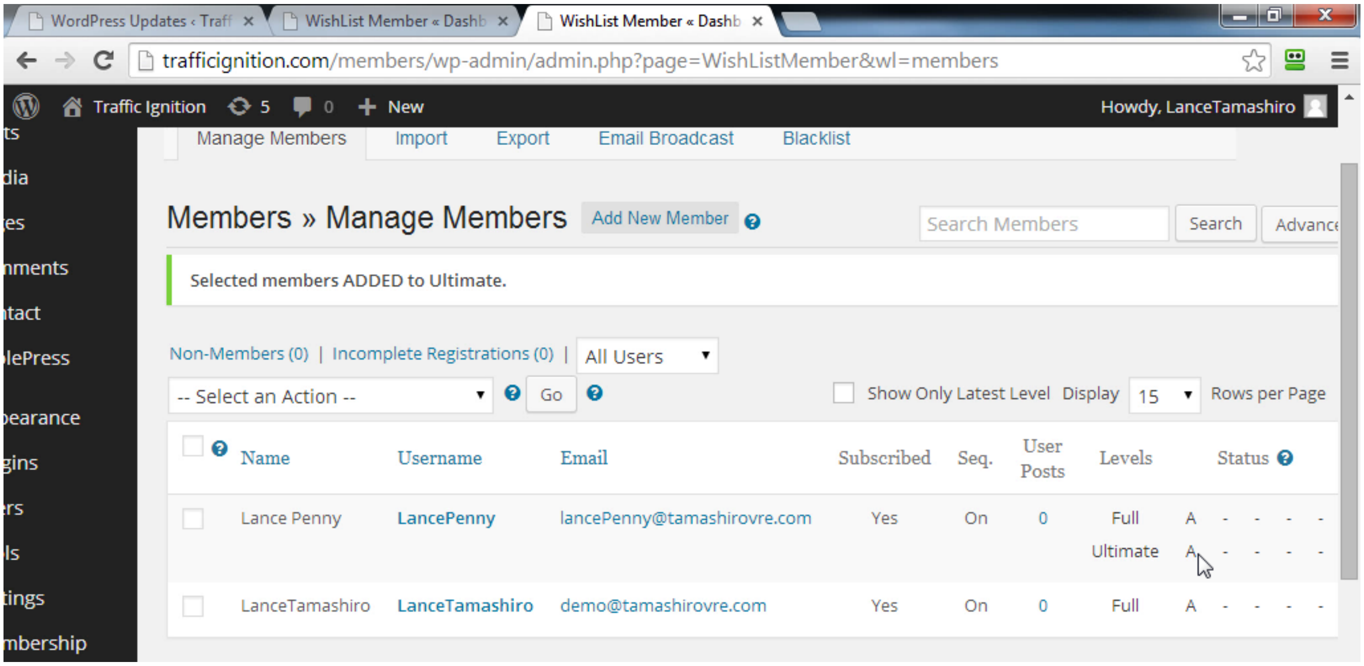


Say this person on the Full level bought our upsell. How can we simulate that? Select just this user, this Lance Penny user and we'll go to "Select Actions", "Add to level", and then we'll select this level in the middle and we'll put them on Ultimate.

Click the Go button. It's hidden. This person is now on the Full and the Ultimate level, and there's an A next to both of them that means active. We still got two members in our site, one on Full and one on Full and Ultimate.

See what happened at our Dashboard. We'll go back to the Dashboard and I'm going to refresh this. Look what happened. I have two people on Full, one person on Ultimate and see this row up here that says, "Total Registered Users"? It still says two.

You might think, "That doesn't make sense. I can see that there's three." Some people can be on multiple levels. This is the total number of people in your site and this is where they are by level.

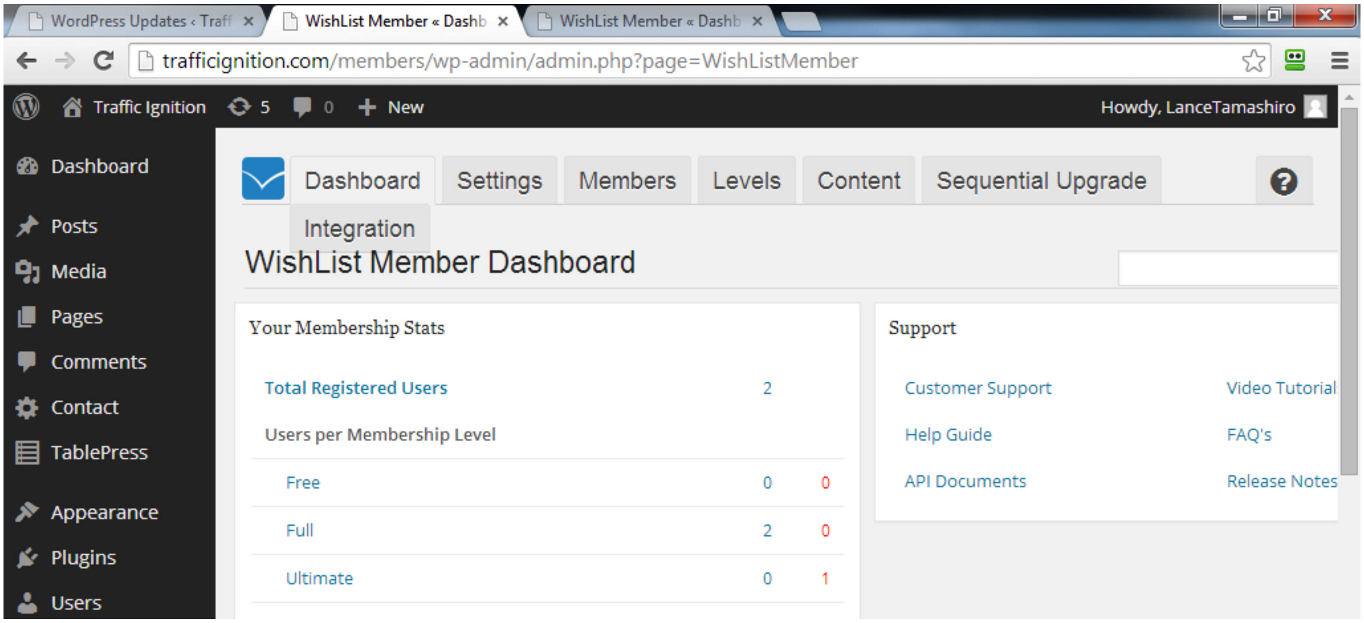


I'm going to switch back here to my Penny user. Let's say Lance Penny didn't want the upsell. Lance Penny refunded. Let's simulate that. How can we simulate it? By clicking here, going to "Cancel from level" and we'll choose the level as Ultimate, then click "Go" and watch what happens.

I can see this person is active on Full but this person is "C" or "Canceled" on Ultimate. You leave this here so you can see a record of what's happened in your site and where people have been. When I go to my Dashboard, it has two on Full, one on Ultimate.

I'll right-click and "Reload." I have two active members on Full and I have one person that has canceled from Ultimate and nobody active. You can get a real good overview of your refunds, of where people are at, of how many people need to be marketed to, to upgrade to your upsell and you can keep track of them.

In the member's area, we have people on Full, Ultimate-Full, and this is easy to see while there's only two people. What about when you get hundreds or thousands and you want to see people on different levels?

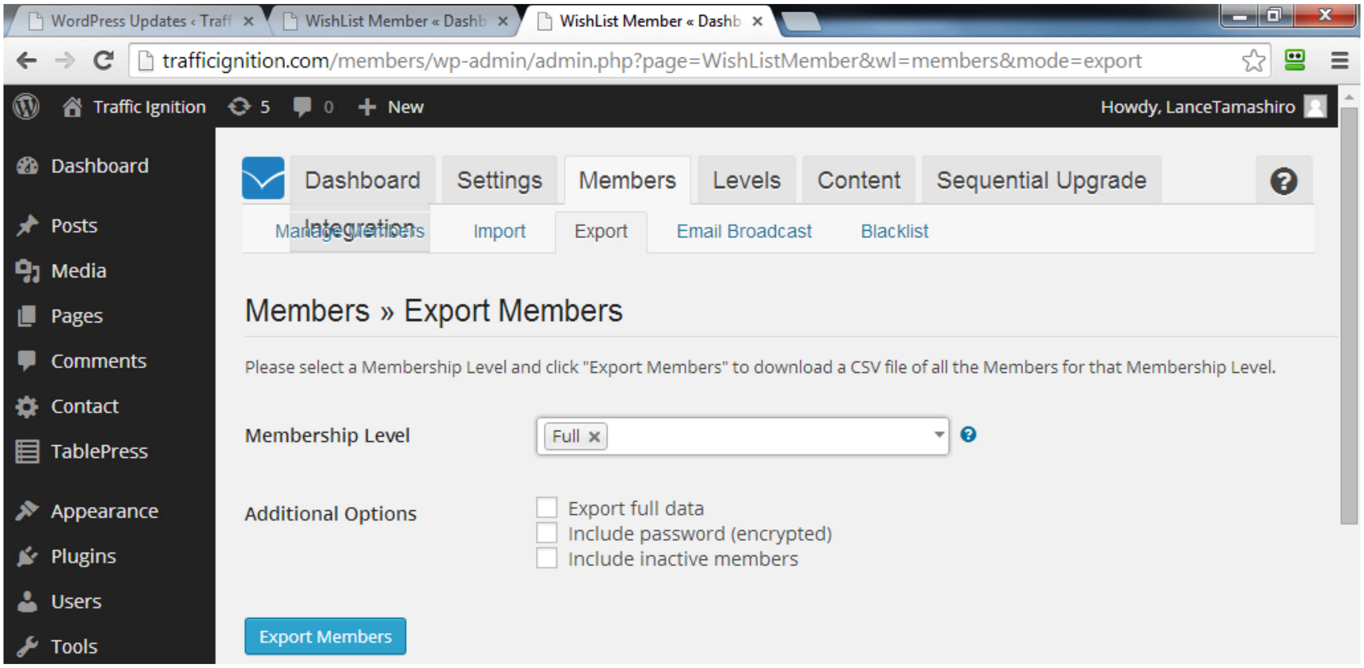


On the "Manage Members" page, you can see at the top it says "Non-members incomplete registration" and "All users"? I'm looking at the users in my site.

What if I wanted to see people on the Free level? I could tell I had some or didn't. If I drop this down, it shows me all of my levels and it shows me how many are active on each and every level. For example let's take this person and we'll act like they didn't cancel from Ultimate.

Uncancel from level Ultimate, click "Go" and this should turn to an "A." It does. I have two people on Full, one person on Ultimate. If I click this, let's see what happens and go to Ultimate, it's going to show me people that are on the Ultimate level.

Did you see what happened? It got rid of that other user. I can look by each and every level whether or not I can see all of my people. There's a tab that says, "Export" so at any time if I wanted to see who those people are, I can export out to an Excel spreadsheet anybody on any level with all of their information.



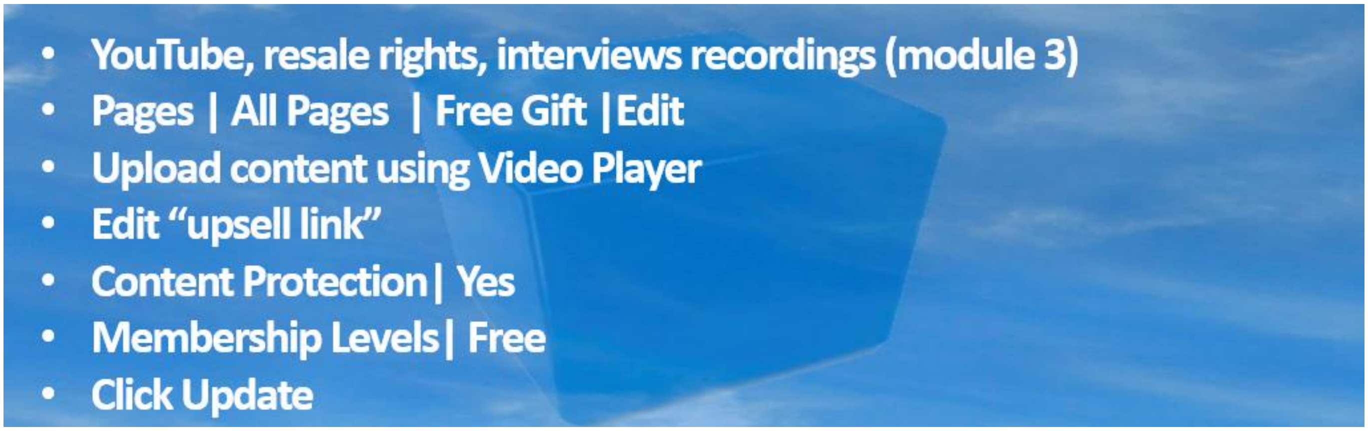
You can manage your users this way, you can see where people are at and what we use this for is so we can see how many people. We have two people that have bought Full, nobody has bought the upsell. Is there something going on? Are we not marketing that correctly? Do we need to change our sales message? How do we get people to upgrade?

Those are what we're looking at in these numbers. If we have a thousand people on free and only two buyers, there's a problem. We obviously have a good offer for free but we don't have a good offer or there's something wrong with our sales page that not enough people are upgrading the Full.

You can get a good glance of how many people are buying your offer and where you might want to make some tweaks and changes to your offer. With that, that's the base of how you can manage your site and your members.

Free Content

Let's take a look at this free content, what we'll use to have a free content coming out, what we'll give away because what we'll build is something to build our list with to get them in for free that we can then upsell them the product that we made and hopefully they'll buy the upsell to that. We also get to build the list.



What can you use for your free content? We have students that give away free YouTube videos. You can make a free report using things like from EzineArticles. One of the big tricks we like to use, and we'll walk you through this today so you see how and where we do it. Let's purchase something called "resale rights."

These are products other people make that we can give away, or sell, or do whatever we want with them. You can use resale rights. You can buy products that other people have made and that they're selling for other people to use.

You can use interview recordings. Talk about how to do recordings in module 3. When I first got started, I gave away a free resale rights gift and brought the product creator on a webinar. I recorded it and gave away that.

An interview gives me some more credibility plus I get a really good valuable thing that people want. Think about doing interviews to give away, anything that you can think of. If you're good at making audios or quick videos, all of these things you can make as free content.

Most people worry about giving away too much free content? Or they wonder, "Am I going to say too much about what's in my product?" It's easier to do interviews or audios because you can't reveal too much.

Like with a product or walking them through the step by step like we told you. If you're having a conversation with somebody or you're buying somebody else's product that relates to it, it makes that hard to give away your entire system. The other thing with resale rights is it's easy to find products in your niche.

For example we are building, going to be releasing Traffic Ignition which is on how to use re-targeted traffic. What does that mean for us? It means that anything that we find that somebody else has made a product on that has to do with website traffic, we can use. Why?

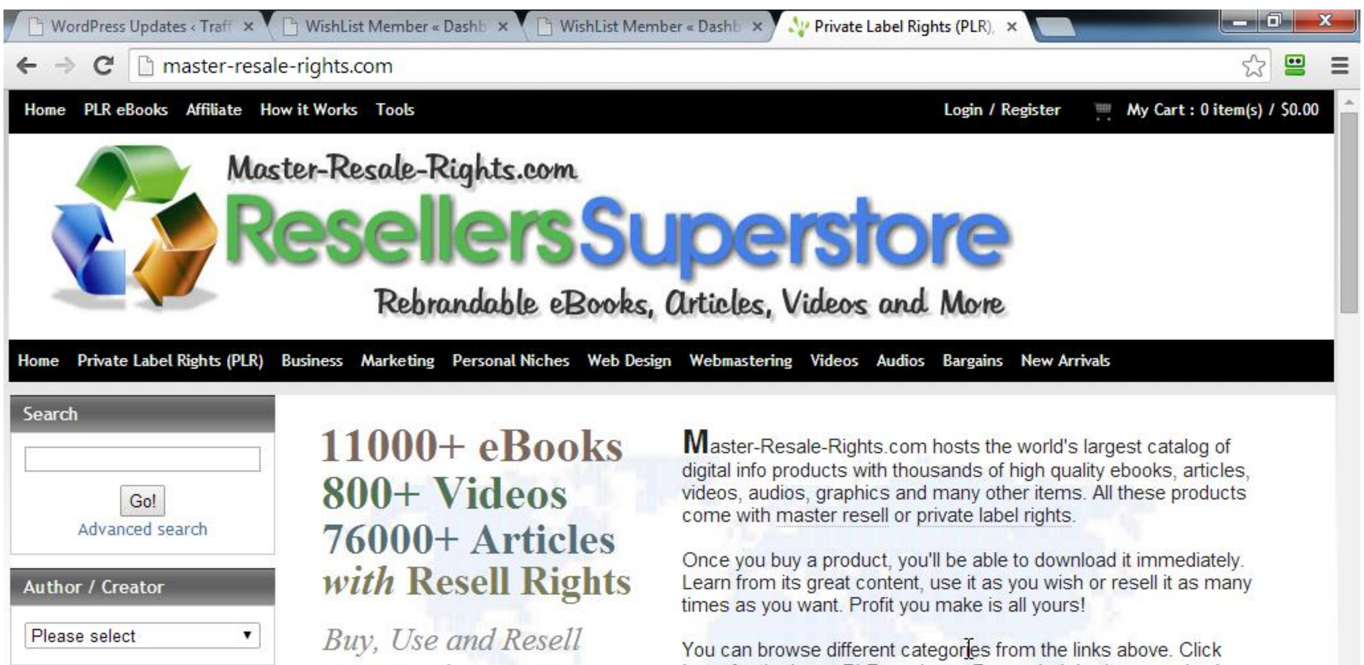
We know that if they sign up for our list, they're interested in getting traffic to their website. They can go through that and then we say, "Guess what? You know how to get some traffic. Here's a better way to get traffic."

We know that they're interested in website traffic, so they're more likely to buy our traffic-specific product.

Interview content can be helpful and useful that gives people "ah-ha" moments but it's tough to sell. It's really tough to sell a collection of interviews. You might enjoy them and you might like these different experts that you interview but for some reason it's a lot tougher to sell someone on, "Here's 50 audio recordings" as opposed to, "Here's this step-by-step process. After buying this, you'll get to this point and you'll have these things in this place."

Interviews are helpful but they wouldn't be our best seller as opposed to a how-to course. That's why it's a lot easier to give away those little things like interviews. The thing I want to add on there is like we'll show resale rights.

When go on and buy resale rights, they tell you what you can and can't do with them. That's one place to be really careful. If we're looking to get this free content made, we're looking for resale rights but we're also looking for them to say that we have giveaway rights as well.



We can buy the rights to videos, reports, or information products but those don't come with unlimited usage. They tell us what we're buying the right to exactly. For some of these things, we can buy them but they will have to go in as a bonus for our paid product because we only have resale rights and other things like we'll show you today is other things have giveaway rights so we can pay the money one-time and then be able to give it away over and over again.

Double-check what you can and can't do with whatever product you have. If you create your own, obviously you can do whatever you want. If you buy something, make sure it's very clear on what you can do with it and we'll show you how to do that here in a second.

We'll setup our free content on the front-end site we've setup, we'll login to it, then we'll go to "Pages," then "All pages," and then we'll go to our "Free gift page." It's setup for you with a template inside of it and we'll edit that.

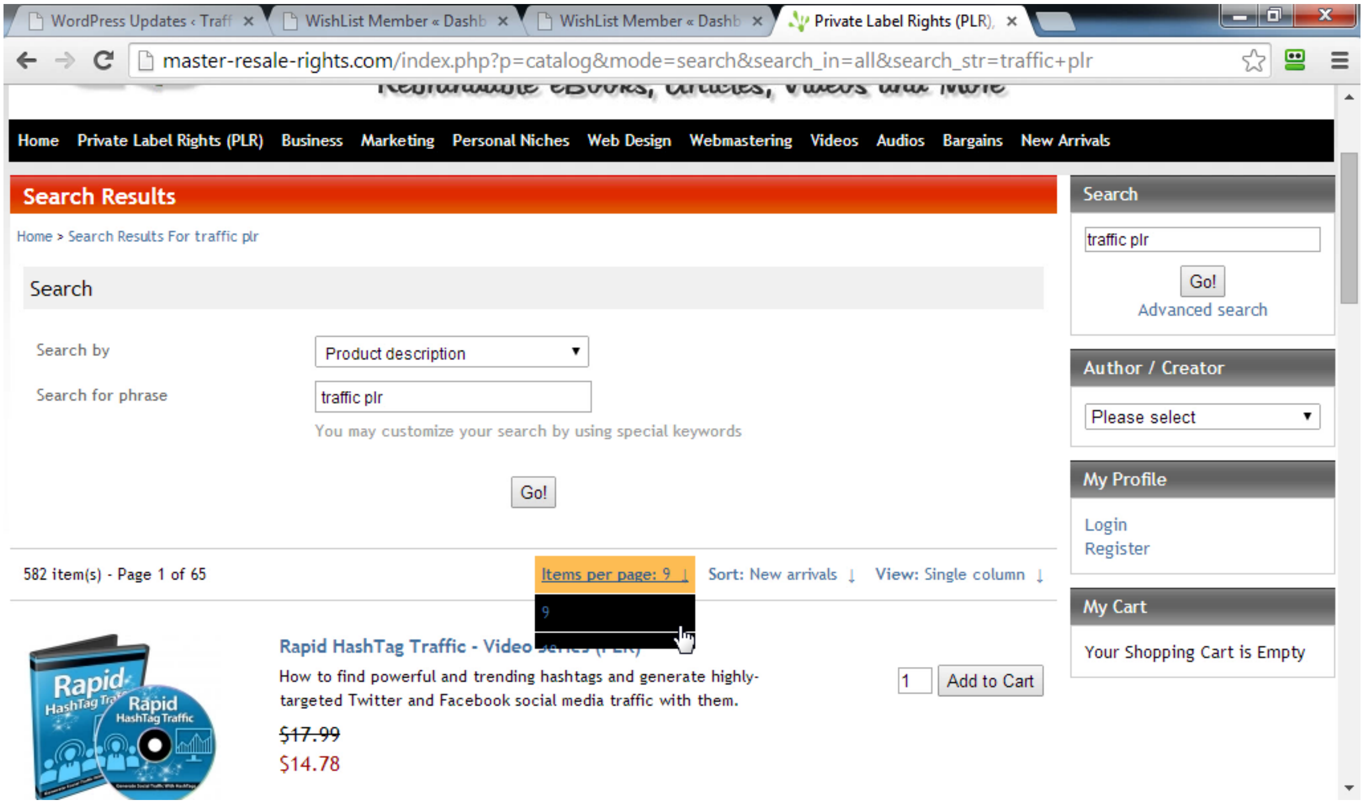
We'll edit that and then what we'll do is we'll upload content the same way we did in module 1 where we used Video Player and upload our content. It handles everything. It handles our MP3s, our videos, our ZIP files, our Excel spreadsheets, whatever you might want to give away, Video Player will handle. We'll upload our content.

We'll edit the upsell link to link to our sales page. We already have it written, we already have it there and done. If somebody, like we said got our free product on traffic, they might be interested in buying our paid product on traffic.

Edit that link so they can buy it. Underneath the page, we'll make sure the content protection is set to "Yes", the membership level that has access to this content is set to "Free" and then click "Update."

Simple. The hardest part is making sure that we have a good product that we can give away. Let's do it and let's see how. If we were getting into a new product or setting something up like we are right now, what we would do to fine a particular product.

I'll switch to our web browser to buy a Master Resale Rights product at Master-Resale-Rights.com. It sells products you can sell or give away. It's a giant library. Click "Advanced Search."



Search for "traffic." Whether you're in self-defense, whether you're in home gardening, whether you're in NLP, whatever it is you could do traffic and we'll try this, "Traffic" and then the word "PLR" which means Private Label Rights.

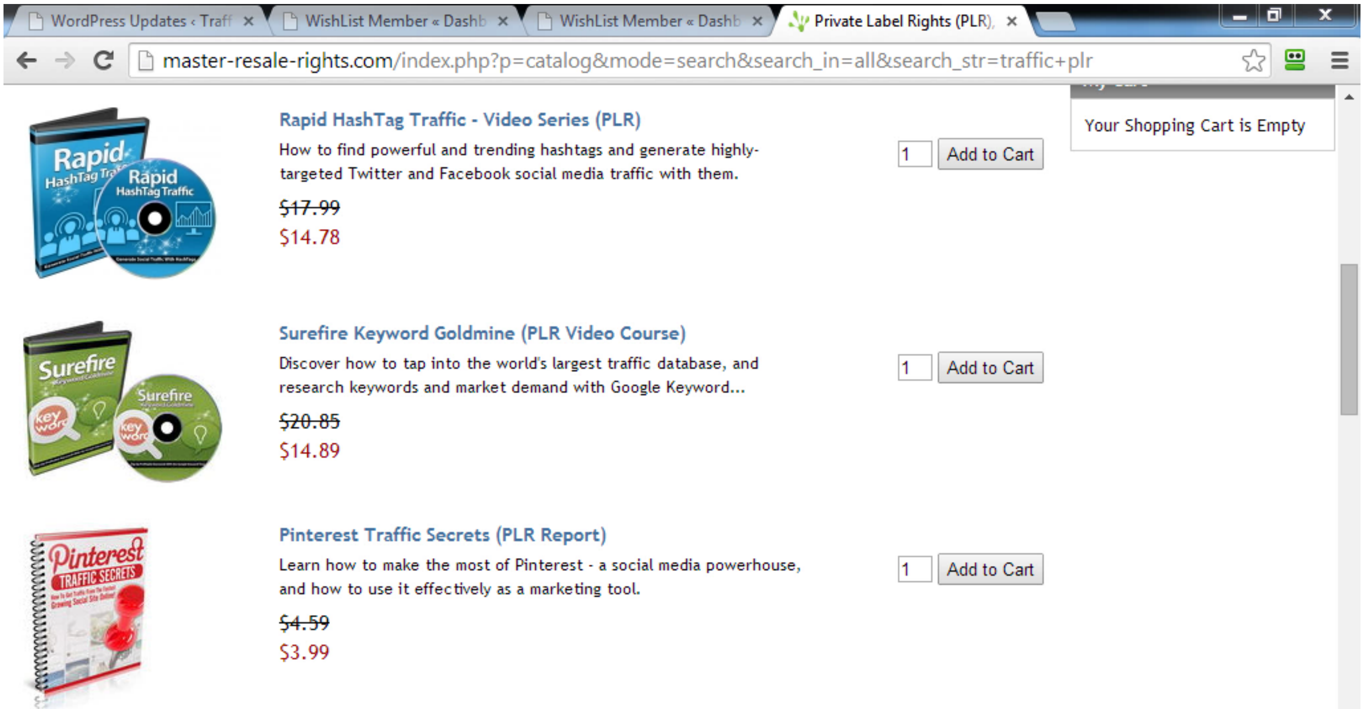
Check out what we get, we get all of these things. This "Rapid Hashtag Traffic Video Series," "Surefire Keyword Goldmine," and here is the one thing that we tend to look for when we get these things, is we try to stay away from the reports and we try to get the videos.

The reason is that it's a lot easier to make a crappy report than it is to make a crappy video. Most people that make videos, they're showing how they use the traffic, how to setup your accounts, how to do different things but with a report, a lot of them they spin other articles and they turn out really crappy.

Better quality products are more expensive. It's $15 to have this video series on your products, but you get a better quality thing. Give away something with decent quality and it's a lot of times the first time some of these people have had contact with you.

See what year the videos were made. If they're showing you "Hashtag Traffic For Facebook" six years ago, that's not going to be very useful. If it's at least within a year or two, then that's fine.

"Surefire Keyword Goldmine" was released in 2014.

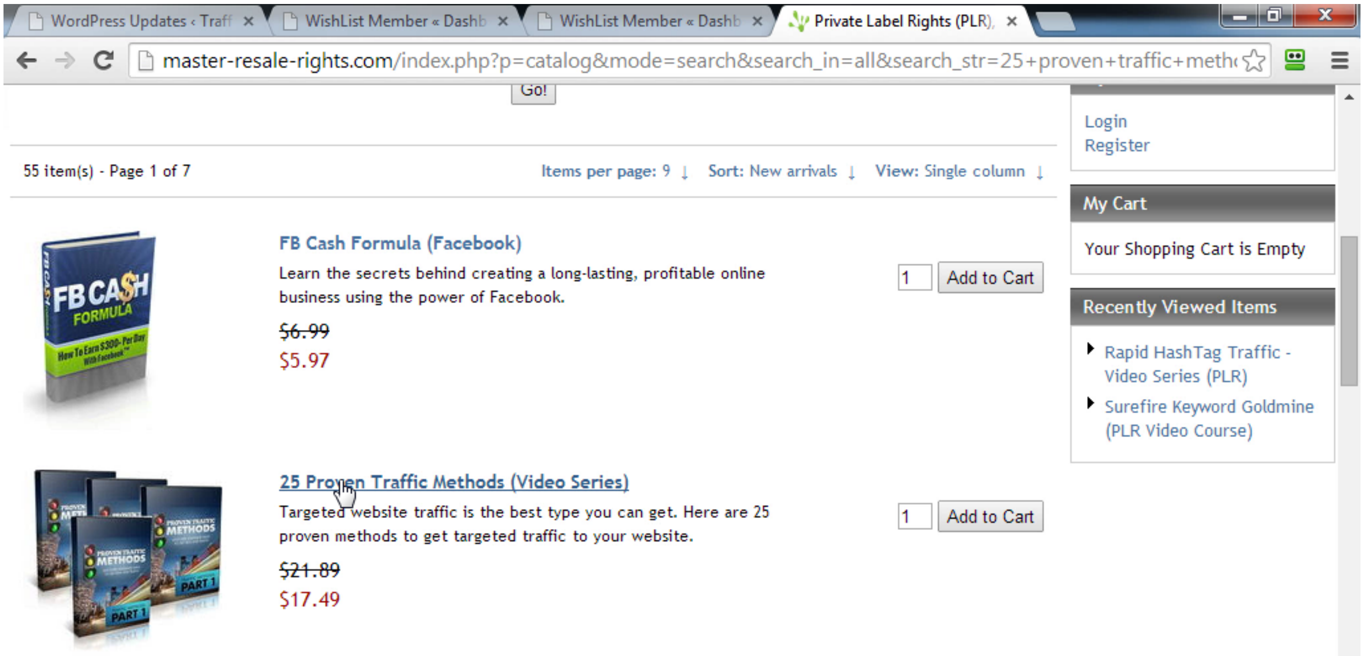


You see the format and the number of videos. Scroll to the bottom and it explains your distribution rights.

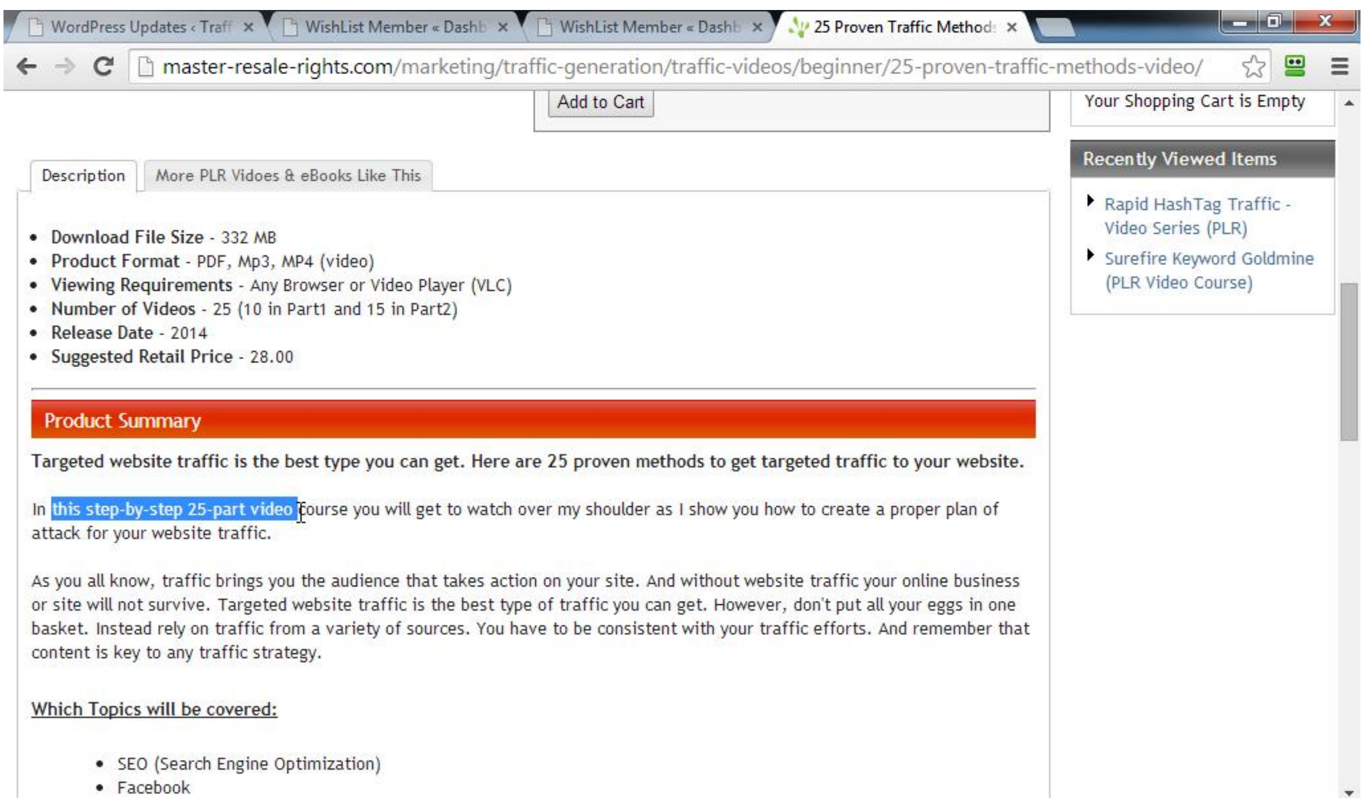
"Giveaway Rights." We cannot give this one away for free. This might work for something that we want to sell or something that we want to add to a bonus for Traffic Ignition but we cannot, cannot giveaway these things for free. That's really important.

We could add it to our product, we could sell it but we can't give it away for free. That's not going to work for us. Then let's look at "Rapid Hashtag Profits" and we scroll to the bottom and look, no giveaway rights. That's not going to work for us either.

Then we found one that we thought we were going to use for here so I'm going to do a search on that and you go through and look for a product that looks good. Some of them will be great, some of them won't be as good as you want them. Either way, they aren't very expensive.



Here is one, "25 Proven Traffic Methods (Video Series)" let's take a look at this. The price is $17.49. We have PDFs, we have MP3s which are audio files, we have MP4s which are video files. Release date: 2014.



It's a 25-part step-by-step video course. Looks like it covers just about everything, but this doesn't cover retargeting.

- Article Submissions
- Guest Blogging
- Web 2.0 Sites (Squidoo, etc.)
- Old School Marketing
- Solo Ads
- Joint Ventures
- Blog Commenting
- Viral Report
- Video Marketing
- Document Sharing Sites

And Much More!

Reseller Tools

- Includes Sales Page - No
- Includes Download Page - No
- Other Included Pages - Squeeze Page
- Notable Reseller Extras - AudioBook, eBook (PDF), Video Demo

Distribution Rights

- Resale Rights - Yes
- Master Resale Rights - Yes
- Private Label Rights - No
- Giveaway Rights - Yes (product only)
- Offered as a Bonus - Yes
- Full Product Copyrights - No
- Full Graphic Copyrights - No

It comes all these other ways to doing traffic but not the one that we're selling which is pretty good fit. What if it were to say instead article submissions, "re-targeting"? Guess what we would have done? We wouldn't have given away that module. We would have not included it. We can do whatever we want with this. It's now our product. We'll buy it.

- Document Sharing Sites

And Much More!

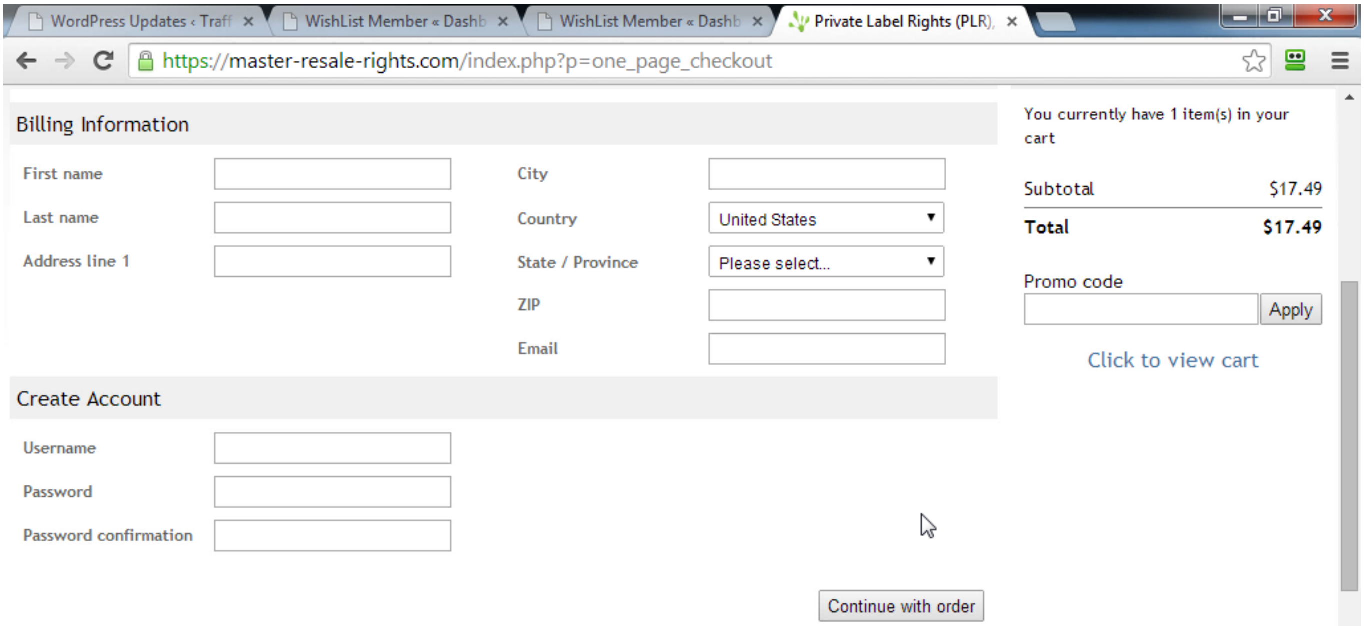
Reseller Tools

- Includes Sales Page - No
- Includes Download Page - No
- Other Included Pages - Squeeze Page
- Notable Reseller Extras - AudioBook, eBook (PDF), Video Demo

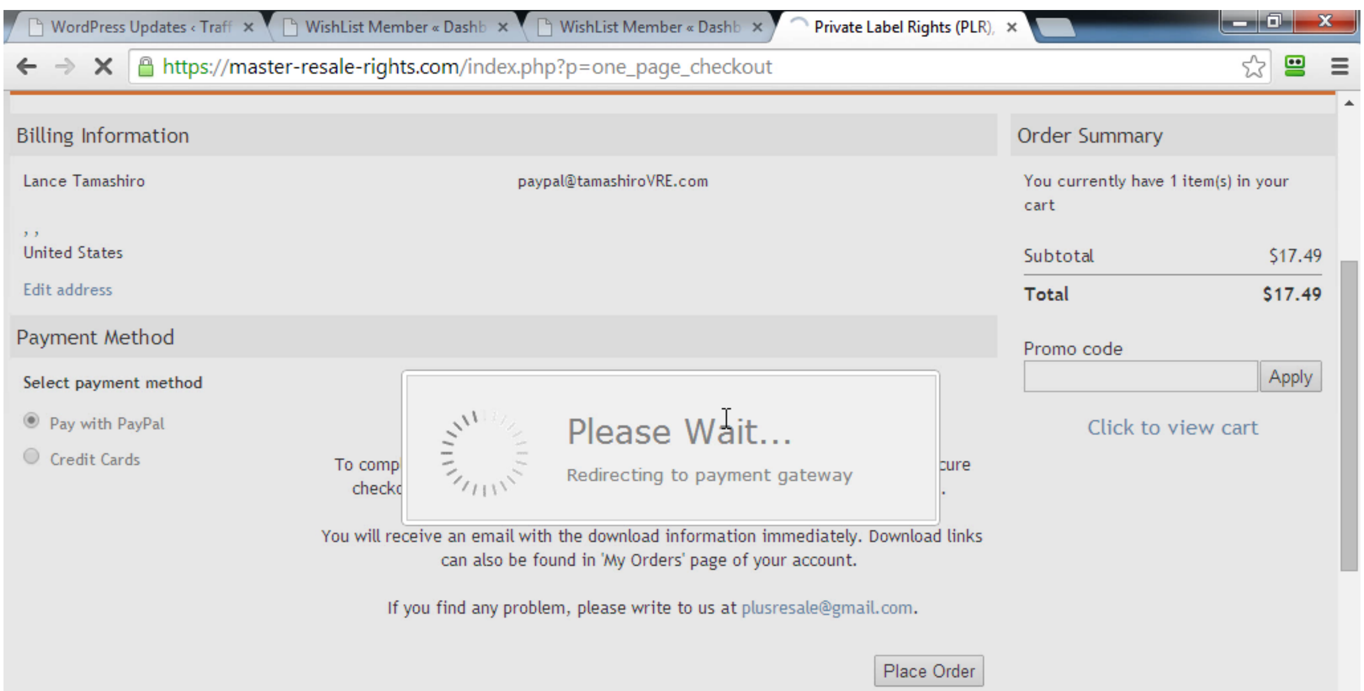
Distribution Rights

- Resale Rights - Yes
- Master Resale Rights - Yes
- Private Label Rights - No
- Giveaway Rights - Yes (product only)
- Offered as a Bonus - Yes
- Full Product Copyrights - No
- Full Graphic Copyrights - No
- May Modify Product - Yes (sales materials)
- Packaged with Other Products - Yes
- Added to Paid Membership Websites - Yes
- Added to Free Membership Websites - No
- May Publish Offline - No
- May Sell on Auction Websites - No

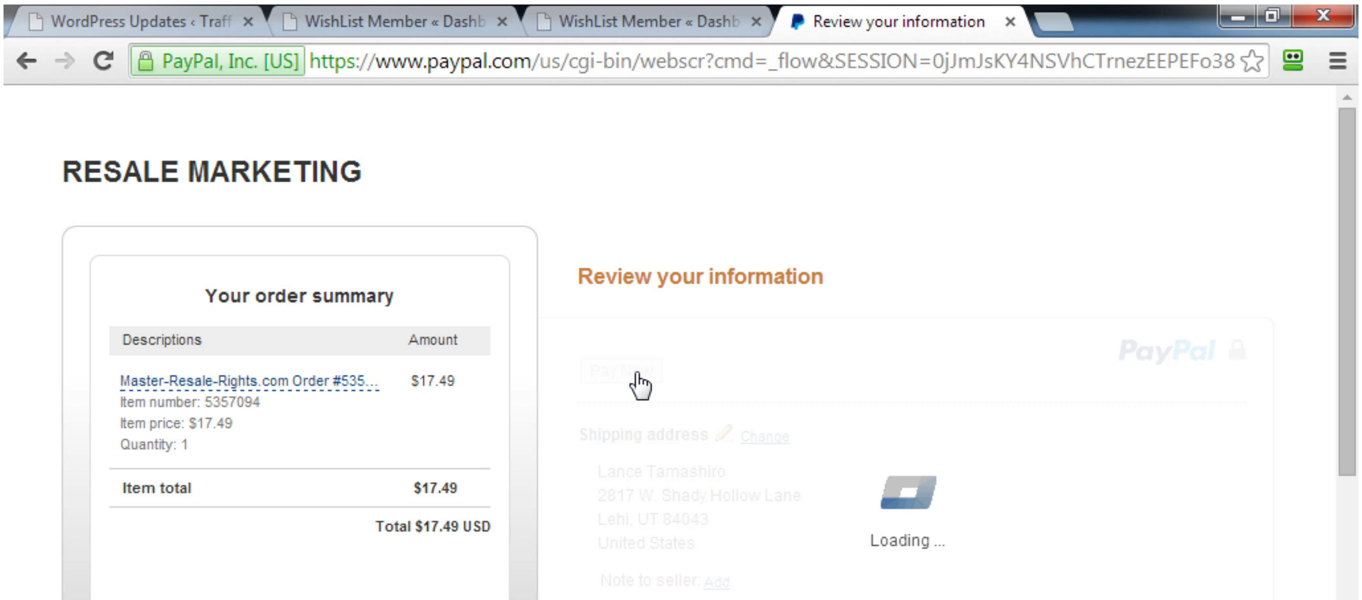
Distribution rights. "Giveaway rights," yes. We can sell this, we can give this away, we can offer it as a bonus. As long as we can give it away, we're good to go. Here's what we'll do, we'll add this to the cart and once I've added it to "My cart," you can see it appears as my cart, one item.



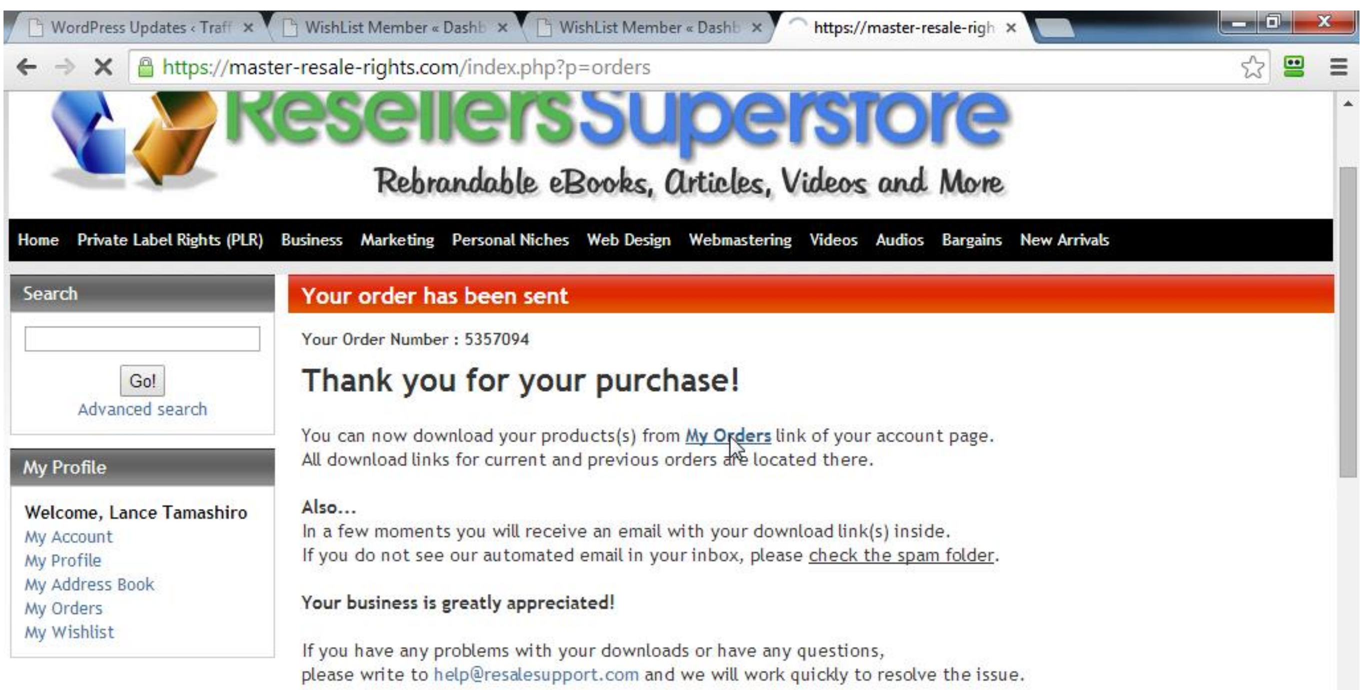
I'll go to "My cart" and then we'll go to payment options. I'm already registered. If you've never bought here before, you can create this account. I'm going to login and go to my cart.



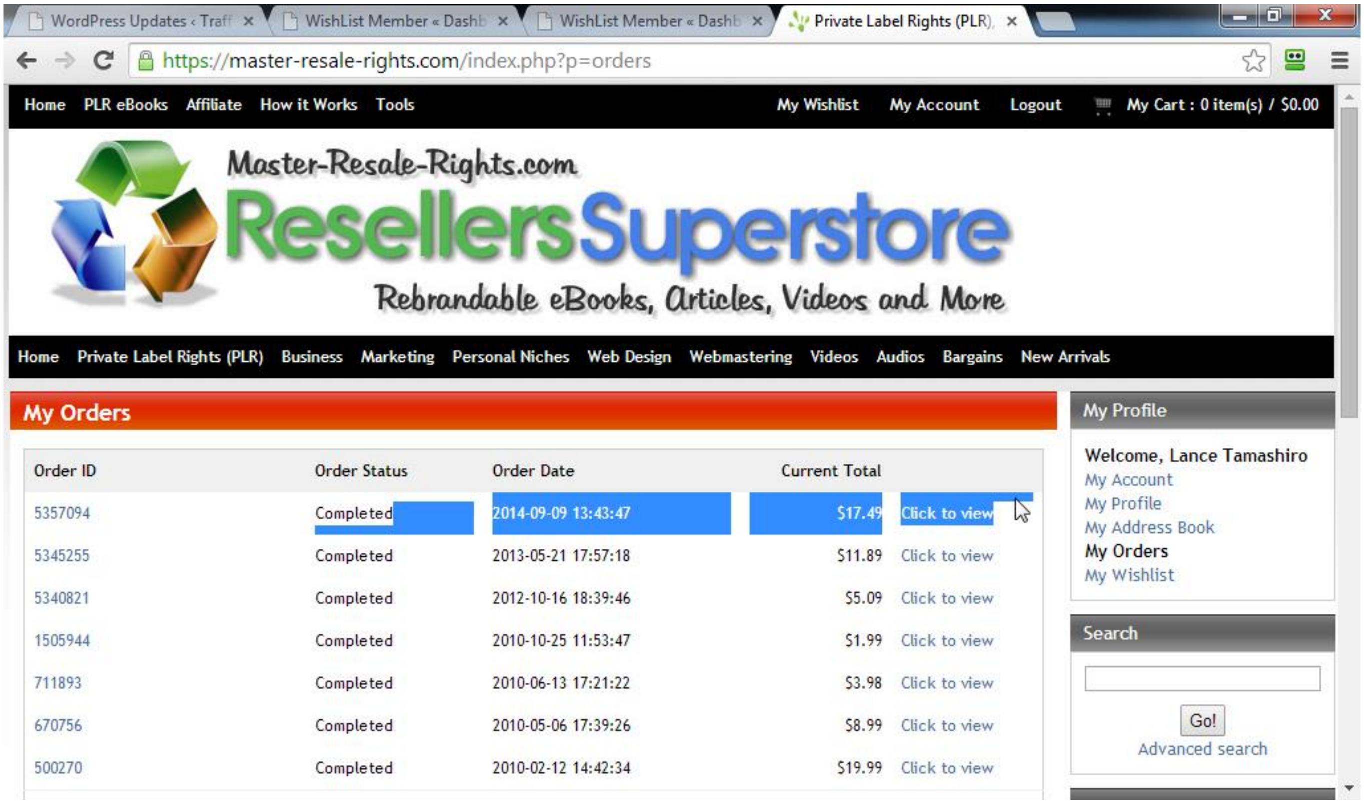
That I'm logged in, my need to create an account, we'll go to "Payment options" and we have $17.49. We'll place our order with PayPal. We'll pay for this, it redirects us back to Master-resale-rights and what it's going to do is it's going to give us our product in the member's area, we'll also get an email from them. If we need to get back at it, we can do that.



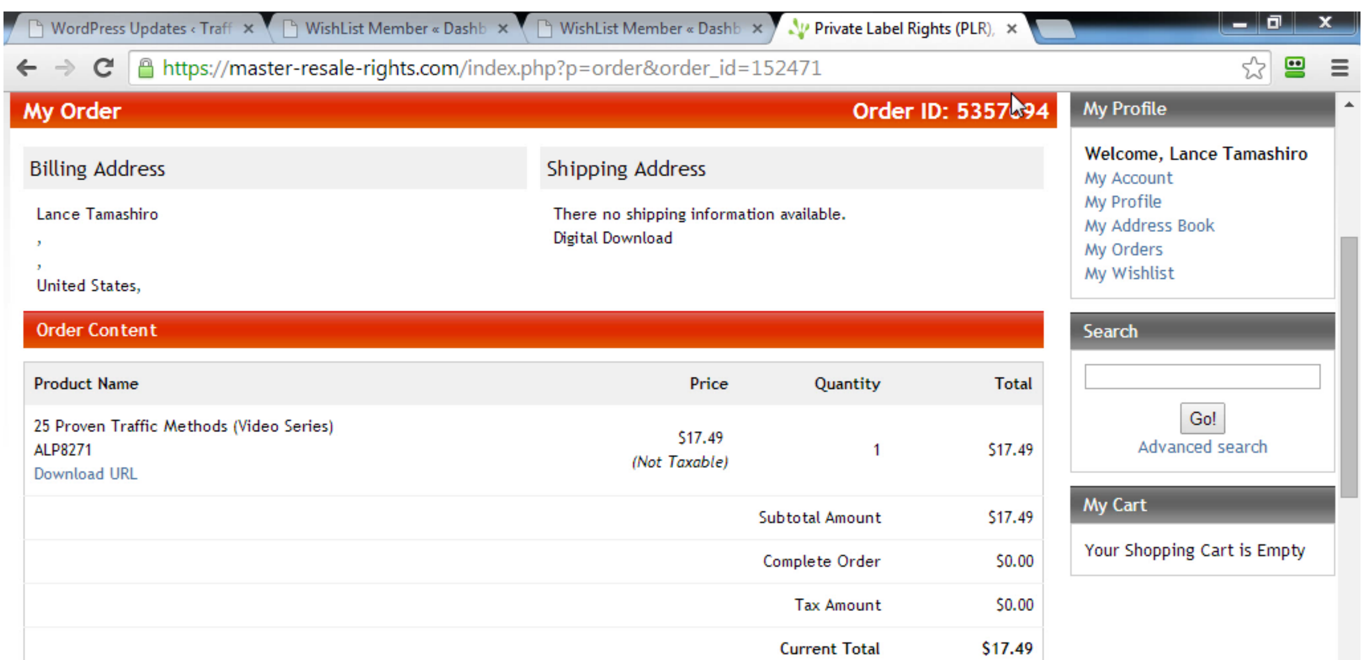
"Thank you for your purchase. You can now download your products from the My Orders link." Click that. This is the one that we bought. "Click to View" and we have our download URL.



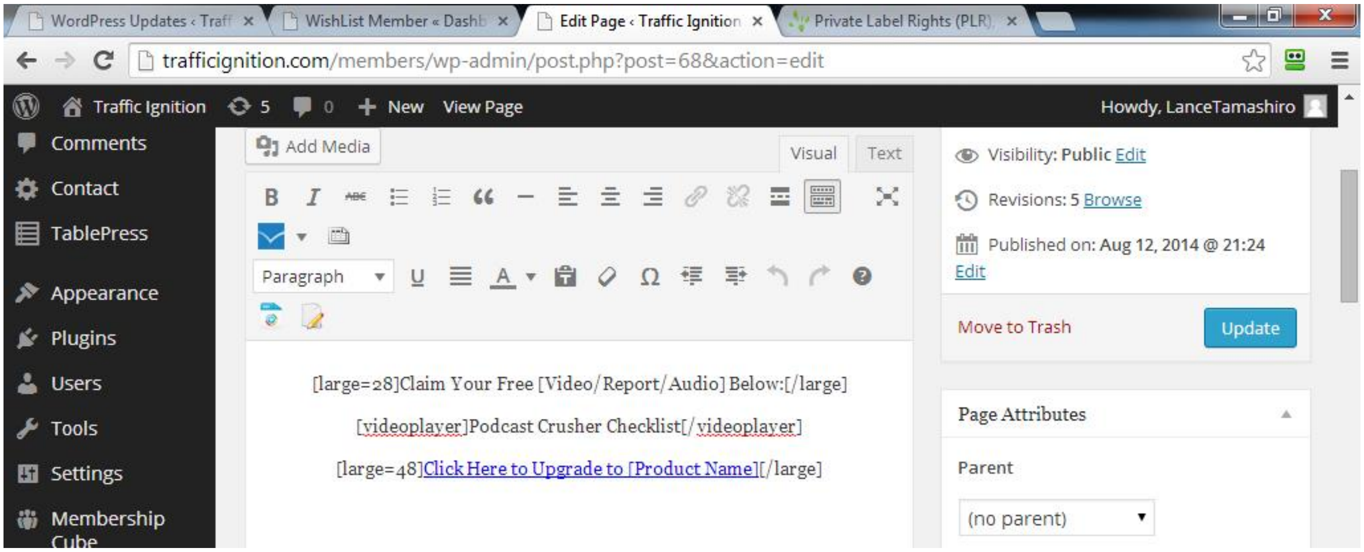
Download that.



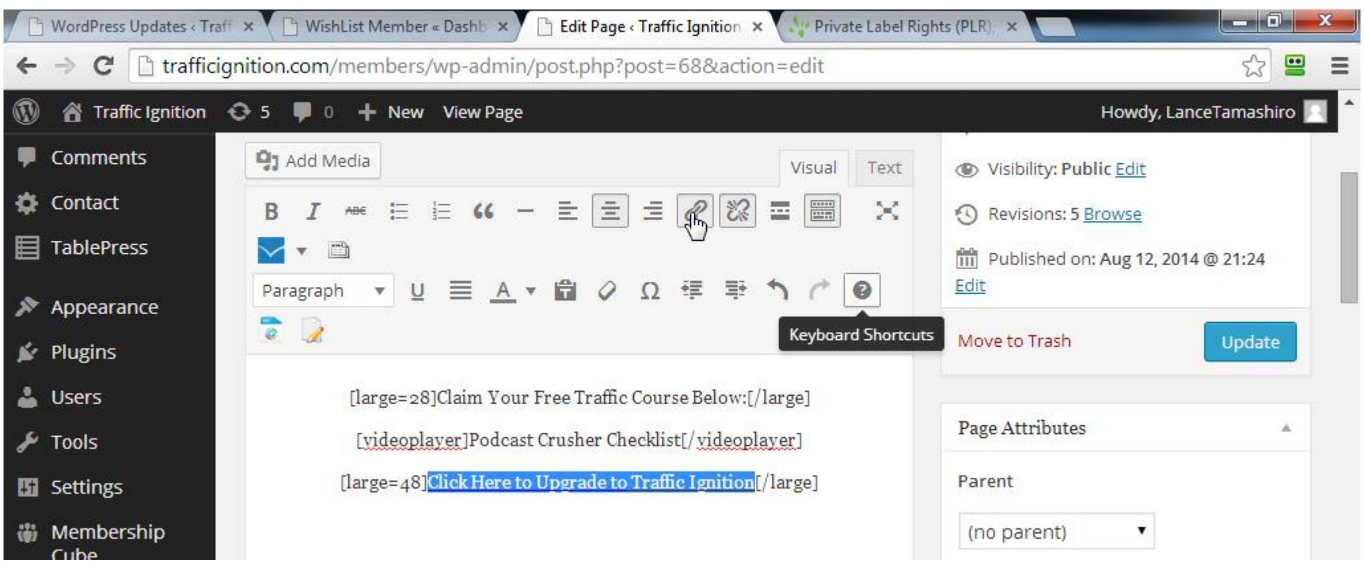
While this is downloading, we'll look at our member's area.



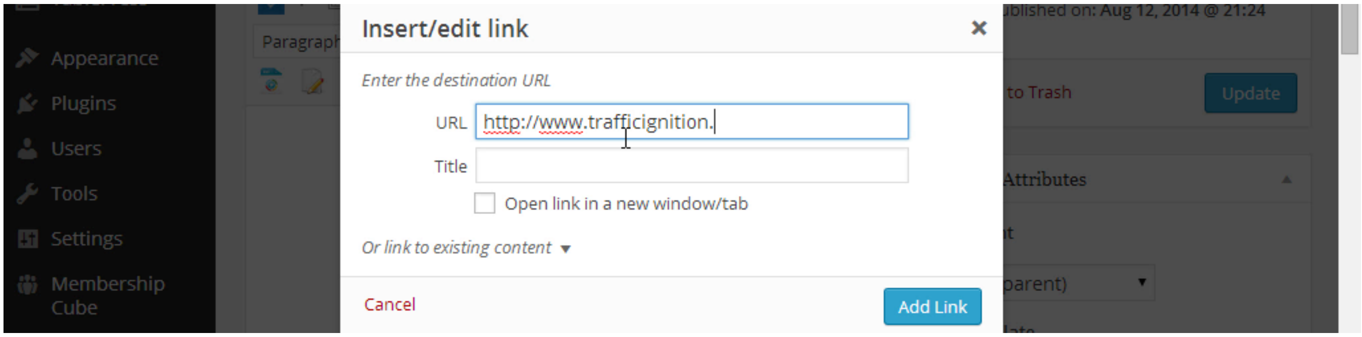
We want to set this up so that people that get on our Free level can download it. I told you we already had a template setup for you. If you go to "Pages" and then "All Pages." We have "Free gift." If we hover over free gift and go to edit where it says, "Edit this item", we have this setup.



I'll scroll down. Inside of the page we have content we can edit and use the exact same way we did in Module 2 when we setup our first product. "Claim your free videos" or "traffic course" because we'll have things other than just videos. "Claim your free Traffic course below." It says, "Click here to upgrade."



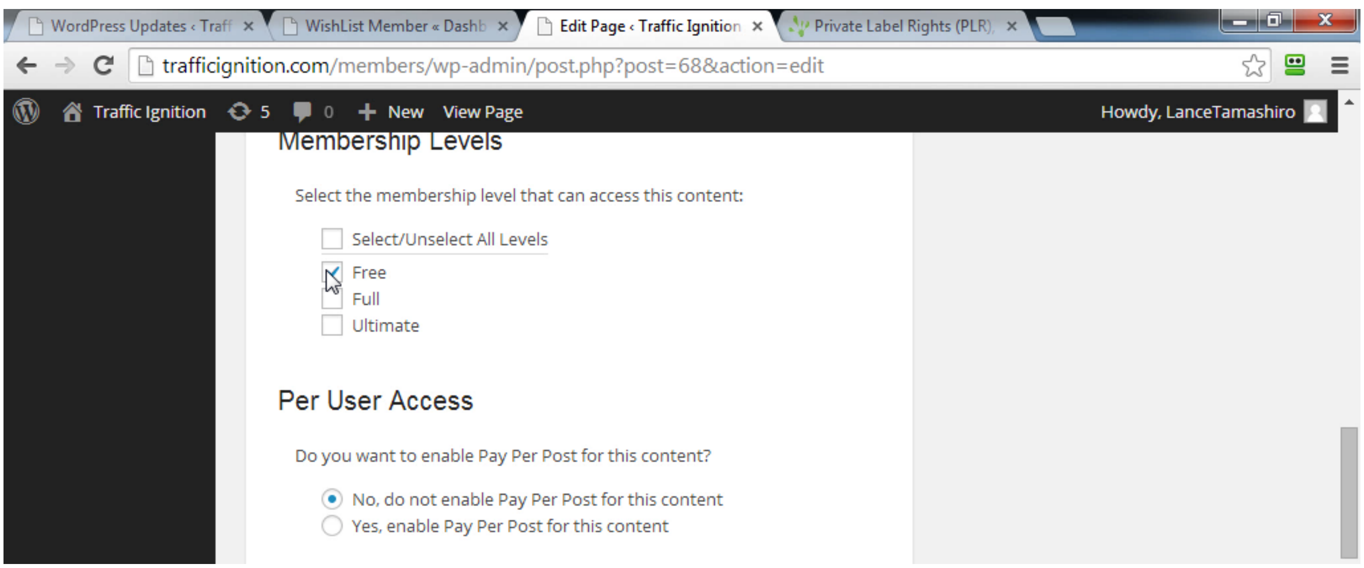
Let's change the product name to "Upgrade to Traffic Ignition" and highlight that text. We want it to be a link that somebody can click on. Highlight by holding down the left mouse button and highlight it.



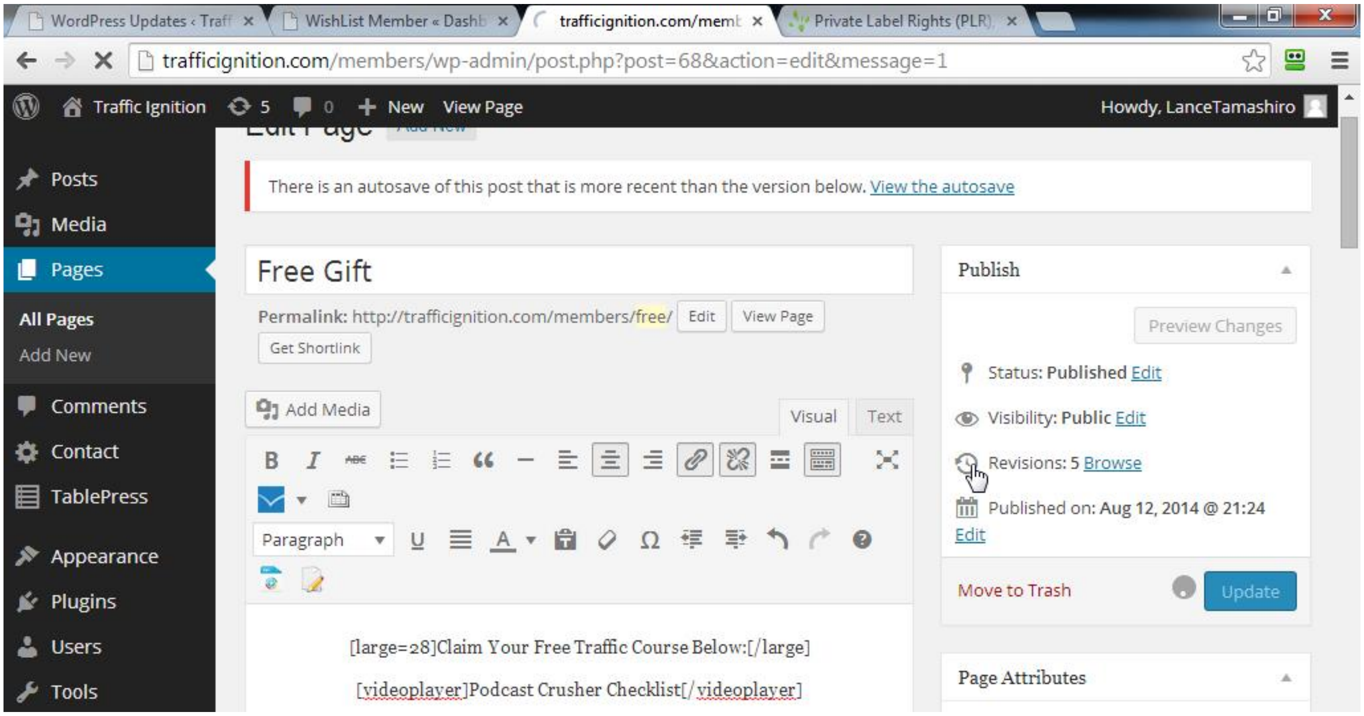
"Click here to upgrade to Traffic Ignition" and then click this chain link fence thing that says, "Insert Edit Link." Click that and where do we want them to go? We want them to go to our sales page. We'll put www.TrafficIgnition.com because that is our sales page. Then click "Open link in a new window" or tab, and click "Add link."

I'm going to click "Update" here so we can save our changes. We're still downloading our videos, our product we're giving away. We've edited this, let's see what it looks like. I'll to click "Update."

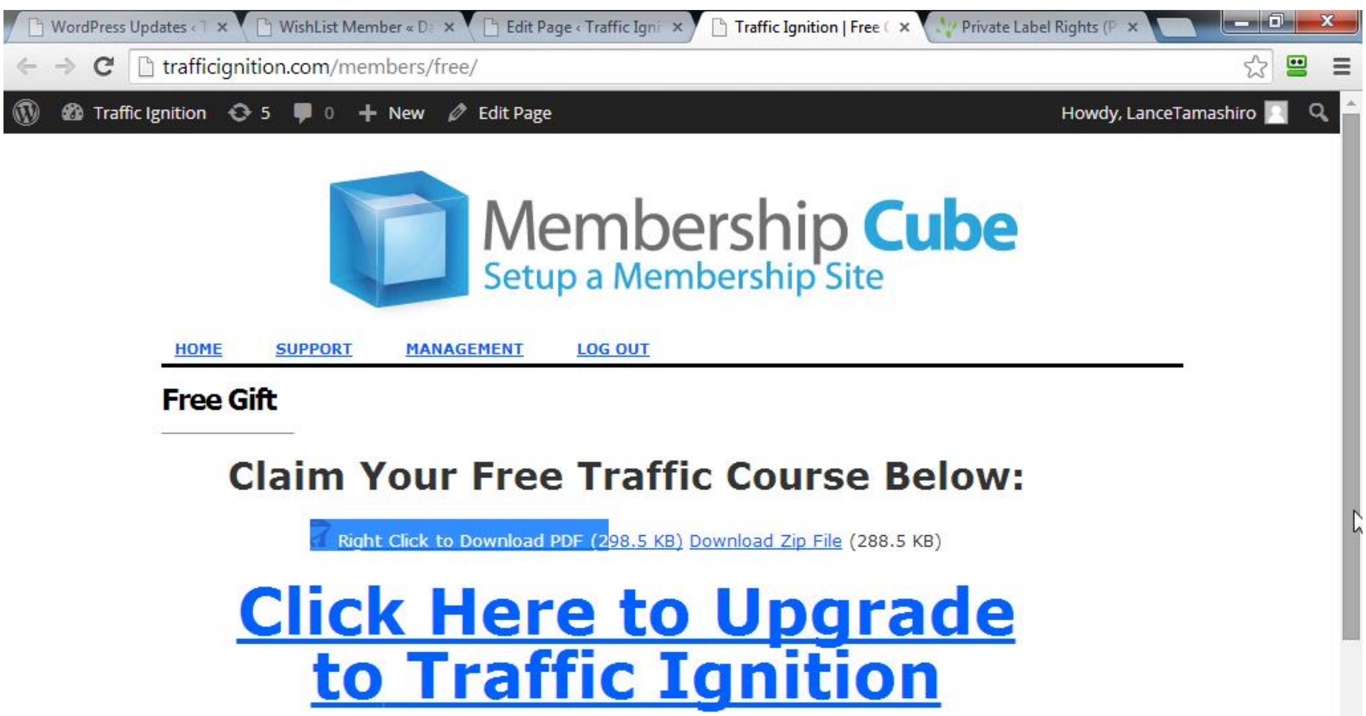
This is updating because we want to make sure that underneath the page on the settings, that yes, it's protected for members only. This means that only people that are logged into our site can see this particular page and then down here under membership levels, we want it only to be accessed by the people on the Free level. Select the membership level that can access this content.



If we wanted to, we could let Full and Free access it by checking the box. We could make all three levels be able to access it by checking the box but we'll give it to people on the Free level. The important parts are that you have the level of people that are on the certain level. If they're on the Free level, they'll have access to it and we want to protect this content.



Update and see what it looks like. Click "Update" and then "View Page." You get one up here, it says, "Page updated", "View page."



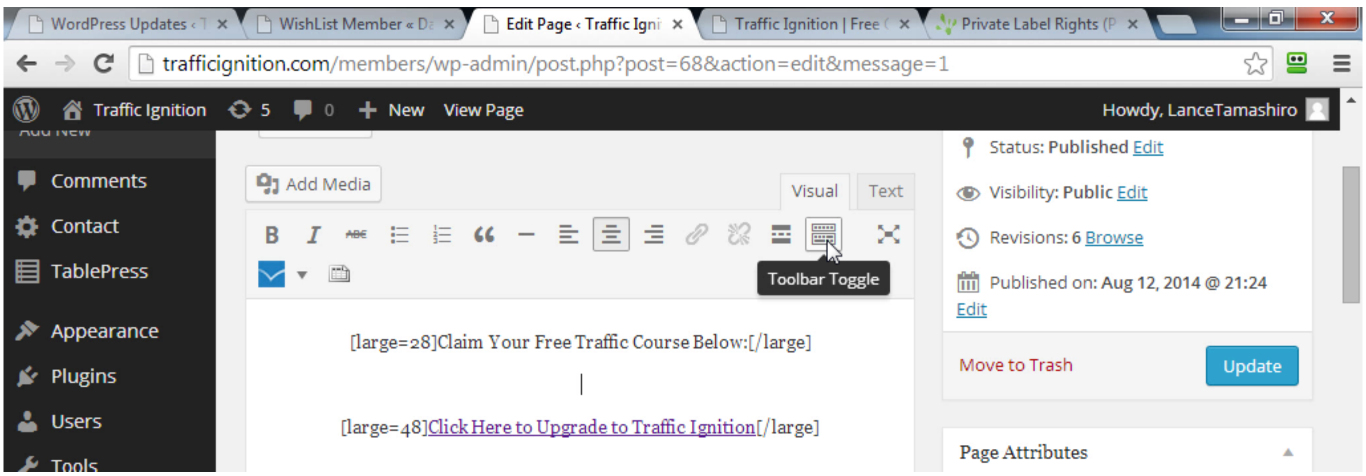
You can also see it underneath the title, "View page." Right-click and "Open link in new tab" and you can see it loading up in this new tab.

Video Player was was already here. We haven't added the new product yet but we have, "Claim your free traffic course below" and then, "Click here to upgrade to Traffic Ignition." Can you notice, too, what the other thing is? They only have access to the main course.

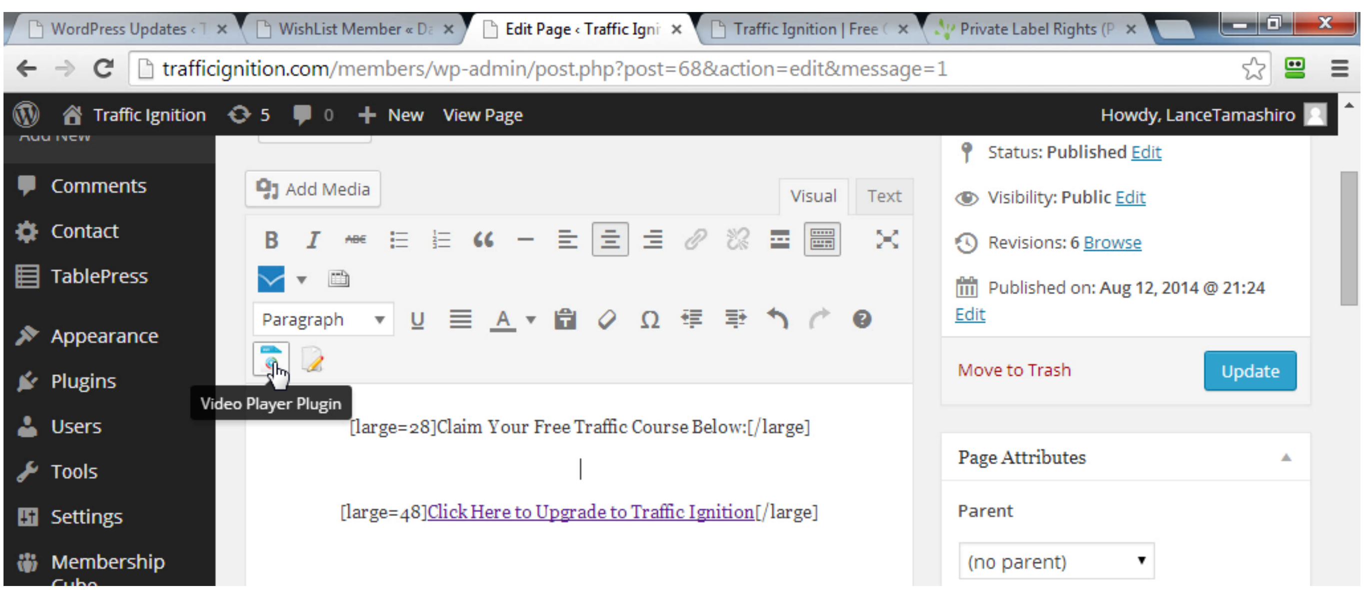
That's all they can see, what we've given them access to. Click here to upgrade, make sure this link works, it opened up in a new tab and we have our sales page here and we are ready to go. When somebody clicks on it, they go to our sales letter which is where we want them to go and they can buy and upgrade if they like.

While that's downloading, remember the only thing that we'll have to do once we have our product that we want to download, like we did in the previous module when we setup our buyers product. In order to upload our new product, we can get rid of this placeholder here by highlighting it and deleting it.

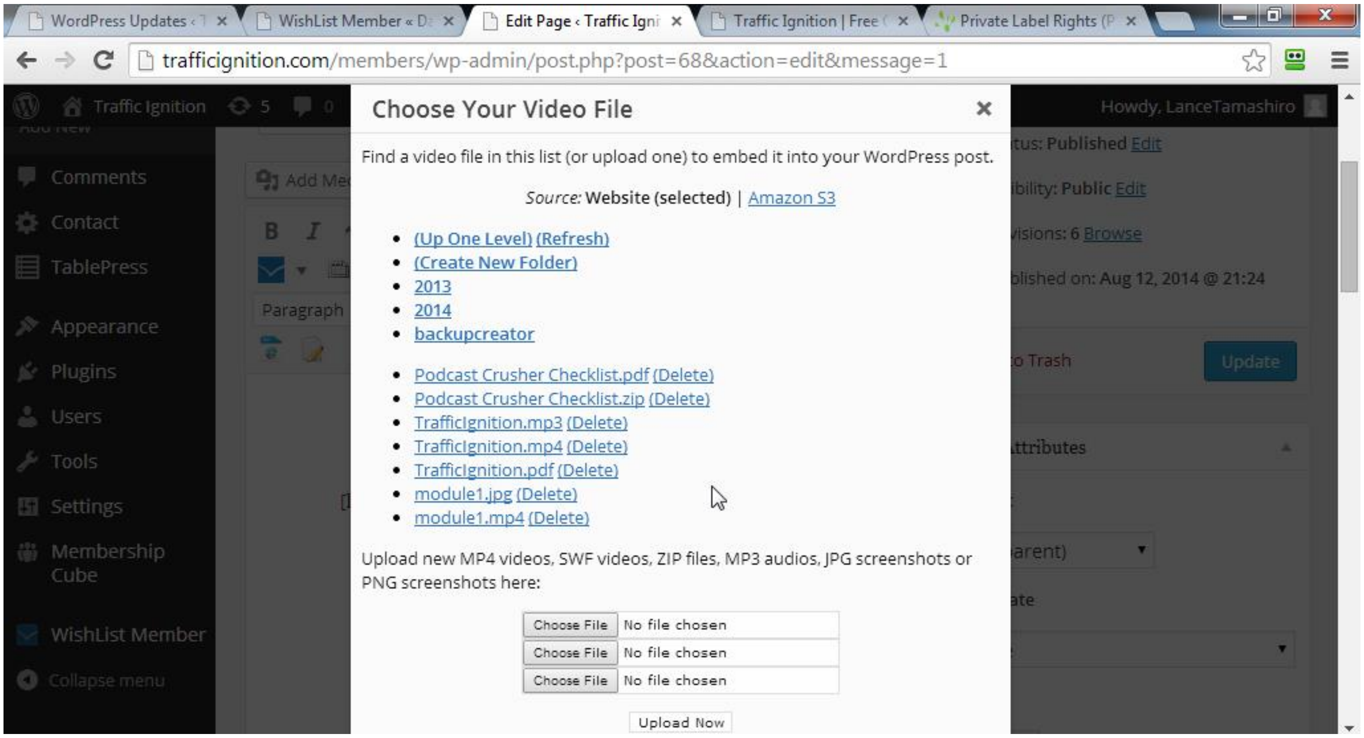
Then what do we do in order to put our new product up here? Click the Video Player icon which is this one and if you can't see it, maybe you only have one row of tools like this. Click on the "Kitchen Sink."



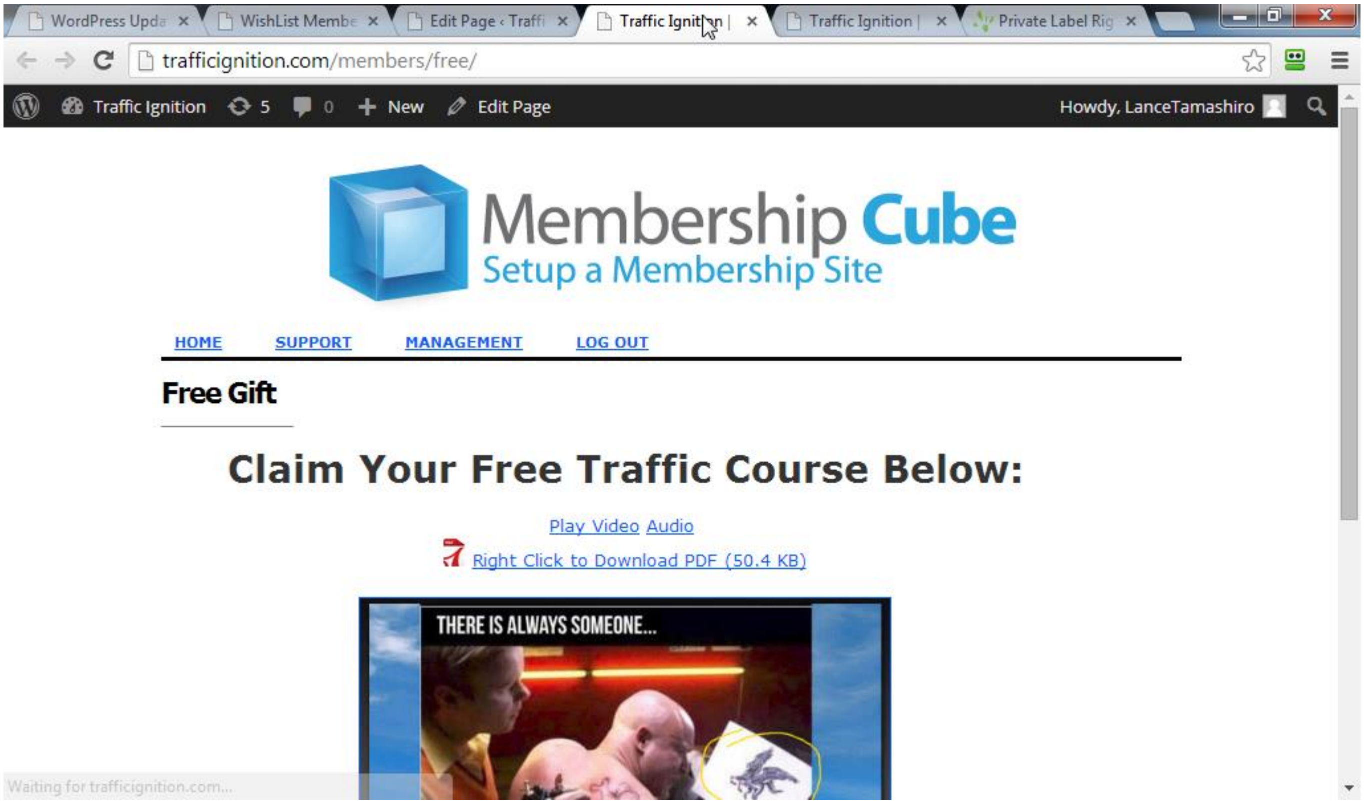
Hover over it. It says, "Toggle toolbar" it looks like one row and then more rows, and click that. It will bring up the other tools and editing options like Video Player. Click Video Player plugin.



You can upload the videos, or PDFs, or audios, whatever it is to your computer or to your server the same way that we did in Module 2 or Module 1, and select which products you want to give away.



Let's say we have multiple videos. If we have like Traffic Ignition, we used to have some videos. What if we had a second video? We'll put the cursor where we want it, click Video Player and we want module 1.



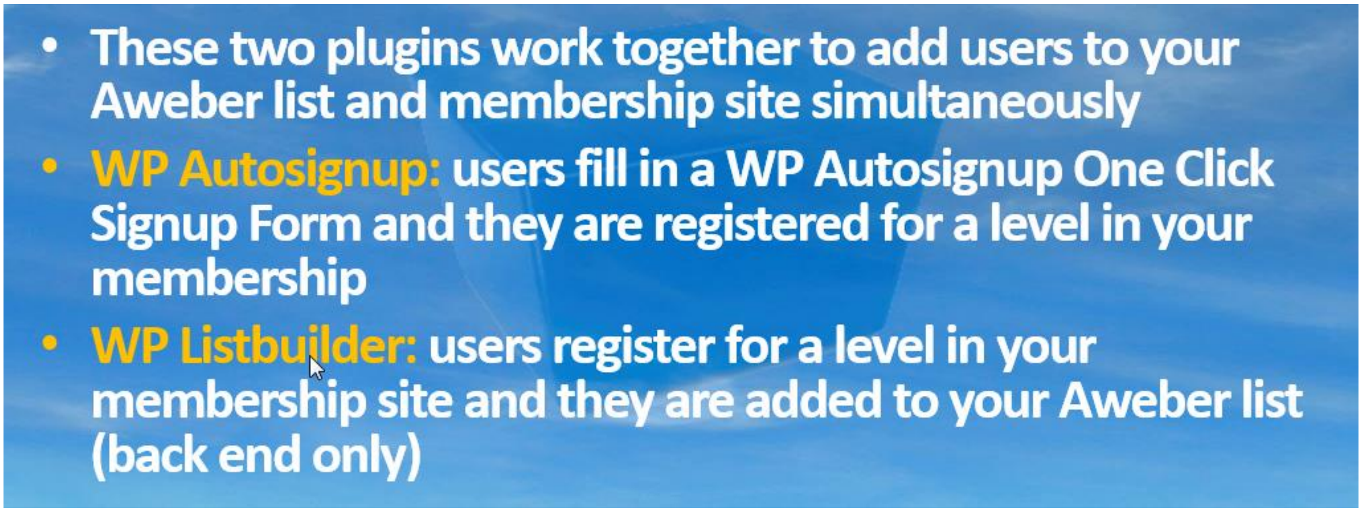
I'll select module 1. Do you see what happened? I have two Video Players. One for Traffic Ignition or video #1 maybe in your case, one for module 1 or video #2. It's two separate types of downloads. If I click "Update," you can see I have two different Video Players setup here with two different things. They might be PDFs, they might be videos, they might be whatever.

I'll view my page by right-clicking, "Open link in new tab." I have this video which was the first that we setup, I've also got this video and I have this. If you want to setup multiple videos or multiple PDFs, or multiple audios, it's simple to do. Just put the cursor where you want it to go and setup multiple Video Players like that.

Setting up the freebie gift, getting the free gift, it's simple. Just like we did in the product creation module and all you want to do is edit this free gift post. In order to find this, you go to "Pages", "All pages", and go to "Free gift" and "Edit." The only thing that you really want to make sure is make sure you're in your back-end or your /members site.

WP List Builder & WP Autosignup

We have a free product to give way, easy enough to setup. What's next? We have our level there. Two plugins tie this together for us. The first plugin is "WP List Builder" and the second plugin is "WP Autosignup."



These two plugins work together to add users to both your Aweber list and your membership site at the same time. Think about the power of that. A lot of times people can get people into their membership site but they can't email them from their list. Or they can get them on their list but how do you get them in your membership site?

These two things make them both happen at the same time and most importantly the way that these two worked is it records the IP address of each individual member. When you're emailing them, you're in compliance with the mass mailing CAN-SPAM law type of things.

Wishlist by default, they have a pseudo integration with the different autoresponders but what they don't do is protect you from the CAN-SPAM, the Canadian spamming laws now because they don't record the IP address of the person that's signing up. They record the IP address of your server.

It looks like you imported all of these users even though they have signed up for your list. Users will fill in a WP Autosignup one-click sign up form.

This isn't your Aweber form, this is a one-click sign up form and when they fill in that form, they're registered to whatever level you decide in your membership site. Very clear distinction, this is not your Aweber or your autoresponder form. This is a WP Autosignup form.

Wherever you put this form, if somebody fills it out, they're automatically registered into your membership site. It creates some account and signs them up. It's when you use this in conjunction with WP List Builder, what WP List Builder does is when a user is registered for a level in your membership site, they're automatically added to your Aweber list.

Do you see how these two things work together? First of all you have WP Autosignup, which if somebody fills out that form, they're automatically signed up, registered and have an account created in your membership site for the level you want. When WP List Builder is activated, it says, "Was there an account created in my membership site?" If so, it adds them to your Aweber list.

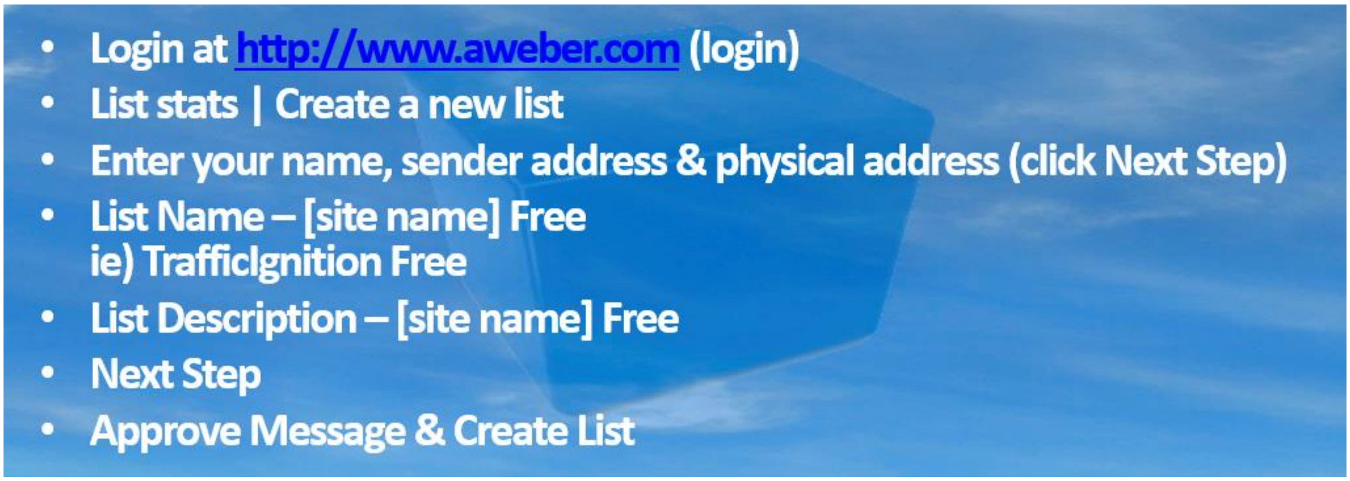
In one step, you can have somebody fill out a single form, they're added to your membership site and they're added to your Aweber account in one step without you having to do anything at all.

We talked in the previous module about copywriting. Most of that comes down to making things super simple. The more steps you put in front of your offer, less people will take those steps.

Free List

You're giving someone this Free membership level access. If you think about it, if they say, "I want to create an account." What do they have to fill in? They have to say, "I have to think of a user name. Maybe I'll choose Lance1, maybe that's not taken." They have to fill in first name, last name, email address, figure out a password, type the password again.

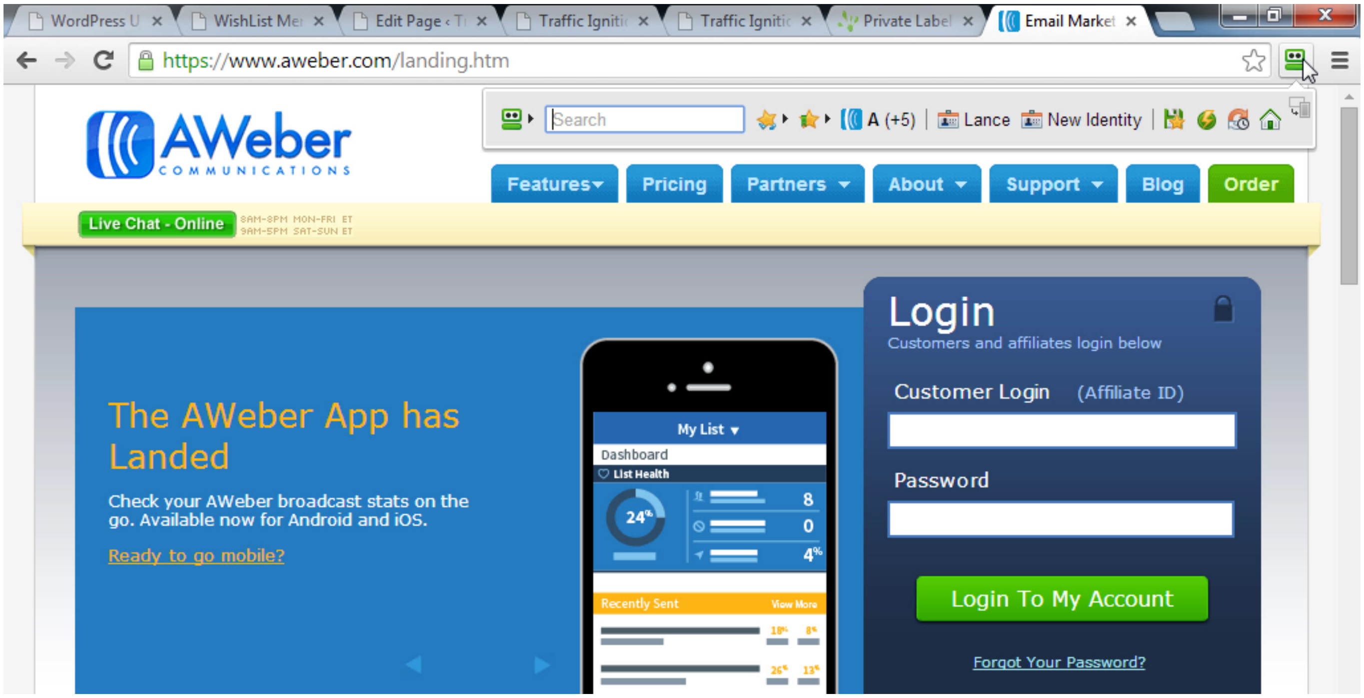
WP Auto Signup gives you the best of both worlds. It looks similar to an Aweber form where you enter your first name, last name and email and then this creates an account for them.



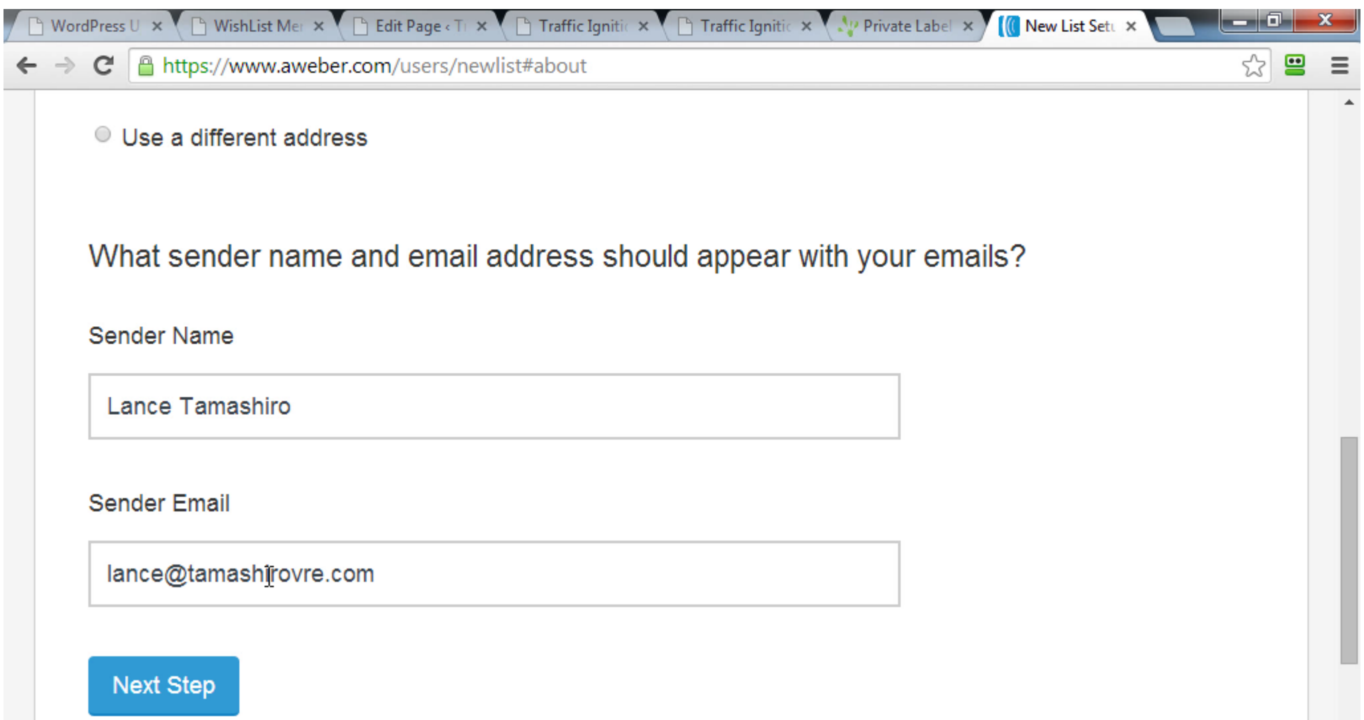
They fill in a couple of things and this figures out their user name for them, this creates a password for them, they only have to fill in a couple of things but then they get this permanent free account created. Then that hooks up with WP List Builder so then they can also get on this Aweber list.

When you use both of these plugins at the same time, you get the best of everything. You get them to fill in one single form and they get an account in your Free level of your membership site and they also join the mailing list as well.

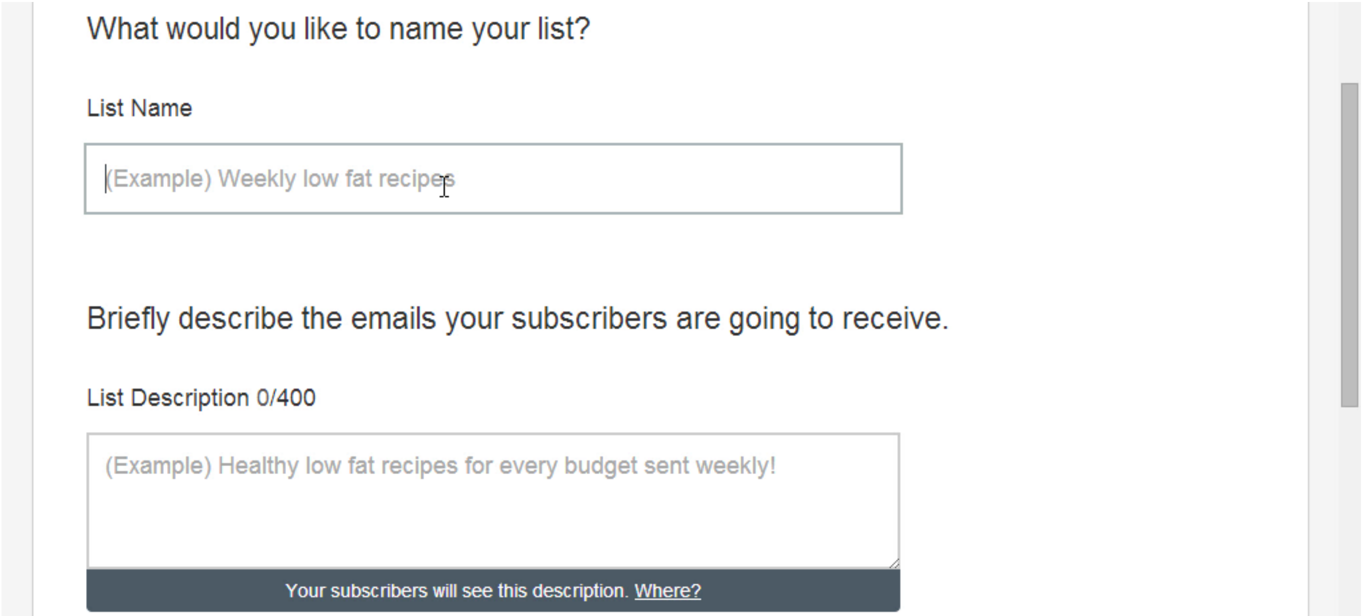
Let's set this up so we can give a clear example of how this all works and so we can get it setup on our site and this will all start to come together and make sense here really quick. The first thing we need to do is we need to make our free list. We need a list of people that haven't bought anything from us.



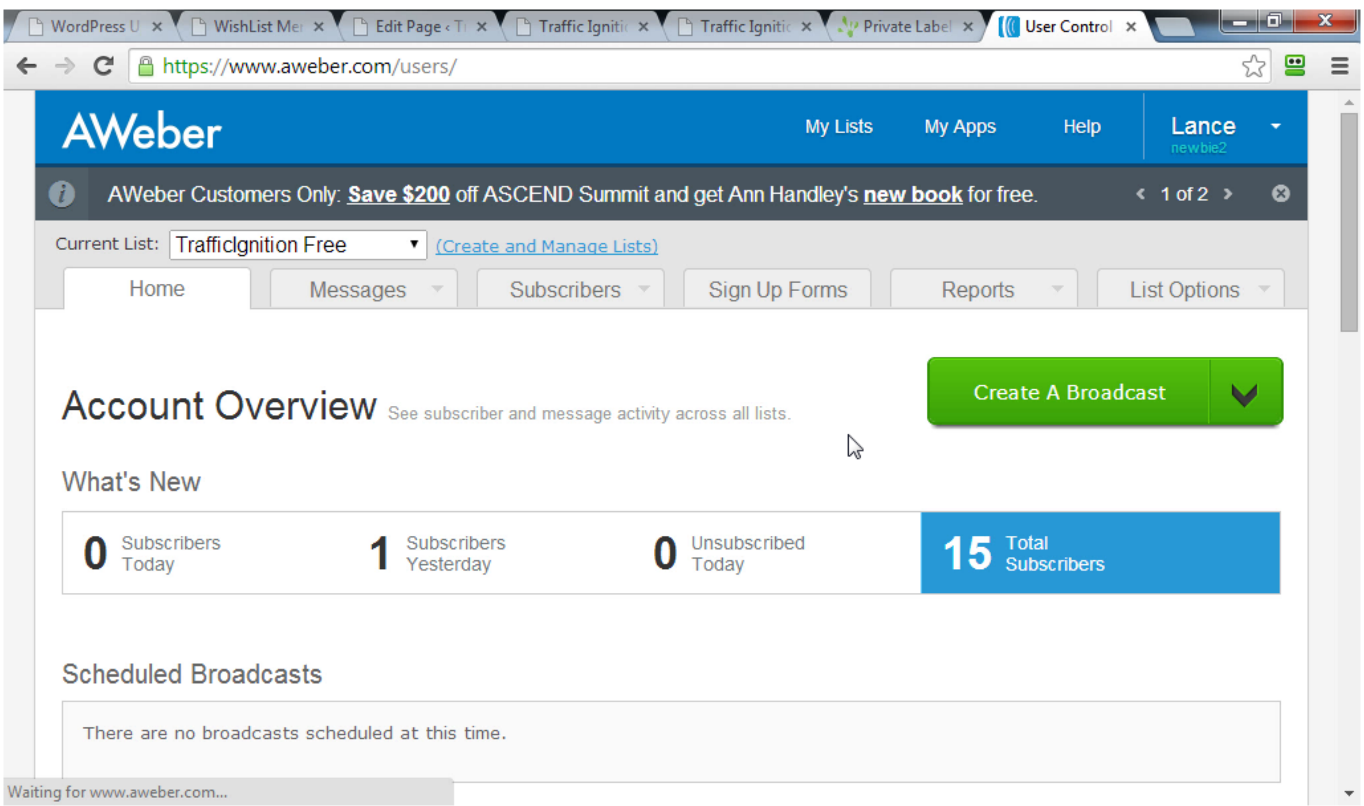
Login to our Aweber account at Aweber.com. If you remember, once we login what we'll do is scroll down in the middle and we'll find the area that says, "List stats." Click the button that says, "Create a new list."



We'll enter our name, our sender address and our physical address and click "Next step." Because we did this in an earlier module, it's already in there. It pre-populates this for us. We need to make sure it's still all the same, click next step and then what we'll do is create our list.



For "List name," enter the name of your site and the word "Free." The name of our list is "Traffic Ignition Free." The same for our description. Nobody else sees that, that's what we see. Then click "Next step" and then click "Approve", "Message", and "Create list."



That creates our list for us. We have a new place, a separate place that we can email people from and collect them that is different from our buyer's list. We'll have a free list and a buyer's list so we can email them separately if we want. Login to our Aweber.com account, click "Log in."

Then we'll scroll down into the middle where it says "List stats" here in the middle and click "Create a new list" down here at the bottom. "Create a new list" and like we said, our "Company name" and our "Website name" is already filled in because we did that earlier. If you haven't done that or it's blank, fill this in.

Your company name, your company website, you can choose an address, I have an existing address, it comes from me, it comes from my email address and click "Next step." We'll call it "Traffic Ignition Free" and we'll highlight this, right-click and copy and we'll put it in here, right-click and paste, same exact thing.

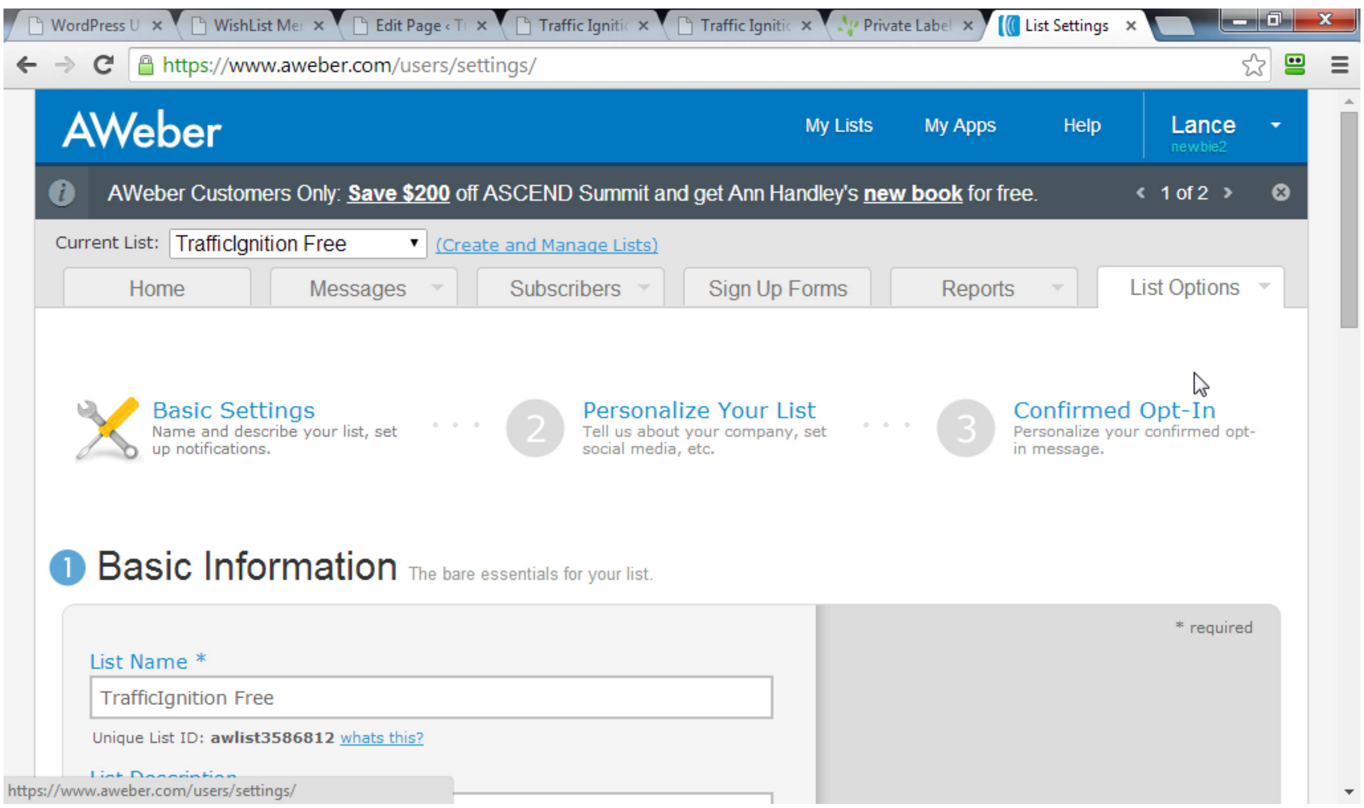
"Traffic Ignition Free," click "Next step" and then this part we'll do this as single opt-in. We don't need this confirmation message so what we'll do is scroll down to the bottom and click "Approve message" and "Create list."

In our account overview, it will add this list. We have this current list. We always want to make sure we're working on the right list and in a few seconds it will show up in our list stats here as well.

Configure List

We've created the list. We need to configure that list. In order to configure the list, what we want to do is under the "Current list" at the very top that I've showed you, we want to make sure we have the correct one. For what we're doing right now, we want to make sure we're working with the Traffic Ignition Free list.

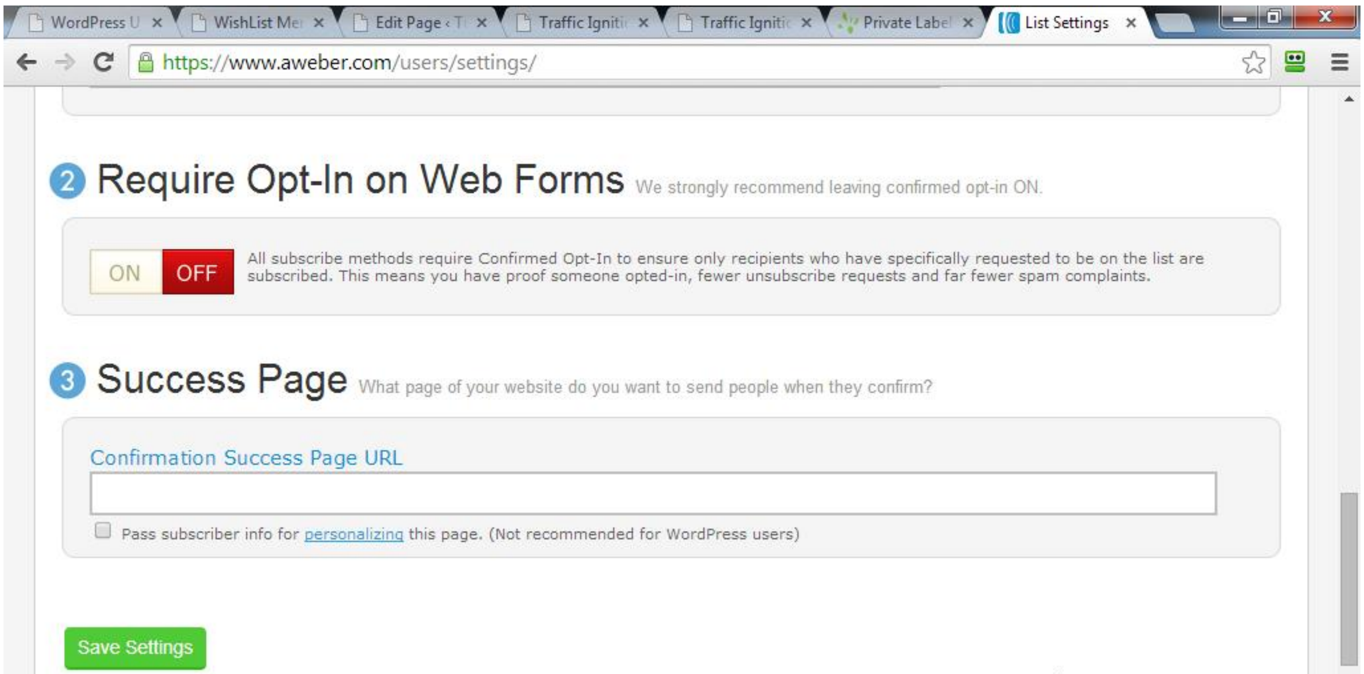
We'll go to "List Options" and then click "Confirmed Optin." Then what we'll do is we'll scroll down to where it says, "Require on web forms" and click "Off." "Are you sure you want to do this?" Click "Yes" and click "Save settings."



This will change our list into a single opt-in list which means they don't get an email that says, "Are you sure you signed up for this list?" It signs them up for the list for us. Go do that. We'll go back to our Aweber account and let's say you logged in or you're working on something else.

At the top, it says, "Current list." This is always the list that you are currently working with or looking at. You want to make sure that you have "Traffic Ignition Free" selected and then we'll go all the way to the right where it says, "List Options." Click that.

At the top it says, "Basic Settings", "Personalize your list", "Confirmed Optin", we want to click number three, "Confirmed Optin" and then we'll scroll down past number one, doesn't matter to number two where it says, "Require " on web forms and click "Off."

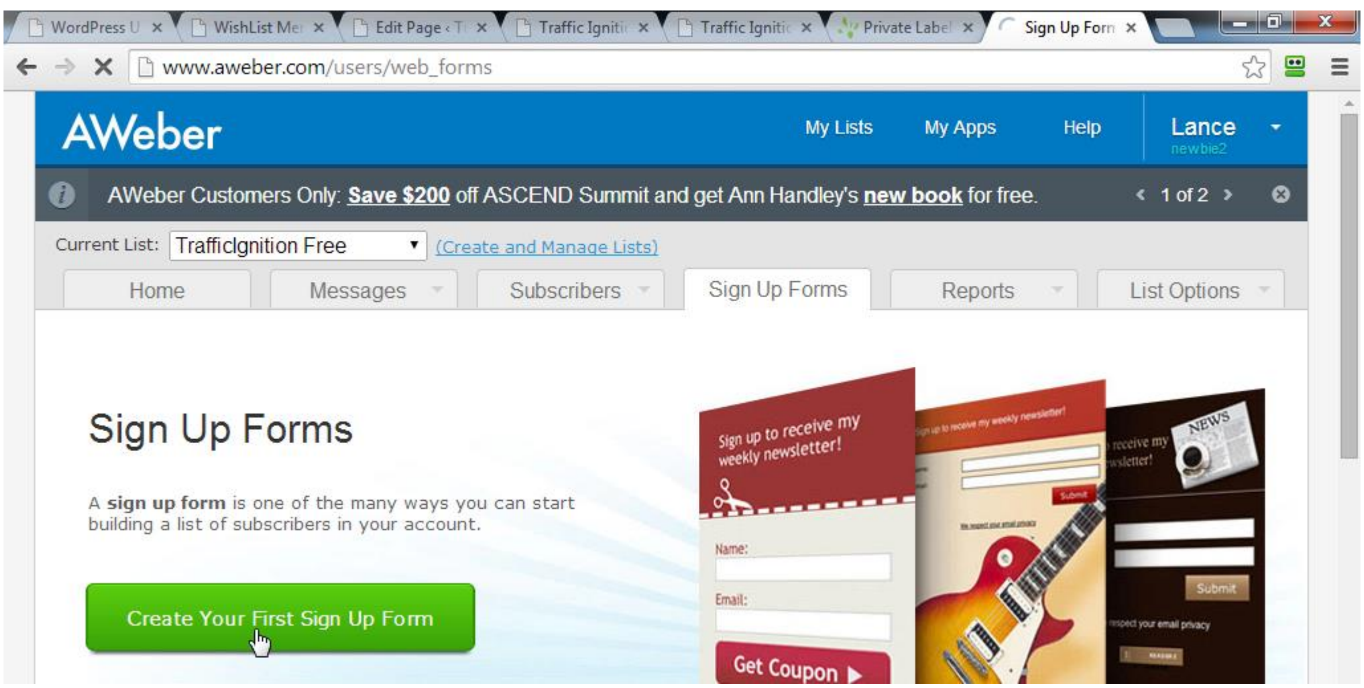


Click "Yes" and you'll see it turns off as red. If you have "Off" red, you have done the right thing which you're looking for and then we'll scroll down and click "Save settings." That's all the configuration that you need to do.

Create Aweber Form

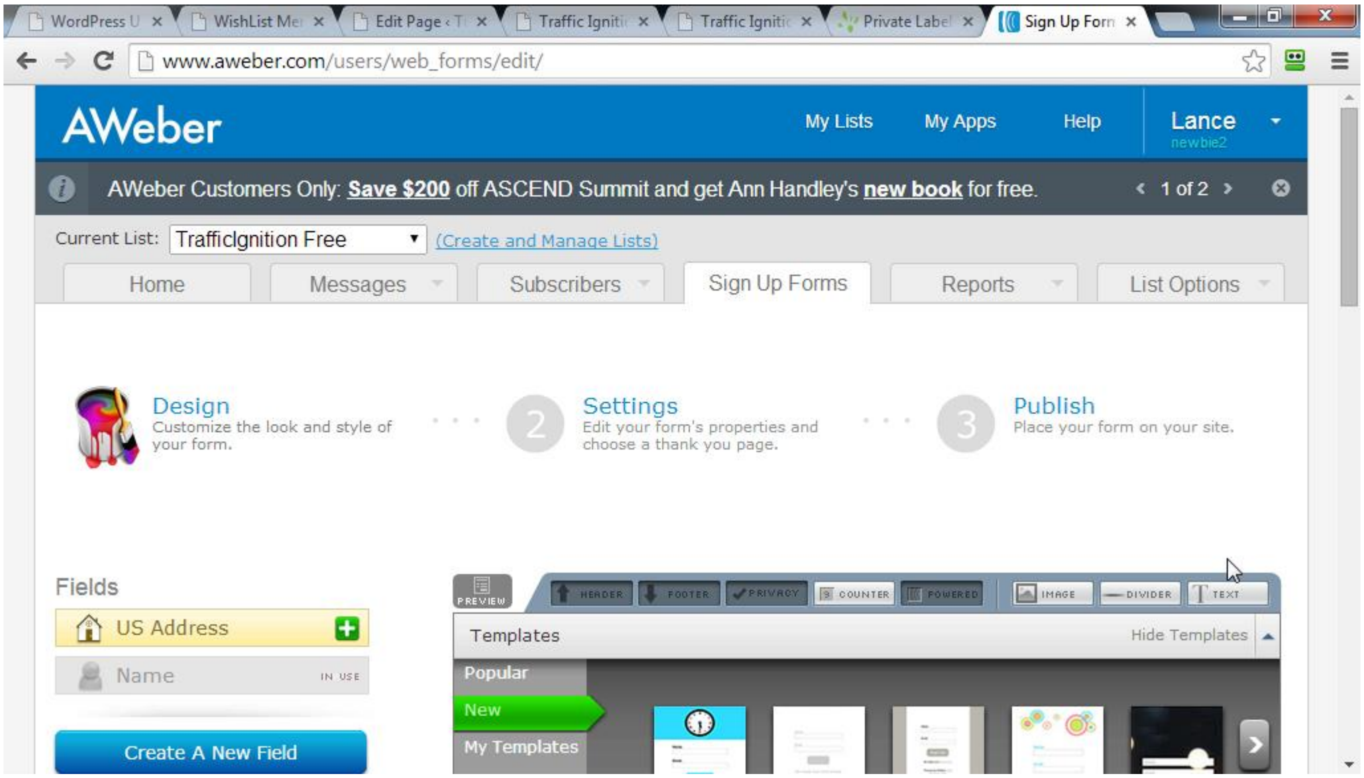
We created our list, it's configured. We need to create our Aweber form. Make sure we're working on the current list, the one that we want to create the form for, click the "Sign up" forms tab and click "Create your first sign up form."

Click "Go to step two" and where it says "Form name", we'll put the name of our site and the word "Free." Guess what? It's the same name as our list. We'll put "Traffic Ignition Free" for the name of the form and then click "Go to step three", click "Save your form", and then we'll go to, "I will install my form", and then we'll select the "Raw HTML version", and then we'll copy that form.

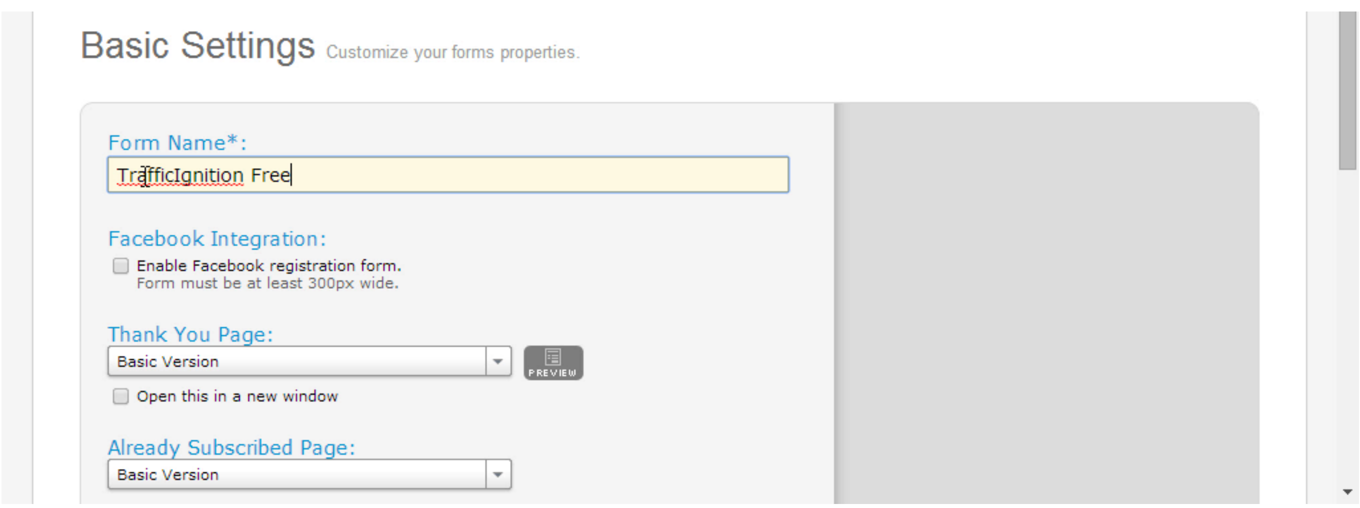


I'll show you how to do the copy and paste and we'll paste it into WP List Builder. WP List Builder is in your back-end site. We're creating an opt-in form and we'll add this to our back-end sites. That's at /members.

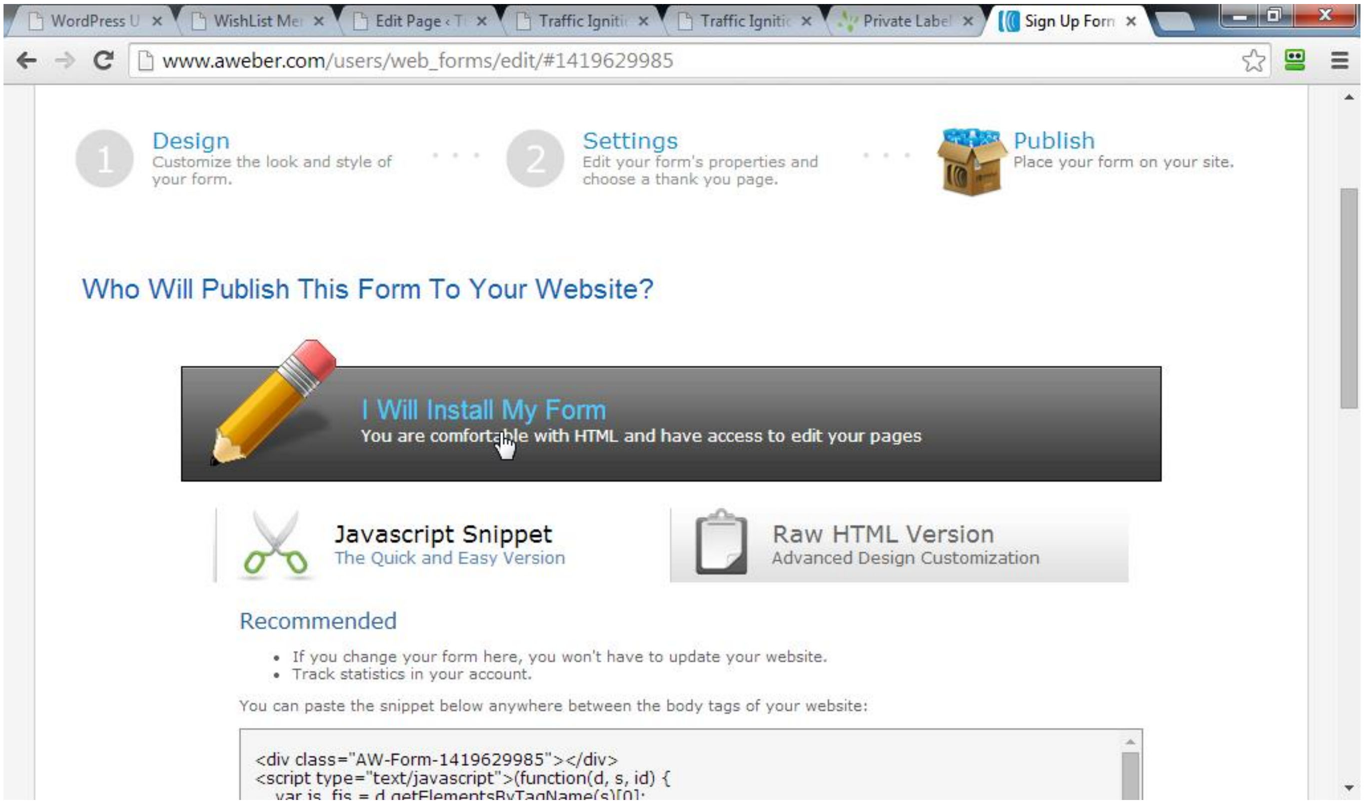
We'll go back to our forms. Let's make sure we clicked, "Save settings" here. First thing, no matter where I'm at in Aweber, let's make sure our current list is the one that we want. We want to create a form for Traffic Ignition Free, then down here, see this row of tabs, click "Sign up forms" and that gives us this big green button that says, "Create your first sign up form."



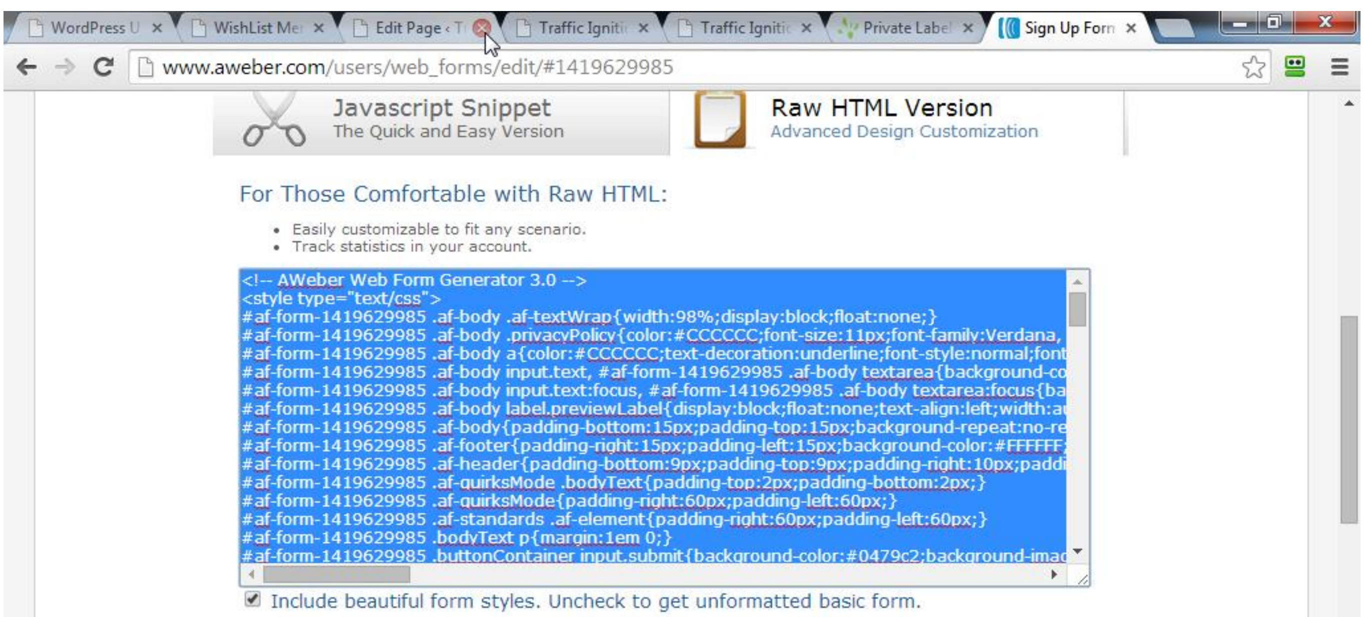
Scroll down and click "Go to step two." Couldn't be any simpler. It says, "What's your form name?" Our form name is "Traffic Ignition Free." These are people that are getting in for free on our Free level.



The example.com/free, leave all of this alone. Don't mess with any of this and click "Go to step three." "Save your form." Once we save our form, it asks, "Who will publish this form to your website?" We want to click on, "I will install my form" and then it shows us this.

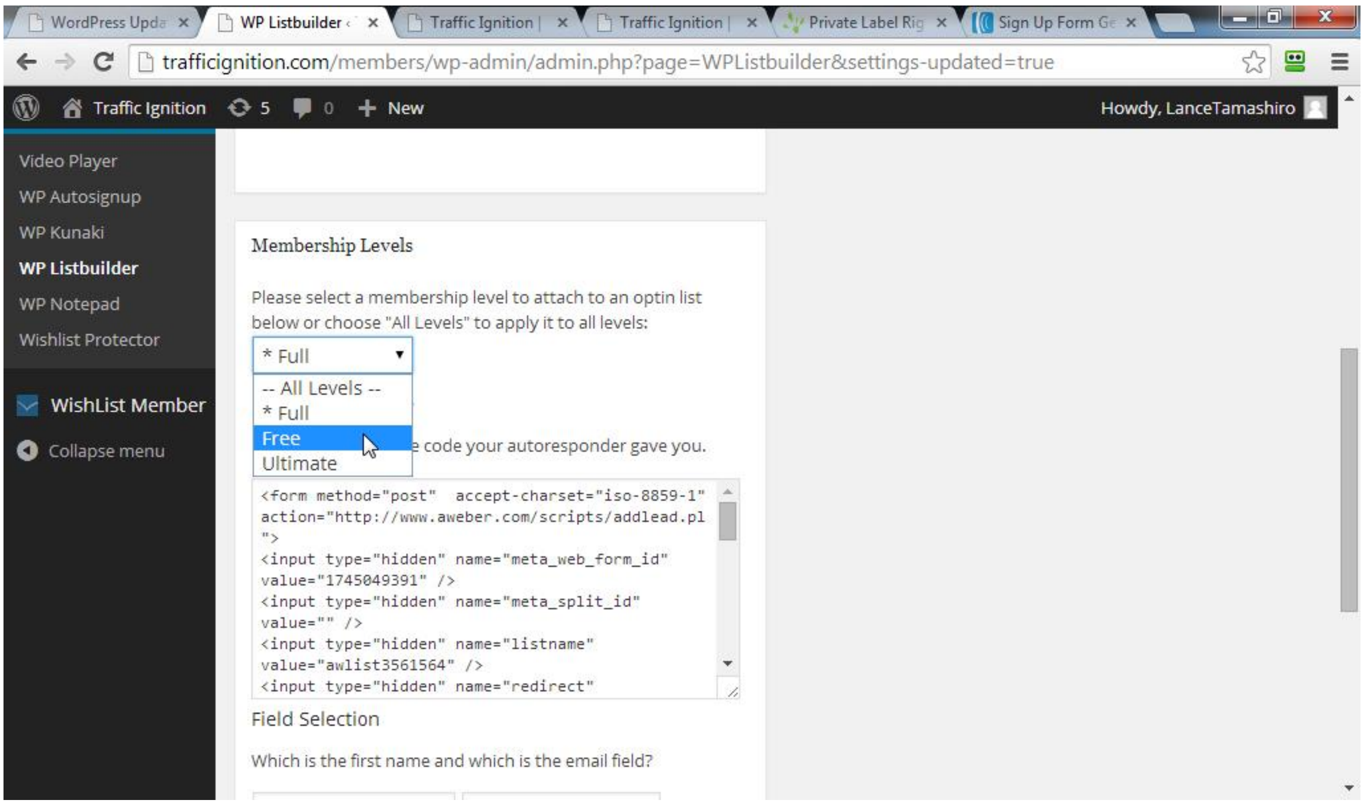


It gives us two things. It says "JavaScript snippet" or "Raw HTML." Click where it says "Raw HTML version", so I'm going to click that and then I'm going to highlight the HTML code. It's all blue. If I look, everything is blue, and then I want to right-click and select "Copy." That copies this form for us.



Then what we want to do, remember we want to paste it into our WP List Builder? Find our member's area. We're logged in at TrafficIgnition.com/members. What we want to do is on the left side here, we want to go to Membership Cube, hover over that and then we want to select "WP List Builder."

Then we'll scroll down. If you remember, we did something similar in an earlier module for our Full level. See how there's the asterisks next to Full? That means there's a form there. If I select Full, it will reload and our form is already there but we don't want the Full level. This is for level Free.



When somebody has added to the Free level now, they'll be added to a different list. I'm going to go to Free, right-click and "Paste." Paste in our form and then click outside, name field should say name, email field should say email. I'm going to click "Save all changes."

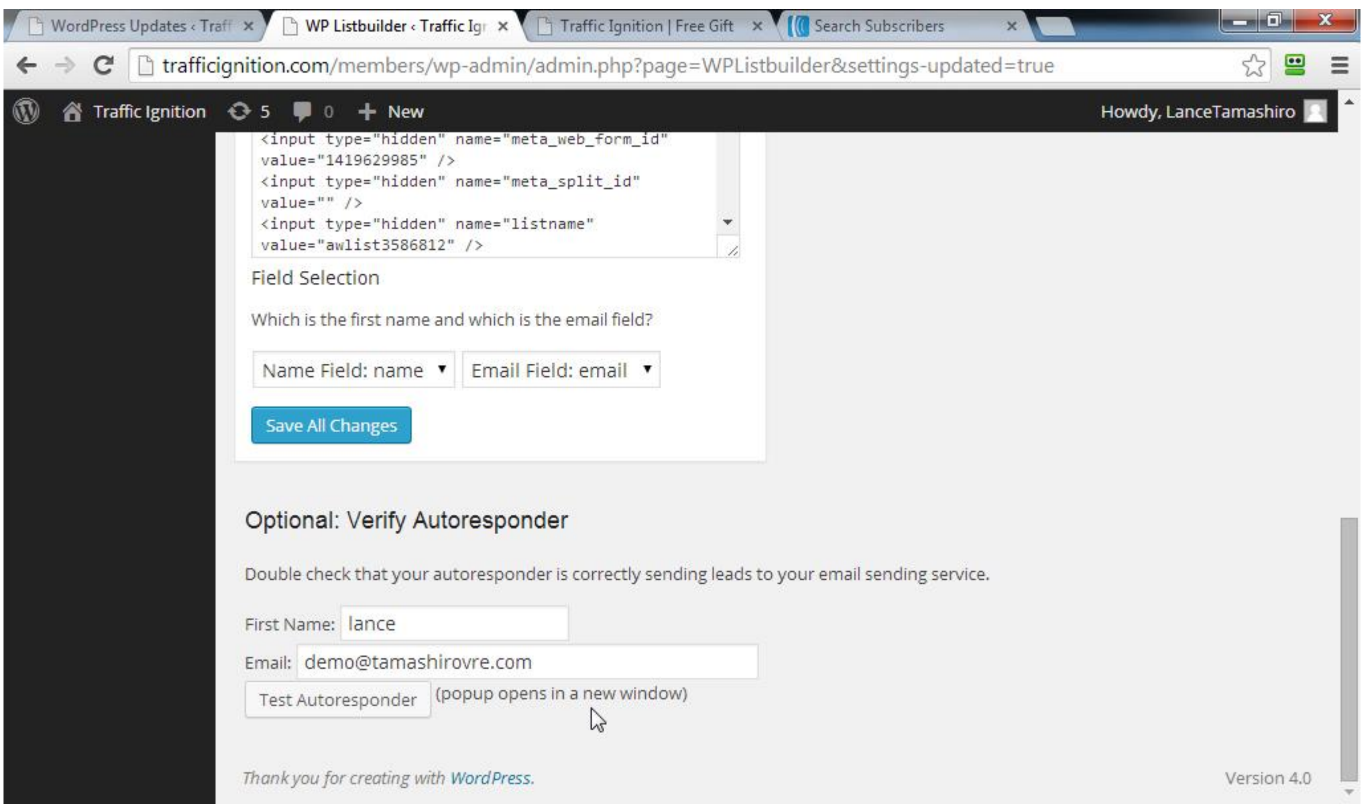
There's an asterisk next to Free and Full. They're being put on different list so we can assign people up for different list by putting them in a different form and selecting the list that we want. Free now has a different list and we have WP List Builder setup.

Test that our autoresponder integration is working. That means when somebody's added to the Free level, will they get put on our autoresponder? How do we do that?

Test Autoresponder Integration

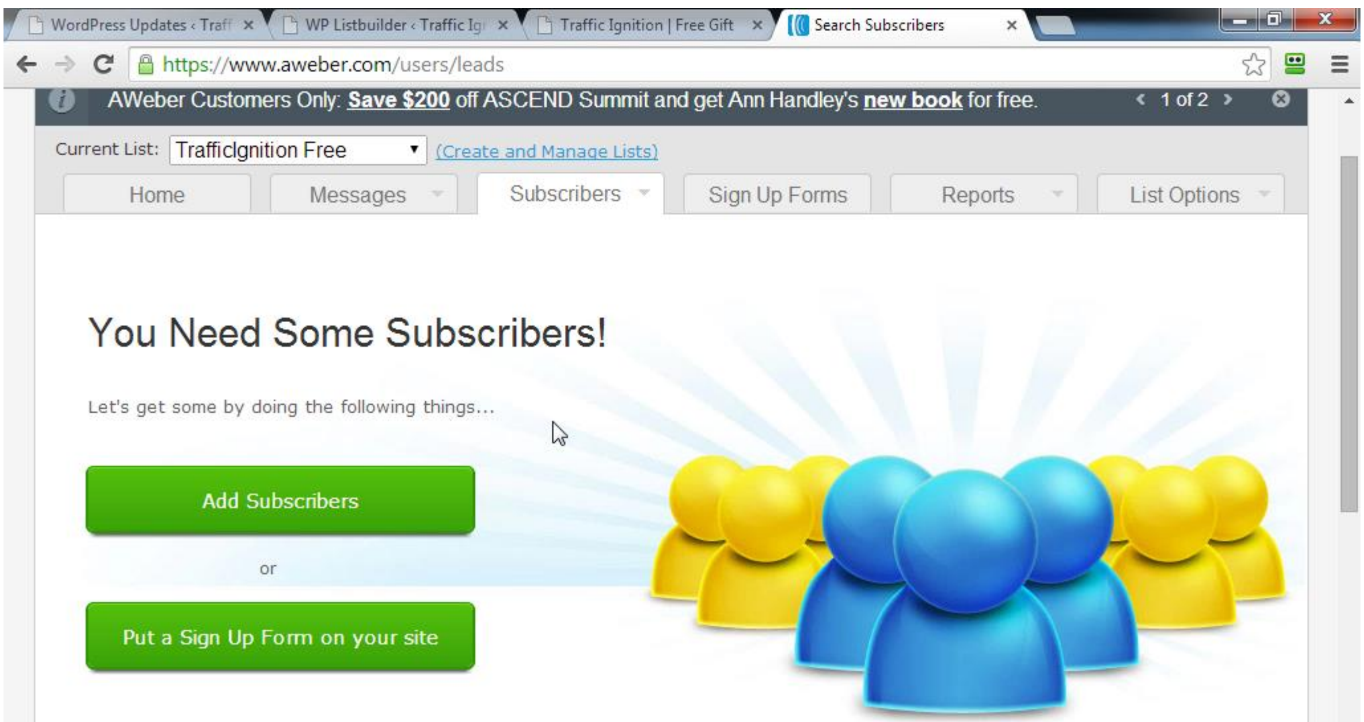
Go down to the bottom where it says, "Verify autoresponder", we enter in our first name, we enter in our email and we click "Test autoresponder" and it's going to open a new window. If it opens up and it says that we've joined, guess what? We are successful in getting people on our list.

Make sure you have the Free level selected, scroll down to where it says, "Verify autoresponder", real quick I'm going to switch back to Aweber. We don't need this form anymore. Go to subscribers and we're on Traffic Ignition Free and it says, "You have no subscribers." That's good. We set it up.



I'm going to go back to our WP List Builder and let's test this. Let's say, Lance and the email for this one, we'll use as demo@tamashirovre. Click "Test autoresponder", it's going to open a new window or tab. It opens that tab and says, "Thank you for subscribing."

That's good. You want to see this. If you see anything but this, something is wrong. We'll close that window and now we'll back to Aweber and I'm going to click "Subscriber." This has a delay sometimes and subscribers might not show up for a few minutes.



Go to "Subscribers." We'll come back and check on this here in a minute. I'm going to assume that it's working okay but while we're waiting for that to go, go see what our next step is. Our next step is we need to setup our opt-in page.

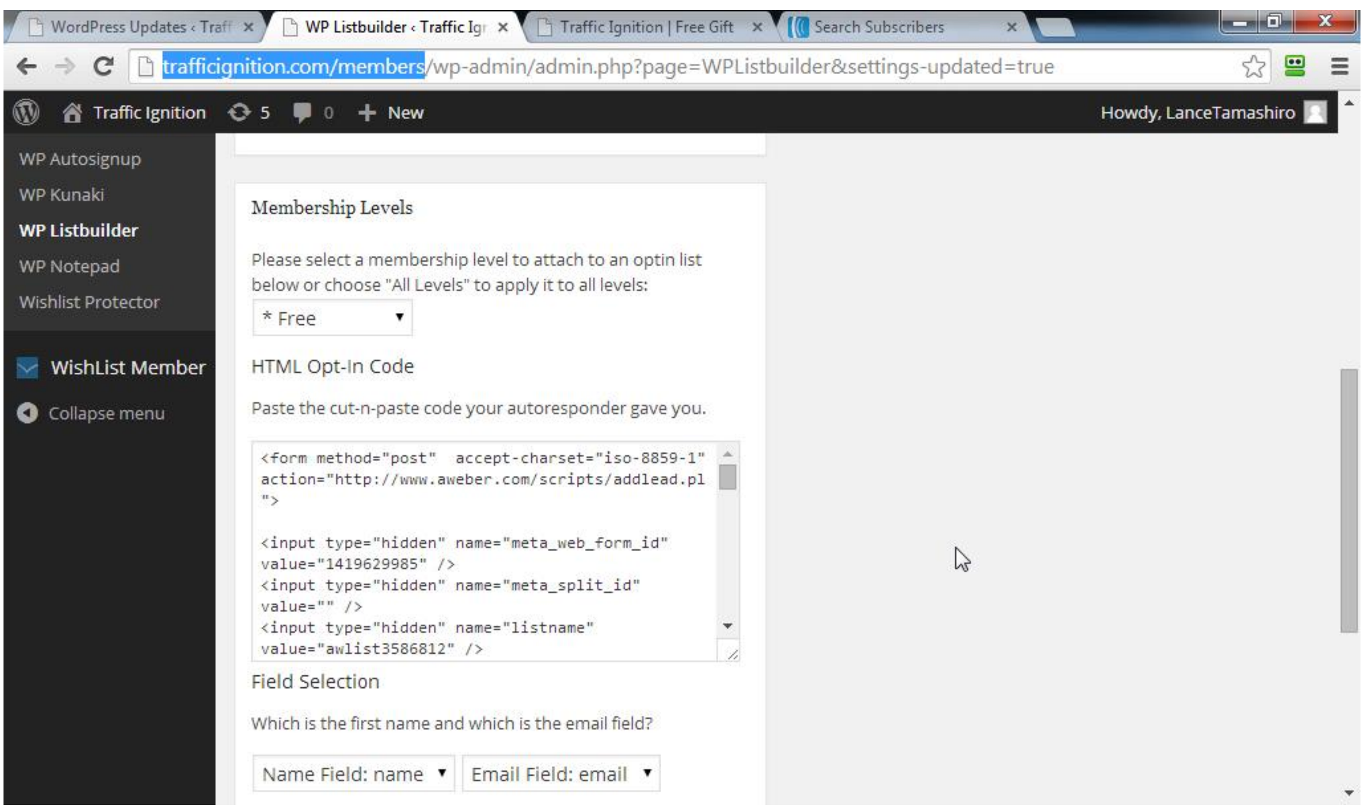
Optin Page

This is probably the most steps that we'll have to do of any part of this module. The first thing we want to do is we want to login to our back-end. When we login to the back-end, this time we'll hover over "Membership Cube" and we'll select "WP Autosignup."

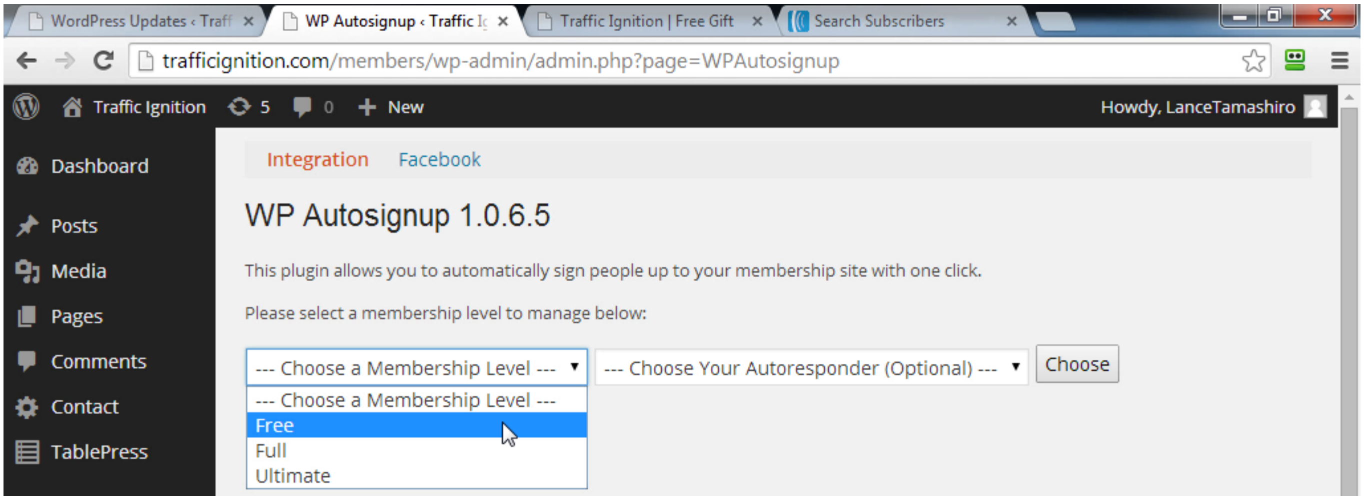
Then what we want to do is like we did previously, it's going to ask us to choose a membership level. We'll choose the Free level and then we'll select and copy the one-click signup form. This is a form we can put anywhere we want on the Internet and if somebody fills it out, they get added onto our Free level and our membership site.

This is different than your Aweber form. Login to our back-end membership site, go to "WP Autosignup," choose the "Free level," the level that we want people on and then we'll take the form that it gives us and we'll copy it.

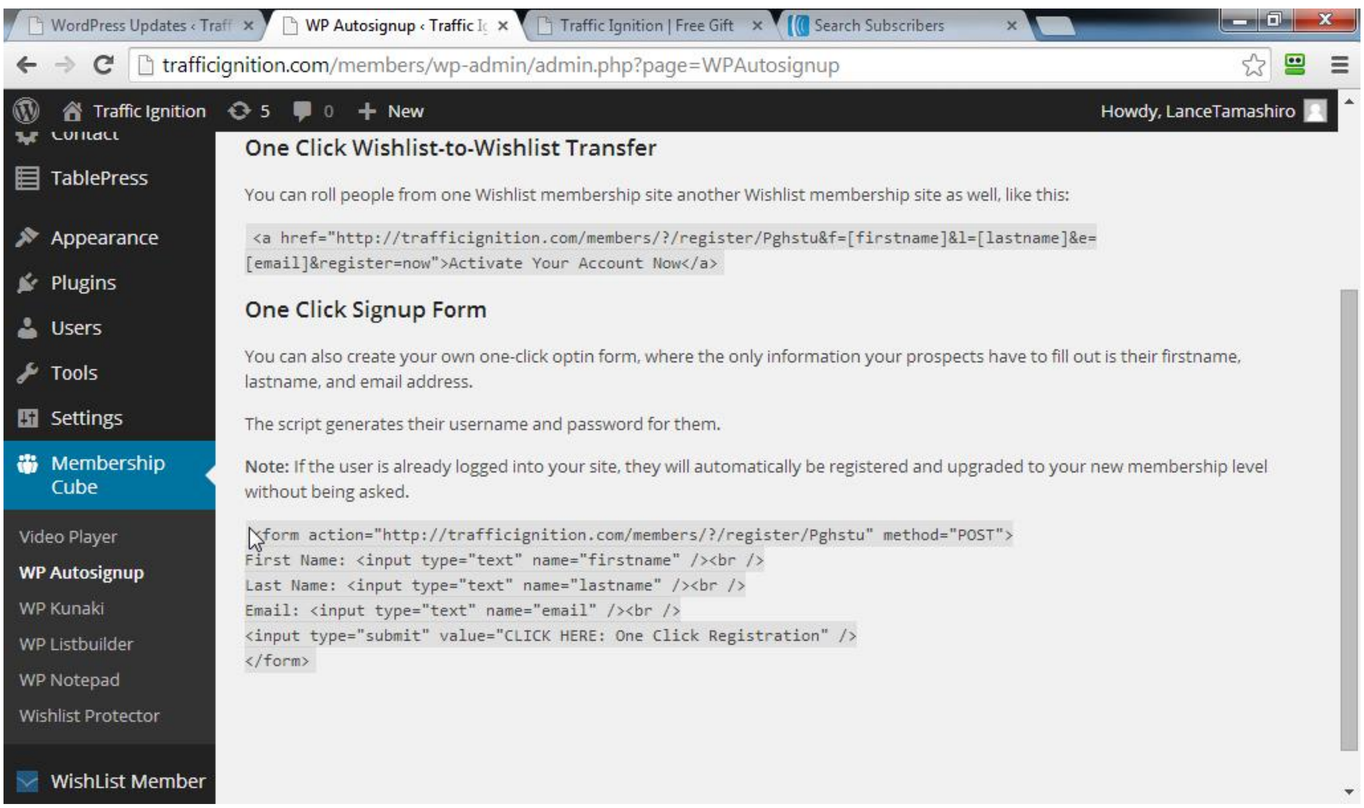
Go to the back-end site. How do you know if you're on your back-end site? TrafficIgnition.com/members or example.com/members and we'll go to Membership Cube. This time we want to select "WP Autosignup" and we want to choose the level. We want to make a form. It makes a form. Choose the level and go on the "Free level."



Select "Free." Locate the grey part at the bottom under "One-click signup form", we are going to highlight this. Make sure you get all of it. We'll highlight that and then we'll right-click and select "Copy." We have it copied. That's what we're all caught up. We have that copied.

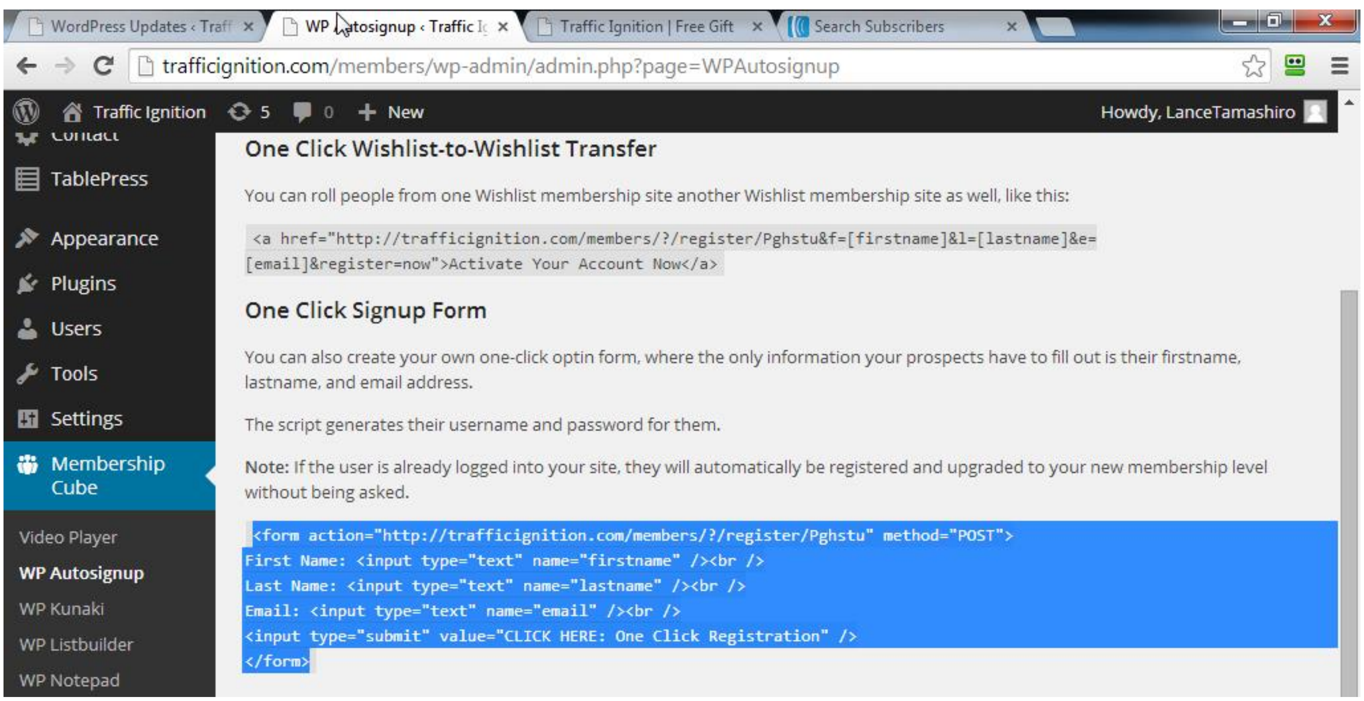


Login to our front-end site. Login to the front-end, we'll start building the opt-in page. We'll hover over "Paper template" and then we'll select "Optin page."



We'll paste that form that we copied into the area that says, "Step 2: Call to Action ", and click on, "Save All Changes." Next, we'll test our opt-in and make sure we can create a user and it gets put on our Aweber account.

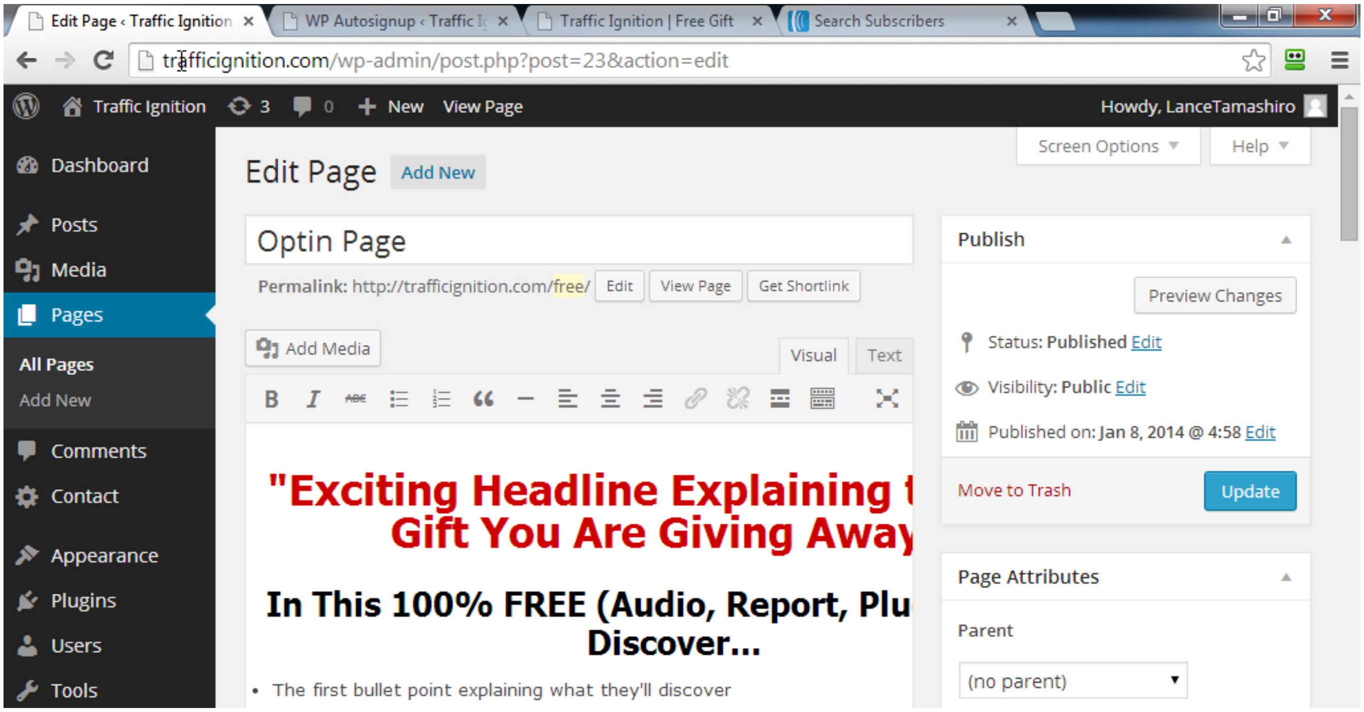
When you're testing, log out of your membership sites. I'll show you how to know if you're logged in or logged out once. We want to make sure we're logged out of all of our sites and then what we want to do once we know that it's working is we want to edit our page. We'll go back to our site this time. We have this copied from our member's area.



WP Autosignup is installed on the back-end only, on /members only. WP List Builder is installed in the /members back-end only and the only thing you're doing is to connect these two is you're taking the form from WP Autosignup and copying and pasting that form into the front-end.

We're not installing WP Autosignup on the front-end, we're not installing WP List Builder on the front-end. Both those plugins are on the back-end and you're grabbing that little six lines of form code right there.

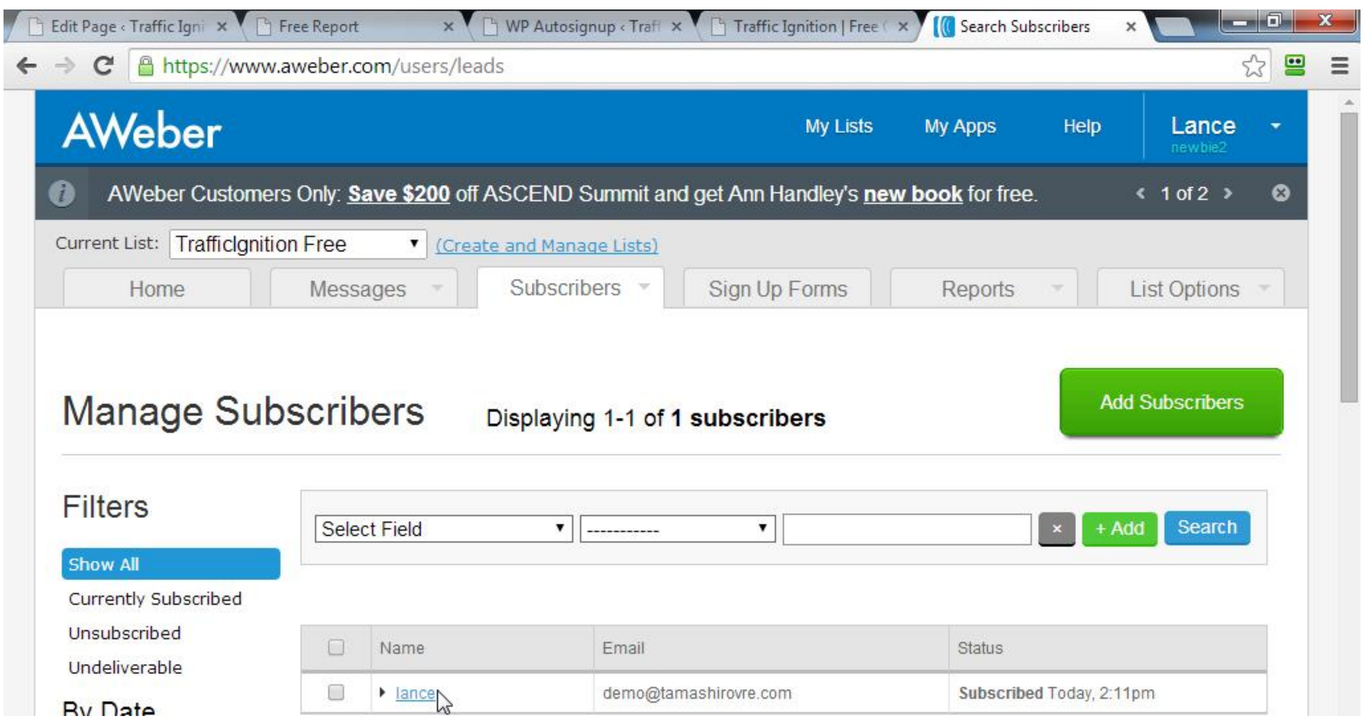
How do you tell if you're in your front-end site? Look at your URL. In our front-end site, go to "Paper Template Page." We have a template. I'll open this up in a new tab so you can see what this looks like.



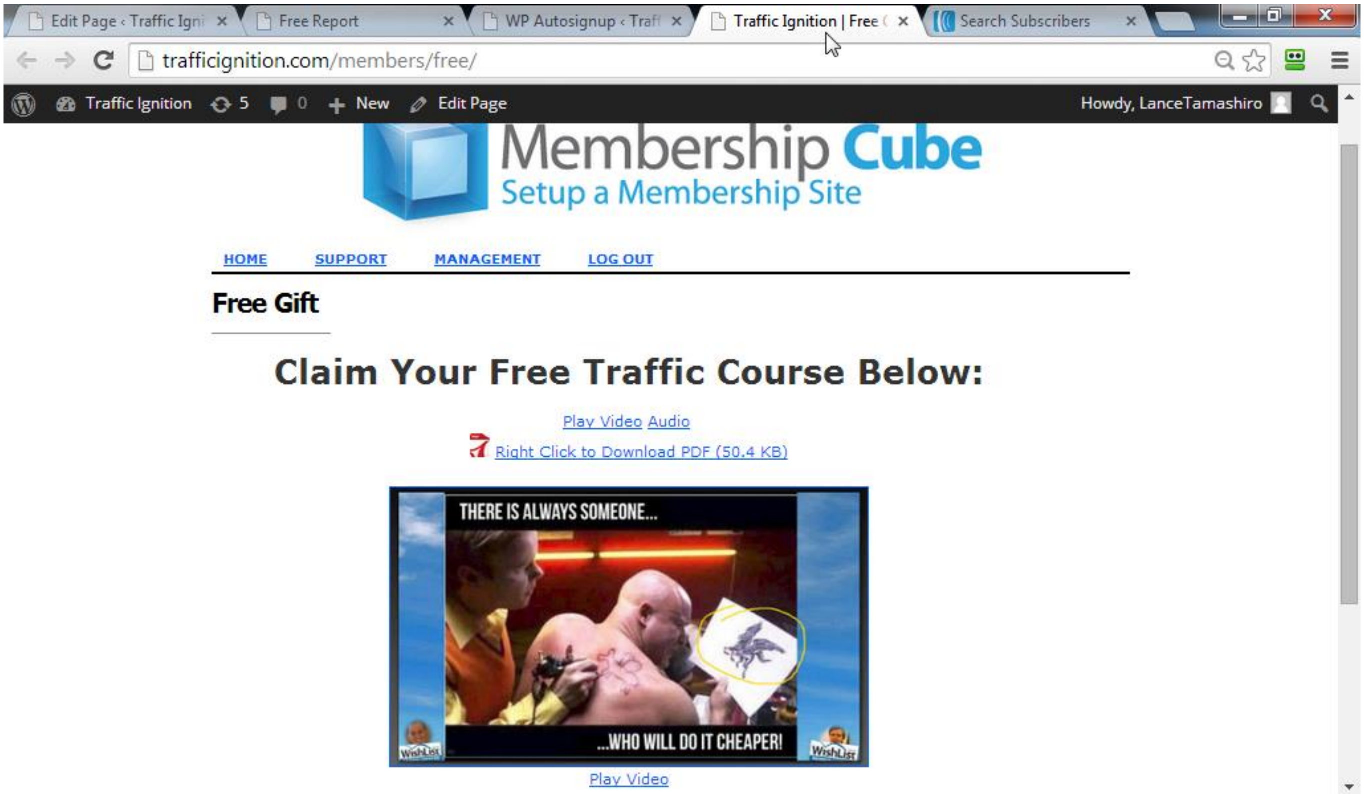
You have example.com/free. I'll right-click and open a new tab so we can look at our page. Look at our sales page. Our headline is built-in, we can edit bullet points, but this time it says "Enter your first name and primary email address to claim your spot." Watch what we'll do.

We'll go to our opt-in page. I'm going to ignore all of this for now. Scroll to where it says, "Step two call to action." Look at what it looks like here, watch what happens. I'm going to right-click and paste in that code. Don't know what it does, don't know whatever. I'm going to click "Update."

It adds whatever we did to our site. I have my opt-in page built in, everything is ready. Go back to Aweber and make sure our test worked. Our user is showing up. Our member's area WP List Builder plugins working.



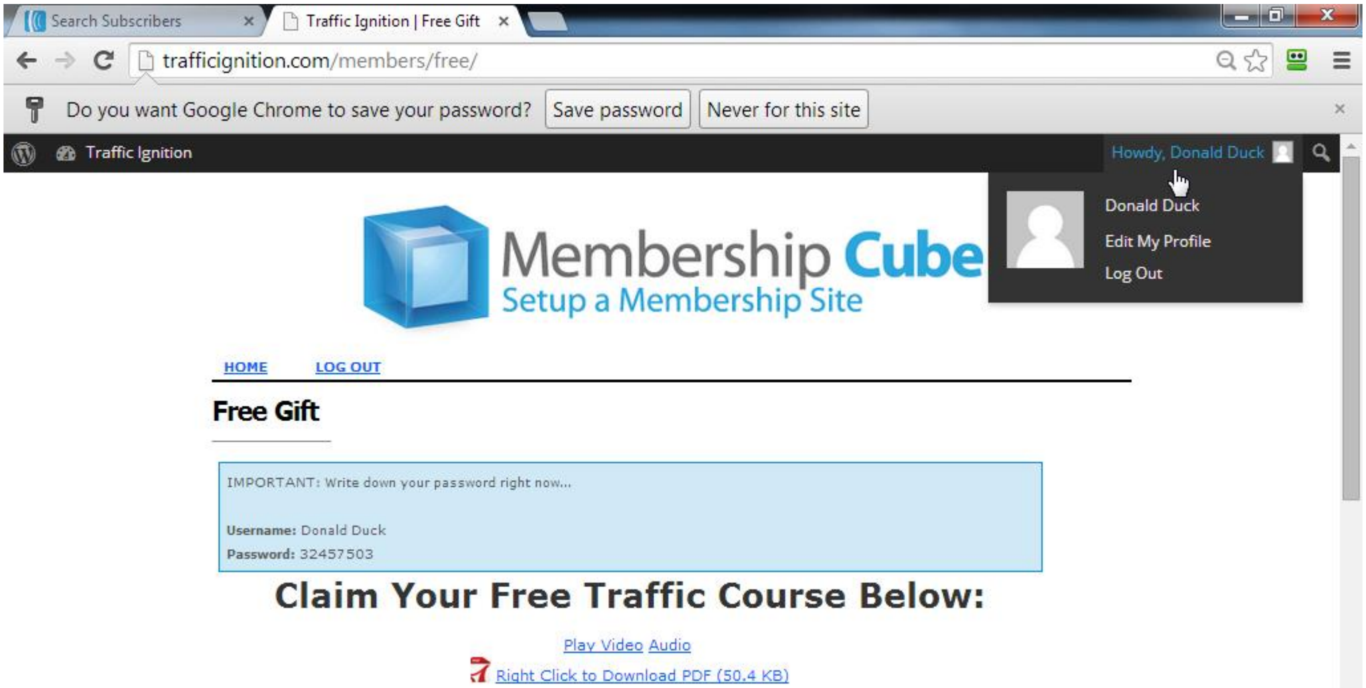
We have one member on our list. We need to logout. See the black bar at the top? I'm logged in, I'll log out.



If I go to my free report page, black bar, I'm still logged in. I want to log out of that. Leave this page.

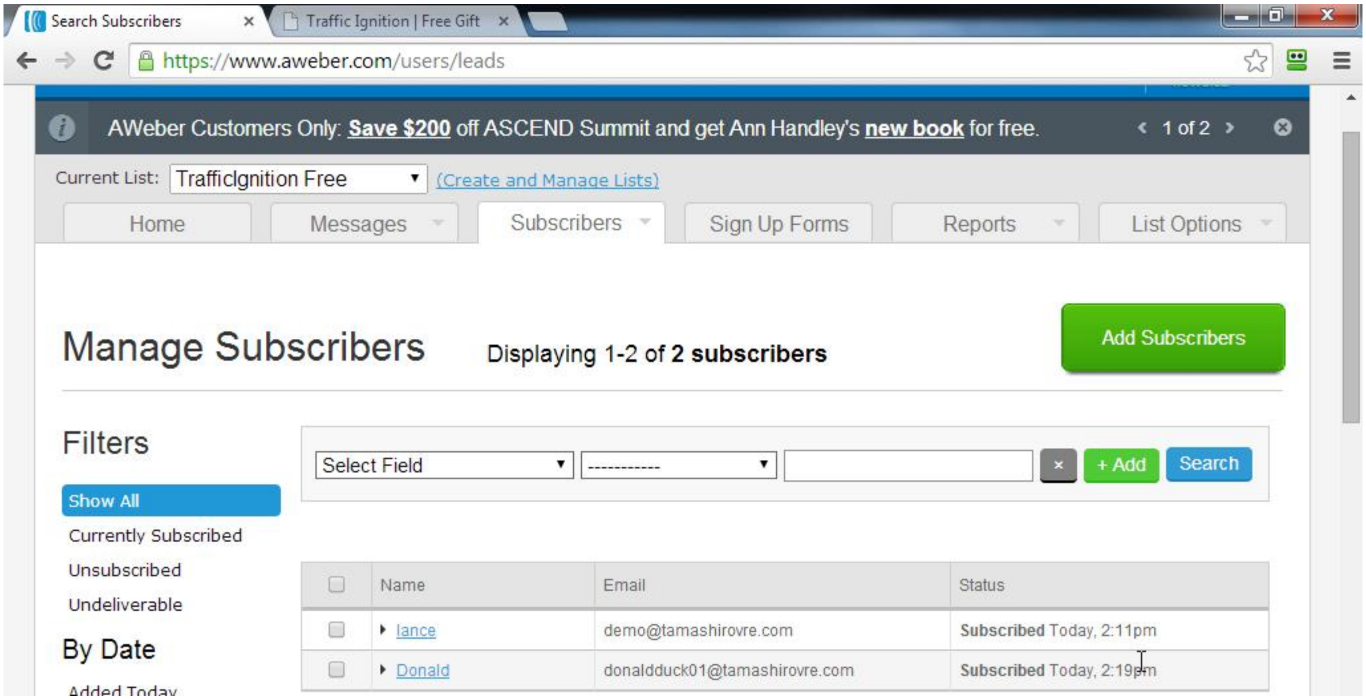
I'll go to my opt-in page at TrafficIgnition.com/free. We have an opt-in form. We'll worry about what it says later. Let's make sure it's all working. We want to fill this out. When somebody comes in and fills this out, what should happen?

A couple things should happen. This person that fills this out should be added to our membership site on the Free level and they should be added to our free Aweber list. Two things we want to check for. Let's see what happens. I'm going to click this. We have Donald Duck getting registered for our site and check out what it did.



I'm back, logged into my membership site. "Important. Write down your password." I have a username and password for this site and I have our free information. That's it. I can't see anything else, the free information.

I can give away a gift and have them come into the membership site. They have the user name, password, I've been emailed my username and password so I can get back. Make sure they're added to the Aweber list. Go back to Aweber to our test from earlier.



Refresh. This person was added to the membership site. They're also on our email list. We have an opt-in page. When somebody fills it out, it creates an account on our membership site and they're added to our Aweber list.

Two Plugins Recap

It's done with two plugins: WP List Builder and WP Autosignup. These two plugins add people to your list and to your membership site simultaneously. WP Autosignup, you choose the level you want them to go on and it creates a form for you. When somebody fills out that form, they're added to a level in your membership site. WP List Builder says, "I have a new user registered for a certain level. I need to add them to the Aweber list."

Install these on your back-end site. Add that WP Autosignup form anywhere you want on the Internet. If somebody fills it out, they'ill be added to the membership level and your Aweber list at the same time.

Having one thing for free opens new doors for you. In our business, we have an Internet marketing course. Part of that course contains a simple plugin that adds a password on top of a WordPress blog.

We placed that piece of the course, the plugin on that one module, on its own Free level. We didn't have to add anything to the site. Out of all the content in this site, we'll make a Free level and give it access to this one page.

In a couple of weeks, 5,000 people registered for free. That site peaked at 7,930 free members. They didn't just opt-in. Some of them joined our list, some of them were already on our list. They had that extra new way of staying in contact with us, they logged in, there's something new. They can come back and check it any time, they have a useful tool and they can always upgrade using that link that's in the member's area.

Many people have these free things to give away. We'll slap something onto an opt-in page and then you'll be one of most subscribers that signs up for something for free and then never uses it.

By taking these extra couple of steps, it's easy for people to sign up but then once they're signed up, now they can always come back and they come back to you in three months, in six months, in a year, if later on you have new products you want to put on the site or you want to update that freebie.

If you decide you want to charge for that freebie or extra features, add a re-targeting pixel inside that member's area. These are all new things we do because you have this Free level.

What can I add that keeps people coming back? One of our sites that has the most retention we can login anytime and see somebody using it is the site of checklist. We showed you in the last module how to use WP Notepad to create those checklist for people to take their own private notes.

Let's say you gave away cooking recipes. All you had was the recipe and then a checklist of what stage of the recipe are you on and they can check it, check it, check it and whatever, those are all reasons to keep people coming back. Maybe you teach fitness. Login every day, complete these 10 exercises, and check them off.

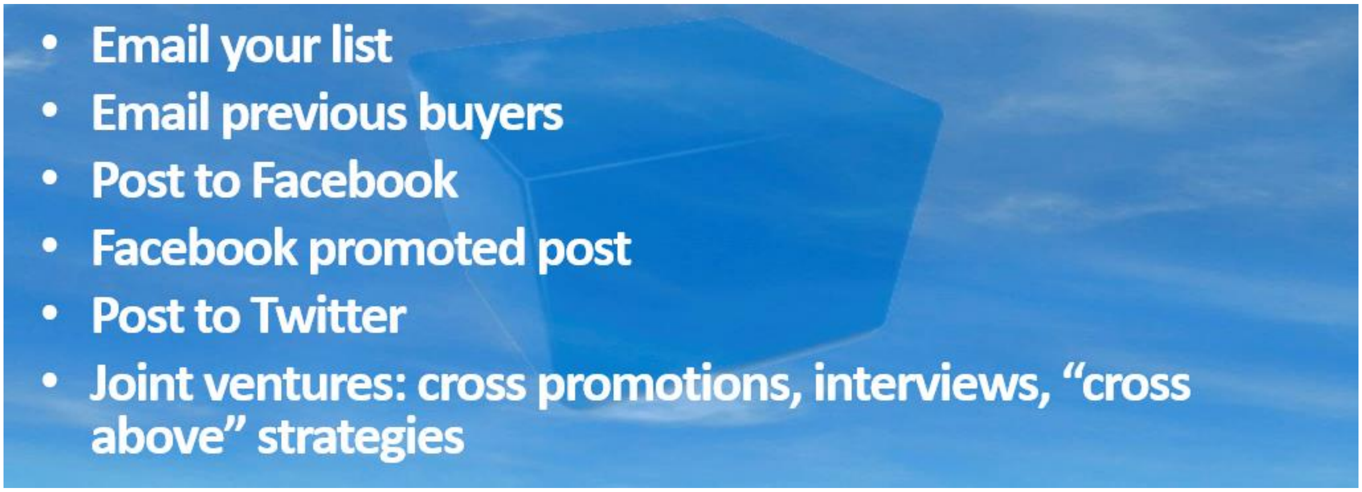
Using WP Notepad for the checklist is the number one way to keep our sites sticky. That gives people a reason to come back every single time. Why would they come back if they did it all once?

Even if you buy somebody else's videos like we did, figure out what they're teaching, make that checklist for it. That keeps your site sticky. You're someone who does things nobody else does.

There's stickiness built into it. You want people to think, "If this is the free content, imagine what the paid content looks like." That's how you increase your sales and move people from the Free to the Full level.

Initial Traffic

Email your existing list. If it's 10 subscribers, great. If it's 10,000, great. Mail those people and get them on the Free level of your site. Get them to login so you can get some feedback, so you can see how people are going to upgrade and buy, and make sure your system is working correctly.



Always email your previous buyers. If somebody buys something from us, we still email them when we're doing a new training on the same product. We still email them when we're giving away a new product because we want to keep them logging into the site over and over again.

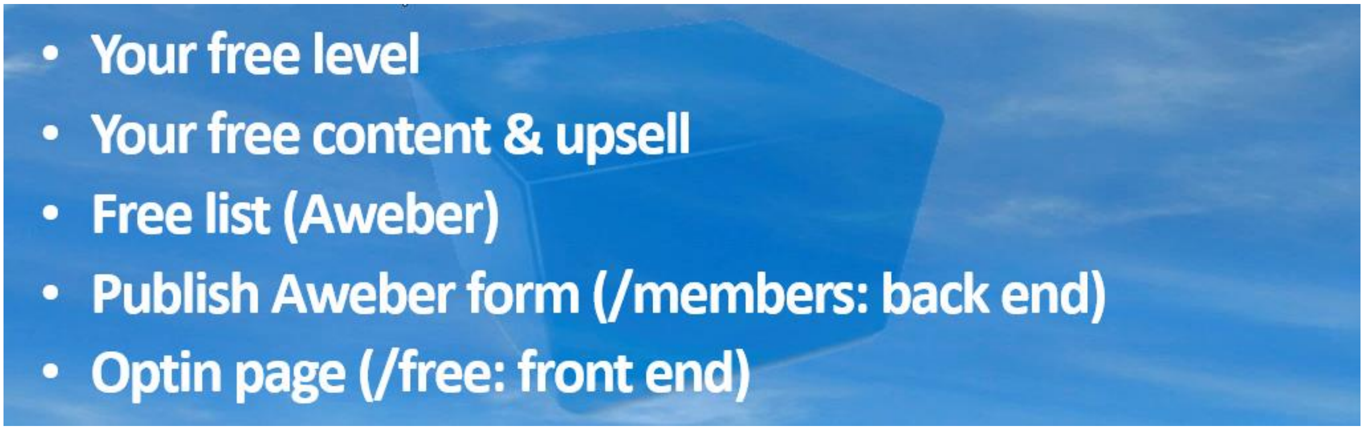
Post to your Facebook wall and promote or boost the post. After posting, click, Show to More People. For $7 and you can show your post to a few thousand people. You can post to Twitter.

The best thing you can do to get quick initial traffic to your site is setup some a joint venture with someone you know for a cross-promotion or interview.

Many people say, "I don't have a list. I'm having a tough time getting a joint venture." Here is what I would suggest. It's that even doing cross-above strategies which means like what if you contacted somebody and said, "Look, I don't have a very big list. I have this great product. Your people might be interested. Why don't you post about it on your Facebook wall and I'll post about you on my Facebook wall?"

Easy way to do it, "You post about it on your Twitter, I'll post about yours on my Twitter." Anything that you can start doing to start working with other people and getting your name out in front of more and more people is what you want to do for that initial free big boost of traffic.

You'll be amazed at how much people start talking and recommending it to other people. That's how you build that up and get the snowball rolling. Figure out a joint venture, somebody that can cross-promote or interview. That's the best way for you get the biggest boost and the fastest initial traffic coming to your site.



You now know how to create your Free level, manage users, and look inside Wishlist Member. You can see from how many people cancel and how many are on your different levels.

It's easy to find or create free content and set it up so you have an upsell. You can setup your free list. You have two lists inside of Aweber and you know how to create as many as you want now.

You have your free list and your buyers list. You can create as many as you want by going through the exact same process. You can use your Aweber form that you get and put it into WP List Builder and have it add to whatever list you want now.

You also know how to setup an opt-in page and use the WP Autosignup form anywhere you want. We showed you how to use it inside of the /free and Paper Template but you can put that form anywhere you want on the Internet and if somebody fills it in, they'll be added to the membership site, they'll have an account created for them, they'll have a password assigned for them and they'll be put on the Aweber list that you choose.

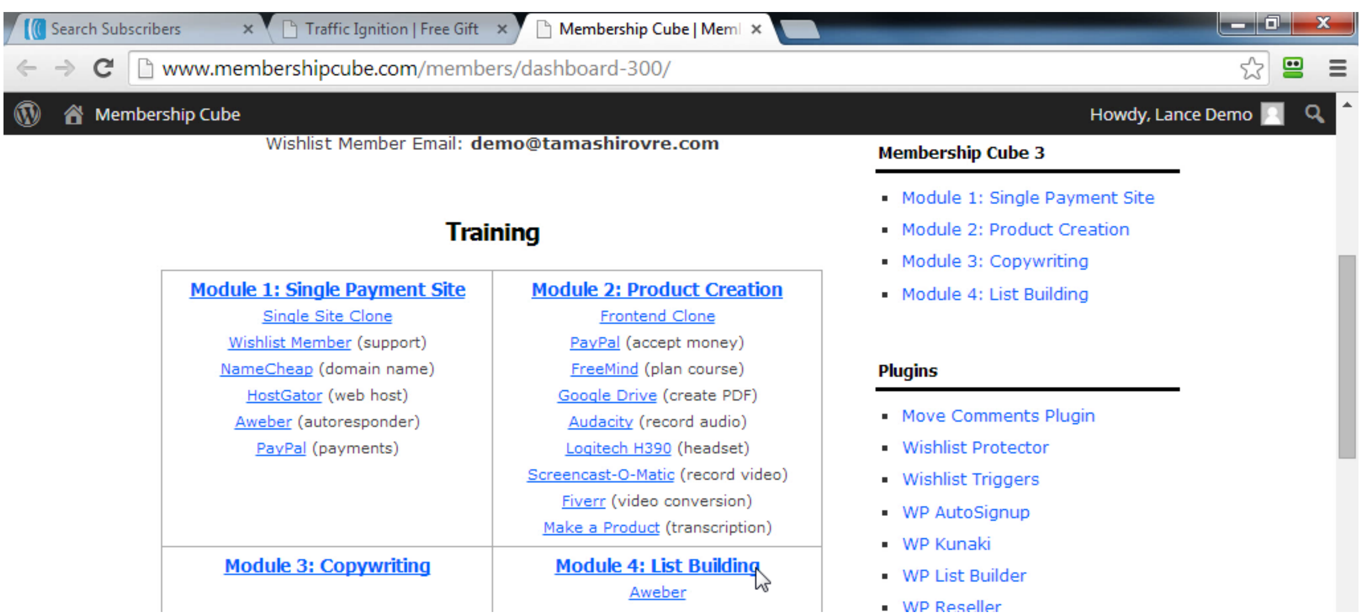
List Building Challenge

Think about the possibilities. Get some initial traffic. Go inside the member's area and fill out your challenge so you'll know that you can walk through these steps.

Go to the member's area at MembershipCube.com/members, answer four simple questions. You're going to answer what URL will your opt-in page be located at? Guess what? If you used the clone it's really easy. It's example.com/free.

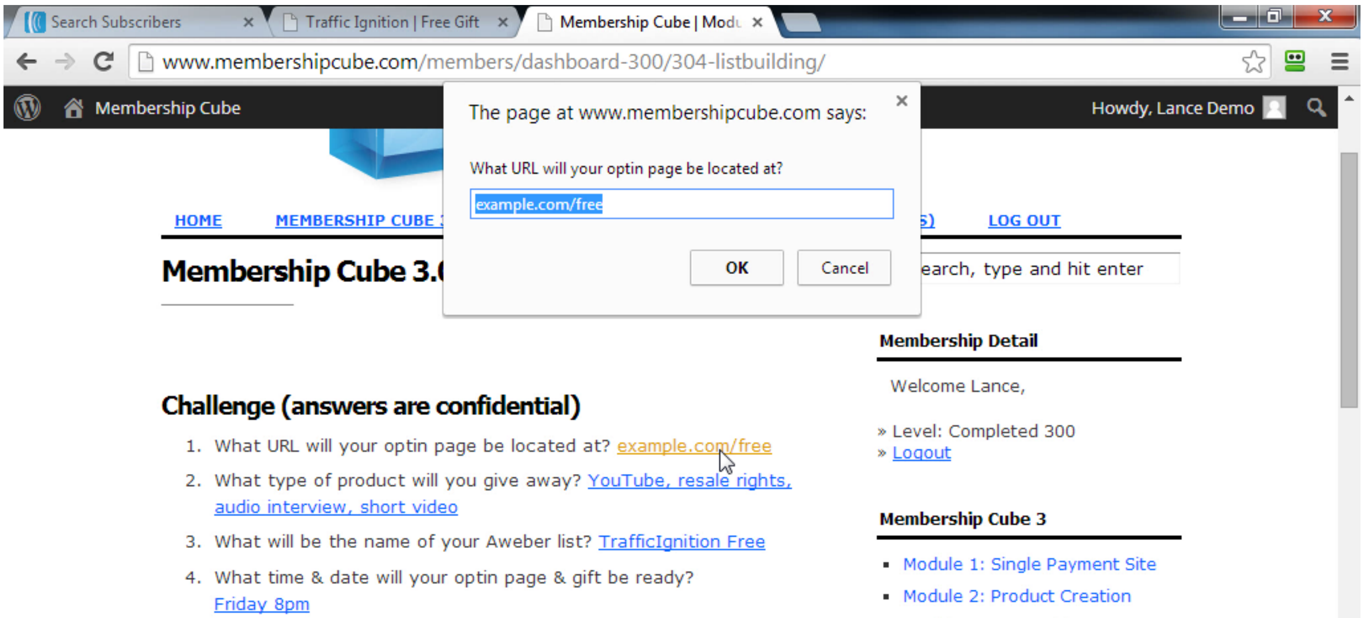
What type of product will you give away? YouTube video? Resale rights? Audio interviews? Short video? There are different types of products you can make and use. What type will you give away?

What will be the name of your Aweber list? This is another freebie. It's the name of your site with "Free" after it. Then what time and date will your opt-in page and free gift be ready so that you can start sending traffic to it?



Go to the member's area, module 4 list building and answer the questions.

What URL will your page be at? Mine's going to be at TrafficIgnition.com/free. What type of product am I going to give away? Resale rights. We'll have videos, MP3s, PDFs. The name of my Aweber list is Traffic Ignition Free. I'm going to finish this by Wednesday by at :00 pm.



Fill that out, get your free site setup, get your free opt-in page setup to go so that you can be ready for the next modules where we'll start talking about some more complex types of membership sites but what you really need is to have this single payment site setup so you know how to setup your PayPal account, so you know how to take payments, so you know how to register users and how to get them put on your list.

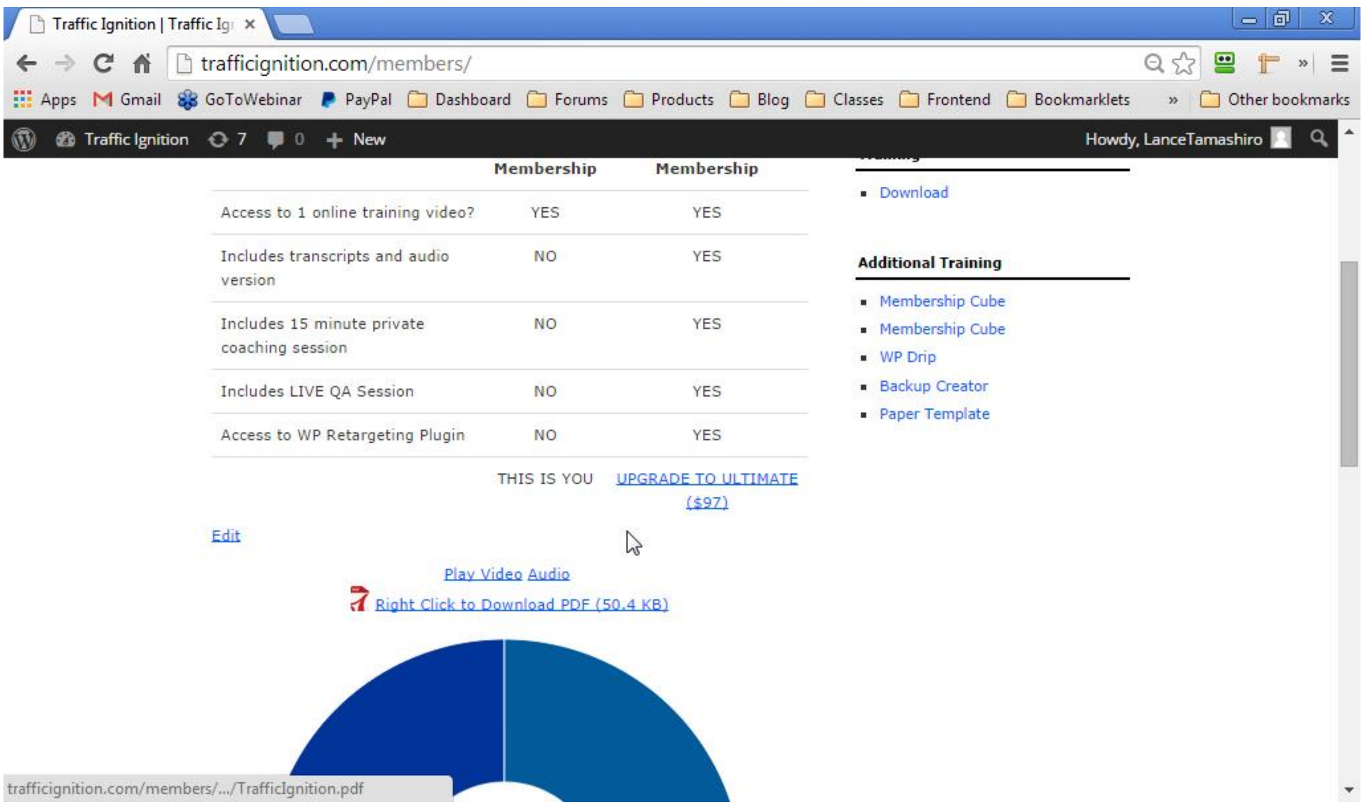
Whether they're a buyer or whether they're a free prospect or opt-in, you need all of this skills setup and know how to set these up so we create more advanced membership sites. Fill out that challenge inside the member's area.

Module 5: Fixed Term Site

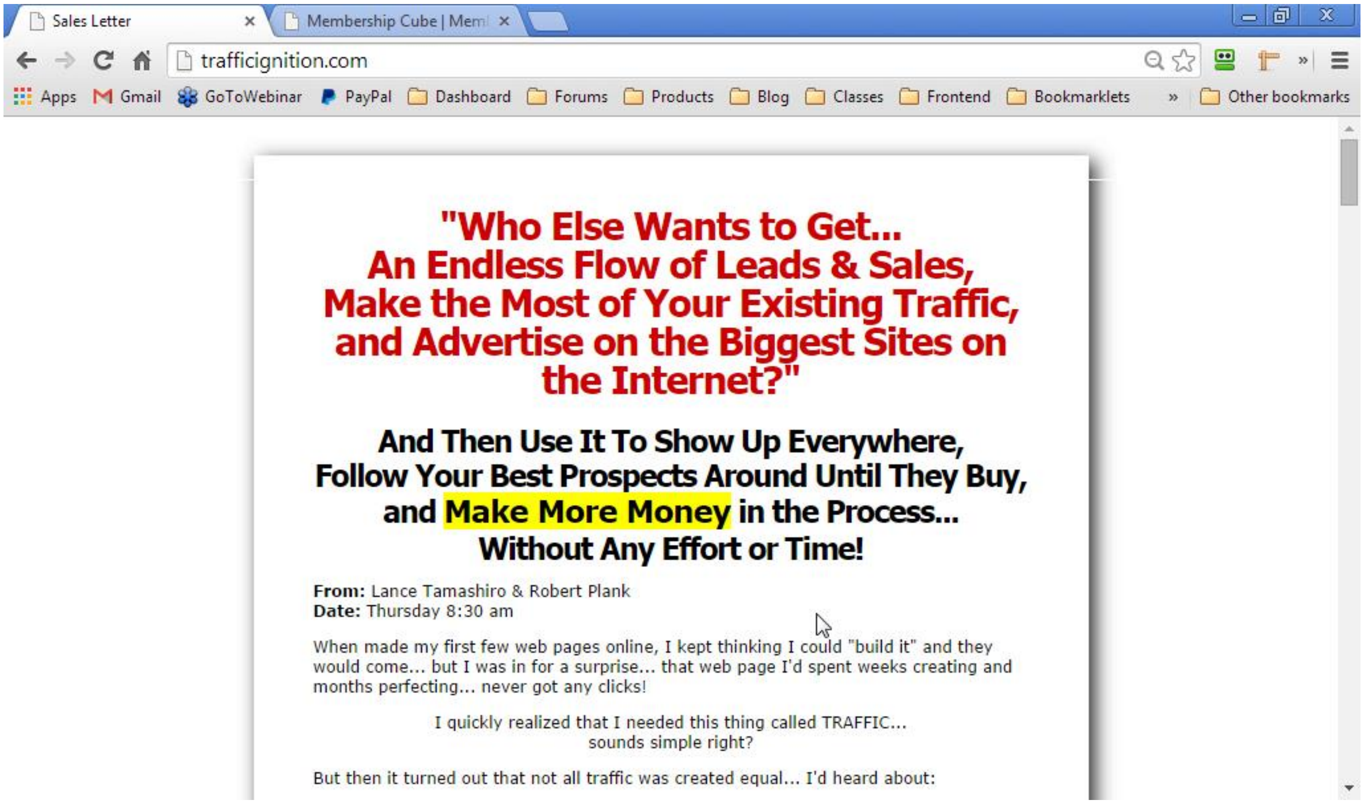
When I came online and started building membership sites, someone said a membership site is what you charge forever. You set it up and you charge $20 every single month and they don't stay in, but that's the revenue streaming.

Selling "forever" membership sites (continuity sites), is the hardest thing to sell on the internet, especially in the Info product business.

I'm not talking about sites like Netflix or Amazon Prime where they provide a service where you physically see what you get, whether it's a movie or you have your cellular phone service. Most of us are selling information products (videos and PDF reports). Those are difficult to sell especially when you're getting started.



Fixed-term sites are a hybrid between the single payment site and the continuity site where you can charge more, give a whole bunch of value. The problem became is that, people got into these fixed-term site and said, "I don't want to give people all of my information upfront so I want to do dripping out content." It's time released content.



When somebody joins, they get a certain amount of content and then after a certain period of time, usually after the next payment period, they receive more content. That's what people have gravitated to. The big problem with that is that people never knew what content was coming, when it was coming and they could never see it in a concise way.

We solved that problem earlier in Module 1 and 2 with the Dashboard. We implemented that same type of idea with the fixed-term site where you still have the dashboard but we add drip.

Somebody can see exactly when their next piece of content is coming out. They see it all on one page and you don't have to do any of the work.

Suddenly it's not there. It says it won't be there until a certain date. Later, it suddenly lights up and they're able to access that content. There are able to evaluate whether they should stay in or not stay in.

What you're going to find is this whole idea of the fixed-term site, this hybrid model between the two, is where you want to eventually get your site to be. It makes it easier for you to sell high-end products and it allows you to attract the lower-end buyers at the exact same time.

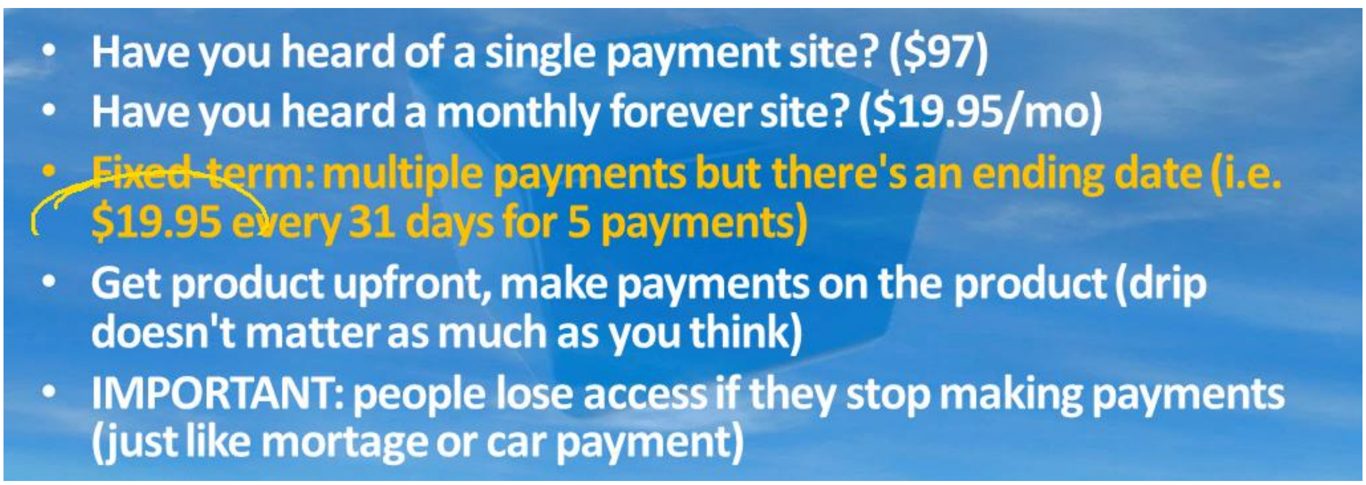
Fixed Term Site: Zero Percent Financing

This model is the best of both worlds. Some people dream of a $5/month or $10/month site, and why is that? It's safe, it's easy, it's supposedly not much work to get someone in the site where they pay $5/month.

On the other hand, they always go back to that same cliché of, the average person is the one that's going to stay in my site for three months. Our logic is, if they're only going to stay in for three months, why not sell them three months? Or why not sell them five or six months? That way once the average person who hits that peak of almost cancelling, if they're so close to the finish line, then they only have one or two payments to go.

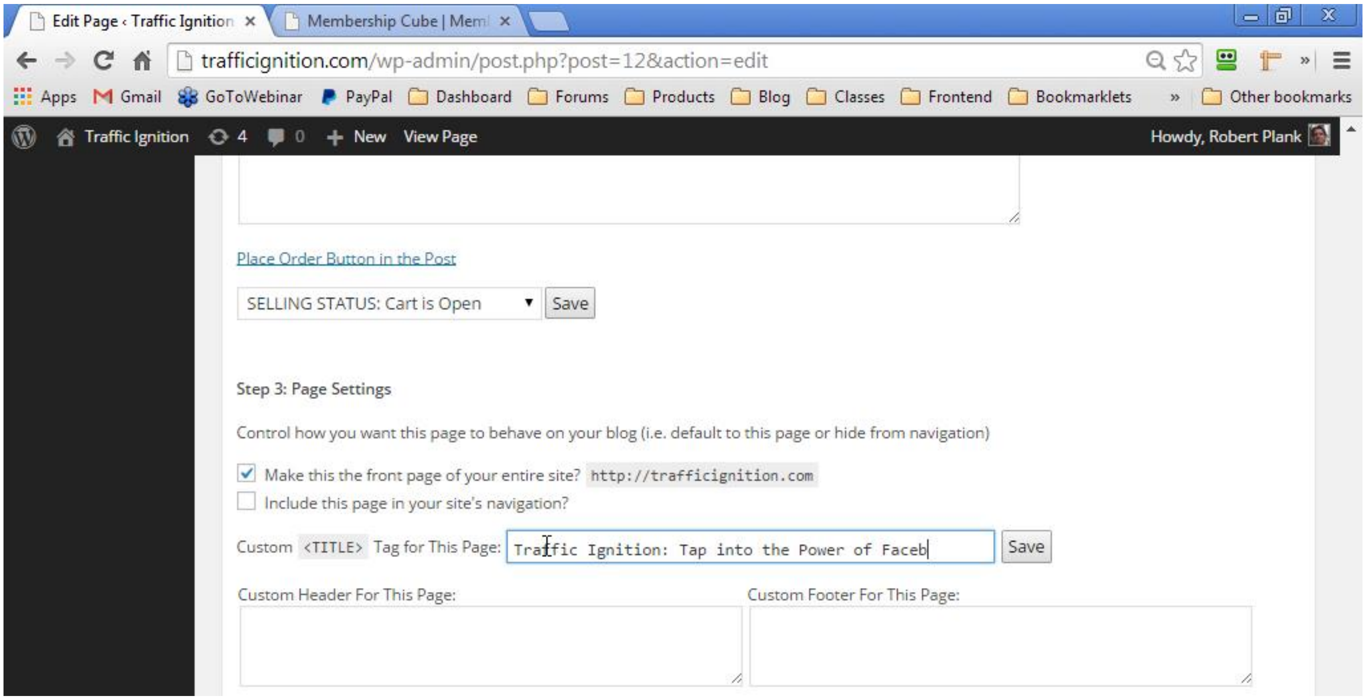
You're not Netflix or Facebook. You're selling information. We know people who try to pile on the crap. They try to say, "You should release one interview a day, one article a week," and instead, this whole entire thing called Membership Cube, we show you how to make a thing called a course.

In this fixed-term site, you have a course. A course means, they come to you with the problem, they join the site, and they pay you money to solve that problem. They're at point A, and you take them through milestones to take to get to point B.



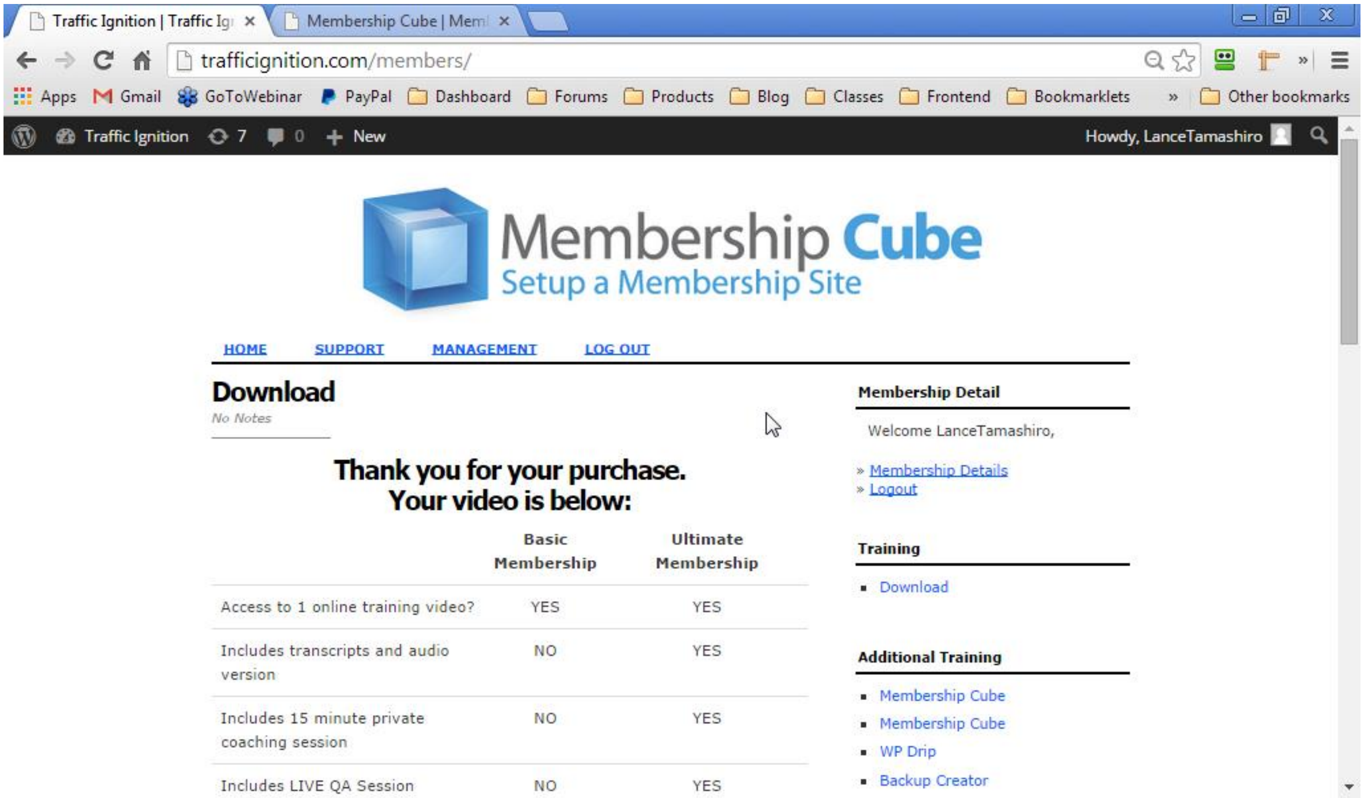
That's all good, but we really rarely do these sites like the forever and continuity sites because it's a lot of work and people fall off and fall off and fall off until now you're doing this chore for way less money, than if you just sold people into a new fixed-term or single payment site.

A single payment site is great. You can charge $97 or $497 but what we found is that when we do the fixed-term site, we can have the best of both worlds again and cut up the payments into three or five different payments and have fun with that. If we can break down the problem right now that we're doing, it's we're fixing a couple things first of all, like (we mentioned here) payment plan, making a PayPal button, or even... think about this. If you sold access to a course where people got everything for free and you made a button where they join, they pay again, they pay again, they pay again, what reason do they have to keep paying?



Maybe you have some kind of a checklist or resource in that membership site where if they stop paying on the third payment and there's one payment to go, they lose access to it so it's in their best interest to keep it going.

You can easily have all your content in your site and then depending on how fast you want to have it come out, there's that. It took us a long time to figure out is the dashboard. Have you seen some of these sites?



This is a post. We list the product download and a bonus. It's simple. People go to the top and scroll down.

This is fine if you have a couple of videos. What would you do if you have 10 videos? What if you wanted four modules and a bonus module and a Q&A module and you wanted a video and a checklist, and a transcript? Would you pile it on?

This looks like a $17 or $37 download page. If you pay the $500 to get access to this page, wouldn't you feel like a little bit ripped just a tiny of it? On the other hand, if we were to add a grid like inside Membership Cube, two or three columns makes this look better.

It's one of those things where if where if all we were able to do is add a table, a grid to this, then you could charge a lot more and have a better navigation area and compress more in the same small space. Is payment plan which is like how you get paid and how you make your button, the drip part of is which is how you drip out your content, and then the dashboard or the grid which is how you arrange that content.

What We're Building

We're building two things in this course. The front-end and back-end are two SEPARATE WordPress sites. At example.com, they see your sales letter, a button where they can pay you, maybe you might have an opt-in page, we did that in our list building module, but someone goes to TrafficIgnition.com. This is its own WordPress site.

Go to Settings, General. I have my sales letter, and this is named Sales Letter but I want a title. I can say the custom title for this page is Traffic Ignition tap into the power of Facebook and retargeting residual passive income.

Login to one site and look at all our opt-in pages and sales letters. We also can login to a separate site called TrafficIgnition.com/members which is the paid area, where our members can join. That's called the back-end.

That's where we sell our products. You might have more than one product or drip content. This is at example.com/members.

I know we mentioned it before, but very important distinction, the front-end is where we have the sales letter. We'll be editing (this is for about two minutes today) by putting in a payment button, but then the majority of today is going to be in that back-end where people see what they paid for. The back-end site is a membership theme that we give this part of this course called Membership Designer and it has features that make managing your membership sites easier.

Membership Designer: Dashboard Creator

Dashboard Creator will shortcut 12 to 13 steps of creating grids (tables), dripping navigation and so on. Click one button and it will add this to your existing clones. What you've been doing already is you had that... remember that single site clone that you grab from the member's area, that gave you this. That gave you WordPress, that gave you Wishlist, that gave you all these different things, and then there's going to be a tab in our Membership Designer theme where it will spit out a table for you so you can upgrade your single payment site to your fixed-term site.

You've seen or heard of sites where you pay one time, you get access. Some people think a membership site is a monthly forever site, where someone pays month after month, but it can be a site where someone pays one time, then that's it. That's all their payments, they get username and password, they login and if they refund that, they lose access. If they just do nothing, then they can login whenever they want.

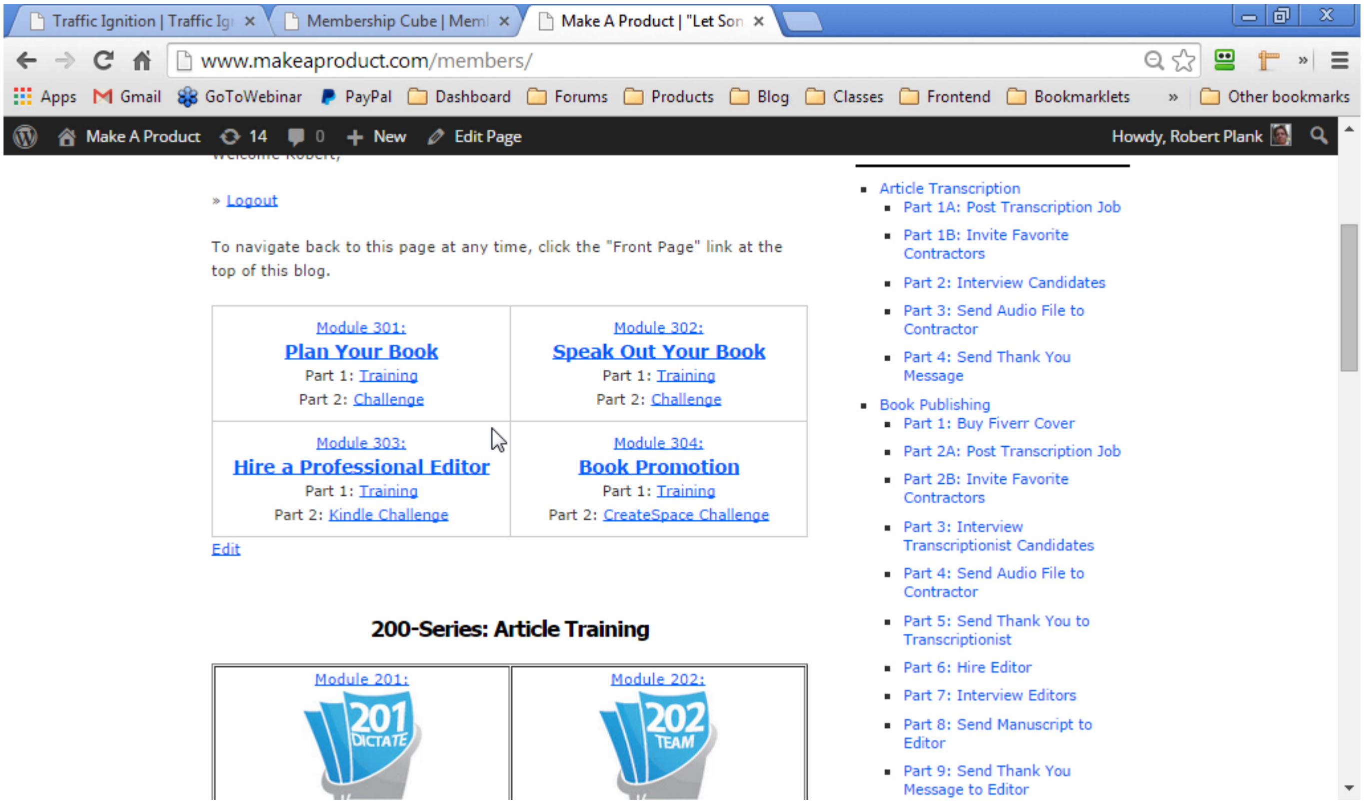
That's one end of the extreme, one payment, the other end of the extreme is $20/month. They pay, they pay, they pay, if they stop paying in two years, they're kicked out. In-between those two extremes is the fixed-term site.

This took me a little while to get my head around. You might have one of those sites where it charges $20 a month, $20 every 31 days, but after five payments, now it's all paid off. It's like buying a house or buying a car. All the payments are made, it's fully paid off, now the payment stop but the access continues. If they missed that last payment, they lose access, but if they make all their payments, they keep their access. They get all or some of the product upfront and make payments on the product.

Drip content doesn't matter as much as you think. Instead, add a tool in there that they'll login to use every day. They have to have something where their business will depend it. Or the improvement want in their life depends on logging in and logging the results in your weight loss site, or checking some calculator for real estate or stock trading.

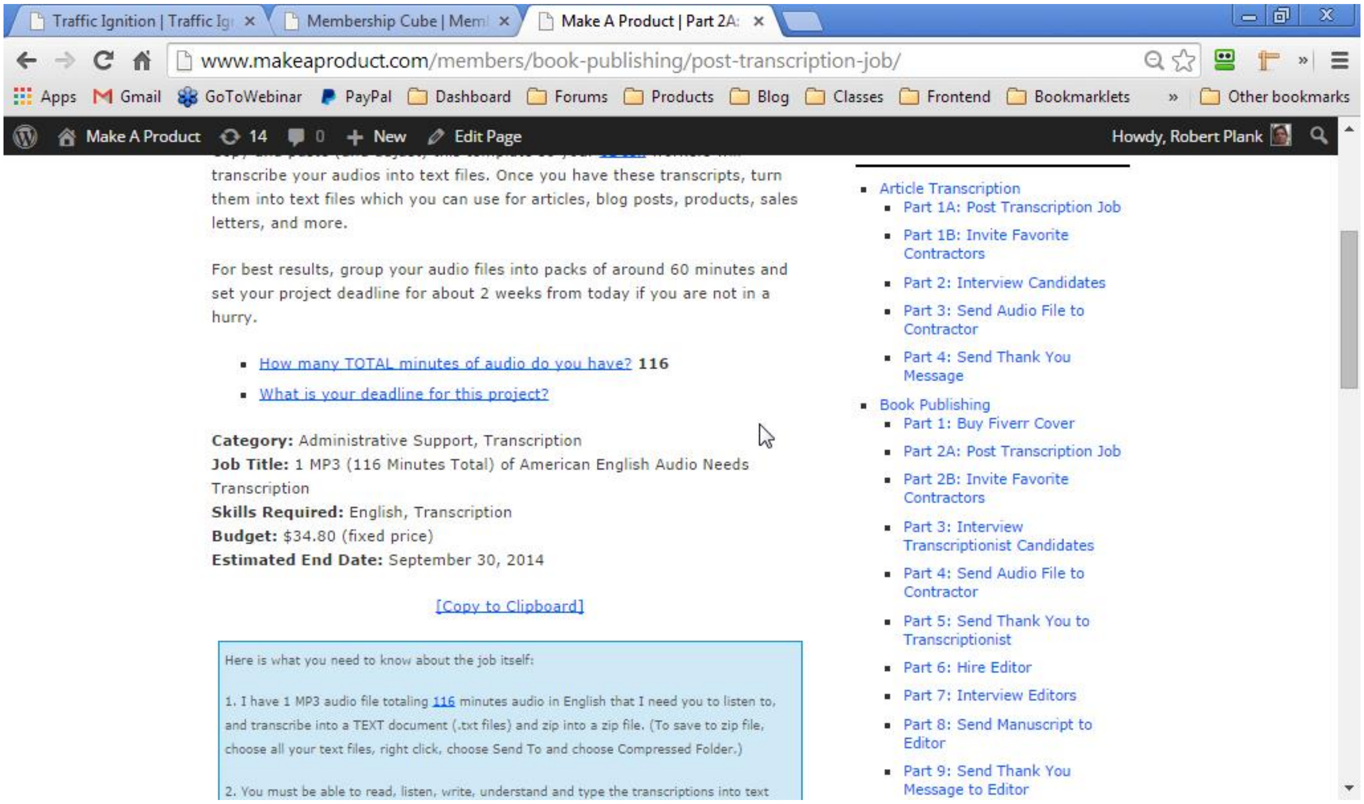
Holding the content hostage and dishing out a little bit at a time can get annoying, so we give most or all the content upfront and have a resource so they'll login to get that resource if it makes sense.

We're in the software business, but this also applies to the training business. They stop paying, they lose their activation of the software. I was shocked at how many people make all their payments.



Example: our product "Make a Product 3.0" includes systems for creating content, outsourcing, getting content, transcribe for you. We give everything upfront. When someone pays $39.95 for the first month, they get access to everything. You're like, "Yeah, you get access to absolutely everything." Why do people finish paying all five payments? They're paying us over five months, and the majority of people finish all of their payments.

We didn't only explain how to outsource. We gave them the templates we use constantly, that we're always updating and working on. You can do all this with WP Notepad. We have a checklist and form they can copy and paste and stick into oDesk.



People keep making those payments because they want the tool. They don't want to retype the template every time. They don't want to keep up with these changes.

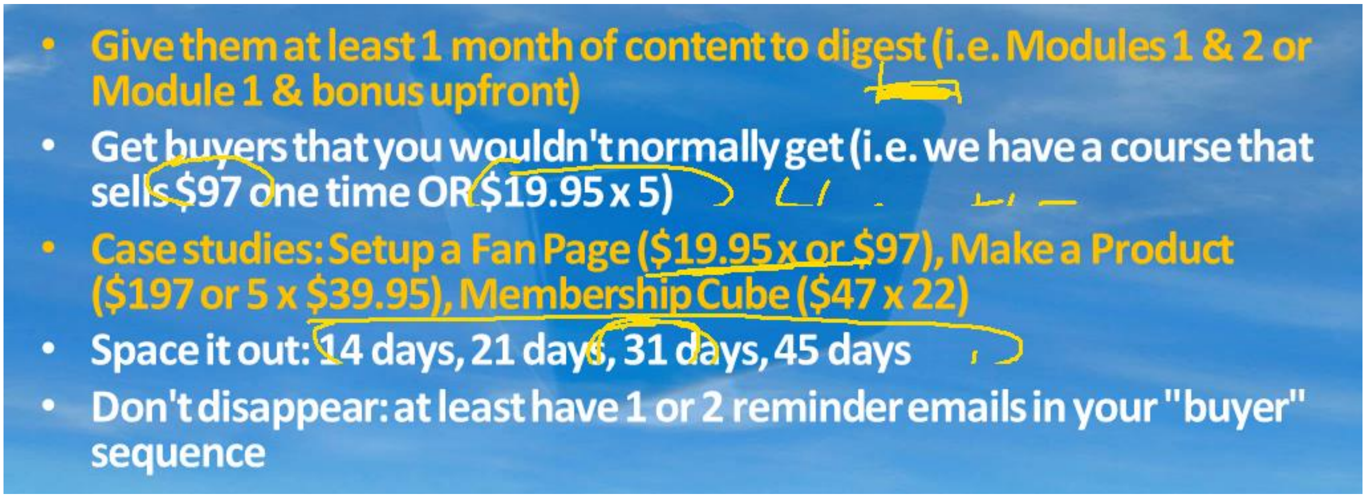
That's what they pay us to do, and so all they know is they finish their payments even if they received everything upfront, they always have that resource when they're ready to do the transcription. They have the checklist that you can see on the right. When they get to that step all they do is click a button, copy and paste whatever they want to do, stick it into the site and they're good to go.

That was huge to me that you could implement this strategy in info products rather than software products. Can you simplify it down into a checklist, a template, a spreadsheet or a form?

Another huge revelation: you don't need to make your videos downloadable. You don't have to do things like make your audios downloadable. If you make it into a system where you yourself would use it on a daily basis, then it's something that everyone else are going to use as well.

Fixed Term Theory

If they stop making the payments, they lose access. There is no partial credit. They're in there and paying or they've stopped paying and they're done.



We've tried different pricing tactics. Trial payments don't work out great. Having a larger setup fee and a smaller monthly fee afterwards hurts us on the sales letter then because we have to explain it. Five payments of $19.95 every 31 days is a lot to explain. If you're also going to say, "It's a lower monthly payment or it's a higher monthly payment, if it changes," that's too much.

We're keeping it simple and we'll say, "If we do this fixed-term site, there's going to be a couple decisions. One is what amount of money are they paying every payment period? How many payments total and then how often they pay?" Usually it's about 31 days, but we've experimented with different payment periods. I've done different things like that but that's where... and then the other decision is where we'll drip or not drip. It's hard enough to explain that fixed-term schedule so we'll keep it really simple.

When they join, give them a big amount upfront. They're the most excited about solving these problems they have when they first join your site. I can tell you stories but I won't, but stories where we had all of these content and I will make sure I'd give them a tiny bit the first day, a tiny bit the second day, a tiny bit the second week. Don't do it like that.

Give them a bunch upfront. If you're going to drip, then drip something once or twice a month, but don't drip out a tiny tidbit on day 1 and another tidbit on day 2. You're overthinking it. Give them content and tools upfront. If you have a four module course, give them the first two modules immediately. Give them like a big bonus. You don't want to be that person that you have to wait until day 8 or 9 to have something substantial.

"I don't want to give away all this content." This is an experiment to try with your site. Just by giving up the same exact course with one payment versus five payments, and this ends up at being four months of time because the first payment immediately and the next payment is 31 days apart, but there's no difference.

They get it all upfront, that's something to try. If everyone goes for the payment plan and everyone cancel and losses their access, then the problem might be you because maybe you needed to add that tool in there, or even if the problem isn't you, then fine. Go back to that one-time payment. It's the internet, you can undo anything.

We have a site called SetupAFanPage.com. 80 percent of members complete it. You'd think everybody would take the payment plan. That's not true. Half take the payment plan, half pay upfront. There's different types of people.

Some people want to pay everything upfront, some people want to pay that monthly fee and they're comfortable doing that. Every time we setup one of these types of payment plans, I assume everybody's going to refund at all and it's going to go terribly and it never ever goes that way.

A tool helps with that and even more importantly of that is that you're solving a problem, so people join in your site and they're building something from the room. They are building up their fan page, they're making their book and promoting it, they're building up their membership site. If we were just piling on different Facebook facts, different Facebook tips, well then sure it probably have a lot of people cancel but it's like they started something and now it would be more work to quit and start over, than if they keep those payments going. They're not being held hostage anymore.

The way we teach product creation is that they get a result right away.

We assume everybody's going to buy and then go through the whole course in a few hours. I don't think that in reality, that's what happens. I think in reality, people buy a course, they look at the first module a little bit, and then maybe they go do something else and then they come back and they start setting it up and then they go to something else. In reality, it might take somebody a week to go through that one hour video or that first module and then find out they get the result that they moved forward.

As product creators, what we think happens is that people sit down and they go through all eight hours of our course right off the bat, why would they stay in? If they found value from it, they will. The other thing is that doesn't seem (at least from what we see in our sites) to be the case that people just sit down and go through every single video, in every single step, and implement everything all at once. It doesn't work that way.

If they sit through all eight hours of video, they have to take some action, so then that's extra time for them.

If the sales letter doesn't write itself, then maybe that piece of the course isn't important. If you're adding in introduction, or the overview module, that's not very exciting but every module of your course, if you

have a four module, if every module has its own hook, or its own big result or some what's challenge or checklist that people can get from it, then it's like, "Of course, they're going to stay in to get that next big result," whether they have time for it today or they have for it later on.

The payment scheduled for fixed term sites can't ever be about weeks or about months. You don't have a site that's $19.95 a month. It's 19.95 every 31 days.

Why is that? What the heck is a month? If I joined the site on March 15th, if I'm paying 20 bucks a month, does that mean I'm going get billed on the first of the next month? Or on the same day of the month that I joined? Or on 30 days or on 31 days? We had so much confusion early on in the sales letter where people asking all these things.

Is it like a mortgage where there's a certain day of the month where it's rebilled or is it always the first of the month? To avoid this confusion, make it about how many days between rebills.

We've success with 14, 21, 31 and 45 and more often than not, it's a 31 days to keep it simple. What doesn't work is spacing it too much, like hitting them like once every two or three months or hitting them once a week. It's too weird and just not done. If you're stuck, 31 days apart.

However often you drip or rebill, please don't disappear. Marketers think… I'll get them to join, they'll pay a low monthly fee. I promised several things to them. I'll hide and that customer won't notice this site dinging their credit card bill.

You don't want to annoy them, but if they bought something and they wanted a result, and they're logging in and still paying for it, it's in your best interest to at least have a couple of reminder emails to make sure that they go back in there and use it. You want them to become a repeat customer. You want them to get to the end and get the result or get close to the end so that they'll then buy your next thing, if you have it or if it's coming out soon.

At least that's our thing. The thing about this fixed-term site is it so that you don't have to hide, you don't have to hide, you don't have to keep grasping at straws and coming up with a new content, or taking them towards an end goal. You could drive yourself crazy, thinking about all the dripping possibilities, but it's not as big a deal as you might think it is.

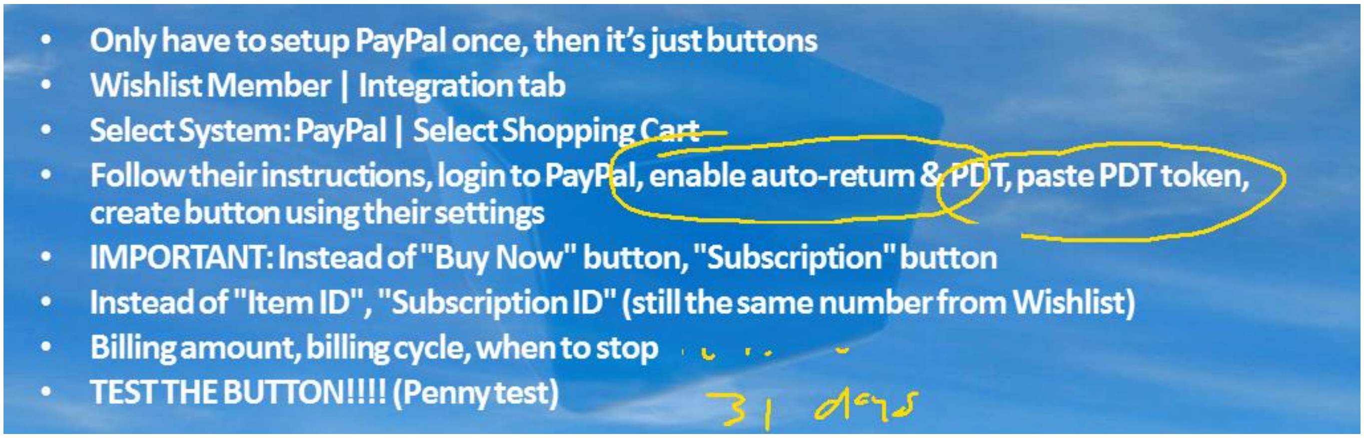
What we're talking about today is a fixed-term site. We'll making a recurring button. We made a PayPal button before where we charge one single payment, and so that's almost the same process. The only tricky part is knowing what to look at, when not to look at when you make the button, and then once we have that button on there, then we'll do few things with WP Drip.

We'll show you how to drip some content, we'll do a real fun thing like making a dashboard, and then show you how to even drip your dashboard which is going to mean like, "What if someone joins your site and they see your grid, and they see these two things are live, but this is coming live next week, this is coming the next week.

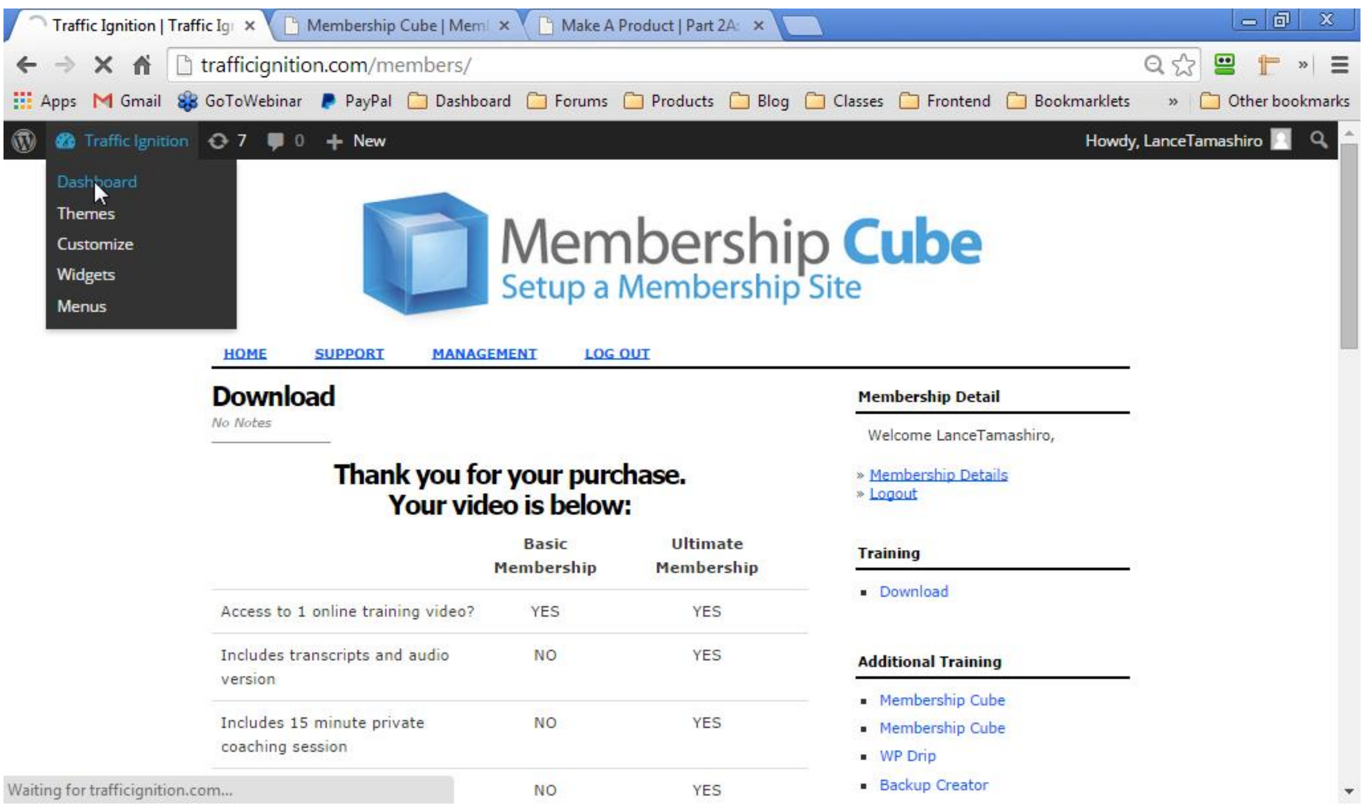
They can easily see what they have access to now and what they don't. That's what we came across early on, the huge difficulty is all the confusion about people not knowing what they're going to get or do they have to wait too long for all of those? Did it take all the guess work out of that, but we can make it a simple or as complicated as you want depending on where you're at.

Recurring Button

Make a recurring button. In previous modules, you already setup PayPal. You have a PayPal account, Wishlist told you to grab the PDT key from there, and then it's making the button.



We'll login to our back-end, to TrafficIgnition/members, we'll go to Wishlist, we'll go to inauguration, we'll choose PayPal, and then it's just a matter of following their instructions. In PayPal, the settings are already setup, tokens are already setup, so now it's just a matter of creating the button using what they give us. It's important that we're not making a "Buy Now" button.



With PayPal, a Buy Now button is where you'd pay $97 one-time. A subscription button is where you pay over and over.

It's going to be $19.95, and it's going to be five payments and they'll be (space) 31 days apart. It's like instead of answering before the one question which was the price, now we answer what the price is, but we also say how far along are the payment spaced out and then what's the total number of payments. It's almost identical except for we have to answer three things instead of two things.

They also bring name the item ID to the Subscription ID, but luckily it's the same, in the same place, it's the same number from Wishlist. Three things: the billing amount, $19.95. Billing cycle, every 31 days. When to stop, after five payments.

We'll make the button at first at one penny because of the same idea. If we're charging one penny every 31 days for five payments, we can still click that button and still see that it lets us pay the one penny. After paying, we can confirm we get access?" We'll assume that everything else is going to work properly.

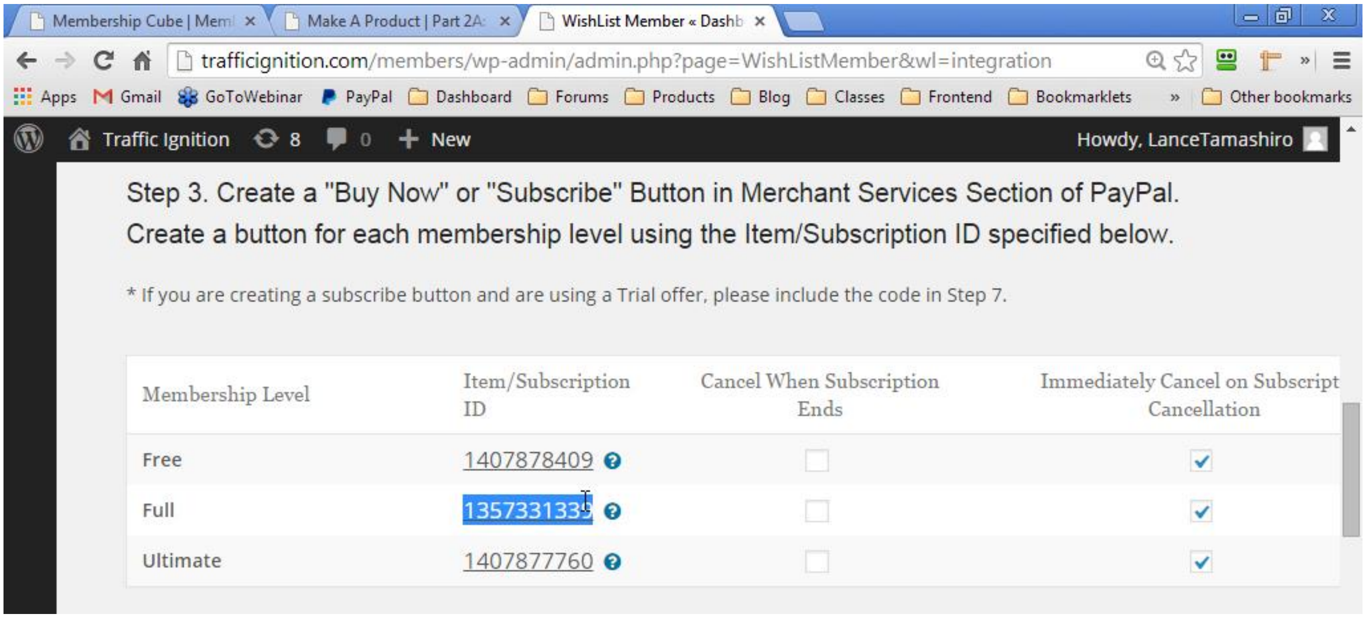
I'm going to login to PayPal, and we're in TrafficIgnition/members. We can go to our Dashboard. If you don't see this link, it's wp-admin. Go to TrafficIgnition/members/wp-admin. Then go to Wishlist Member inauguration. Scroll down to step 3 where it says, "Create a Buy Now button."

What this all of these wordage means is that if you're going to make a Buy Now button, you use this number as the item ID to get them access, I guess you want to give them access to full. We use this number for the item ID . If we're making a subscription button, we are making a Subscription ID.

It's pretty much the same thing. We are going to login to PayPal, click Merchant Services, and let me create payment button for a website. They'll tell you, Create a Button so that's what it's called.

PayPal, Merchant Services, Create Button. They give you all these choices. Honestly, I don't have even used most of these. The only ones you've ever used are Buy Now, which was to make one single payment. The only other one is the Subscription which what we'll be using to make a fixed-term site.

PayPal, Merchant Services, Create a Button, subscription button, and then we'll fill this out just what we have a couple other times. This looks familiar. This going to be a button for Traffic Ignition.



On TrafficIgnition.com, remember we went to our sales letter and there is a call to action area and we could paste our PayPal button? If I click this, you had Traffic Ignition for $37. We'll call this Traffic Ignition.

Enter the subscription ID. We want this button to give them access to the Full level.

PayPal, Subscription button, item name. This is what shows up on the checkout page. Subscription ID to make sure they get access to this level. Highlight this, right-click and copy, go over there, right-click and paste.

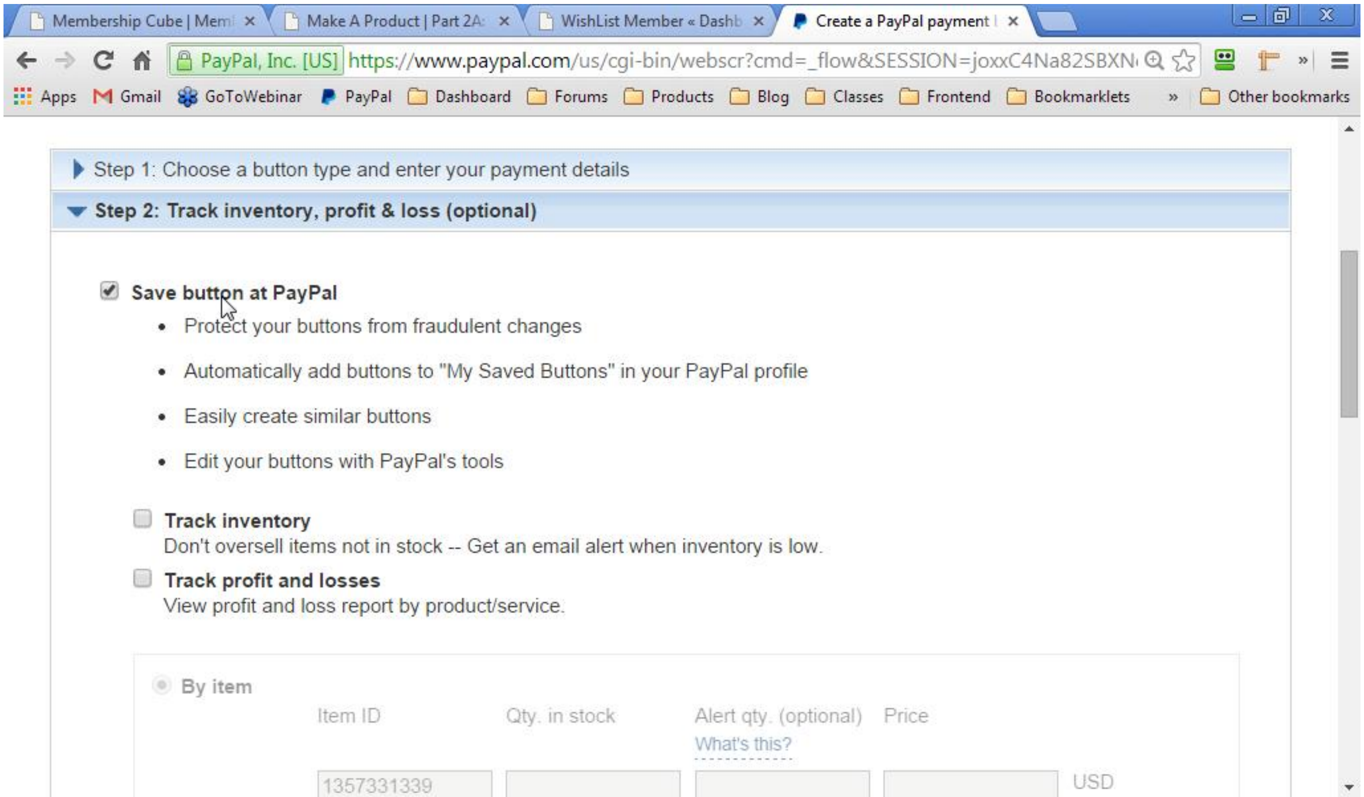
Billing amount each cycle, billing cycle and how many cycles. We have a $37 site, what are we going to do for the payment plan? For now, let's do two payments of $19.95.

How many cycles should a billing stop? Is this total, does this include the first one? This is total.

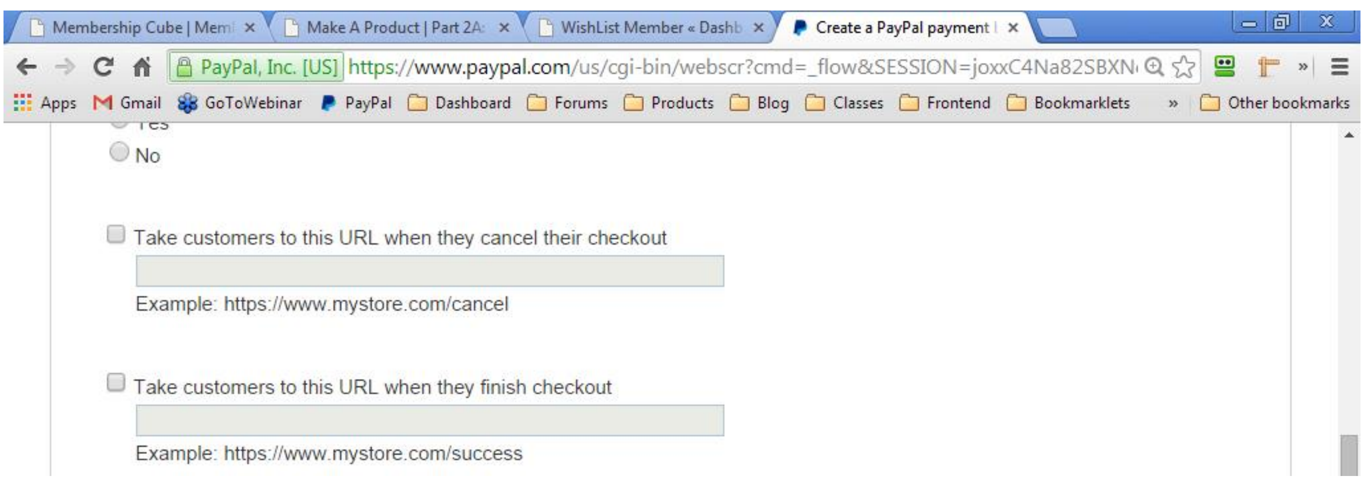
We have $37 or two payments of $19.95, so there's no way to make a one payment so this is two payments. That's what this means. This two means there's two payments total. They pay once upfront and then whenever the next payment is, they pay that and then they're done.

We say, billing amount we'd say $19.95 but remember we'll make this a penny in a second but I want to show you how this would look. We say $19.95 in 30 days (it won't let us put 31), but we don't want to say months or weeks. How long is a week? Does a month start on the first of the month or the day of the month they purchased? Does a week start on a Monday? Instead, keep it simple. $19.95, every 30 days for two payments.

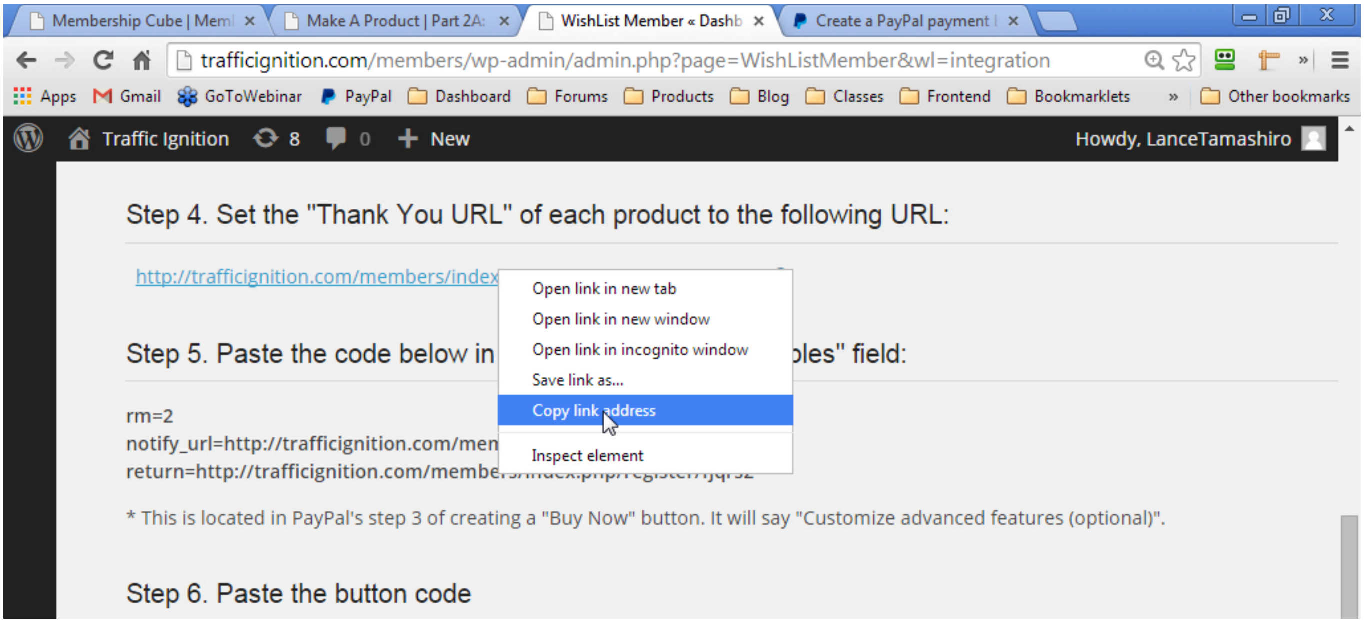
Change $19.95 to $0.01 to test it out. Wishlist says you have to do two final things. Set the thank you URL and then paste whatever these advanced variables are.



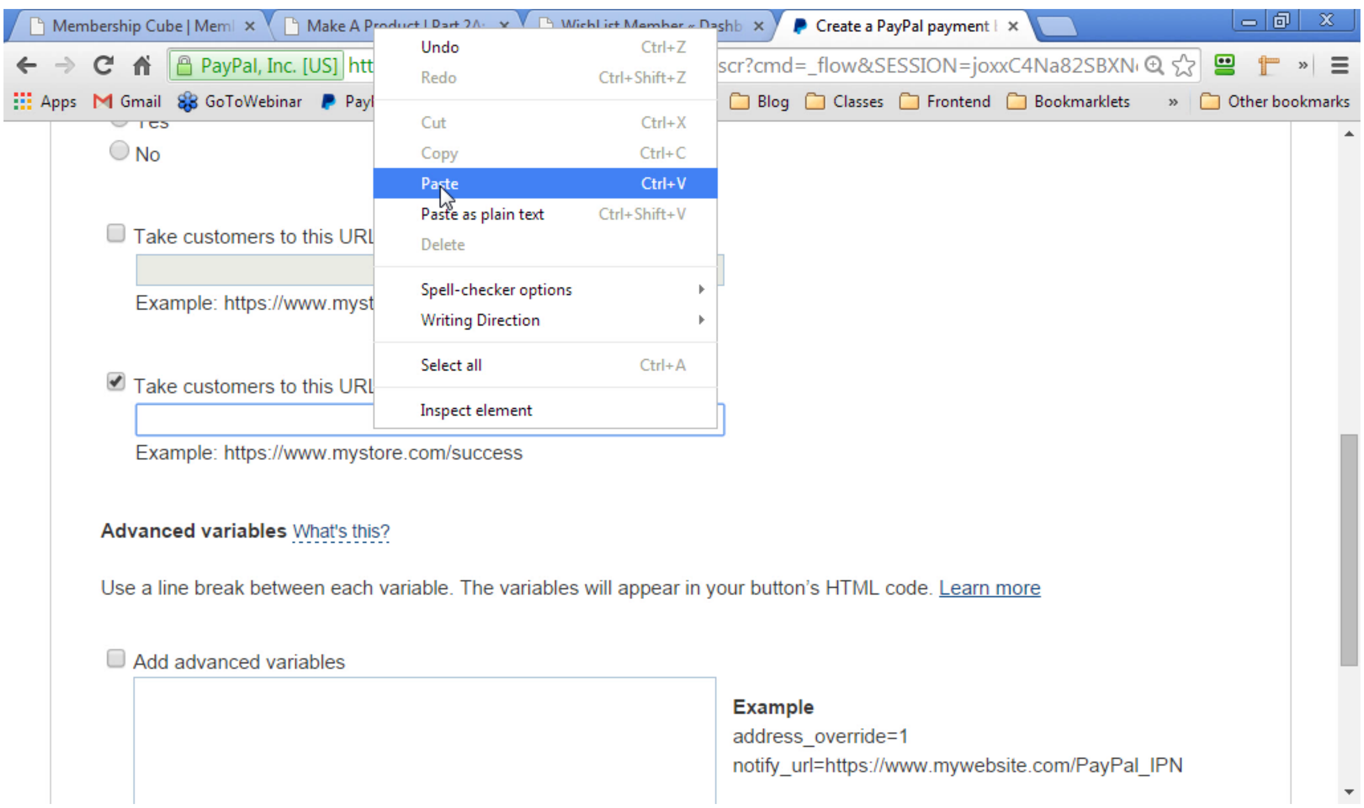
Scroll down to step two, save button to PayPal, step 3 is where the advanced variables are.



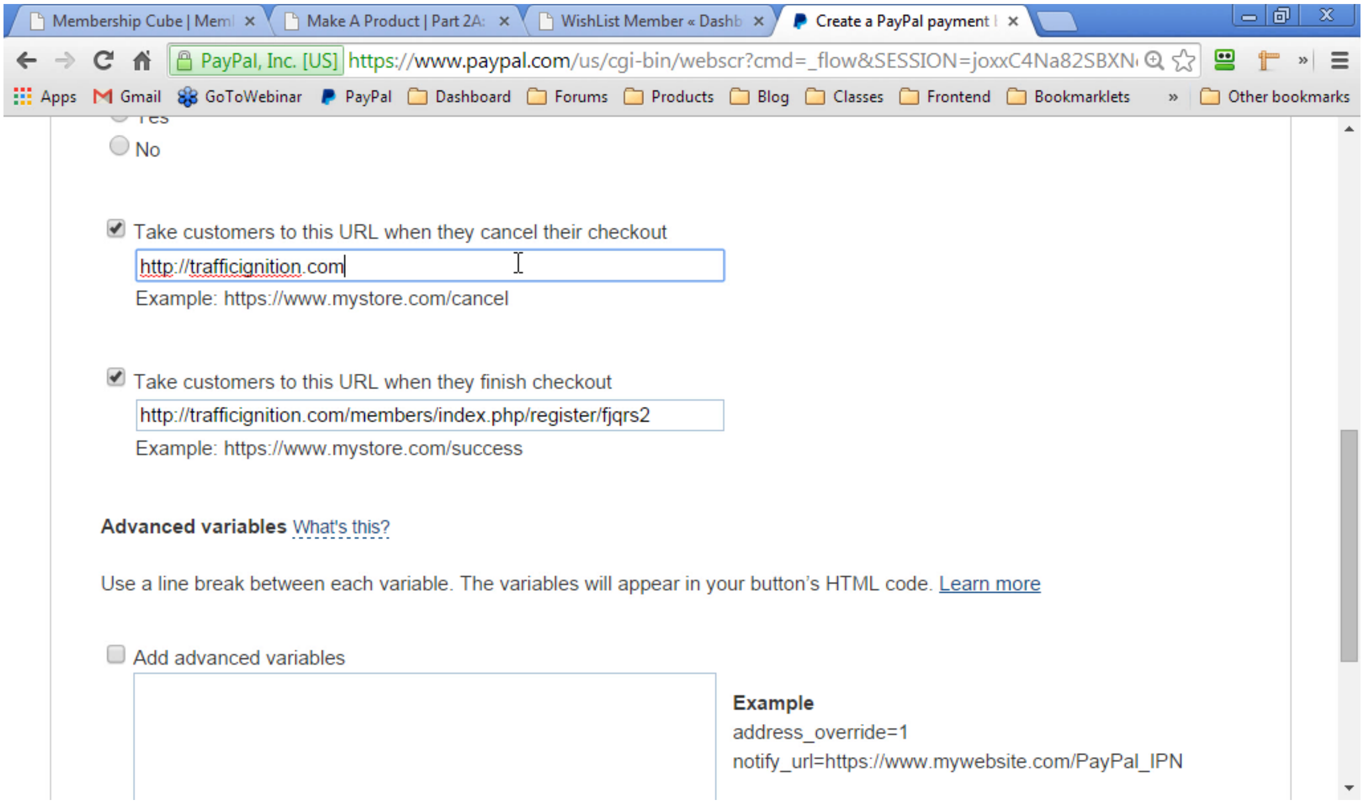
When they finish checkout, check that box, right-click, Copy Link Address.



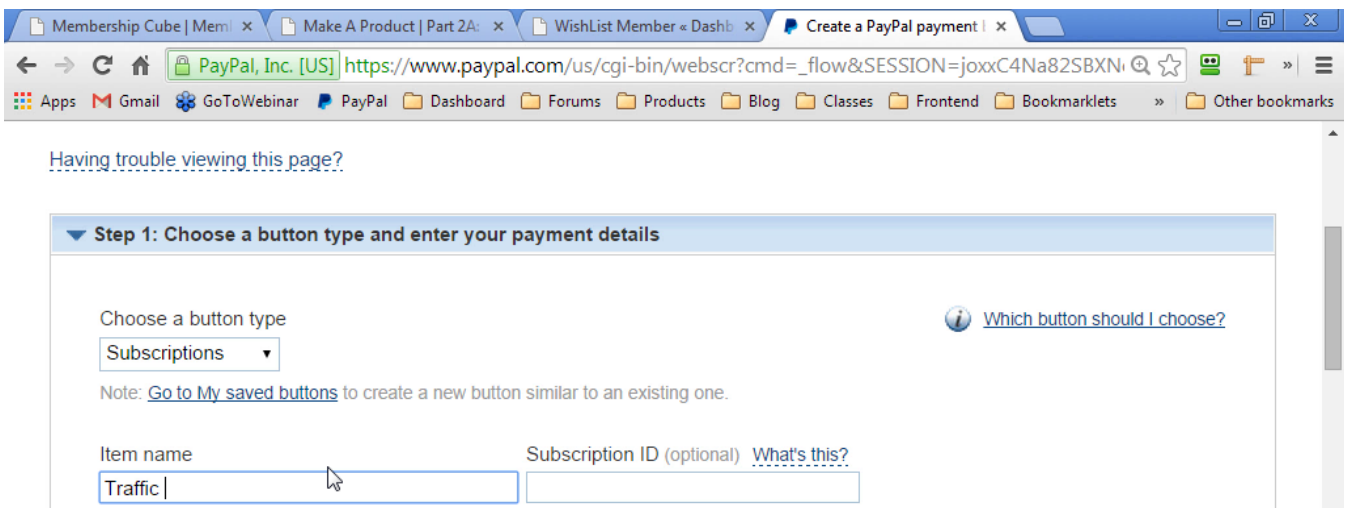
Right-click and paste it in there.



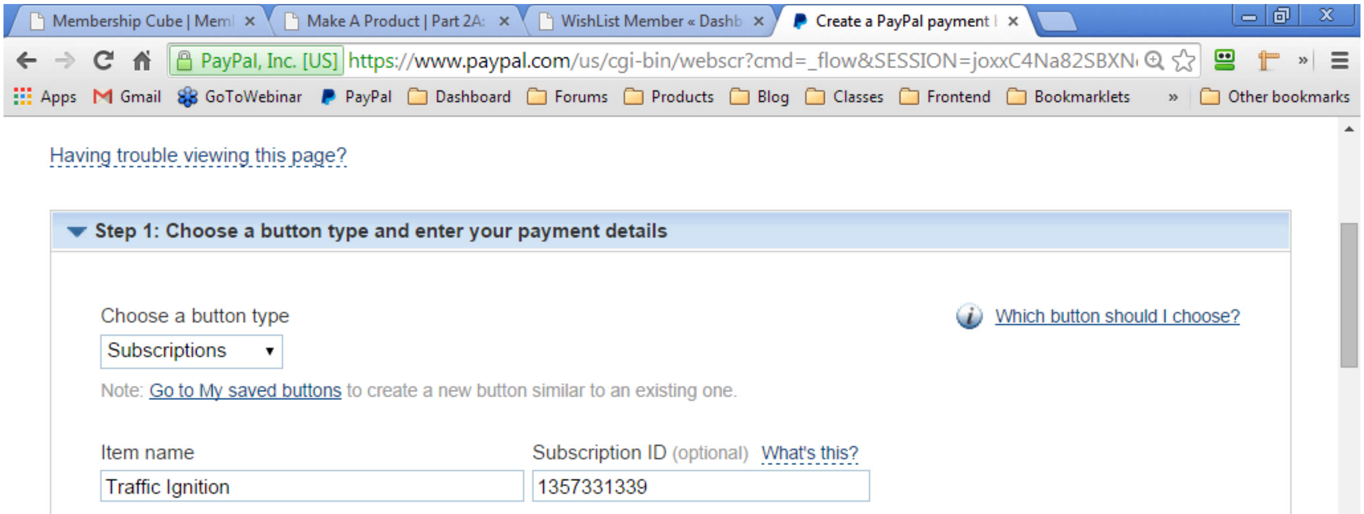
If they hit cancel, it'll take them back to the sales letter, TrafficIgnition.com.



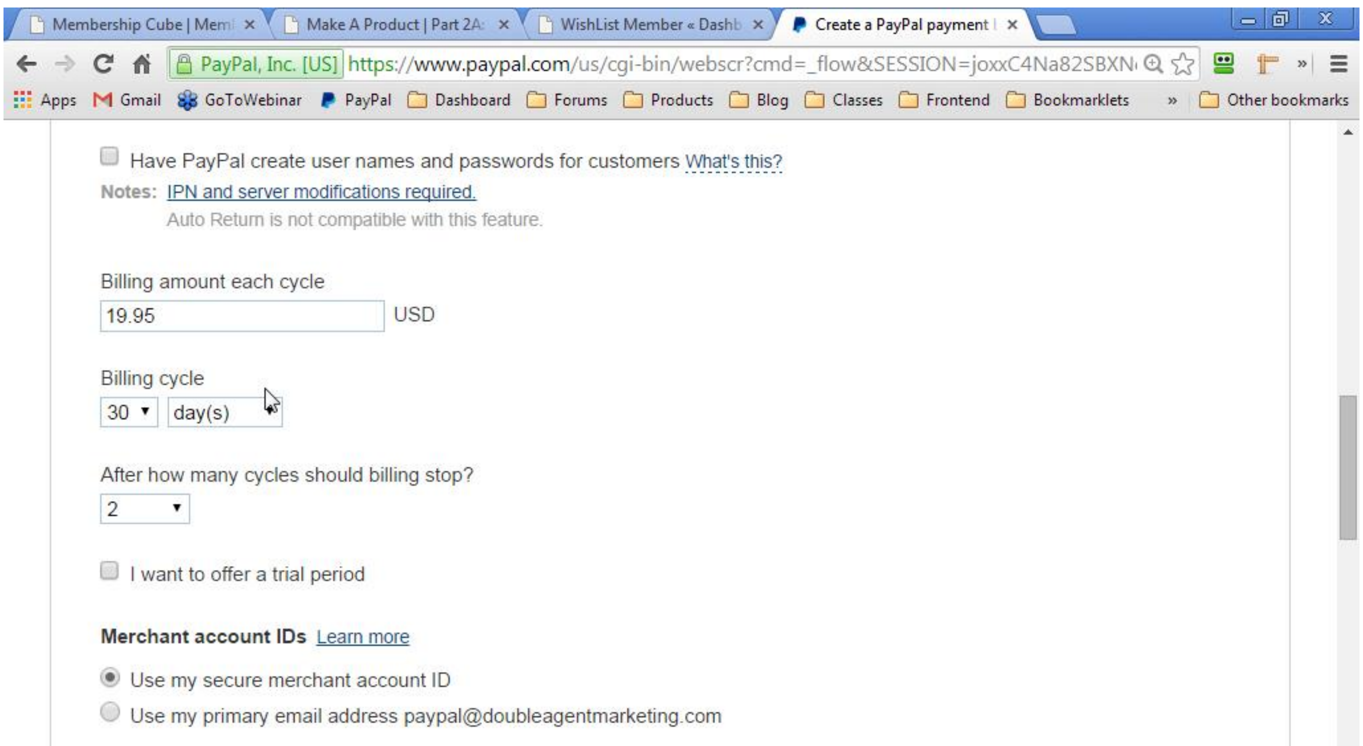
Check "add advanced variables" and paste in the three lines Wishlist gives us, highlight them, right-click and copy, make sure to check that thing, paste it in there.



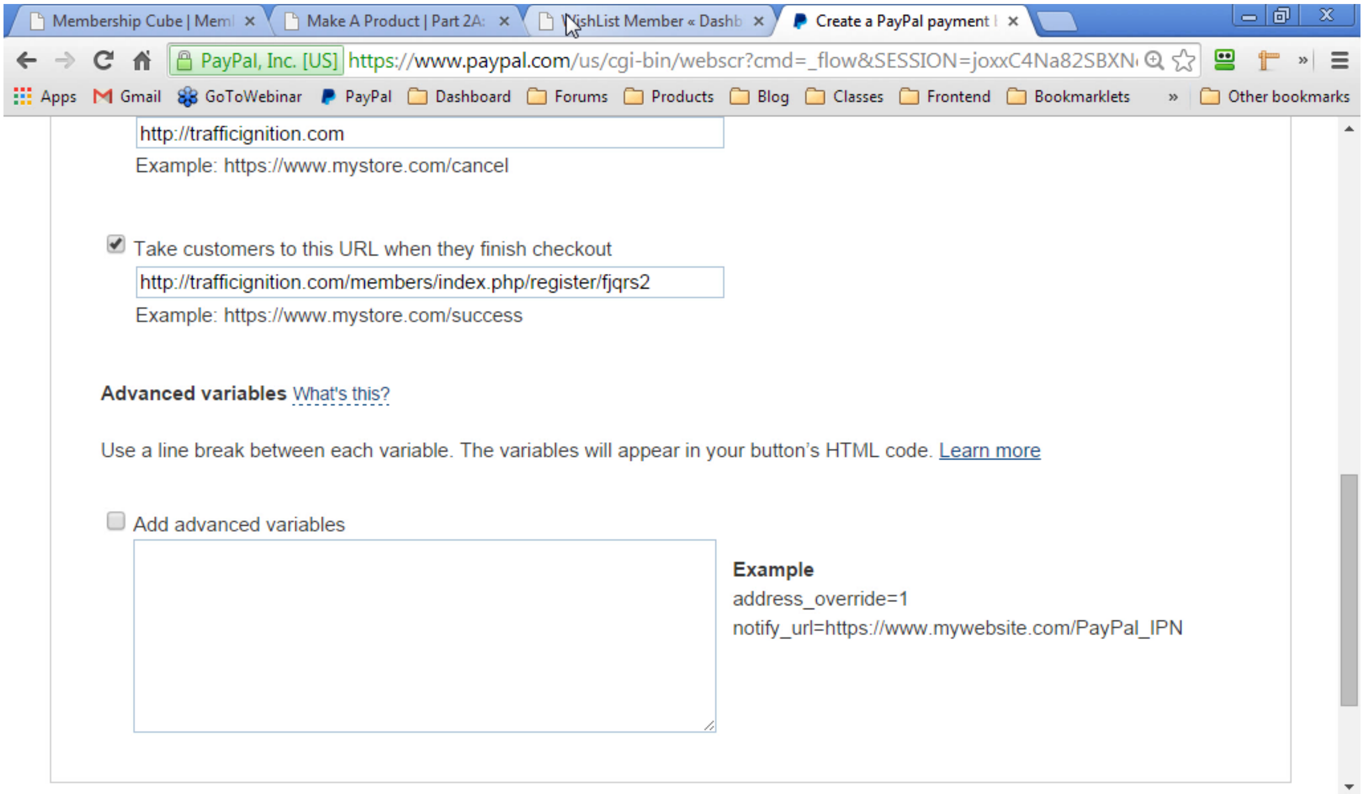
Go to PayPal, Merchant Services, Create a Button, made a Subscription button.



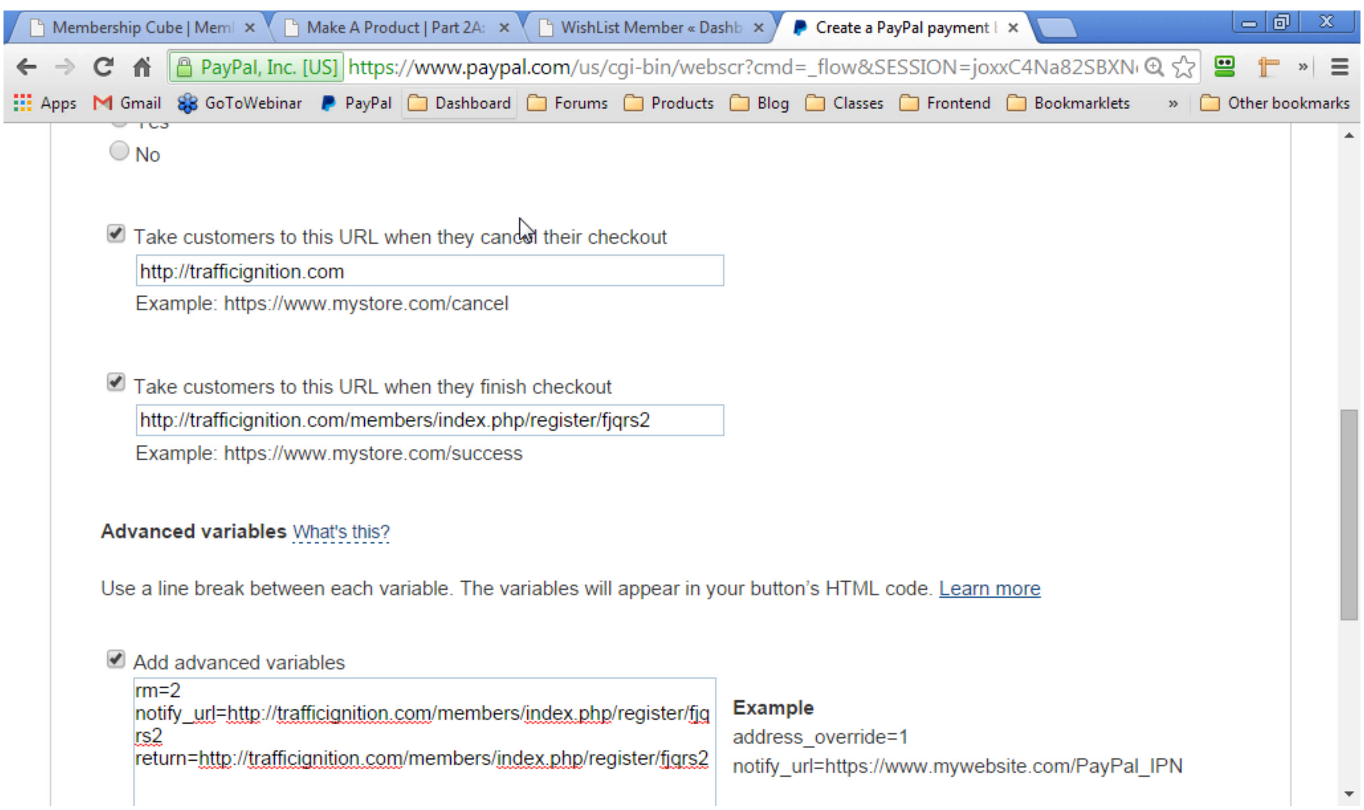
Put in the name of our site as the name, put in the thing Wishlist told us to put in the subscription ID.



Then figure out filling amount how often the call to cycle and then how many cycles should the billing stopped. At the bottom, add the information Wishlist Member wants. It's just a matter of going to the right boxes, pasting in the right things.

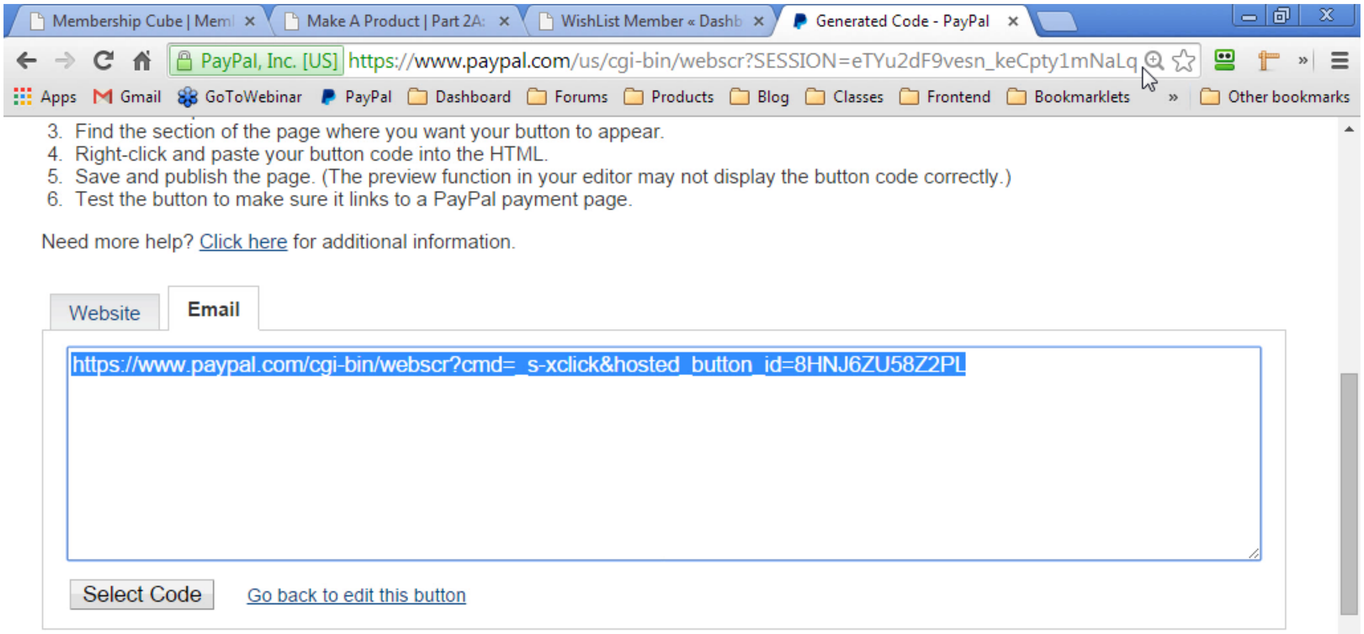


The only decision you really have to make are these three things. How much is the billing cycle?

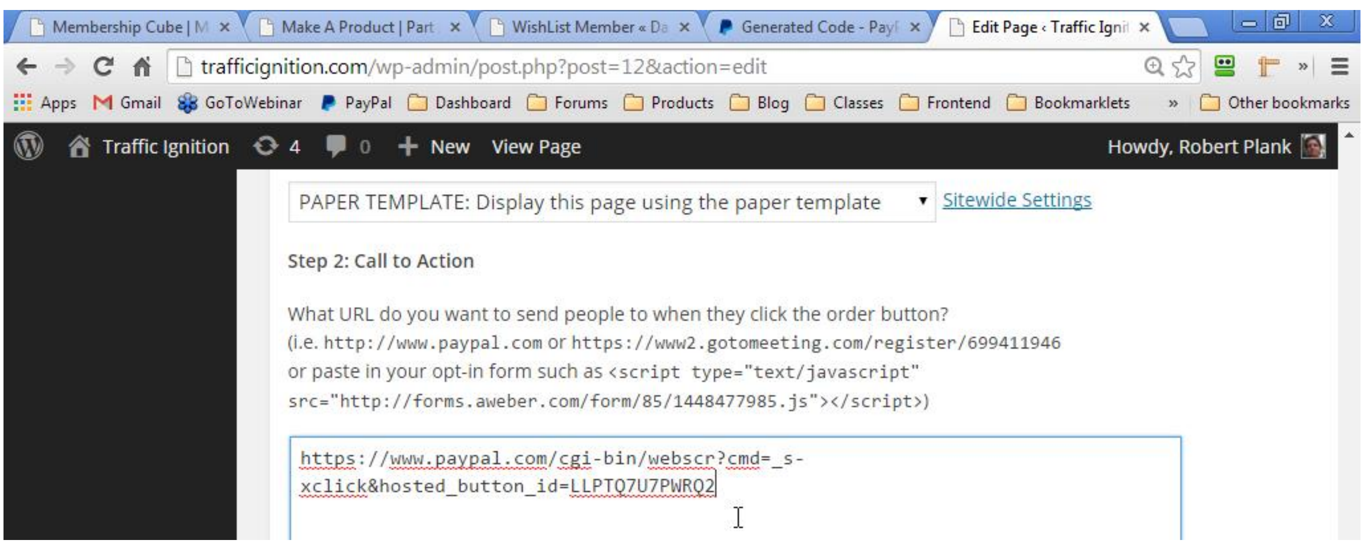


How often are the cycles? How many cycles are there?

Test out our one penny every 30 day, two payment button. Click "Create Button." We don't want all these crazy things, we want to click the email tab because they give us this nice little link to use.

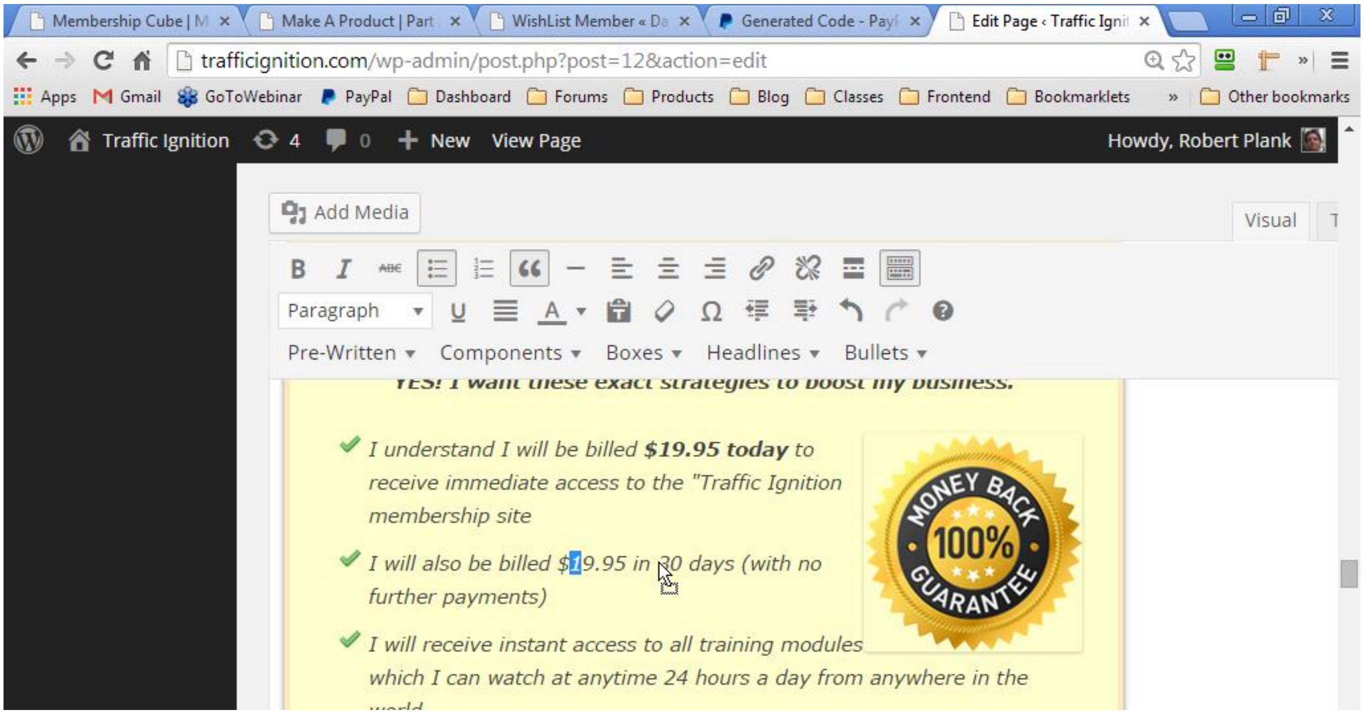


Right-click this link, go to copy and now we have this on our clipboard and we can use this on our site. Then we'll go back to TrafficIgnition.com and we see our sales letter. Edit the button, there's two things I want to do.



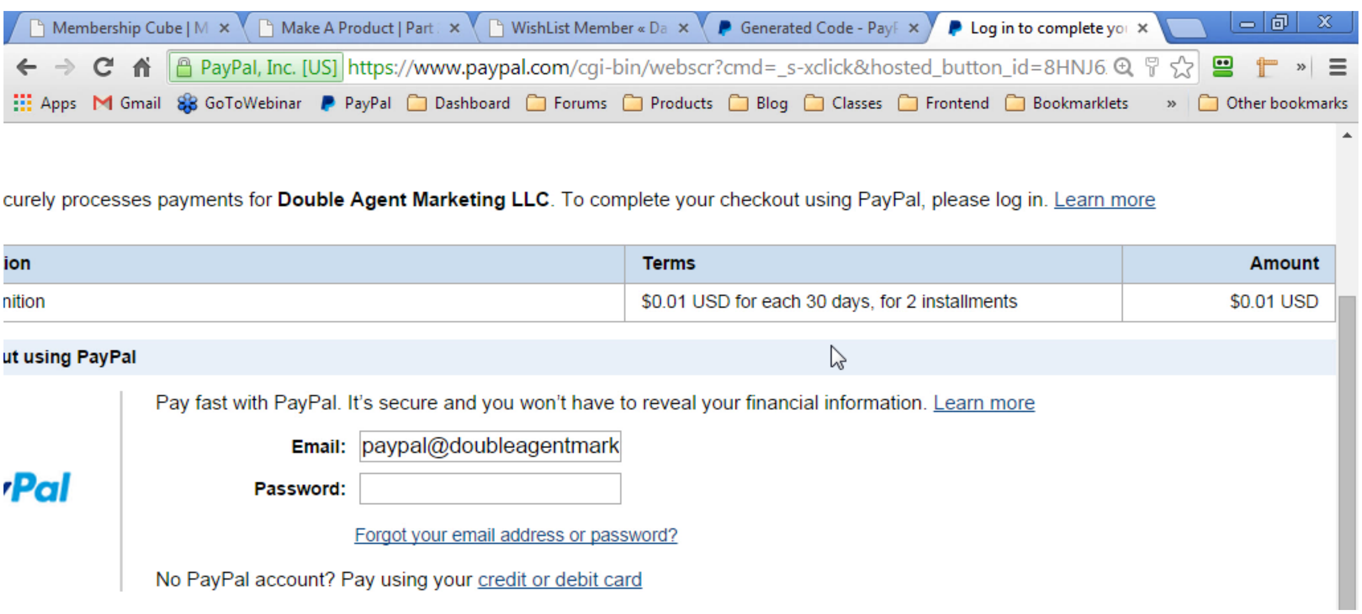
I want to change the price and then change the button here. We'll go /wp-admin and then we'll say Paper Template, Sales Letter. Scroll down to the Call to Action area. We see our old single payment button.

It's okay if you lose your button code. We can always login to PayPal and find it again. Let me highlight this, delete that, right-click and paste, and this is the button that we created. We can go scroll up to the sales letter and say, "I will be billed $19.95." We can say, "This is two payments of $19.95."

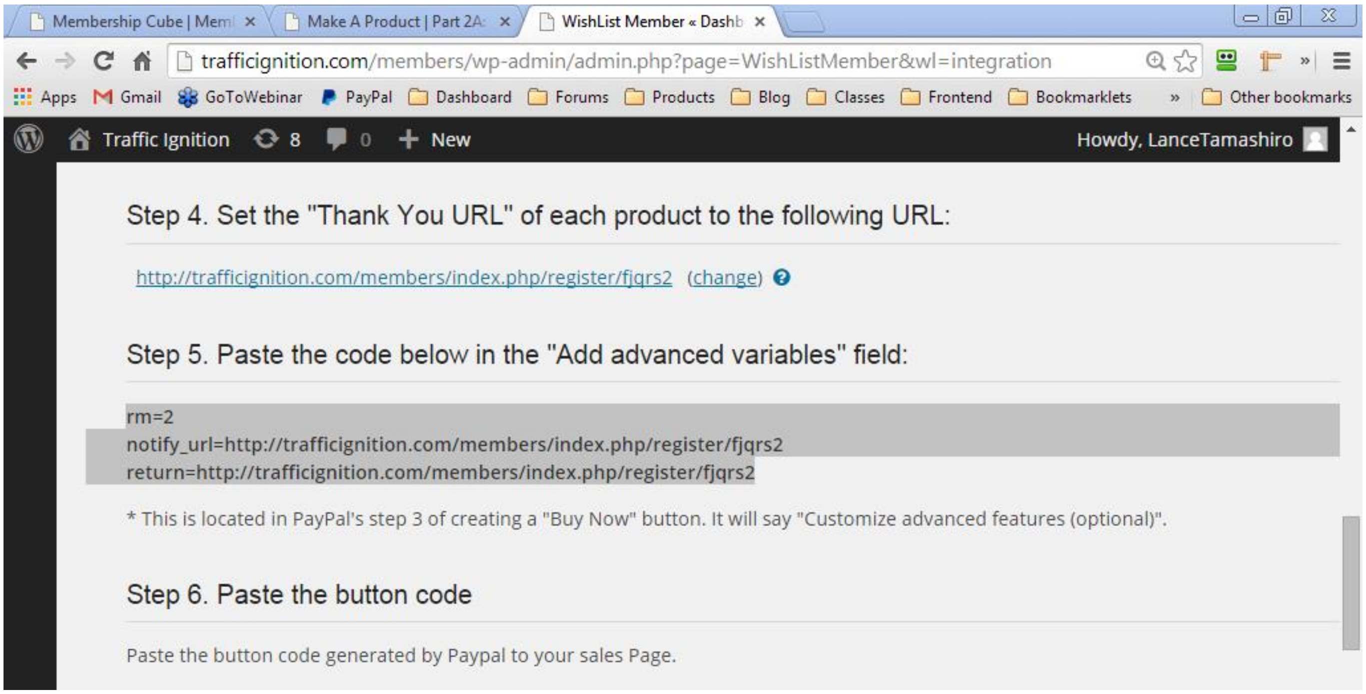


What I've discovered from the copywriting standpoint of making these buttons, we want to be as upfront as possible as far the payment button go. We'll say, "All we billed $19.95 today." We'll say, "I will be also be billed $19.95 in 30 days with no further payments." We want to be very clear that, we're not going to hide the second payment. It's $19.95 today, and then $19.95 in 30 days.

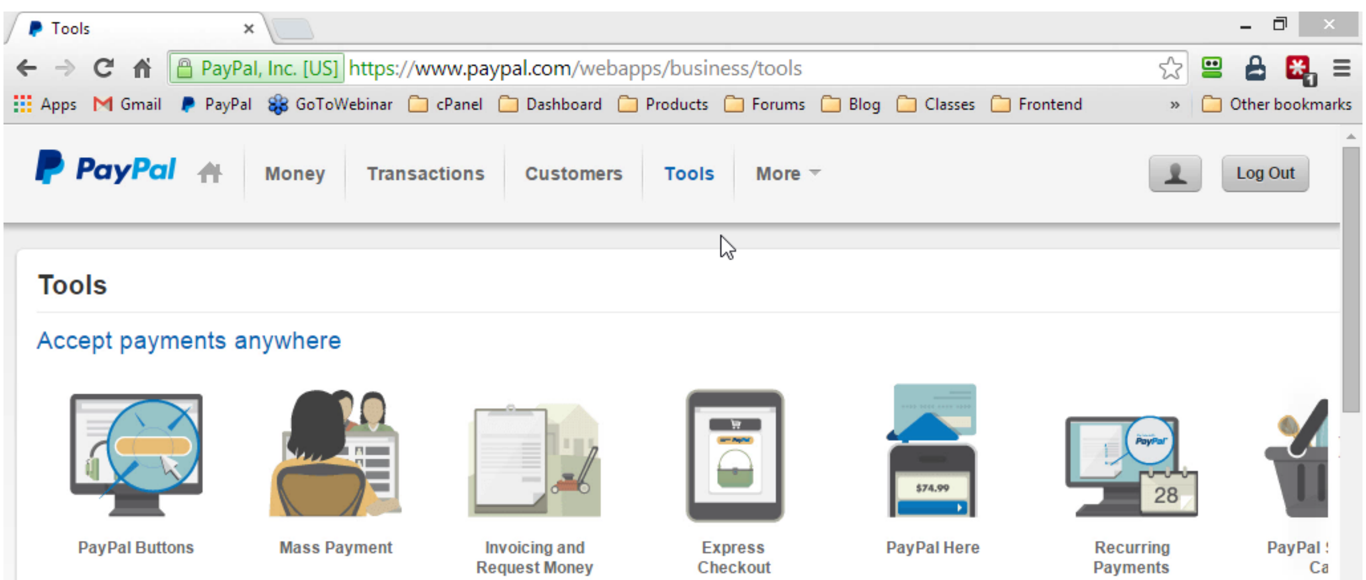
In a perfect world, I'd like to have more than two payments but this shows you how it's is done. Go here, and it says, $19.95, two payments of $19.95. The button works.



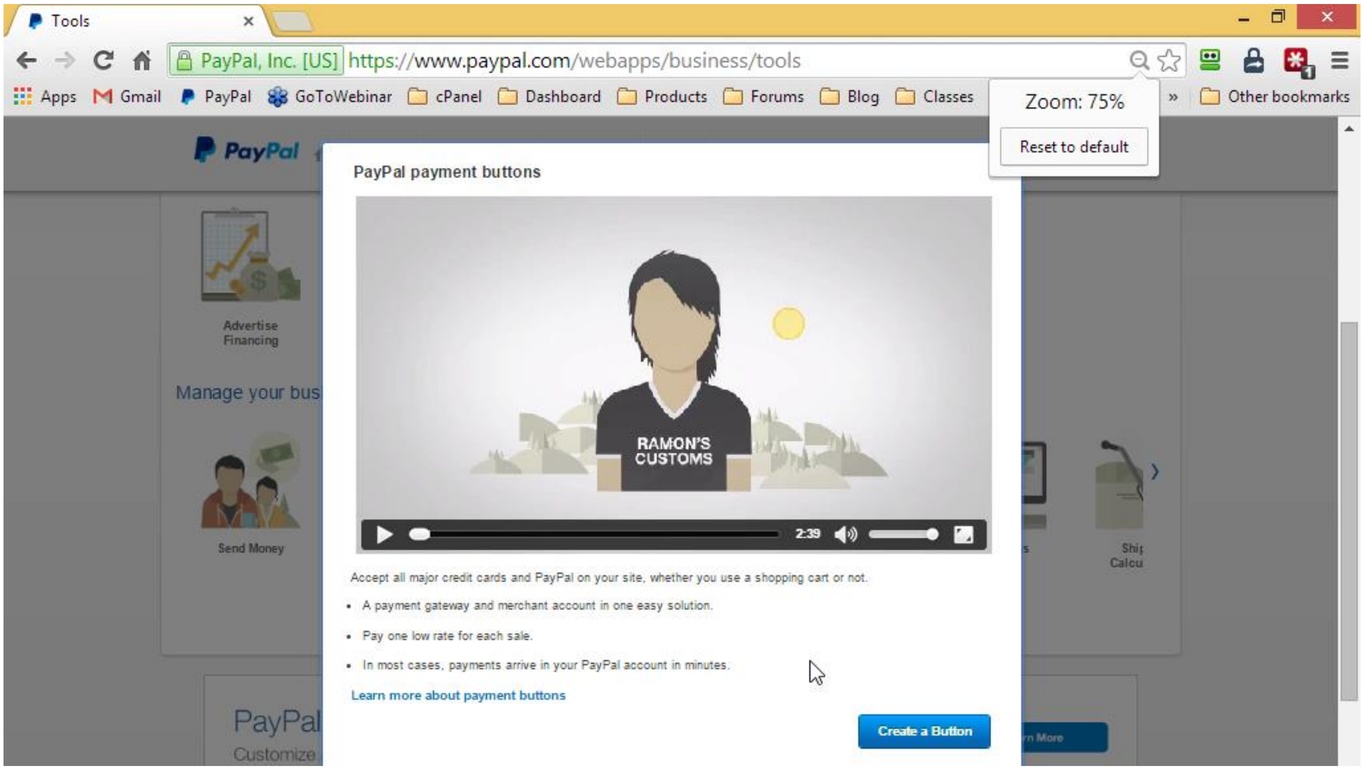
We say this is one penny for 30 days for two installments. We can click through this, make sure that all work. Once we're sure it works, what do we do? Then we can go to my saved buttons and we can see... by the way, I think that if you go to this page, if you go to test your button, even if you don't check out, I'm pretty sure it kicks you out of your PayPal account.



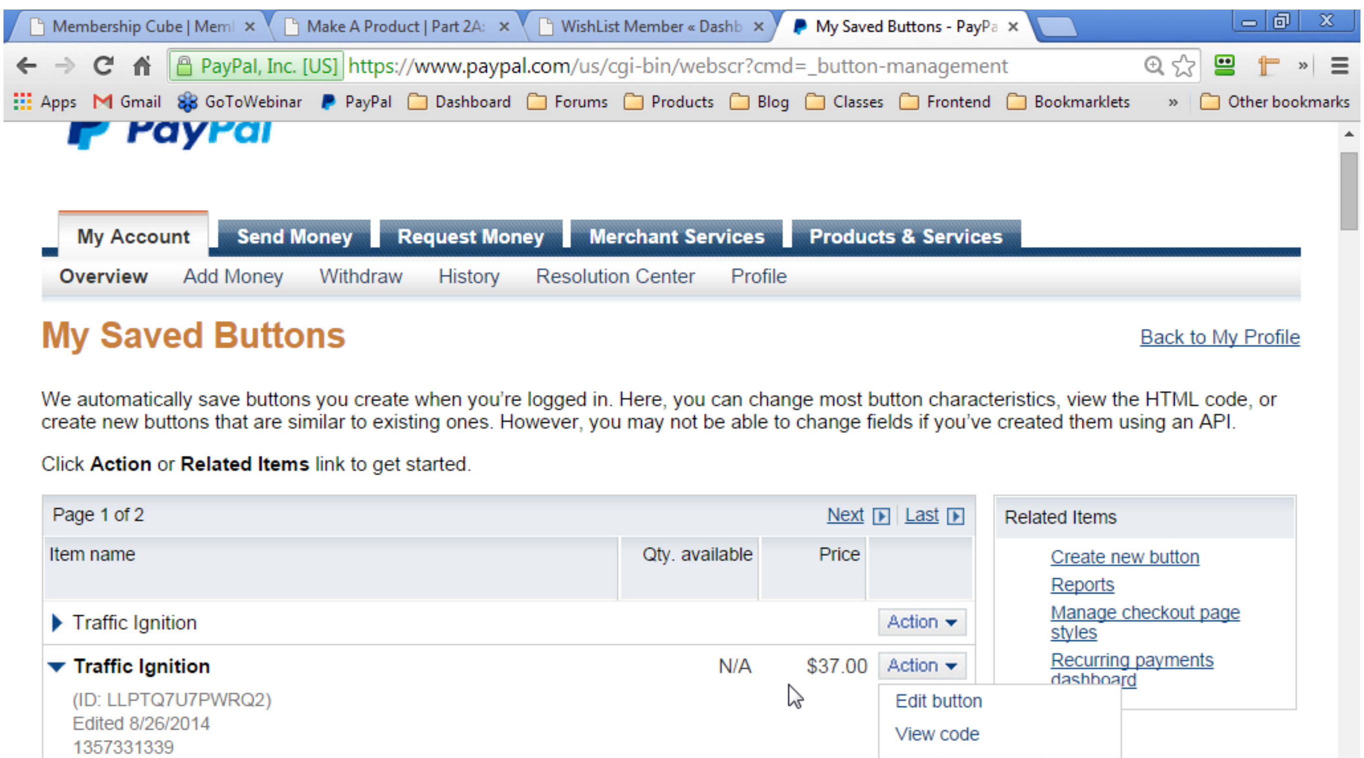
That's what happens there. You have to go login again, but no big deal. We log back in to PayPal, click down Merchant Services, and then My Saved buttons.



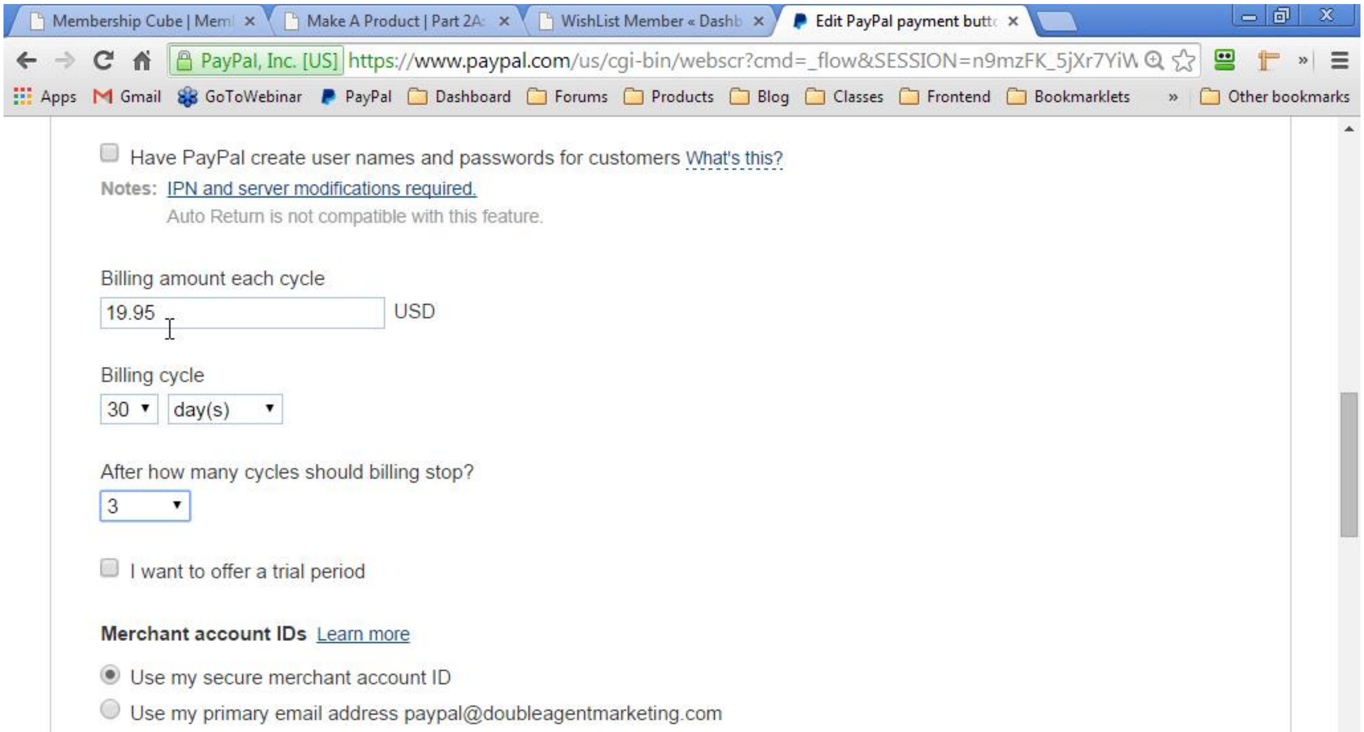
(If you don't have a Merchant Services tab, click Tools, PayPal Buttons, Create a Button, and you'll end up on the My Saved Buttons screen.)



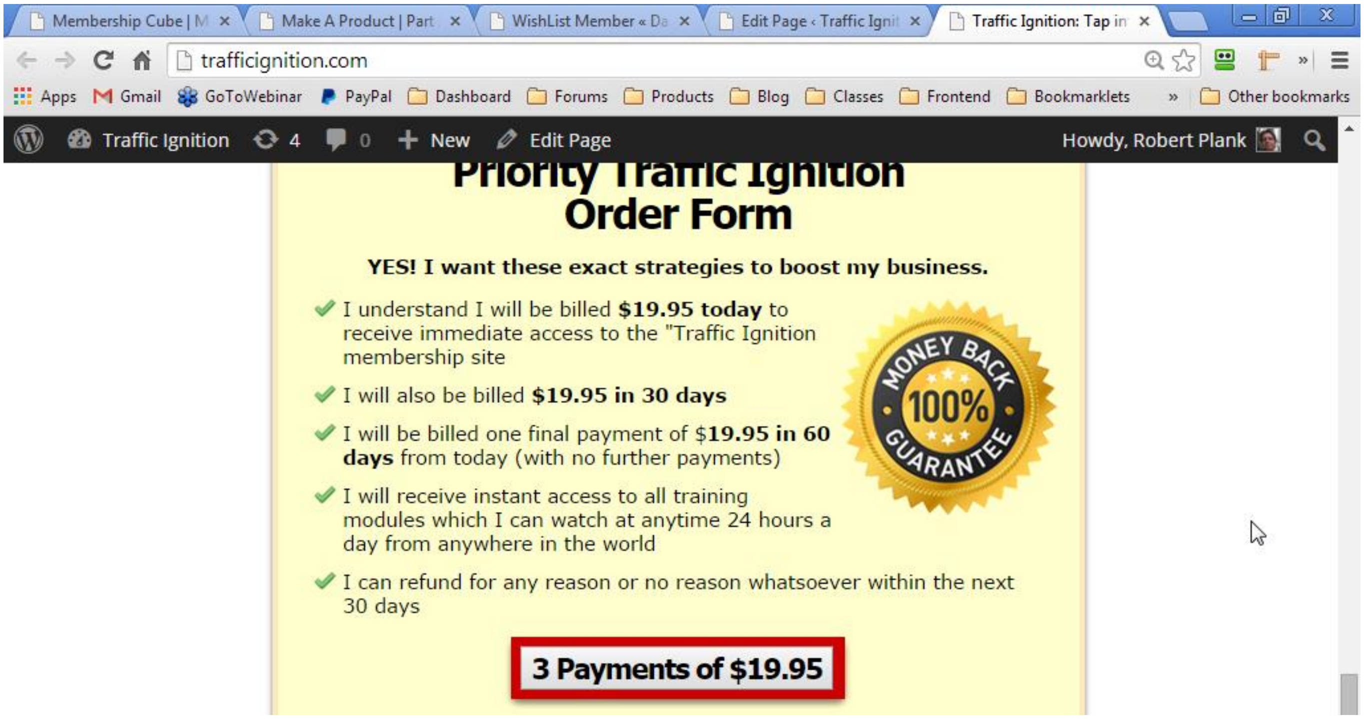
This is where you can find all the buttons you previously made at PayPal. We'll say, "Here's Traffic Ignition for $37." I can even say the date I made it. If I ever need to roll back to set one single payment button, I just grab that one.



We want this recurring button (what we created) so I can click action/edit button, and then we'll change this penny to 19.95. If we ever wanted to make this19.95 of three payments, that's easy as it. You go 19.95x3, save those changes and then the changes just somehow magically show up in your PayPal button.



Go to Traffic Ignition, we scroll down, we click the button, and then if we give it a second, now see it's 19.95, every 30 for three installments. That works out.



Edit the page and make sure everything matches up. We can say, three payments of 19.95, 30 days, I will be billed one final payment of 19.95, 60 days from today but no further payments. Bold that so that no one's going to mess that. They can clearly see the billing agreement and that payment schedule.

Use that edit your button inside of PayPal because once you know that it works, then you don't want to mess with it. Once you know that it works, you can change the price, you can change the things on the subscription button or in your single payment button. As long as you change those things, the price or the cycle) you don't ever have to go back and test it again. You can be sure that it works. While we're running up the price, we can go through and change that to know that it changes for us on our sales pages and on our button.

In the future, if we wanted side by side buttons, such as for Setup a Fan Page, things like that... so we have our different sales letter. We can list them side by side. I'm not going to do right now for Traffic Ignition but this is also pretty easy in Paper Template.

All you have to do is edit the page and you would delete this yellow box here, and then down below, you'd say, I want to do a boxes, I want to do a double order form where I present two payment options, and then we'll just drop in. You make both columns here look as identical as possible so that it's very clear that if their paying 97 one time or 19.95 five times, they're getting the exact same course.

The only difference here is that where this http example button, you would just paste in the two different PayPal links on there. That's a little bit advanced, but you can figure out how you do that. You just change what needs to be changed. The only tricky part is instead of having the PayPal link down below, you just put in this area here where it says button one and button two. I'm doing to undo right there to keep it simple.

Go to the visual editor, go to the bottom of the yellow box, backspace and delete that order form that's already in there and then put your cursor where you want the double boxes to go, choose boxes, double order form and then all of a sudden it just built in for you. You don't have to do all that formatting, you don't have to worry about that.

There's always something for you to edit. You never have to spend your time figuring out how to get a green checkbox, figuring out how to get the side by side things.

Go to: Boxes, Double Order Form. The only difference is, is you put in those two email links that you get at PayPal for your buttons inside of there. Example.com/button1 and Example.com/button2.

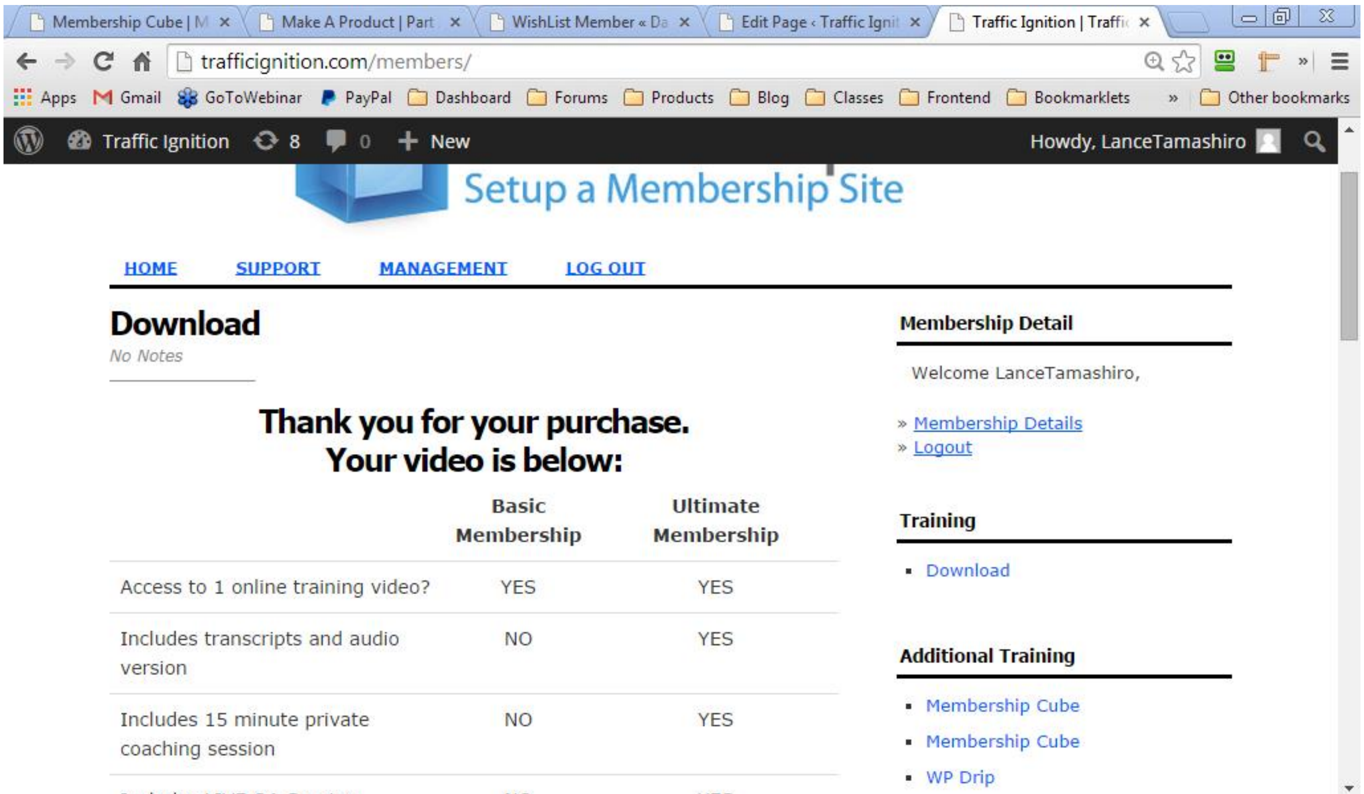
If you want to make these two payments, three payments, four payments, change the price, change the button in PayPal. The inside is still the same old Traffic Ignition, but what we edited just now was the front-end.

Install WP Drip from Member's Area

We made a recurring button and switched out instead of the single payment button in the front-end.

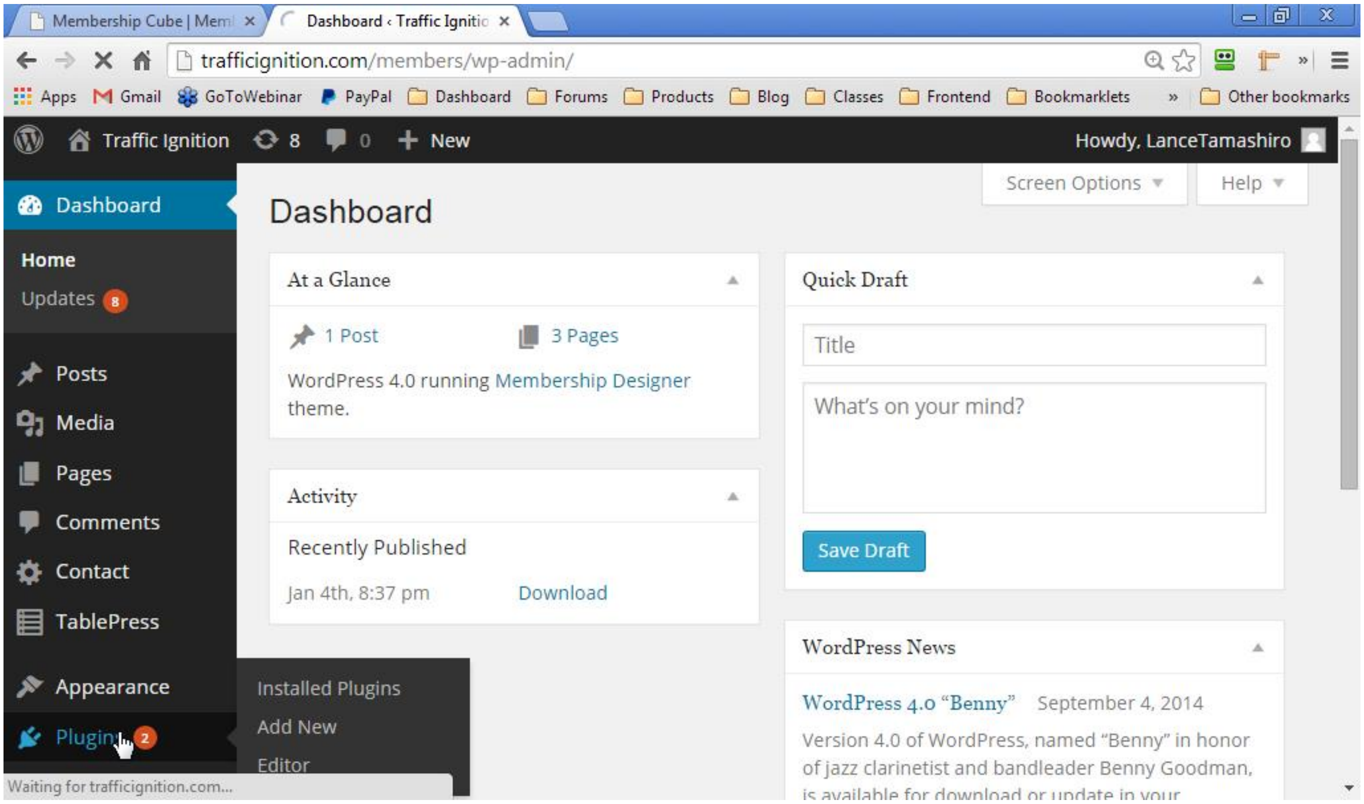
You have TrafficIgintion.com, someone can join on the payment plan, but now they get everything upfront. They join this and they get all the videos and modules in Traffic Ignition upfront.

We want to drip a few things here and there, and the other thing is we don't want someone to join and think it's a homemade site.



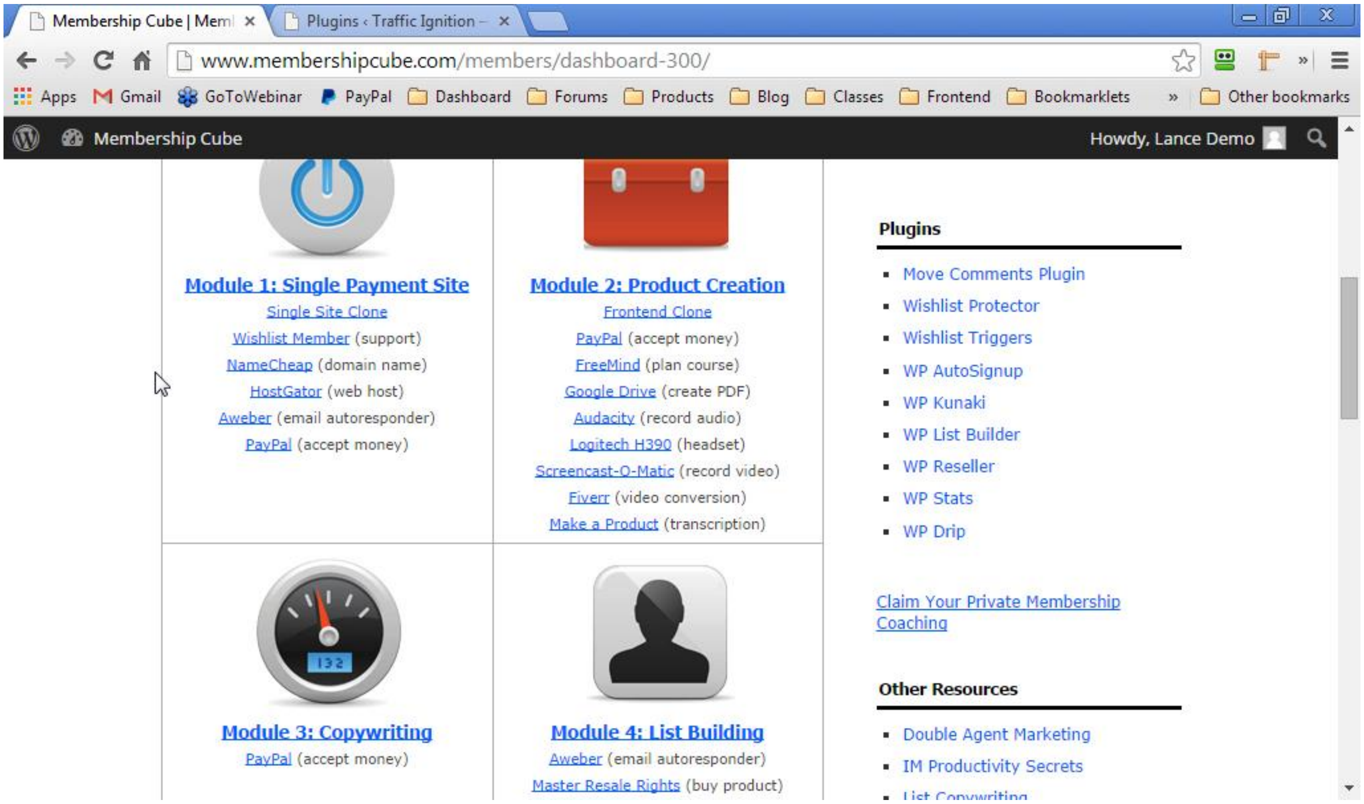
We want to make this look a little better. We'll use something built into our WordPress theme called Dashboard Creator. It will add special dashboard page and it's going to add a special table to your existing clone.

We've setup our recurring button and we'll install WP Drip. This allows us to drip our content. Once we do that, we'll make the dashboard. Install WP Drip. It gives you extra features even if you're not dripping your site. Grab it from the member's area because I don't think it's in the clone right now.

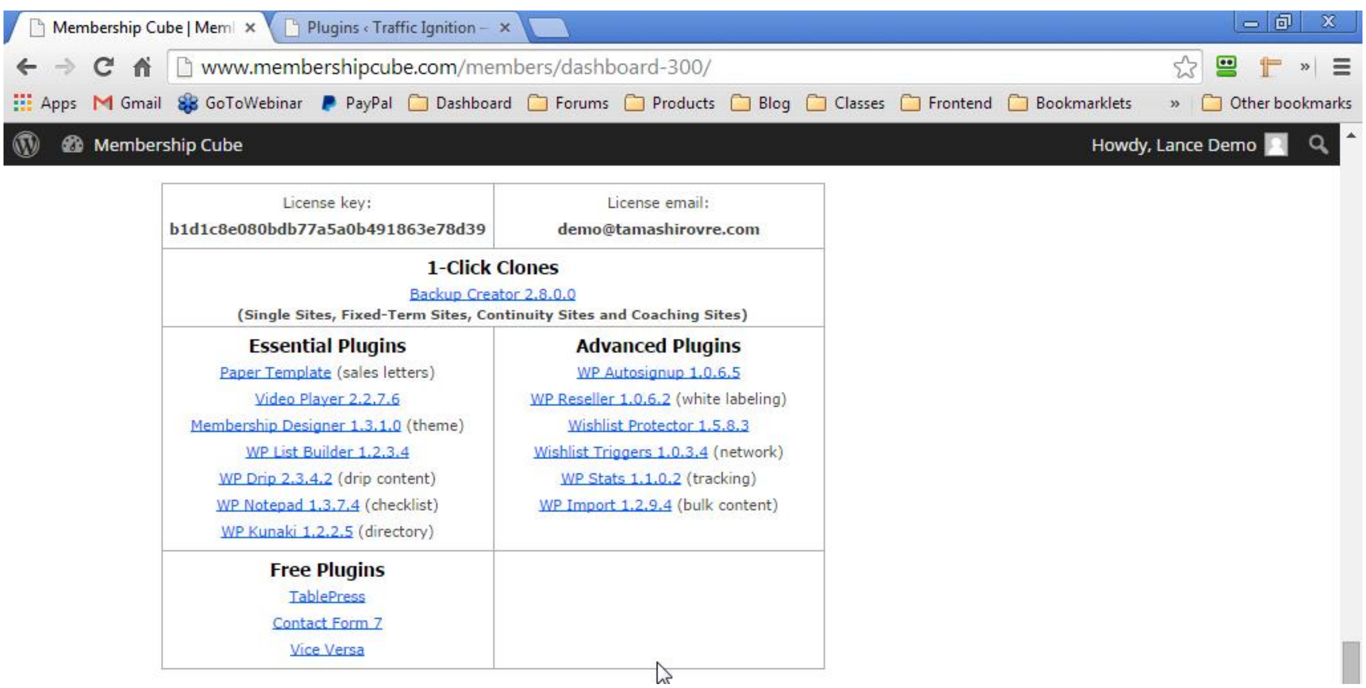


We can go to members/wp-admin, click plugins, and then in our list of plugins, if we don't have WP Drip, it's going to be hard to drip our content. You see we have Wishlist and things like that.

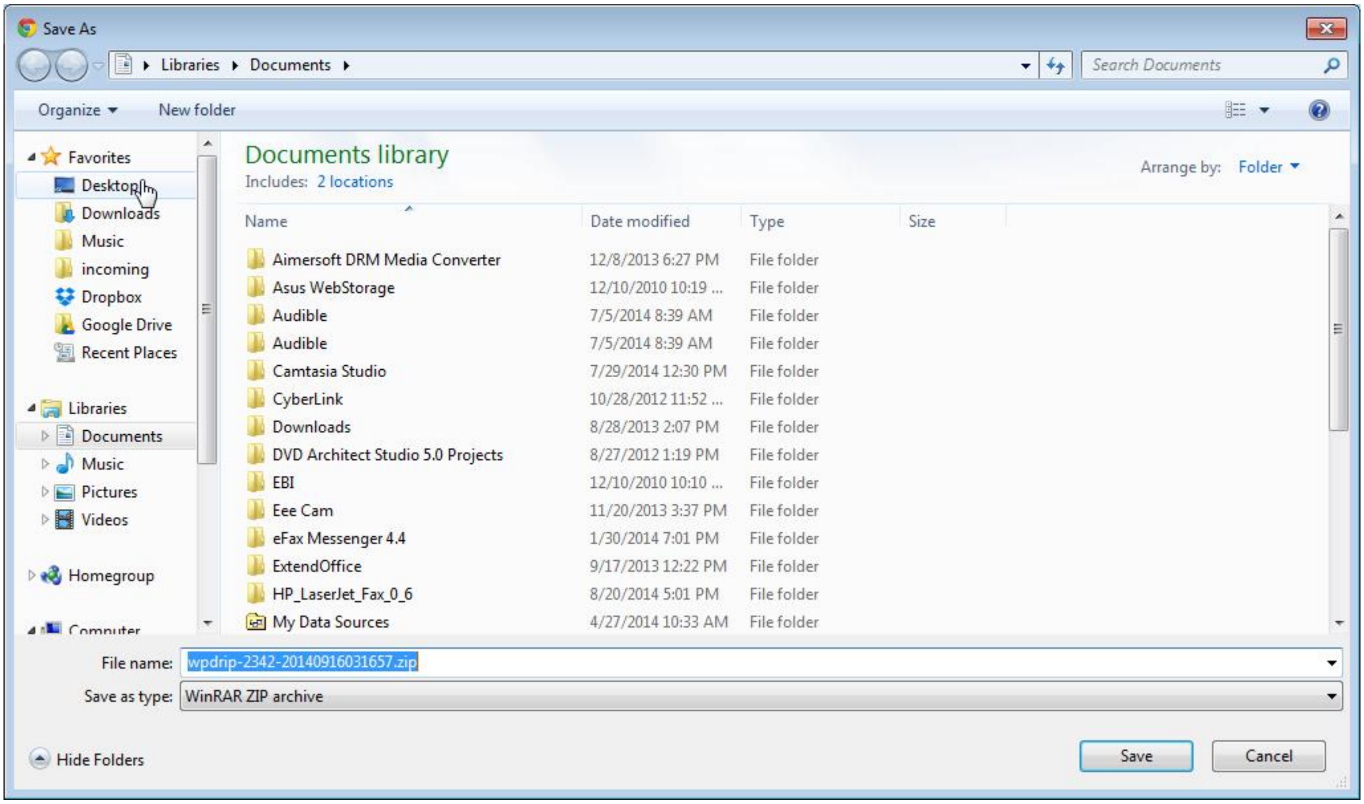
We want to install the WP Drip plugin. Go to our member's area in membershipcube.com/members, and then we'll give you a zip file to right-click and download, then you'll go to your back-end, (which is members/wp-admin), you go to plugins, add new upload, choose the WP Drip file, and will install that and activate that plugin.



At the top of the Membership Cube member's area at MembershipCube.com/members, we have our training modules.



All the plugins are listed on the bottom of the page. If you need to grab just one plugin for one of your sites.

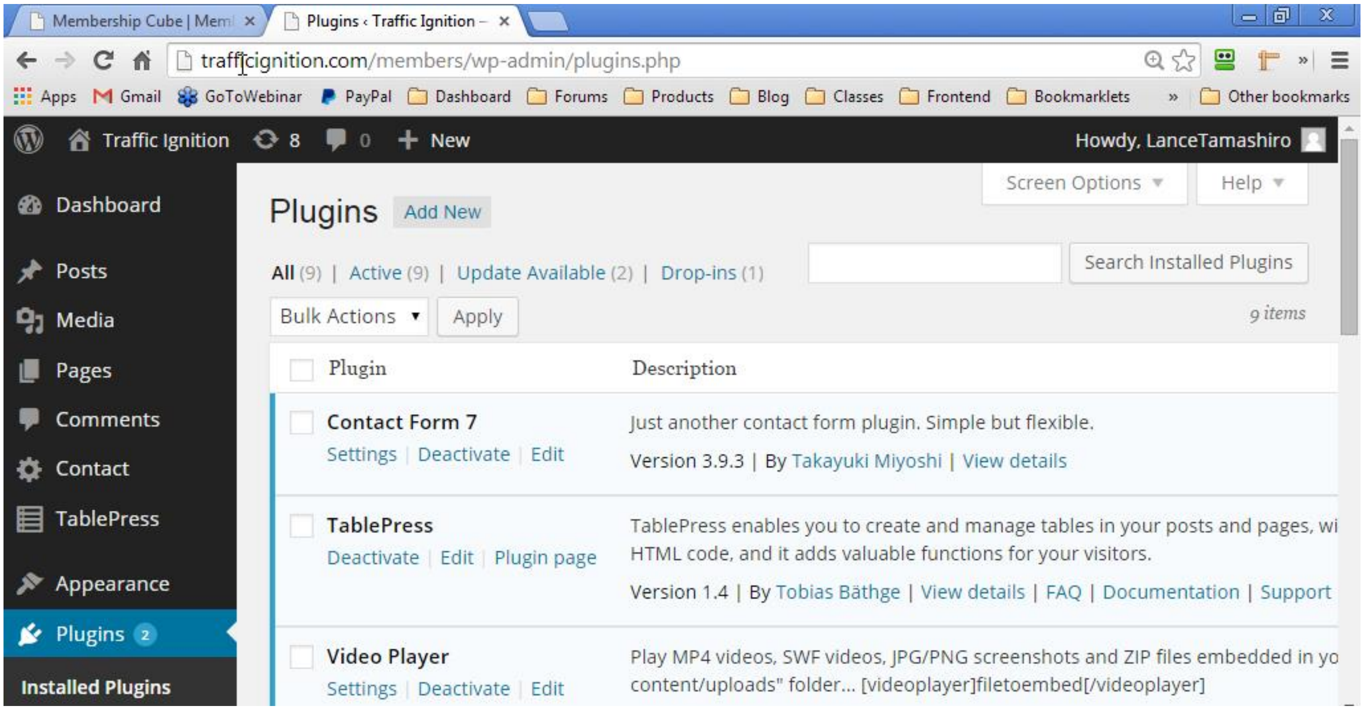


We have Essential Plugins, WP Drip. Right-click and save the WP Drip zip file. We'll go back to example.com/members/wp-admin and Plugins, Add New.

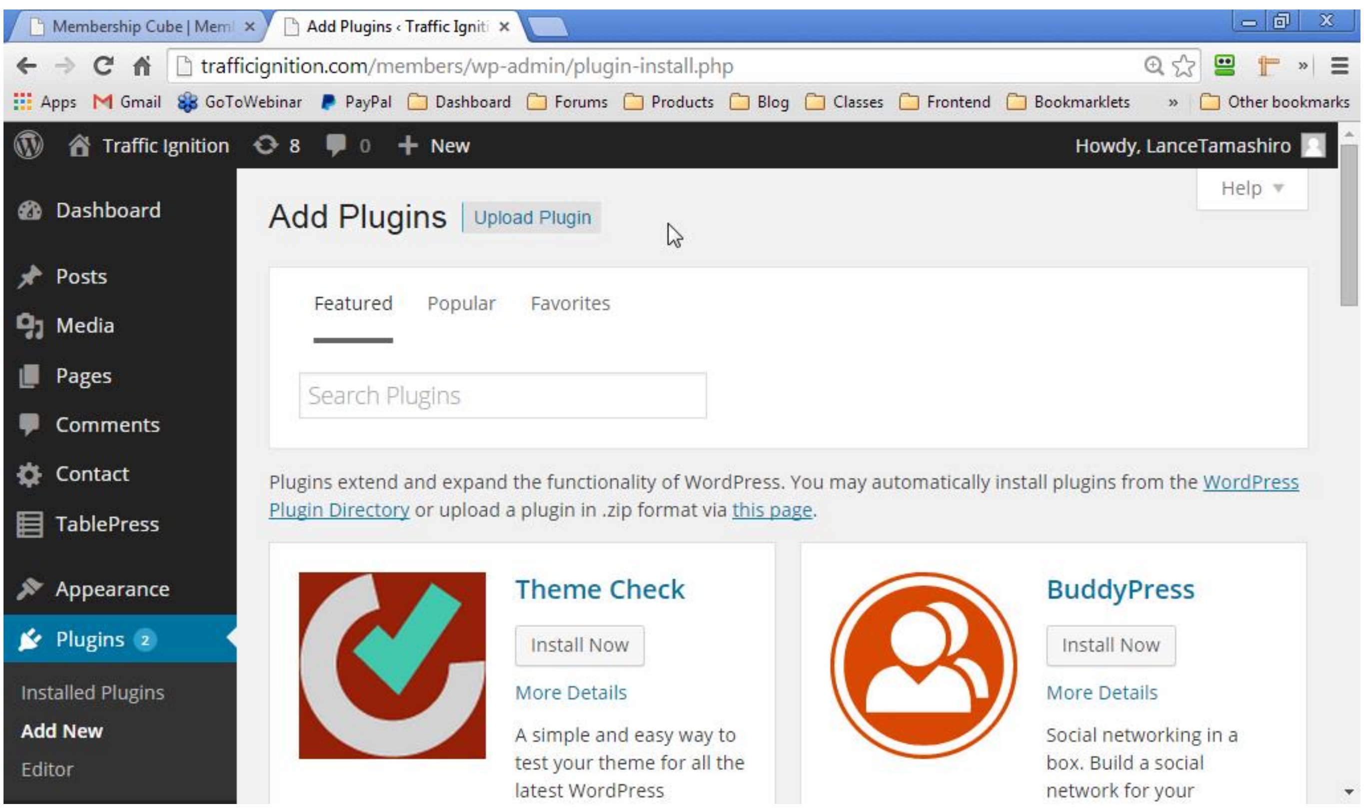
There's no difference between a module and a product. You would have multiple levels like the Ultimate and Full levels with access to the pages and posts you want. That goes in of the dashboard. When they upgrade, it shows up on that level.

Modules, videos, or products, are all same thing. The only difference is, does that person on a level have access to that content? Do they have access or not? If they do, it gives them access to it, and if they don't, block them from it.

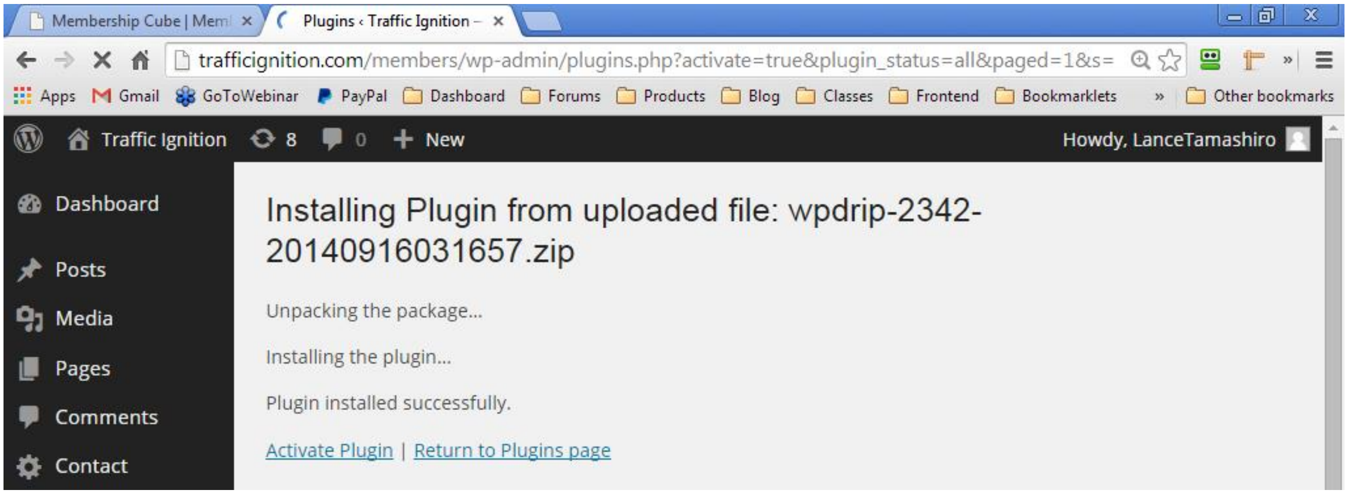
Don't geek out about the details. Is my product 10 videos or 10 modules, or 1 module or 1 video, or are they different products? They're the same thing, we just use the different words.



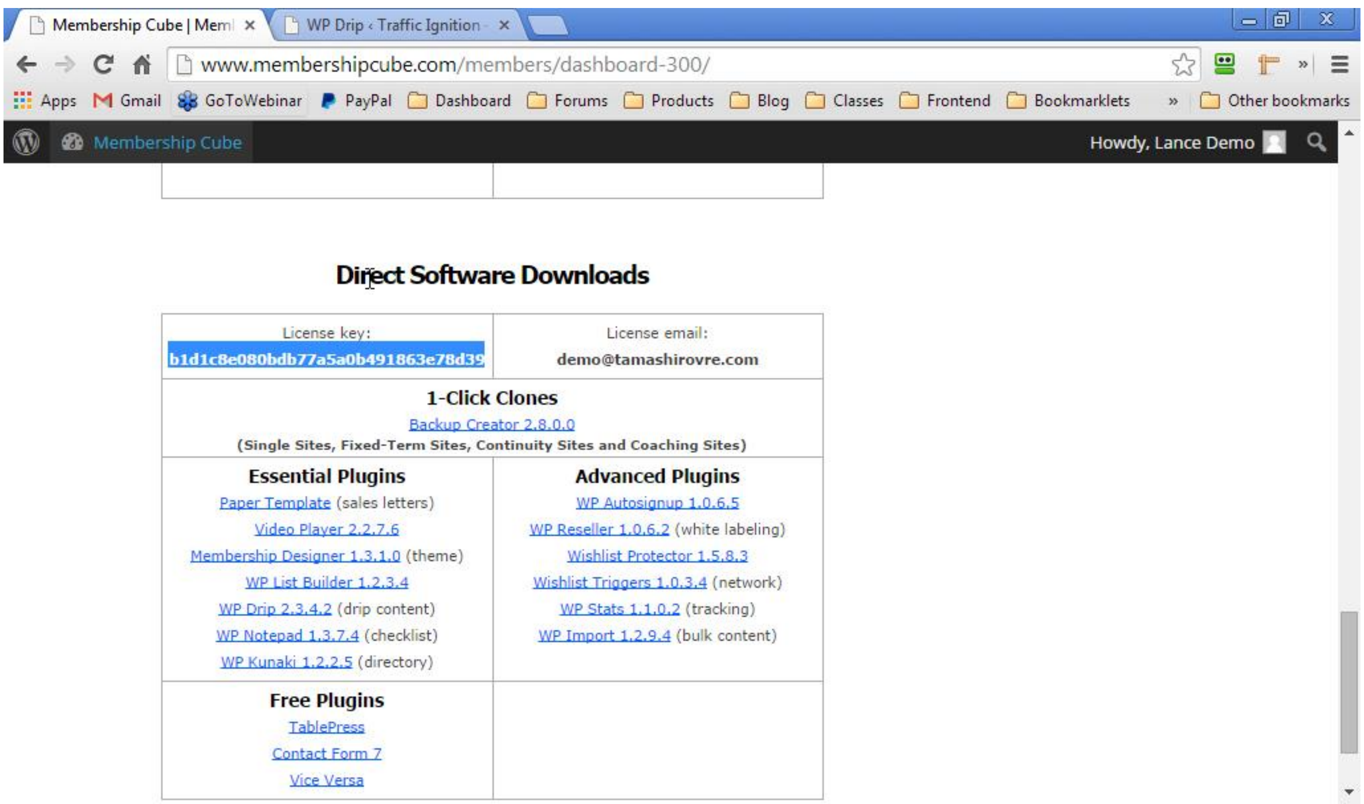
I'll make it look fancy later. Plugins, Add New. Click Upload Plugin and choose the file to upload.



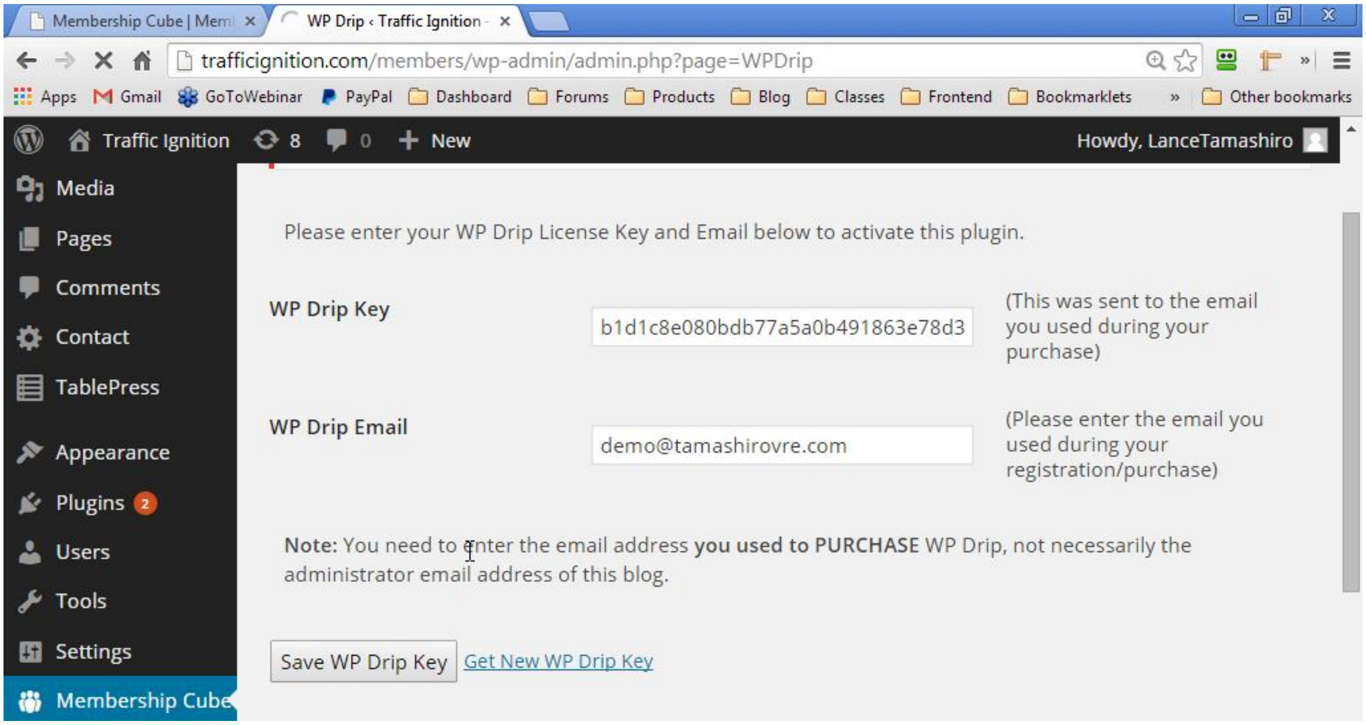
WP Drip. Install Now and the plugin is on there, click Activate Plugin, and the WP Drip plugins on there and turned on but then it says you need to enter your license key. No problem. Click over into that.



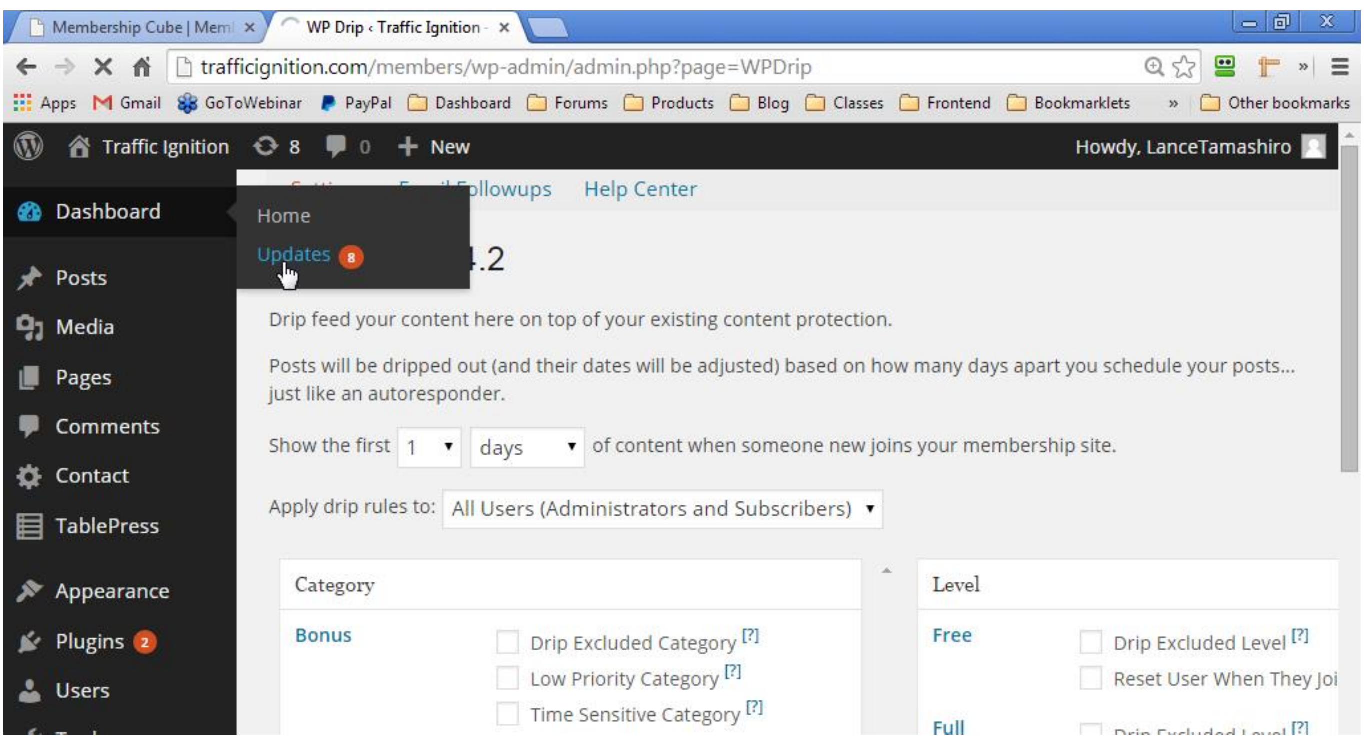
When you go to MembershipCube.com/members, it's in that area where there's direct software download. You just grab this long thing, right-click and copy, put it in there, right-click and copy and paste it in right there. Enter our key, put in our email, save WP Drip key, and now we're ready to use it for different things.



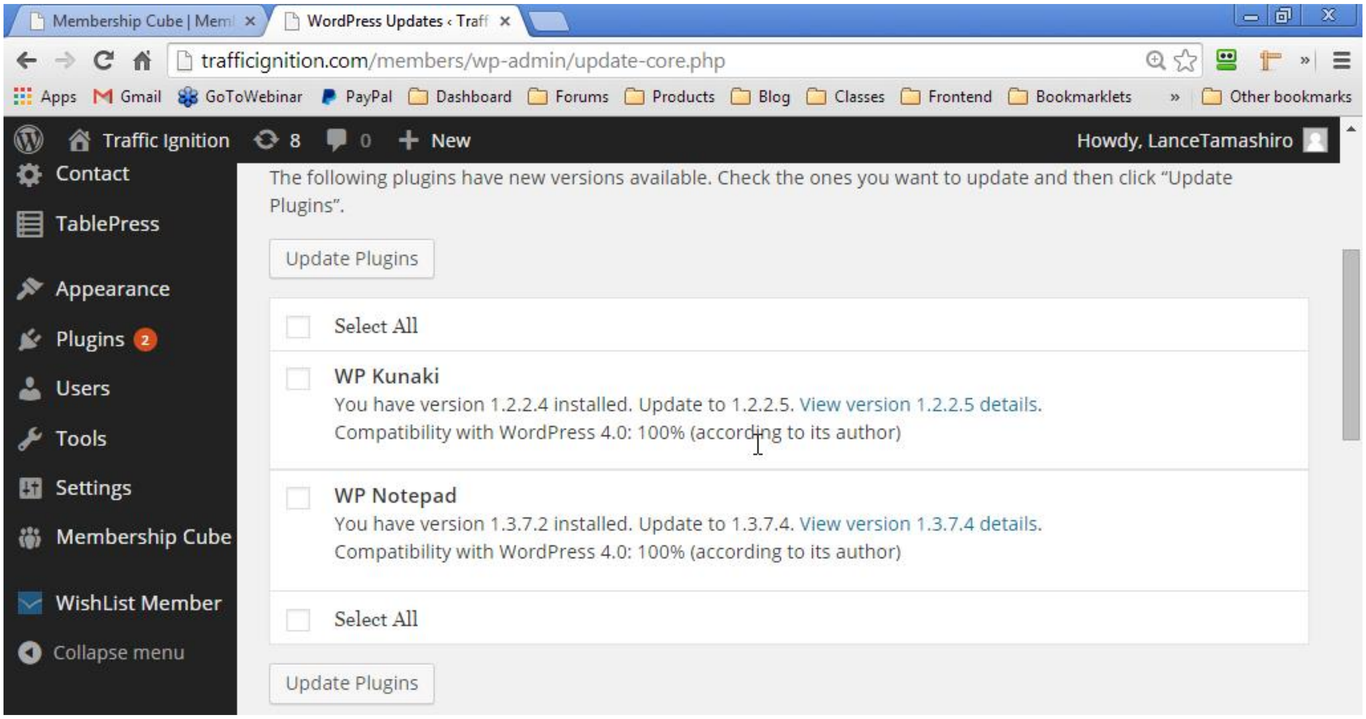
WP Drip is installed. Save the key.



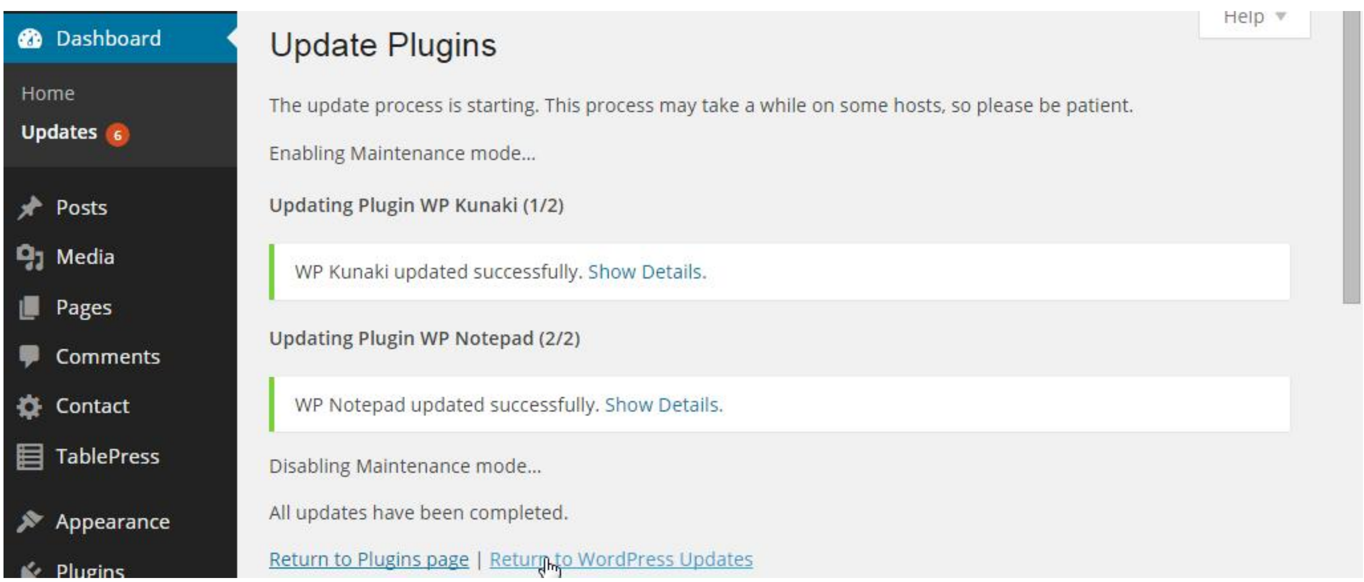
Before doing anything else, make sure everything is up-to-date. We want to make sure that everything is up-to-date because even if you might have installed your clone earlier in this course, we might not even update it since then. Look at this, we already have eight updates.



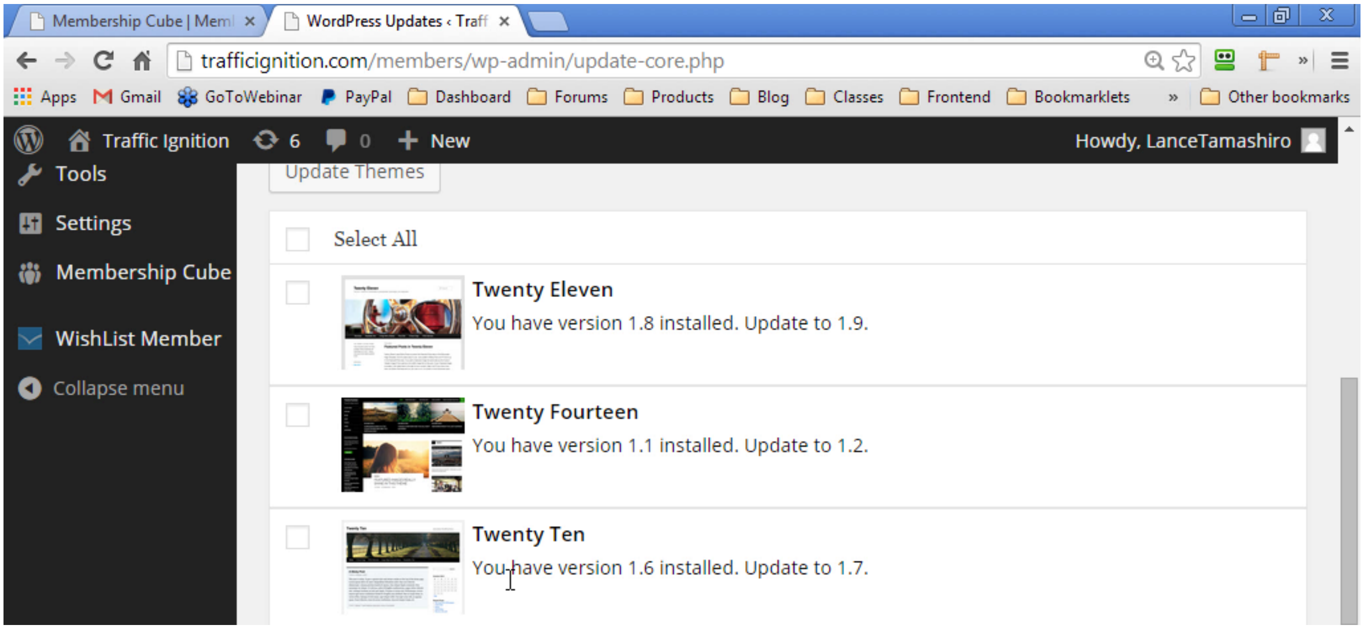
Go to Dashboard, Updates. Make sure three things are up-to-date: WordPress itself, plugins, and themes. We have the latest version of WordPress. WP Kunaki and WP Notepad have newer versions. The themes have new versions.



Select All and update these plugins. Once the plugins are done, we'll update the themes too.



The plugins are done. Make sure our themes are up-to-date. Go back to Updates, we have all these themes.



The only one to update is Membership Designer. Select All, make sure everything is up-to-date. Once this page is downloading, WordPress will be latest and greatest, plugins will be latest and greatest and all the themes especially Membership Designer will be latest and greatest because that's what we'll be able to use to make or dashboard page.

Everything worked without errors, go back to Updates. It's all up-to-date.

We made our recurring button, we install WP Drip and now we made sure that everything is all up-to-date, and we can add drip and content. Here's what we'll do. What we it'll add is a new menu in your sidebar where all your Membership Cube plugins and it'll be labeling it WP Drip.

WP Drip: Dripping Content

When someone joins your site, how much content they get upfront? Are you going to have some content that's available to everybody? Are you going to have like a level where people can buy everything? Are you going to drip just post? Are you going to drip pages and post?

The only tricky part is the start date. If you have pages and posts and they're all labeled January 1st, January 1st, January 1st, whatever date someone joins is when they see all those things that you have labeled January 1st.

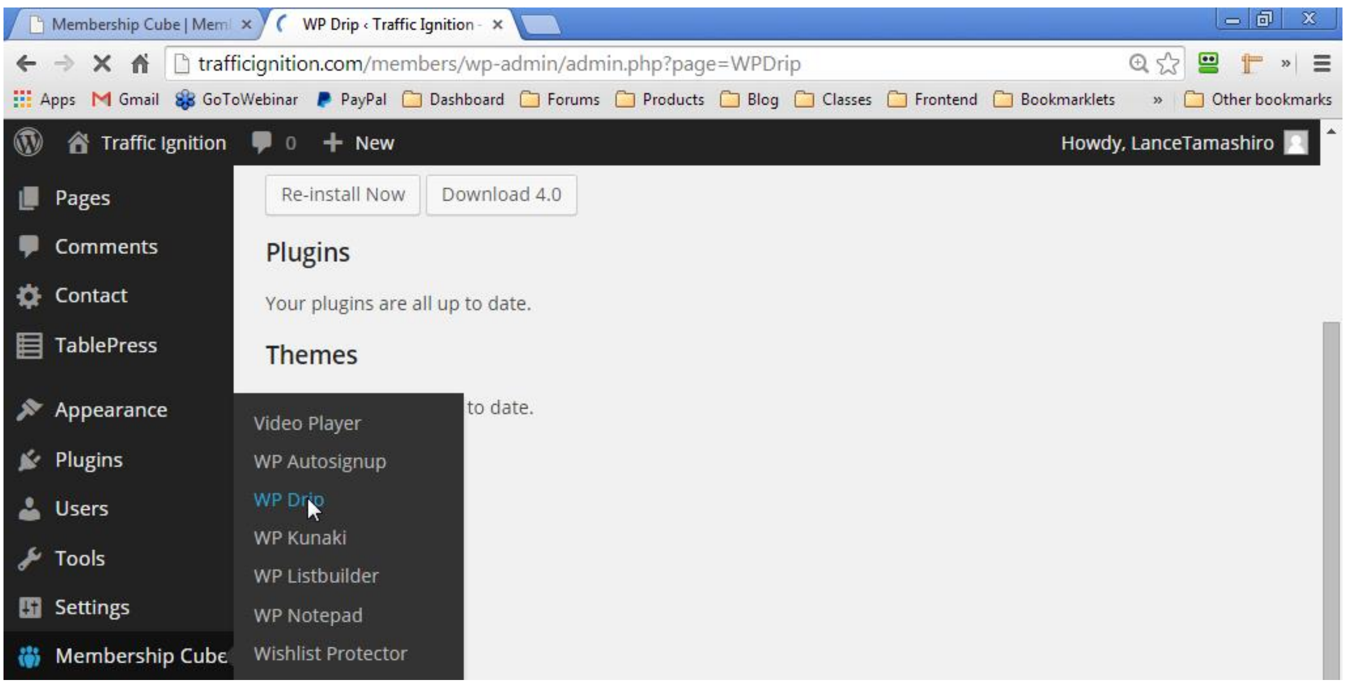
If you say, "Some of my pages and posts are going to be January 15th, January 15th, and February 1st, then once someone has been in your site for that length of time, then on day 15, they'll get whatever those pages are, whatever those posts are. Once they're on your site for 30 days, they'll get whatever that February 1st post is, but it's just a matter of you have all these different pages and posts in your blog and it makes the most sense (I think) to have them say January 1st.

All these show up upfront. Your earliest post shows up upfront, just like an autoresponder. The longer they're in your site, the more content they see. Then if they're in 15 days in, they'll get. If they're in a month in, they'll get that. It's just a matter of how far apart your content is spaced out.

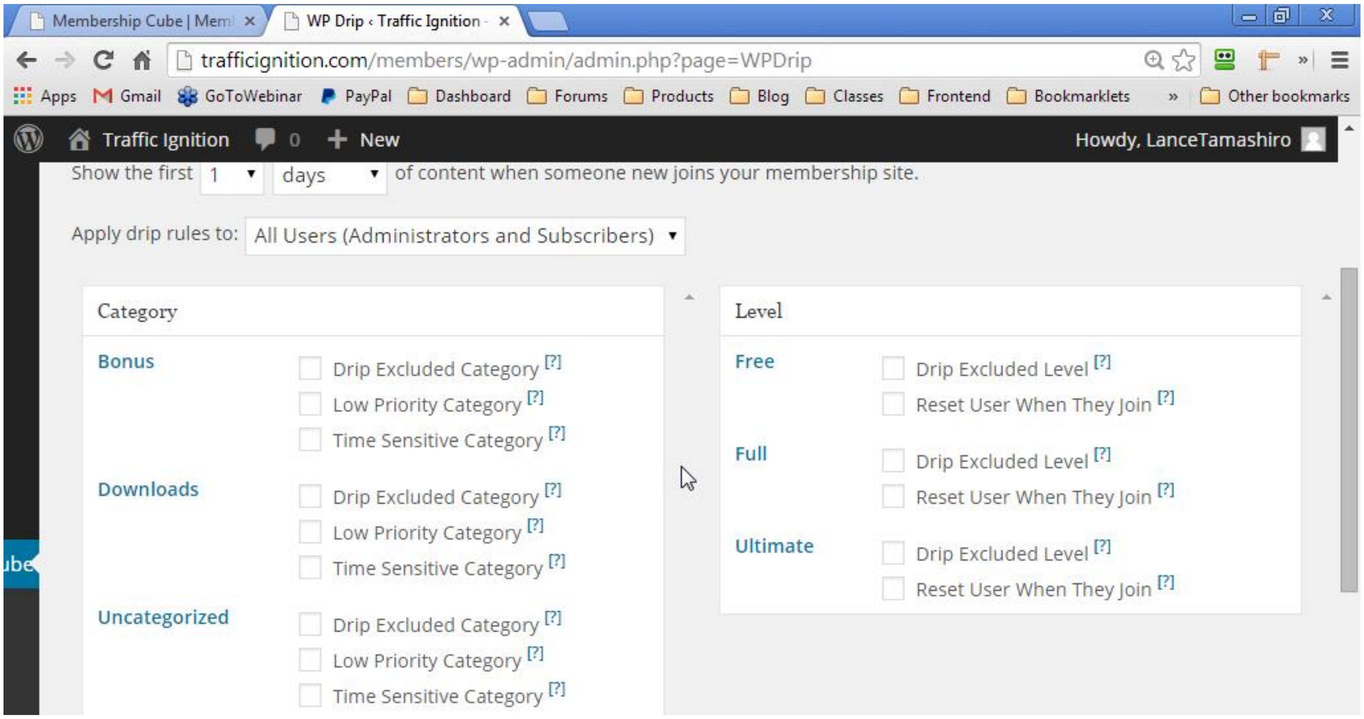
Every time somebody joins, January 1st means the day that they joined. If you think about it from that perspective, then if you just assume all January 1st means is, whenever somebody joins, the system thinks it's January 1st, whether it is or it is not as far as when to release the content. Day 1 is always January 1st, or what your start date is and then as they move through, they release the content based on that particular start date. Everybody gets the exact same start date, which is what you pick inside the dripping of your content.

It will all make sense in a second once we show it. Let me switch over and show drip.

We can go over to our sidebar and go to membershipcube and there's a WP Drip link, WP Drip screen.



You'll see this, and what it's going to do is it's going to say a couple different things. First of all when someone joins your site, how much content do they get? Well we'll just keep it just to get one day at a content.



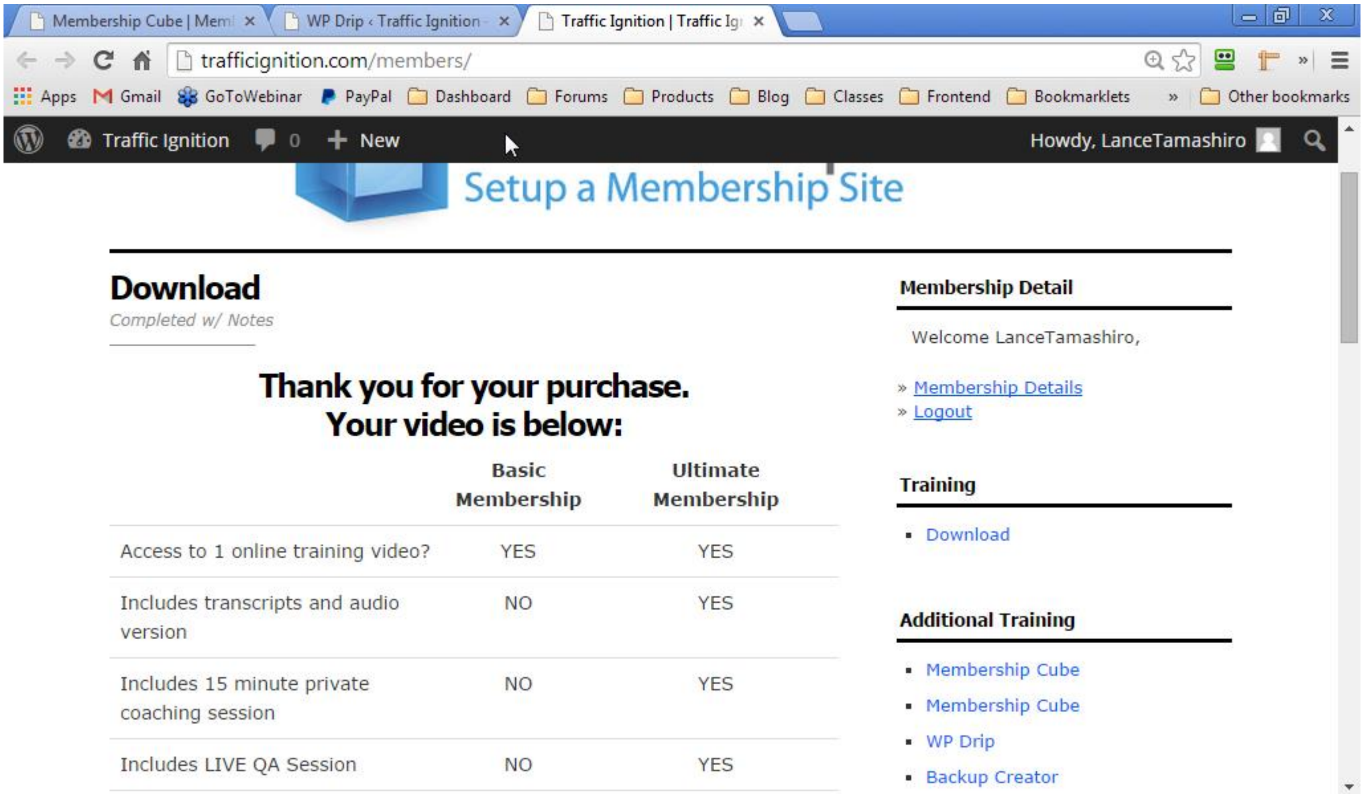
We can load up 10 different pages or three different posts. Then we have categories and we have levels.

If you wanted just say, "I want someone to join and the core of the course gets dripped out over time, but I also want to do a live call every one month." It doesn't when they join, they still get that live calls. I can add new posts, and put them in the category called Live or Bonus and I can say that category is not dripped.

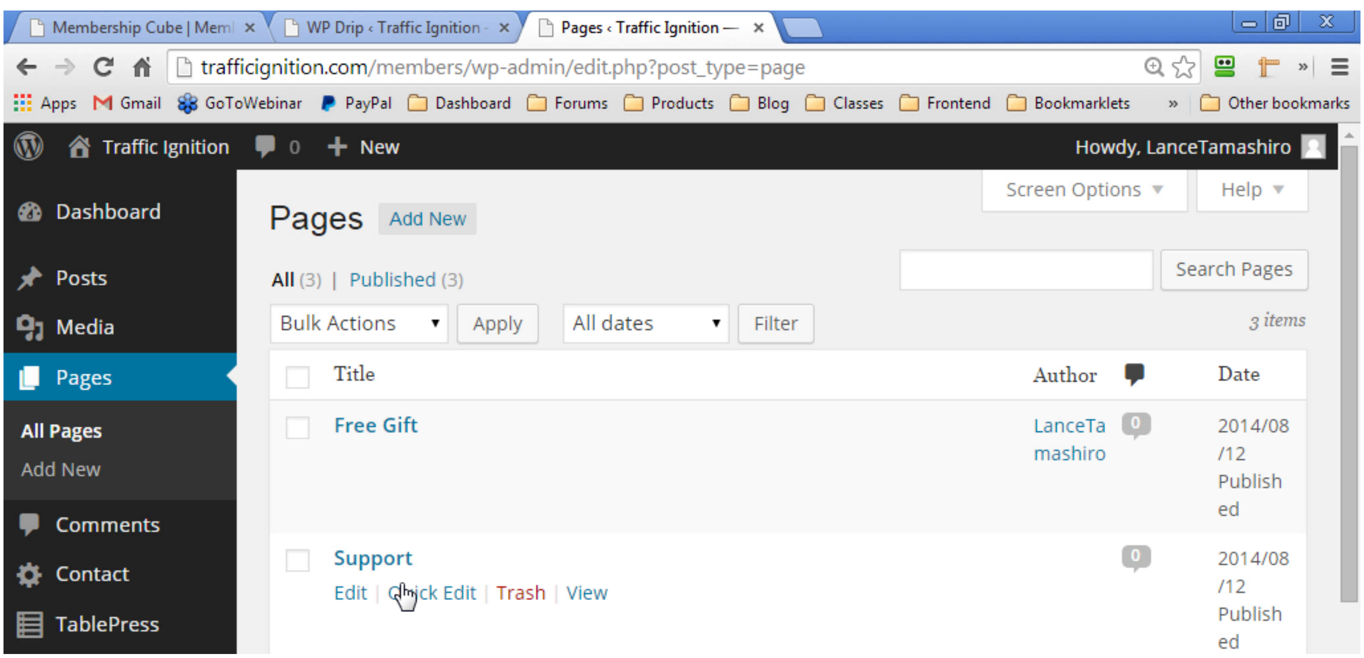
I can also say, "If someone joins on the Full level, their content is dripped out. If someone joins ultimate, it give them the whole entire site all at once. We can say that level itself is not dripped out.

We can do at two different kinds of ways. We can say that a category is not dripped or that a level is not dripped. Keep it simple, we can leave that blank for now.

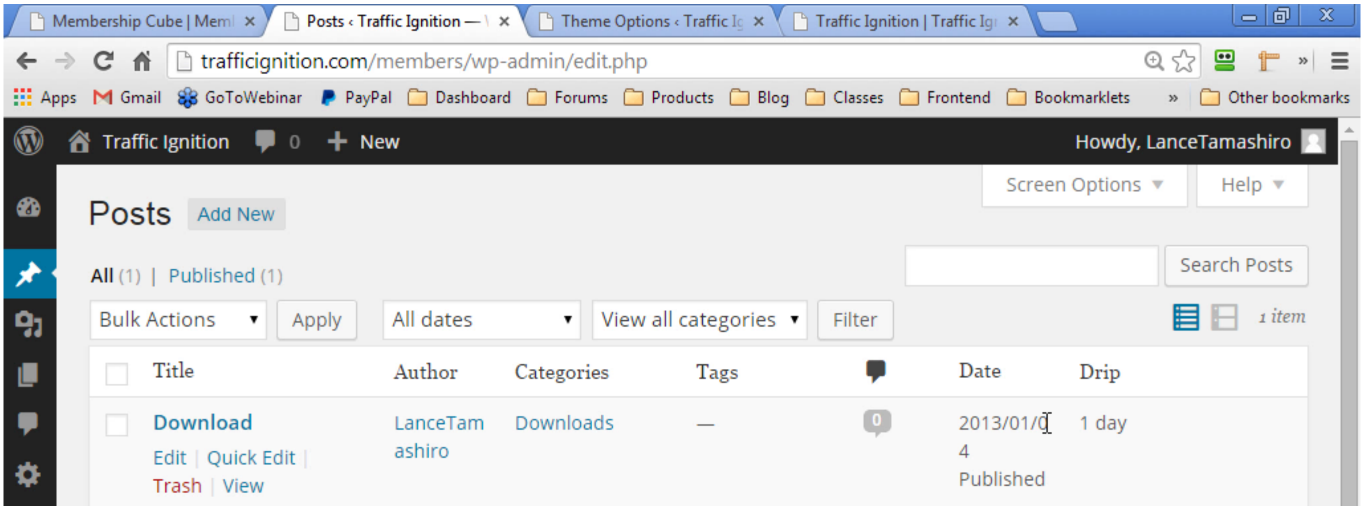
The only other thing here is you want to say, "Do I want to drip not at all?" "Do I want to drip just posts? Or, "Do I want to drip pages?"



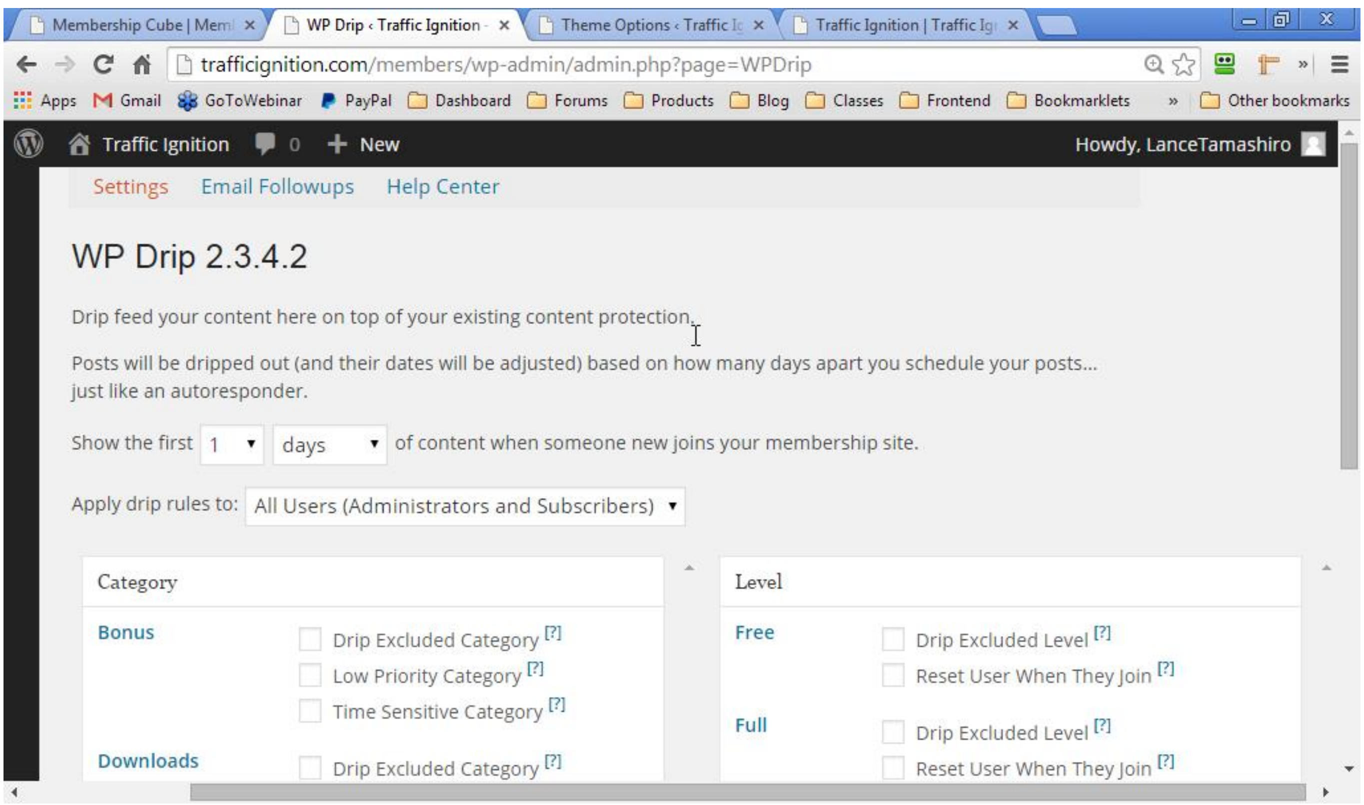
Traffic Ignition has these posts. This might be a thing where if I want to say, "There's like the meat of my course. I want to pile in posts and drip those over time."



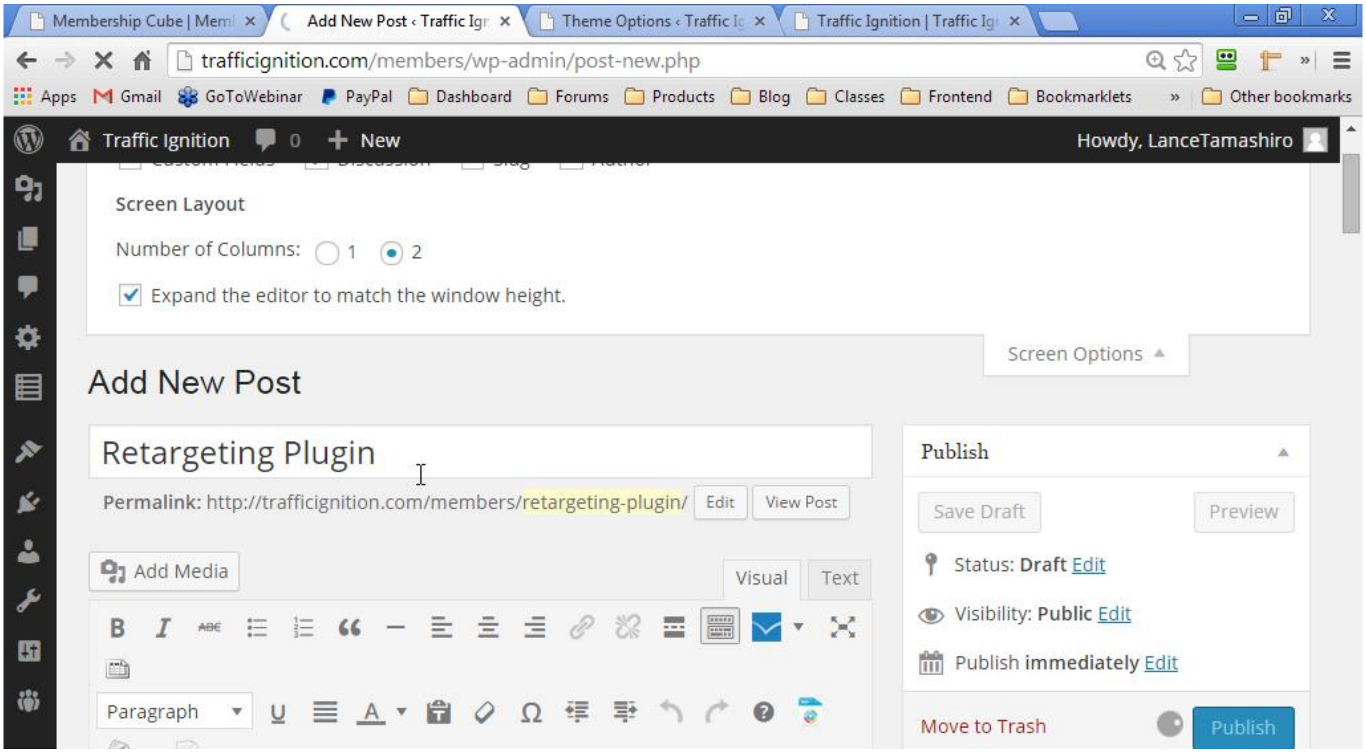
I want bonus content, some pages, some checklists. There are free gifts. We don't want that too way to be dripped out, so we can do that. That's what that choices, it's post or a drip out post and pages.



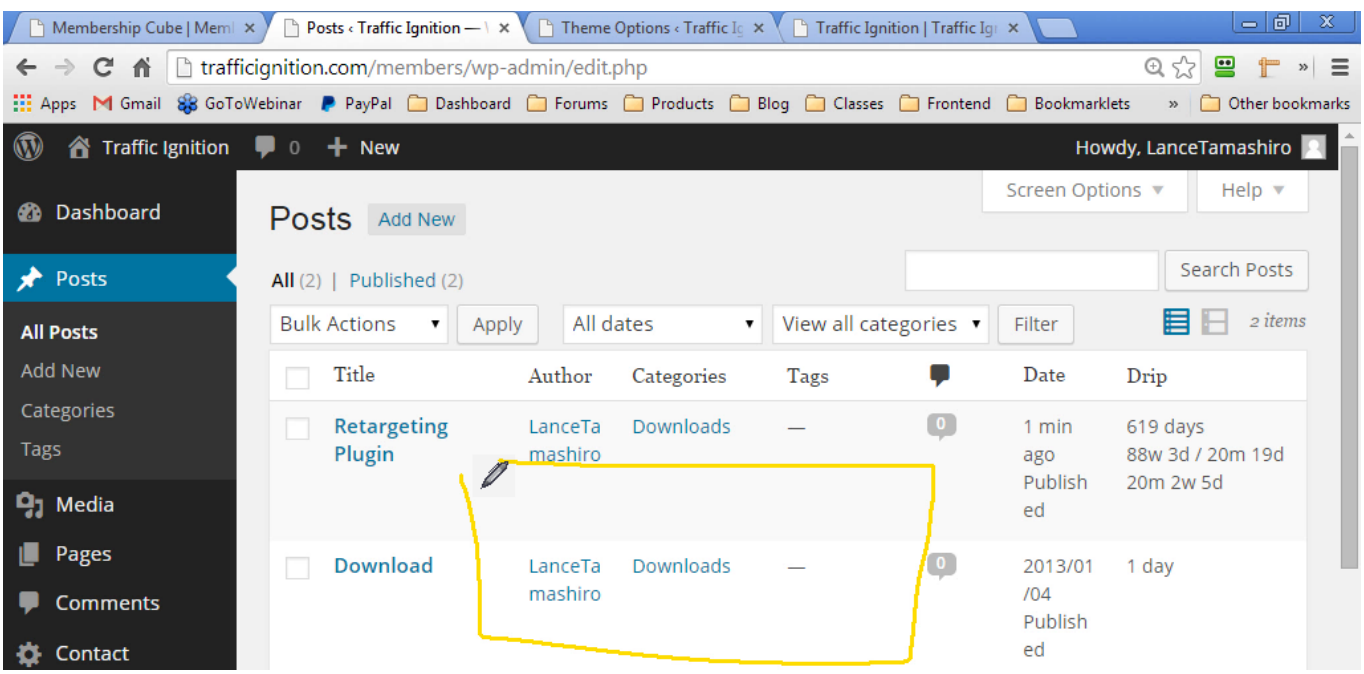
Edit our posts and pages right within WordPress, and it'll make sense in a second. I can go to my posts area and I can see what I have listed here. I have this download and see how it's published on January 4th.



What would I do if I wanted a loyalty bonus or a special extra call, or resale rights or software, what would I do if I wanted that to come out in seven days? This is my earliest post, January 4th. If I wanted to have something come out seven days after they join, I would set it to January 11th, because this post is January 4th. Seven days after that is when they're going to see what they want to see.

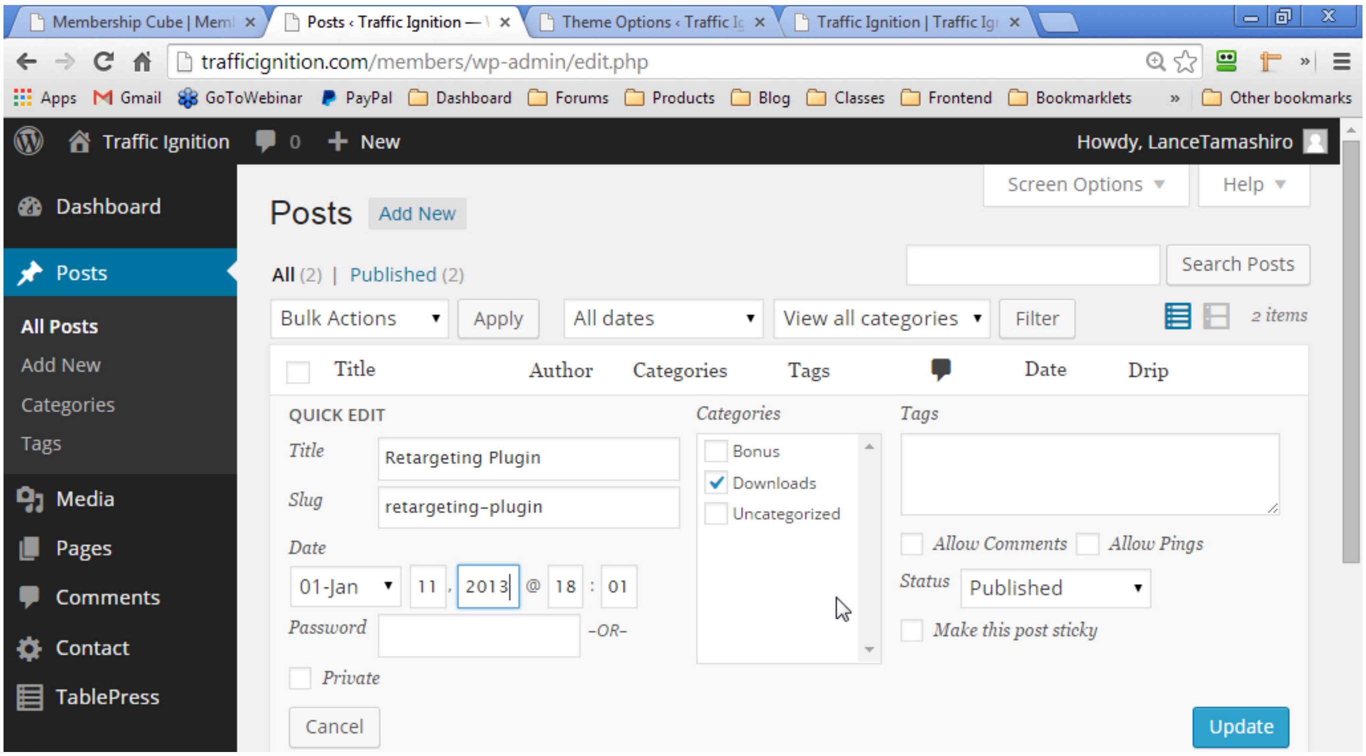


Posts, Add New. When this comes up, I'll name this something like redirect plugins, so we'll will give them a plugin after seven days after they've had time to go through and use the course and things like that. We can say Retargeting Plugin, and assign this to the Downloads category. What's important in Wishlist is to make sure to protect it and to make sure it's apply to the levels I want. I'll say this is on the Full level. Discussion area, Don't Allow Comments.



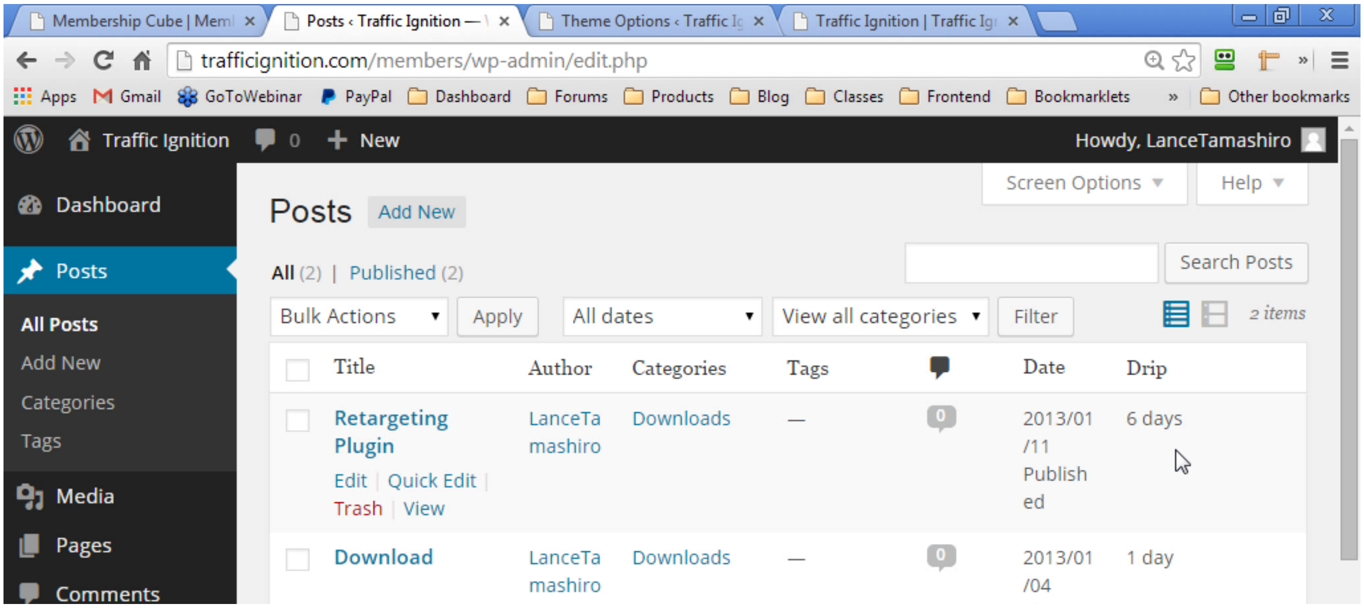
We've published a page called the retargeting plugin. See how it's going to drip out. We said that drip is going to drip out posts only and we haven't excluded any categories.

I'll go back to "All Posts." Once this comes up, there should be the regular download and the retargeting plugin. This is this will appear on top. They buy in to the site and then they see the download area at the bottom, and then once the new one comes live, then the new retargeting plugin comes in on top as if we ourselves just posted it except for it bit shows up for different people at different times. It's just whenever seven days after they joined.



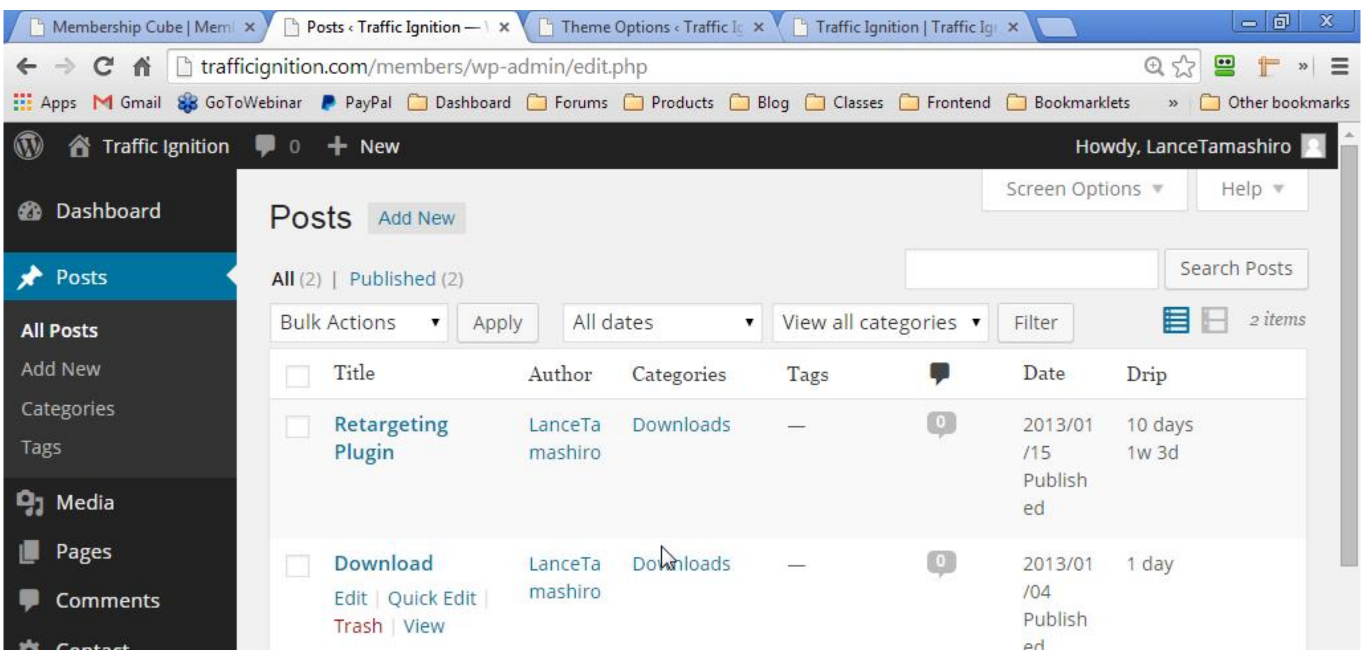
This one is 2013, this other one is 600 days later. We have to change the date on the retargeting plugin post from whatever day it is to January 11th, 2013. We just go and click Quick Edit and make it January 11th, 2013 (the time of day is not important). Click Update. It's going to show up six days after they joined.

We give it a little wiggle room. Once they joined, they get a day ahead of what they joined, if that makes sense. It's a week later, six days, it's close enough. This way, when you send the email at seven days ahead of time, they've already had it since maybe midnight the night before.



When we say we start on January 1st) we always set it back a year or two depending on how much content we'll have in the site so that it gives us room to add in more posts and content.

If you set today's date as your start date, it schedules out ahead into the future and you get it to this weird thing of, "Is the post or page scheduled to go out?" "Is it published to go out?" "How is it going to drip?" "When it does come?" Instead, we backdate a couple of years or a year back and then we start use that as our start date so the post is published, but then it doesn't get released until the drip date hits.



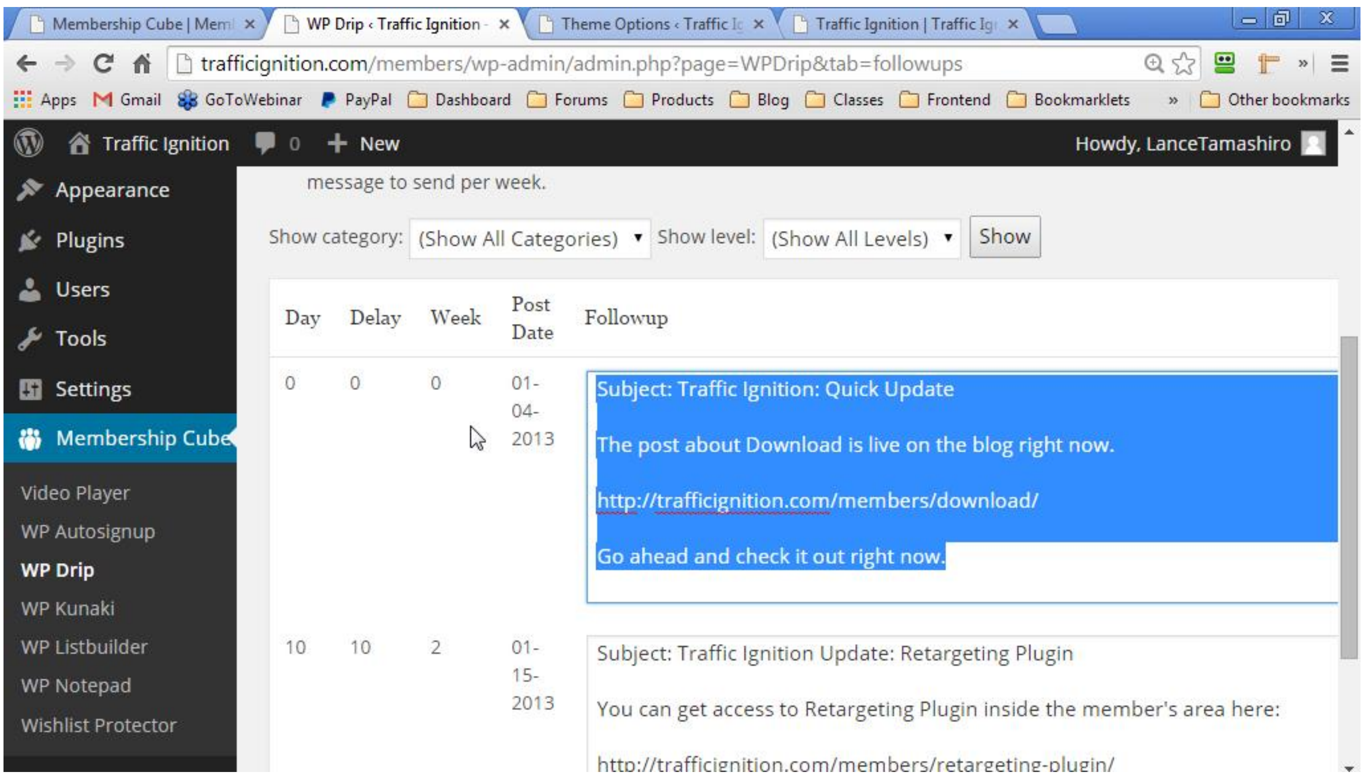
We do it like this because we would run live classes and space content apart in a certain amount. Once we're done, we realized, it's good enough for people taking that class live, then we'll just keep them spaced out and maybe change a few thing here and there, but the way how often we posted this is pretty much good enough for anyone else taking the course six months or year later.

If we say, if we want to give them this thing a month later, I just go to Quick Edit and make this maybe February 1st or something like that, click update and then we can look this at 27 days or 3 weeks plus 6 days which is the same as 27 days) after they joined. It's just a matter or changing the day.

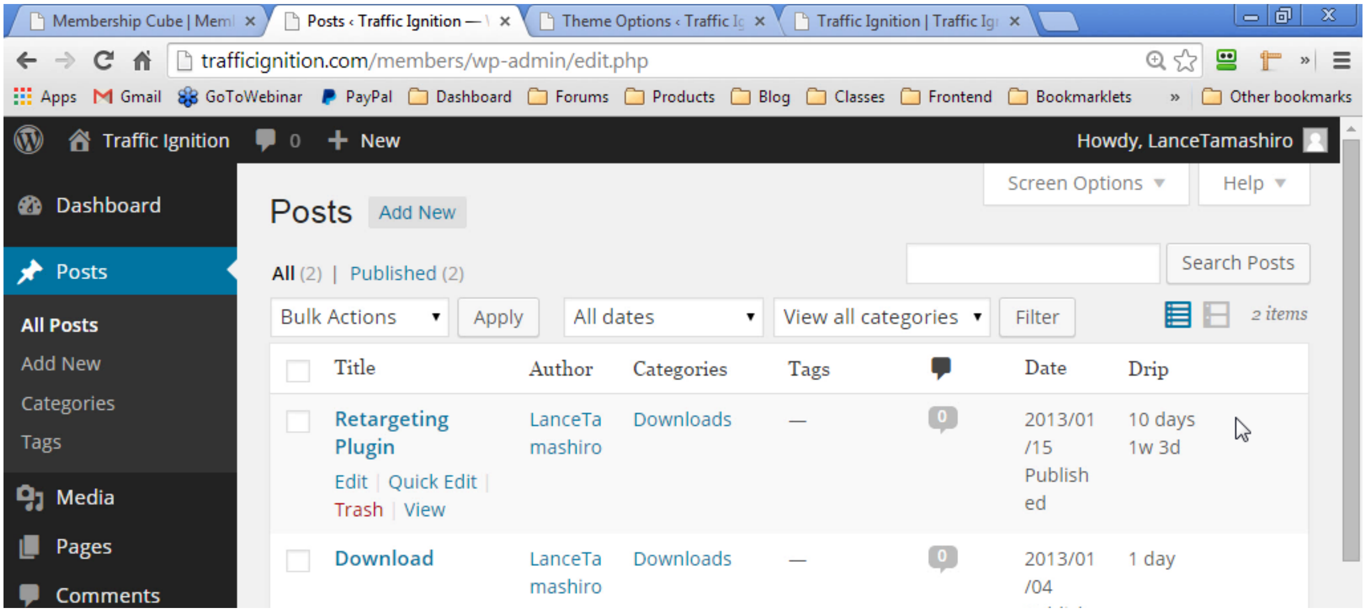
This one that's the earliest, this is the day everything starts. Then afterwards, if we want to make this January 15th. How many days between January and the 4th, now this will appear 10 days apart.

That's all there is to it. It's just a matter of how far apart are these posts spaced out? A day apart, a week apart, whatever. That's how that will show up.

We have these items in the Download category. Go back to WP Drip, it makes sense because if I was going to post content in a sequence, that would be one thing, but then if I wanted to add free content, I could say, "Put it in the Free level, next with category," and I could say, "Some of the things I post are dripped out and some of the things that come later just show up for free." We can have a lot of fun and do a lot of different things there.



Once it's setup, there's this email follow up tab. We can then say, "If I want to make some reminder emails, then it should just go through and I just grab this and it says, "Get the download post." Get the retargeting plugin. It will generate like filler for you to tell you, "If you're like 10 days in your autoresponder, put this in the sequence so that if you want to remind people about this retargeting plugin, send this out on your email.

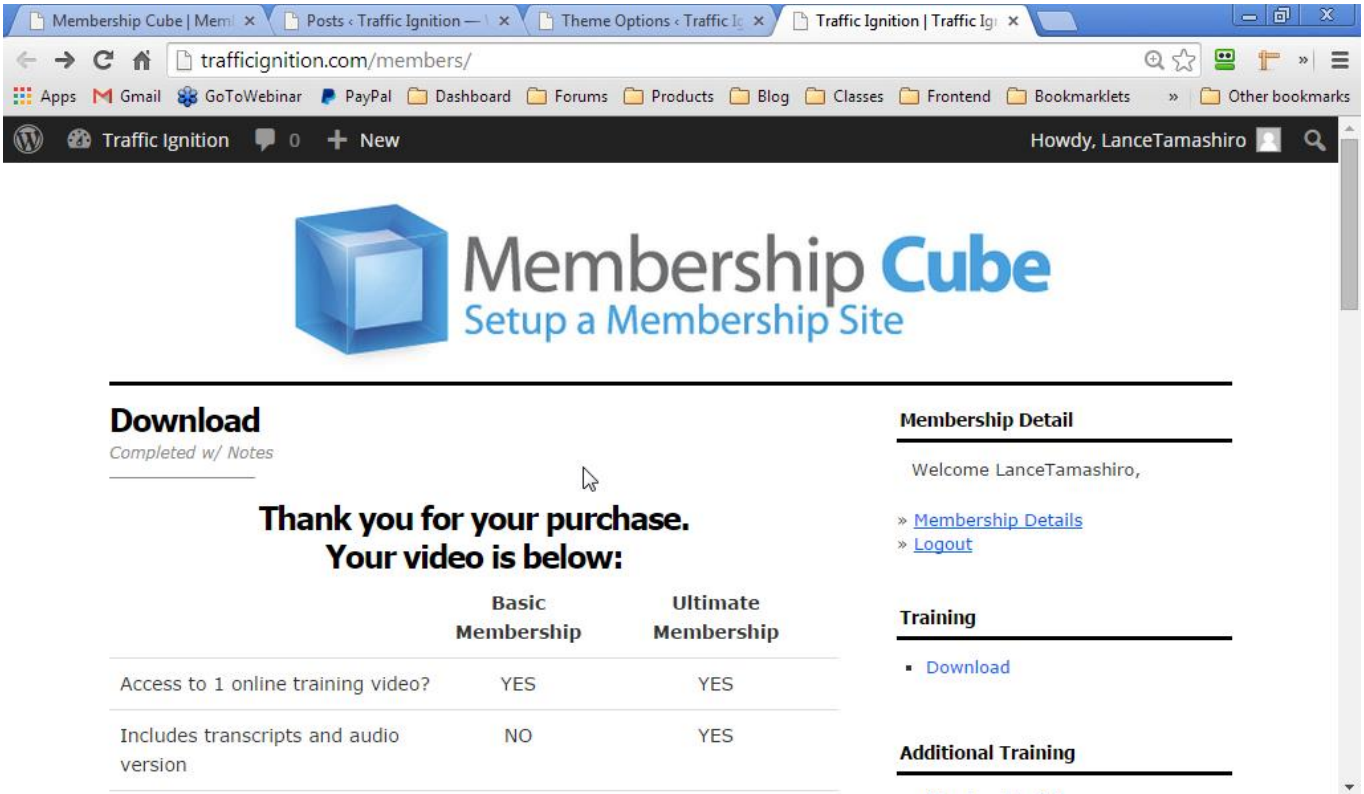


You have Posts on your WordPress site. It's just a matter of how far apart are the posts are spaced out and then that's how it will drip out the content in your site.

Keep it simple but use (like on this page) where there's that added column in there where you can see the date and the drip. What day after a person joins will get they get that content? You can the download they get on day one, the retargeting plugin they get on day 10.

If you just use that one column, it'll make it easy for you to move around your content, change how it's dripped out and start with something and fit it in how you want it. Don't think about it too much. I look at that column it means I'm day 10, they get the retargeting plugin. On day one they get the download. If I want to change that to whatever, then again you just click Quick Edit change the date.

Use that last column and fit in your content the way that you want. It makes it easy to visualize it.

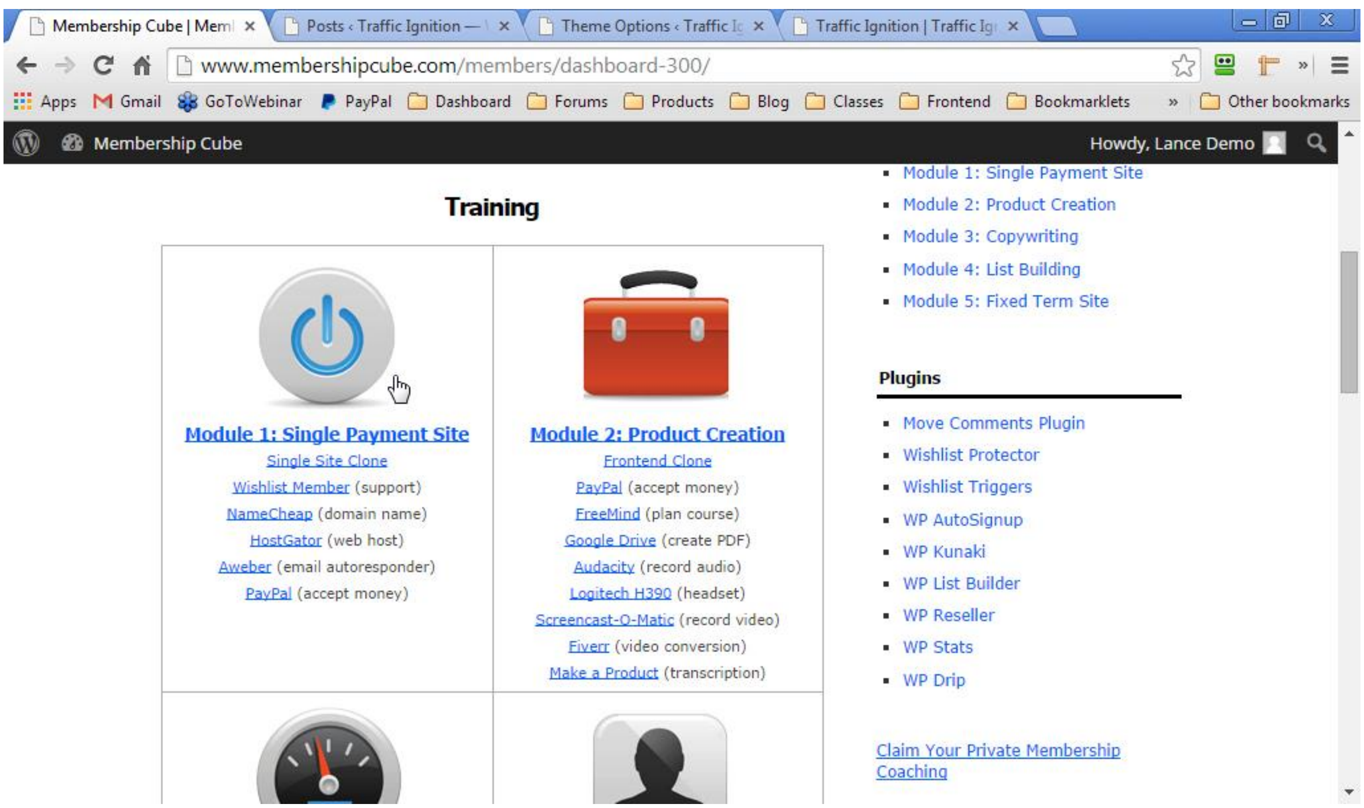


For years, this is what made us money. Posts, new items appear on top. To get more advanced, we can add a Dashboard.

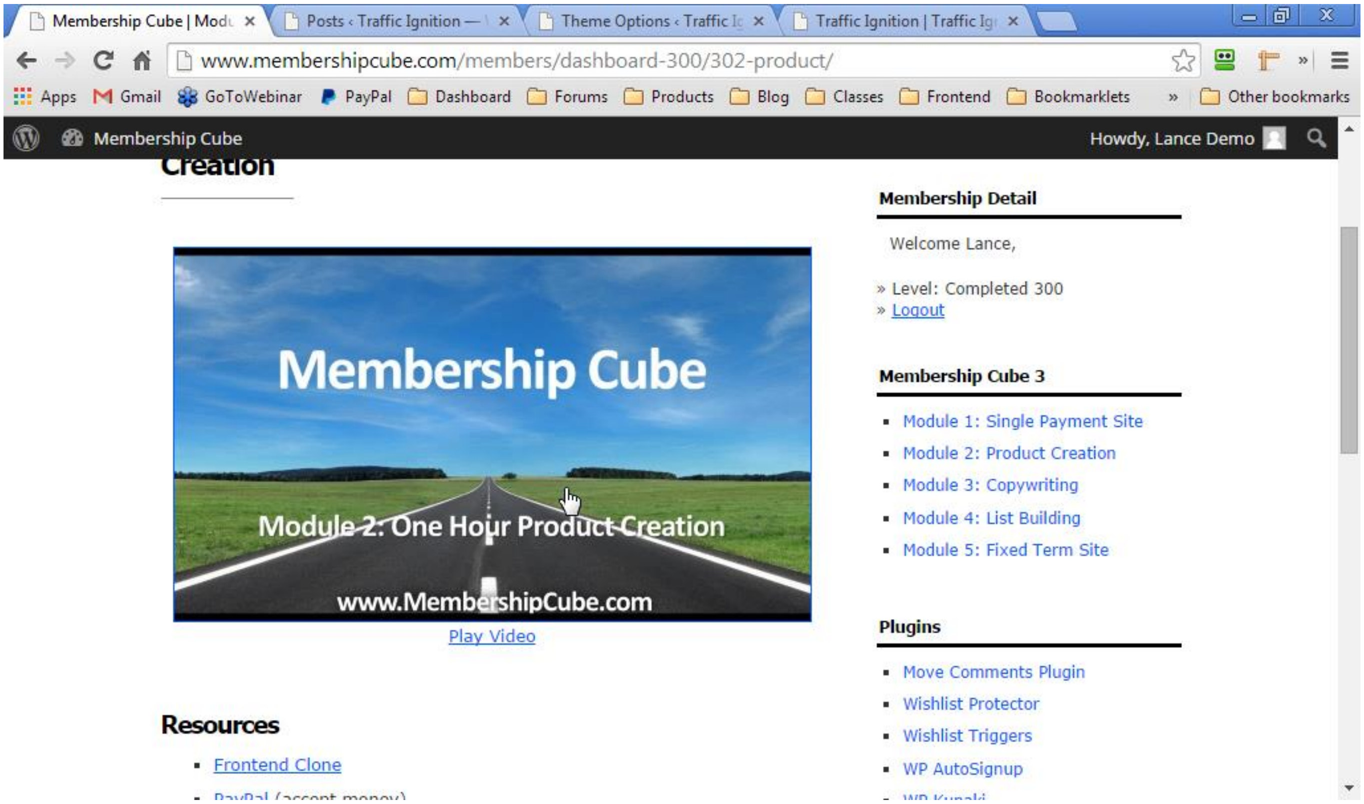
Membership Designer: Dashboard Creator

We've made a recurring button, installed drip, make sure everything is up-to-date, and we saw that you can easily drip content by spacing out your post, however far apart that you want to space it out.

Then like we said, we have that email follow-ups tab where if you want to sink it up with your autoresponder, you just paste in whatever messages you want. We'll do it for every day or even for one at a post per week, but that way you can choose which follow-ups you send out.

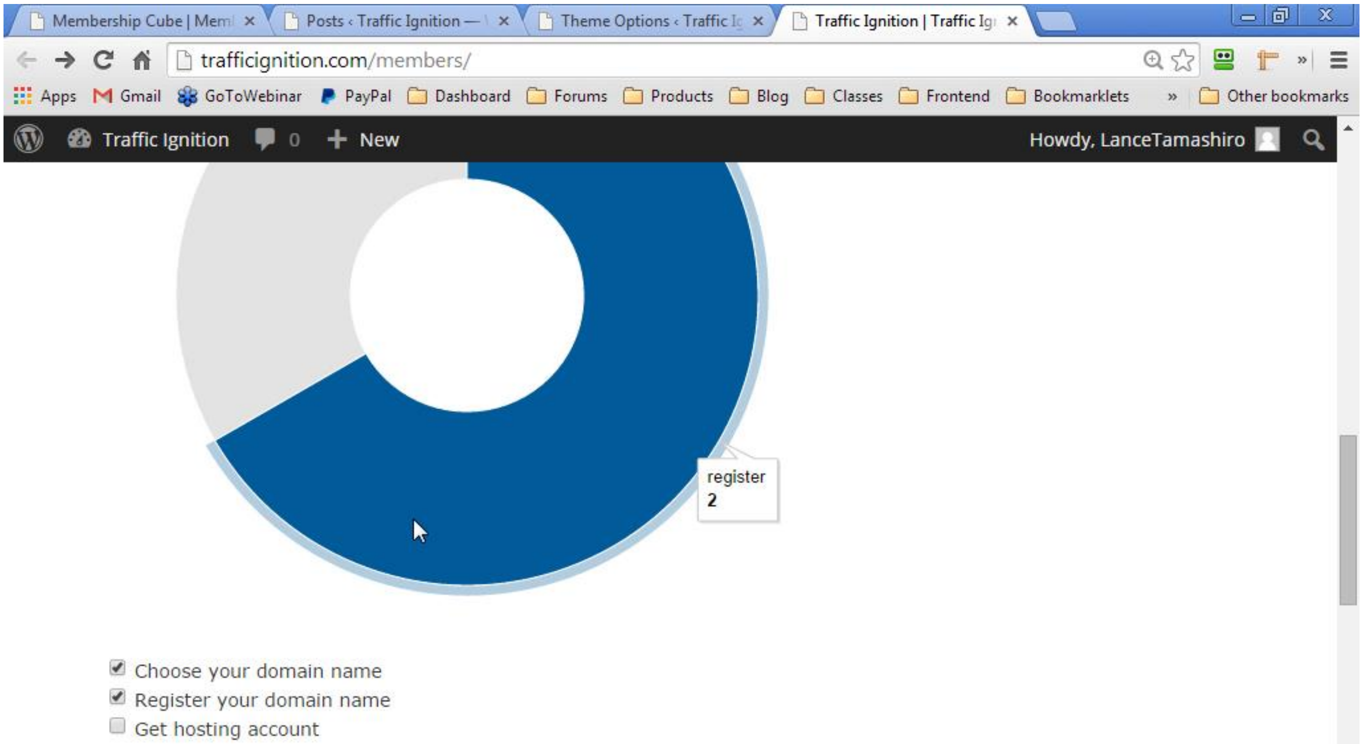


Look at Membership Cube. It gets to a point where you have so many things that it becomes cluttered. What if I add a video with links underneath? I'll add a checklist or a challenge, it's just too much. People have to scroll around.



If you end up in adding in so many different videos and downloads that it's a fixed-term site, there's something to... what this is here. We have a page, this dashboard page. We have a table on the page we called a dashboard table, with different columns. In each square here at the table, each cell, we have a link to another page.

We have our dashboard page which is just this, but then we'll have a page from module 1, page from module 2, 3 and 4 and each page might have a video or PDF or some links. When we setup pages, we control how they link together. When you had posts, we post, post all the content on top of each other. You have pages, and now you can put it in the table like this and now people just don't have to see it all like flooded in there.



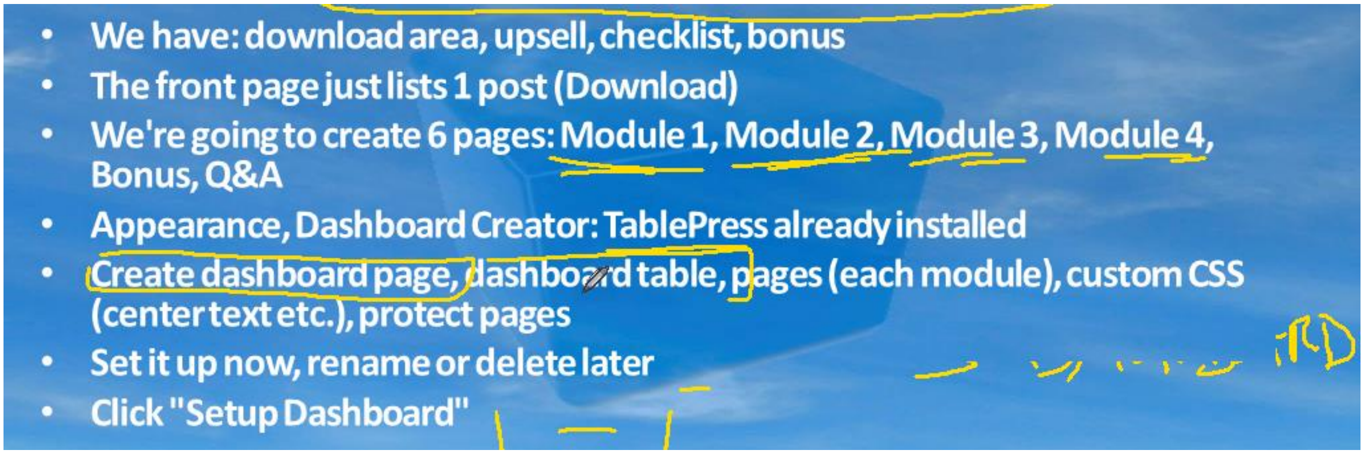
We'll be doing that and making a thing called a Dashboard and even dripping some of the parts on that if you want to get even more fancy. In Traffic Ignition, we have the download area right there, we have the upsell, we have a checklist, we have a bonus, we have download checklist over there, bonus area, but it starting to get a little busy. We could make a grid and then we could say that , the first short video we had in Module 1, Module 2, Module 3, Module 4, put in that bonus and maybe put in like a Q&A call in the future for everyone, like add in something new.

We have all those things and now it's like, we'll have like six posts or six things on top of each other, wouldn't it be great if we could put in the table and now it's like people can see everything almost on one screen. The front page is just listing the one thing, and we'll create six pages. They can click each of the modules, see the video. If we want to add transcript checklist, spreadsheet, etc, we just add those things in that post.

They click the module about getting their account setup and then it could then link in each of the sign up pages. It maybe have like a Notepad area for where to leave their account details, the checklist. You can build each of the modules to make it super helpful.

TablePress

Then what we'll do is use the plugin called TablePress. This plugin called TablePress allows us to say, "I want to make a table that's three columns and two row.



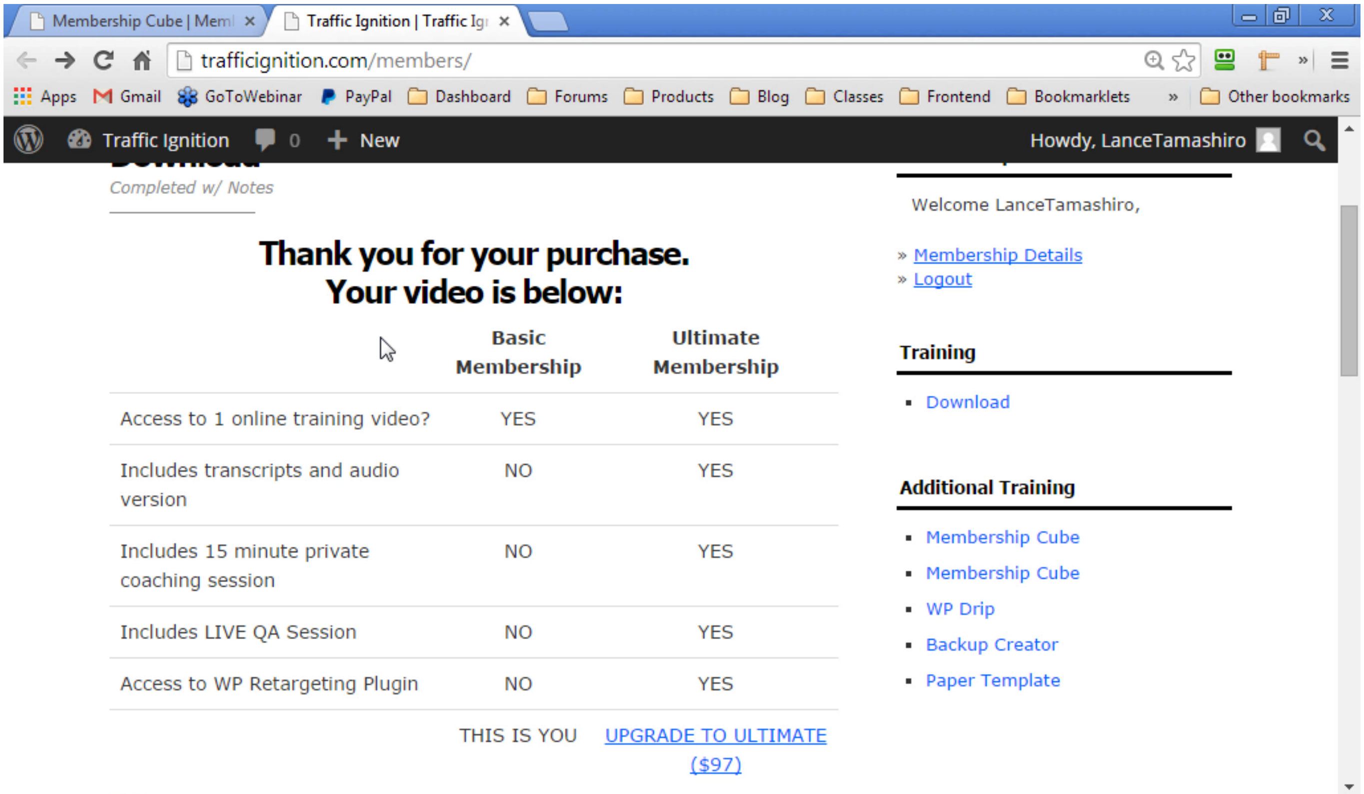
I want to put this table on the dashboard page so that when someone logs in, it's the first thing they see. With pages, up to me how the pages link together, I'm going to have a link in this table to module 1, to module 2, to module 3, and they will link to each page in that table."

We'll create the dashboard page, add the table on the page, create the pages and link to them, and make sure that they're all protected.

We can rename or delete anything later, and this is all going to be in our Membership Designer theme. There's a new tab for you called Dashboard Creator where you click the button that says Setup Dashboard.

It's creating the pages for the modules, it's using TablePress, and making a page just for the dashboard, putting the table on the page, linking to the pages, and then protecting them. What we'll end up with is something looks similar to Membership Cube where you have a dashboard page, a dashboard table and then a dashboard table links to each of the modules.

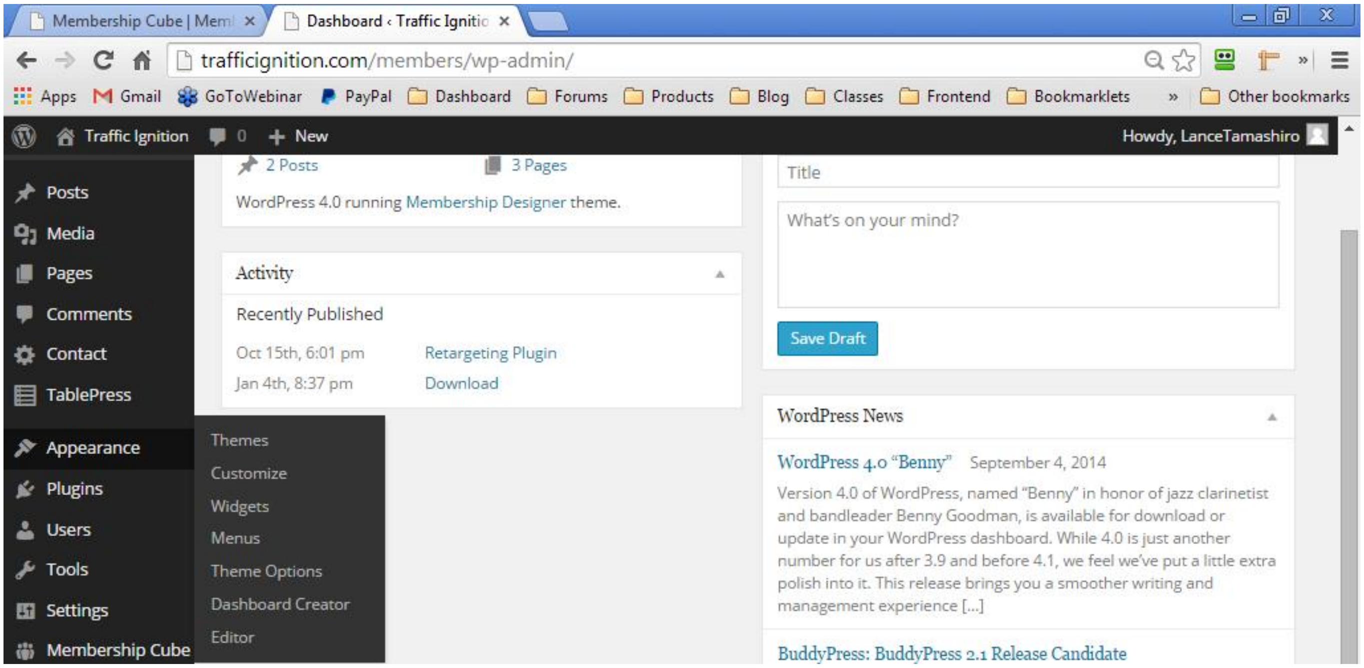
It's important that you understand what's happening behind the scenes because when you edit it and change things and move things around, you need to know what happened.



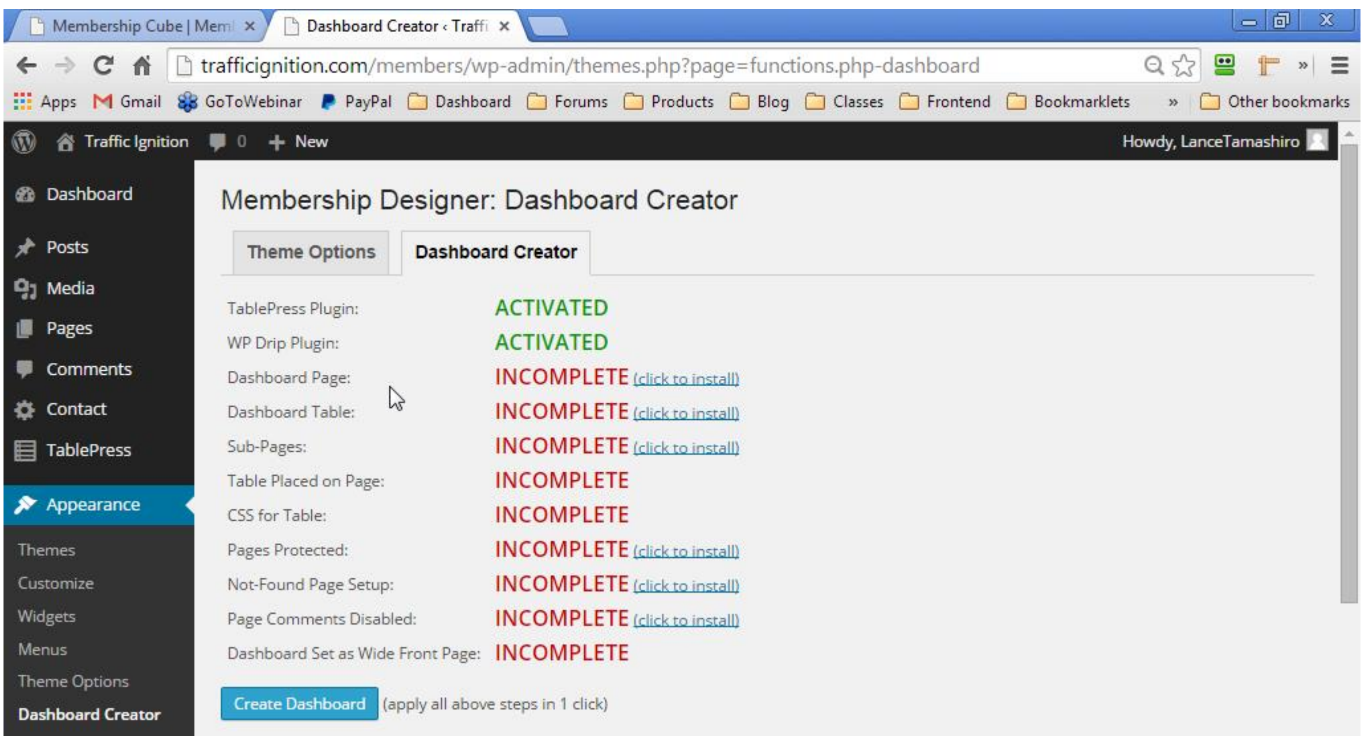
This is the "before" picture where we had posts. These will still be here, but the front page will be changed over to the dashboard and it's going to create these different pages and things like that. What we have setup right now is we have our download post and our retargeting post. As far as pages, I don't think we have anything. We have the free gift but that's about it.

We'll go to appearance Dashboard Creator. You're only going to see this tab if you have the Membership Designer theme on here. If you want to get really advanced, I guess you could have this on here, make your dashboard and switch it out, but the way we do is we use Membership Designer and we have this Dashboard Creator in here and it's going to be doing all these things. Making the page for us, making a table for us, making a page for each of each module, putting them on a table.

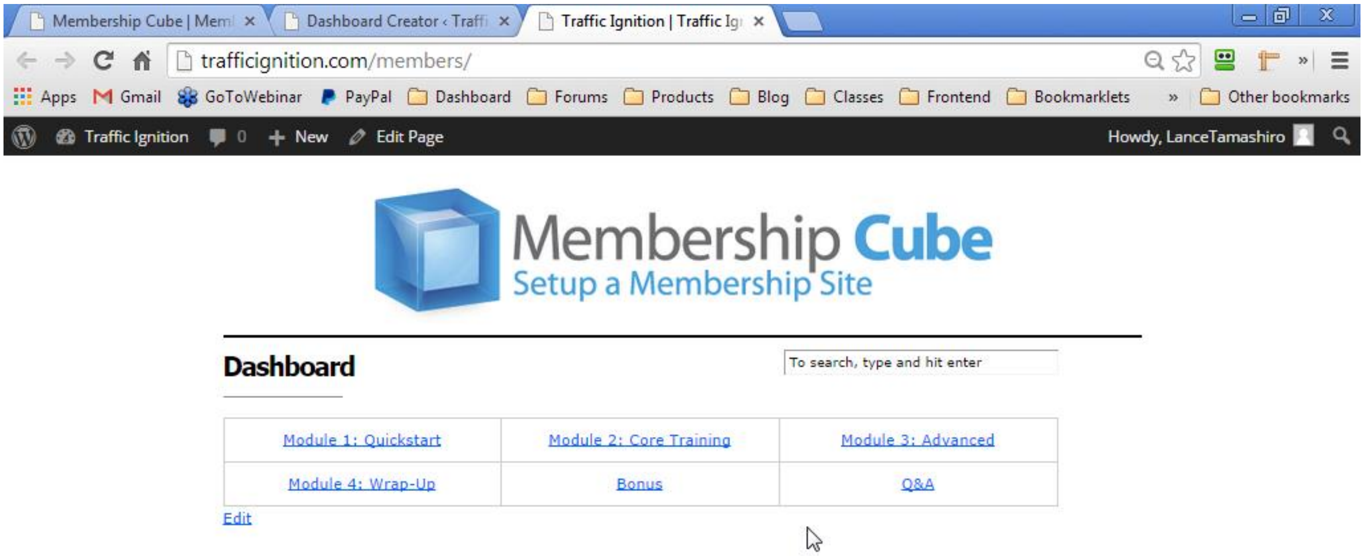
Let's click Create Dashboard. It's Dashboard Creator, we'll create the dashboard. Visit the site and right now it's just the same content piled on top of each other. Click the button, it will create the dashboard, create the grid for us.



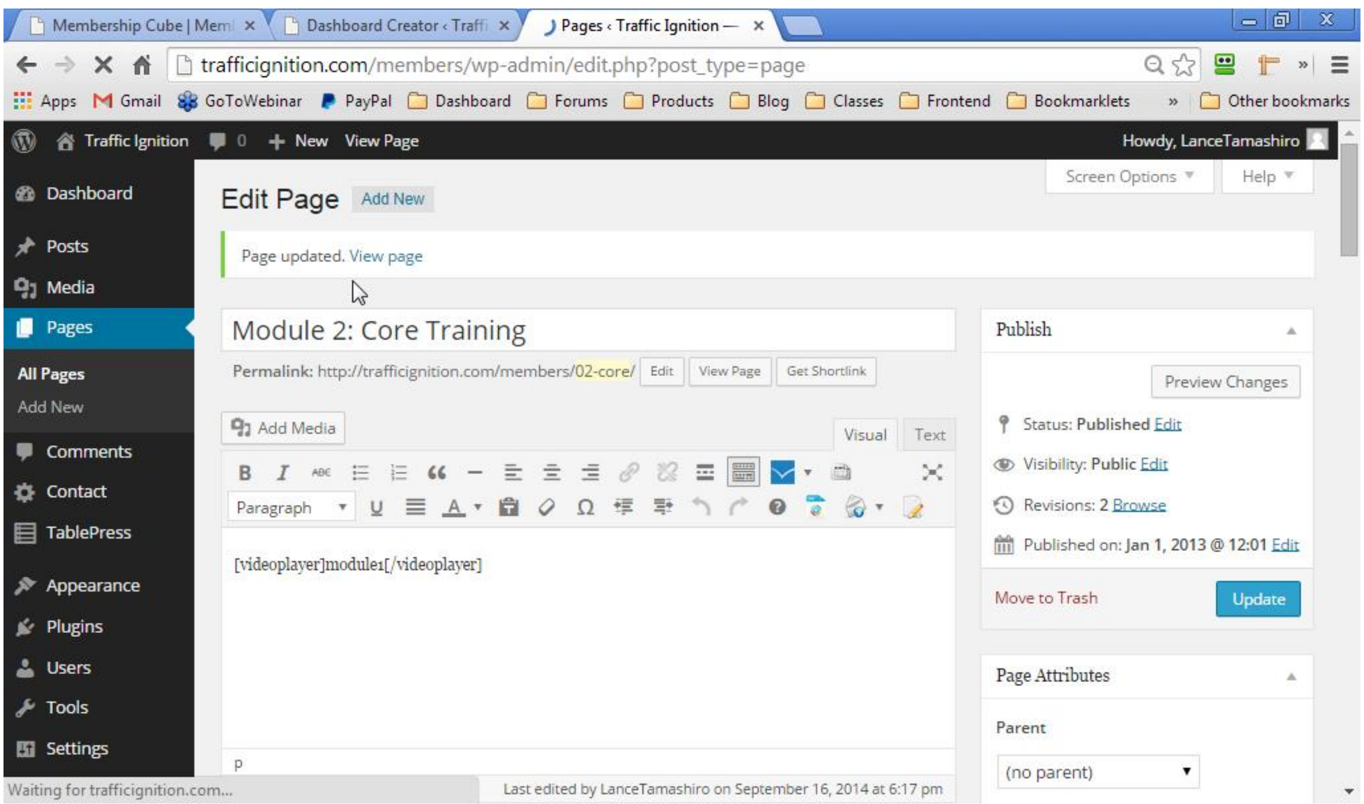
Go to our dashboard, then Appearance, Dashboard Creator. Click Create Dashboard.



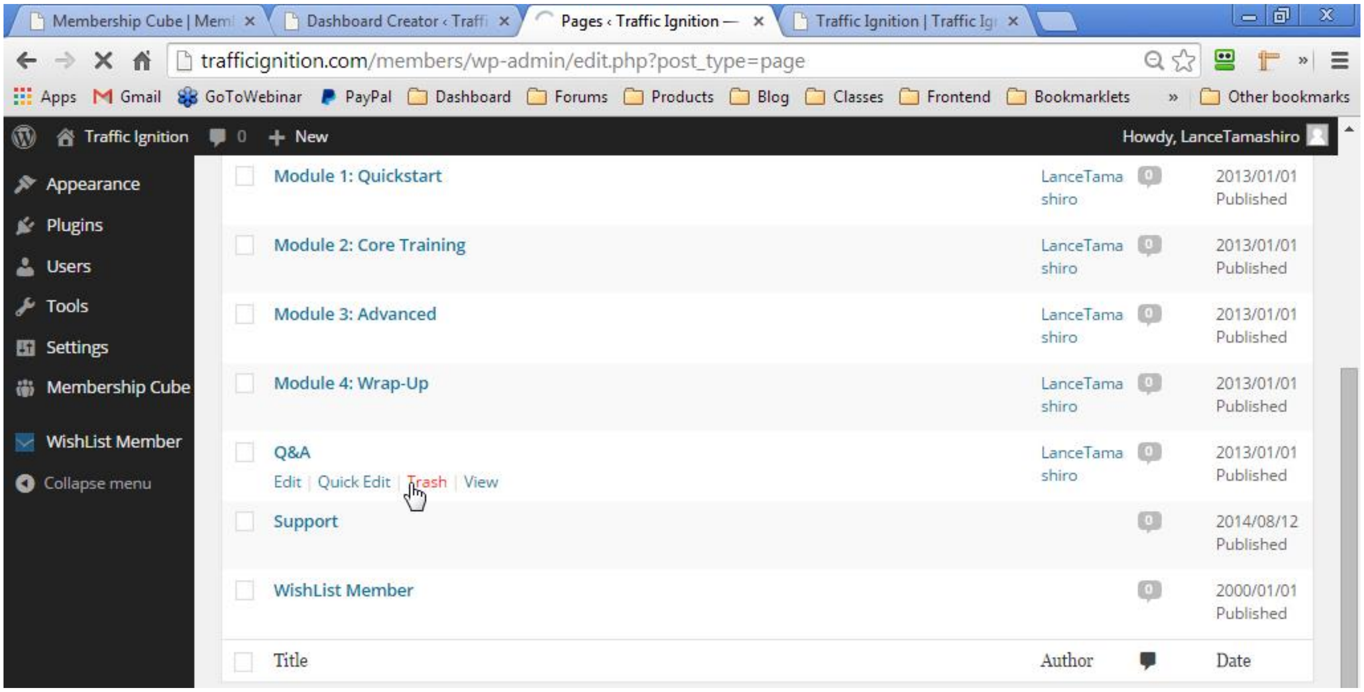
We can click to view page. Instead of all the posts on there, now we see a grid. This is something you can build bigger.



Each of these now has its own page, so you can click say Module 2 Core Training and we can go here, and there is nothing on it. Nothing is stopping you from clicking on Edit Page.

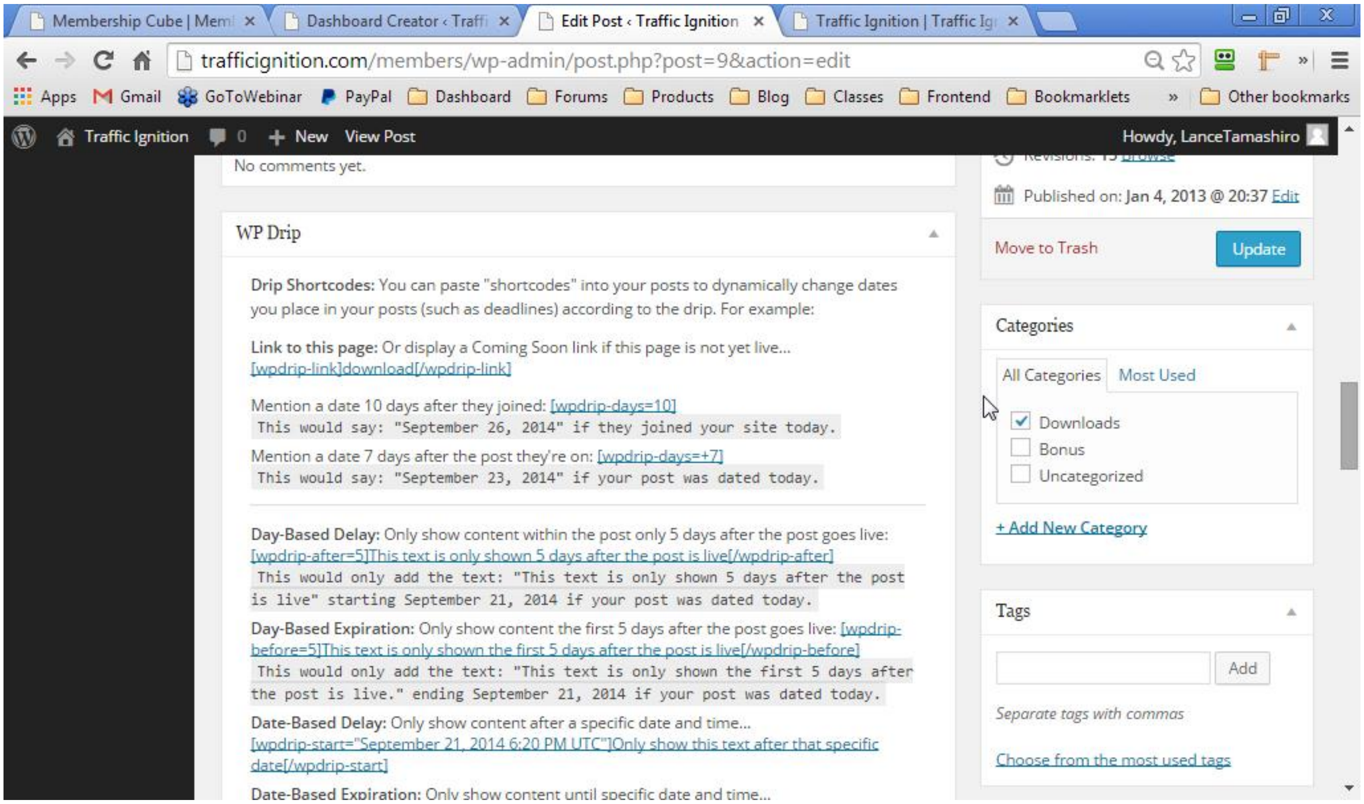


Click the Video Player icon and can choose the video you want to put on there or upload it or put in whenever WP Notepad, checklist on here or even rename this. It created pages, protected them, and the Dashboard page is now the front page of your site.



When someone logs in, they see links to Module 1, Module 2, Module 3, Module 4, then the bonus page, and then the Q&A page. That's what it has ended up doing.

Go to Membership Designer Dashboard Creator, click setup dashboard button and once it's all done, you can see what it create. Let's try a few things in a second. Let's try what happens if we delete a page. What this will do is now it will no longer linked to that page. We can rename anything, because maybe if you don't like how some of these are called, quick start or core training, if you want to change this so it's relevant to WordPress or relevant to Street Fighting, you just change the name on here and it will shop up differently on the dashboard.



Go to Pages, All Pages. If I say, "I don't want to have a Q&A call, I'll just trash this for now, put it in the trash," and then go back to our dashboard and reload, what it will end up doing is, so now it's gone. It's not going to show at all.

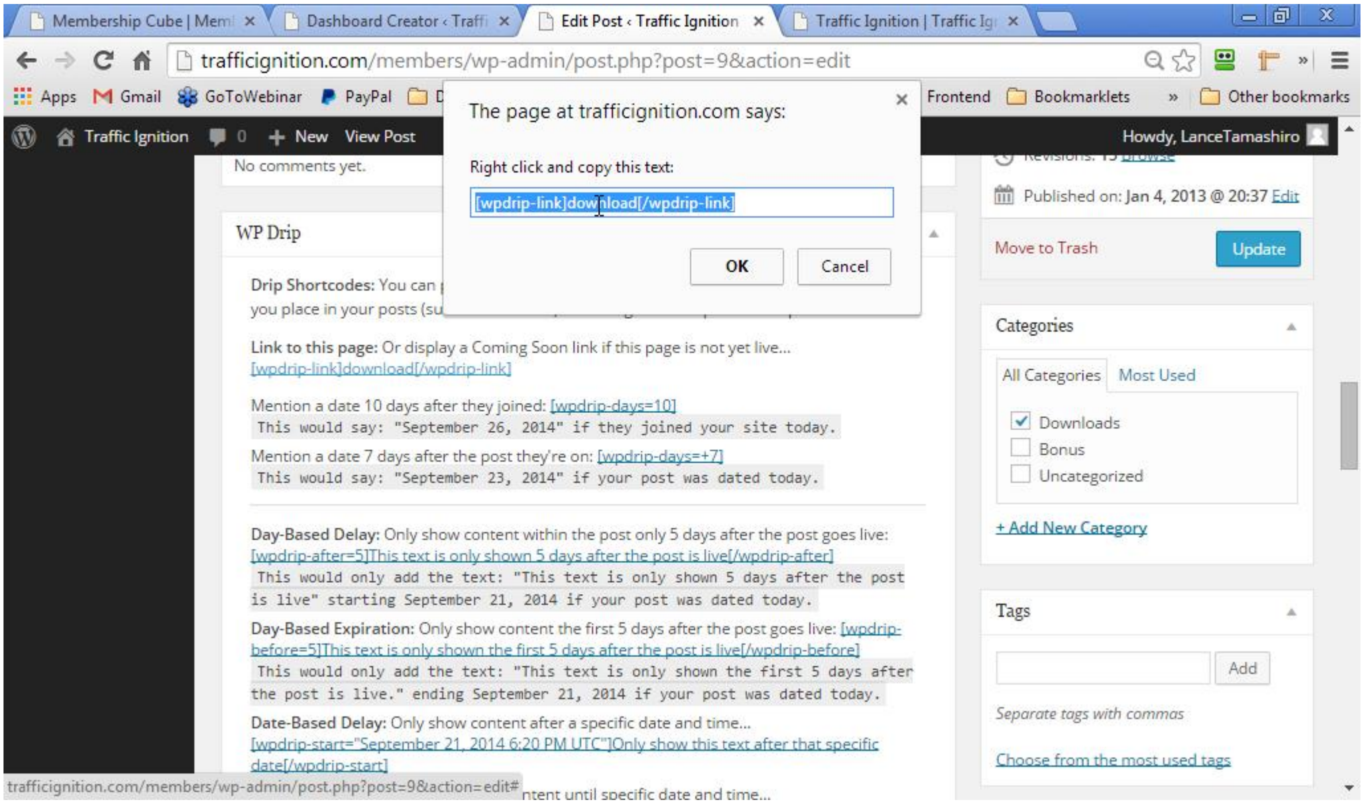
If I then said, "I want to change Module 1 to something like setup your account," I'm not going to change the slug, because that's the way it links to pages together, but I am going to change the title which is what it looks like. I click update... check out what I did. I change this to Module 1, Setup your Account, I'll go back to the dashboard and reload here. It's like the title of everything is now matched up.

I can easily say, "I'm going to go to pages and change everything. This is going to be like bonus plugin training, I can change the titles of things and then those will now show up the way I want them to show up in my dashboard. This is bonus plugin training.

The download post that was there is still there and can also be linked inside of the grid as well.

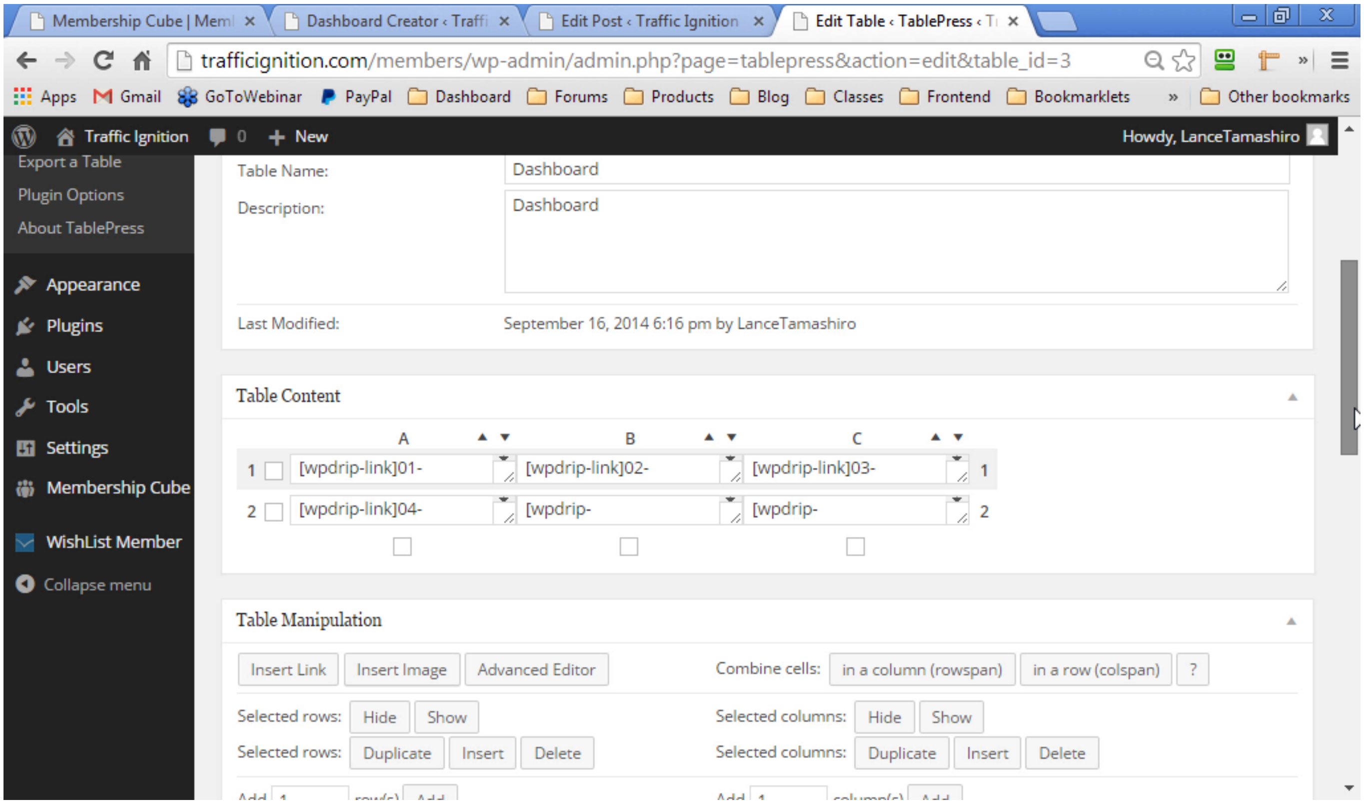
If you were like, "I want to make sure they get access to everything, I just go to post so we can find the download post. If we want to put in the dashboard as well, and then we can say, this is the TrafficIgnition.com/members/download, and if we scroll down to where it says WP Drip shortcode, it gives you a link you can use.

It says right-click this and put it where you want it. The important part here is the download link. It says, the part of my site called download is where I'm going to link to, so we can right lick and copy that. I want to put it in this table.

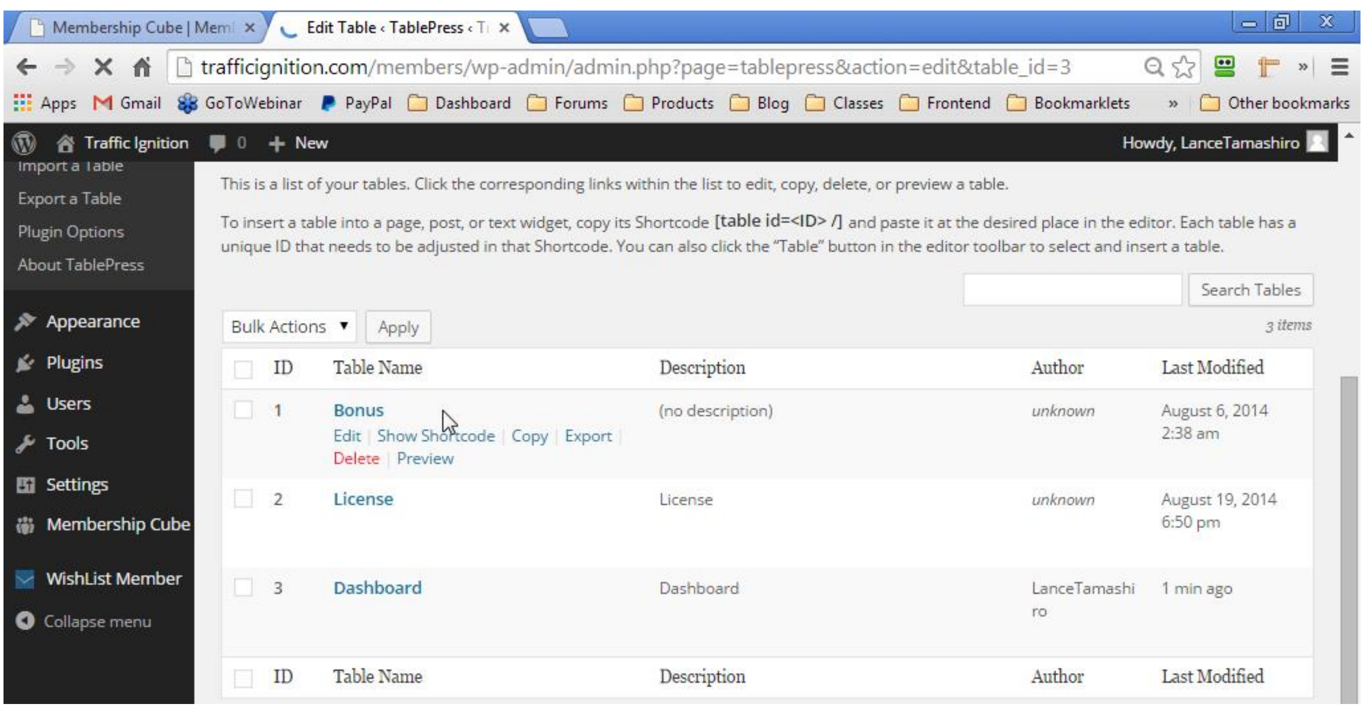


How do I do that? Glad you asked. There's a link that says Edit.

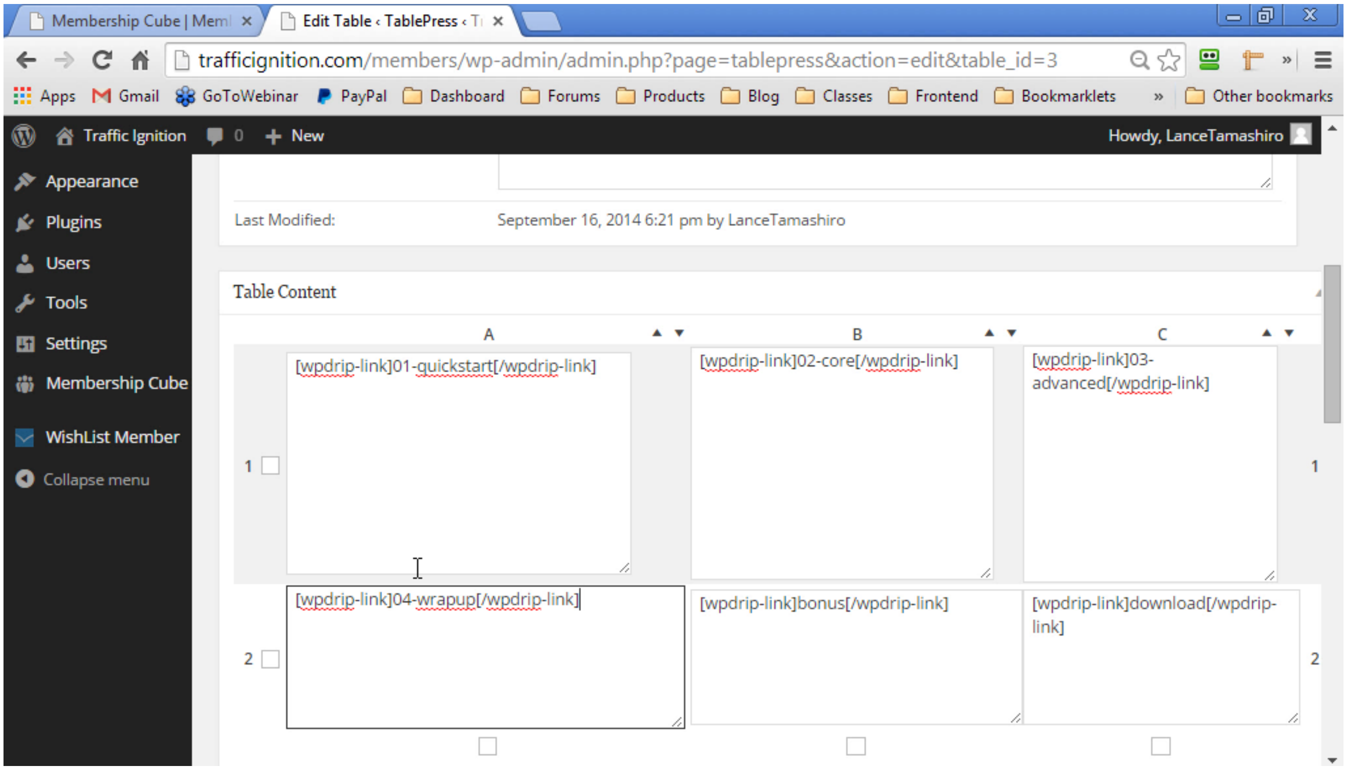
Edit this dashboard table, and then once it comes up then we'll be putting this on the bottom right. We scroll down and we can see on the bottom, this is linking to the Q&A Page. We'll take that out and then paste in, we'll link to the download page instead and then save those changes, and then see what's the front page of our site looks like now.



We even have the download link. We can click that and still navigate to any part our site from that dashboard page. This created pages and added them to the table.



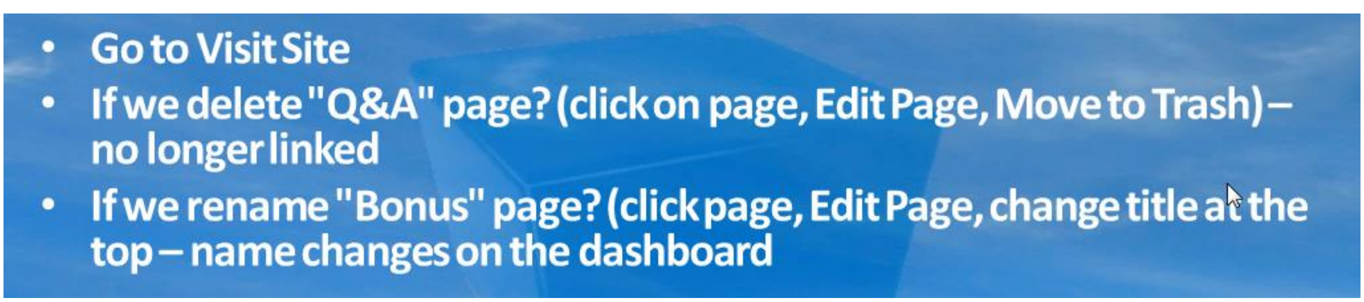
To get to that table you want, you just click TablePress. It made a table for us called Dashboard. It contains three columns across and then these other two one, and they are linking to the other modules that you happen to have.



All you had to do was just get that table on there, unless you want to get fancy and change things around, you can easily go and add another row. Add one row, add links.

Dashboard Creator adds the framework for you to make it your own. Make whatever changes from that starting point. It's more important to have it there and edit what's there, and can add in whatever you want right there.

We can delete pages, rename items, but if you want to get this filled out, you just edit each page and then upload the video that you want, and then there you go. If you don't like the table and you don't want to delete anything, you just find it, click this edit link. Only you can see this because you're the person in charge of the site, and you can go in. You can delete boxes or delete the whole row. It's there for you to change around.



Dripping Dashboard Pages

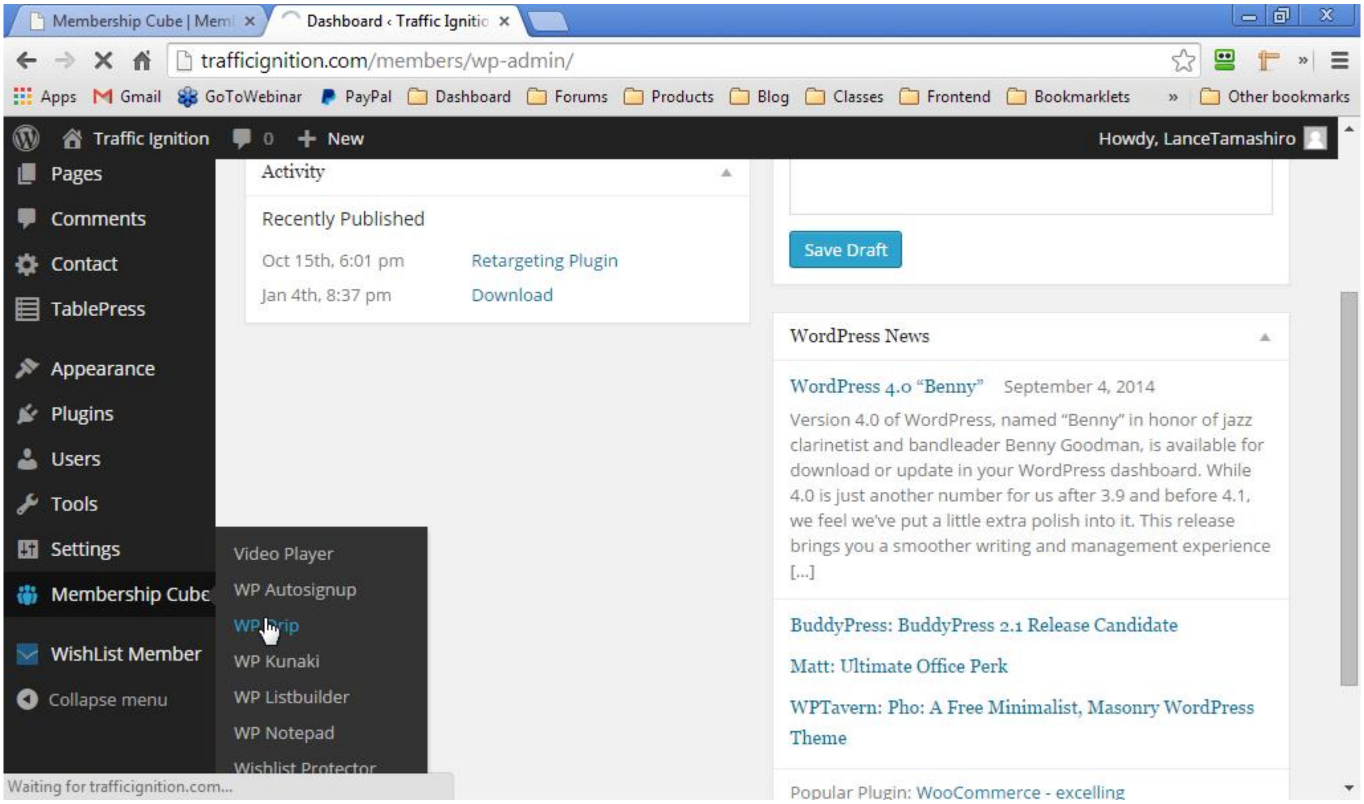
We setup that recurring button, we installed drip, made sure it was updated. You saw how you can drip post by spacing out the dates on those? We have the dashboard now.

If we were to combine those things? What if we were to say, "Someone can join our site here called Traffic Ignition and we want to give them the first two modules right away. Maybe we'll give them to the next module a week later, a week later, a week later, or something like that. We could easily do that by spacing out the pages and then telling WP Drip to drip pages along with posts.

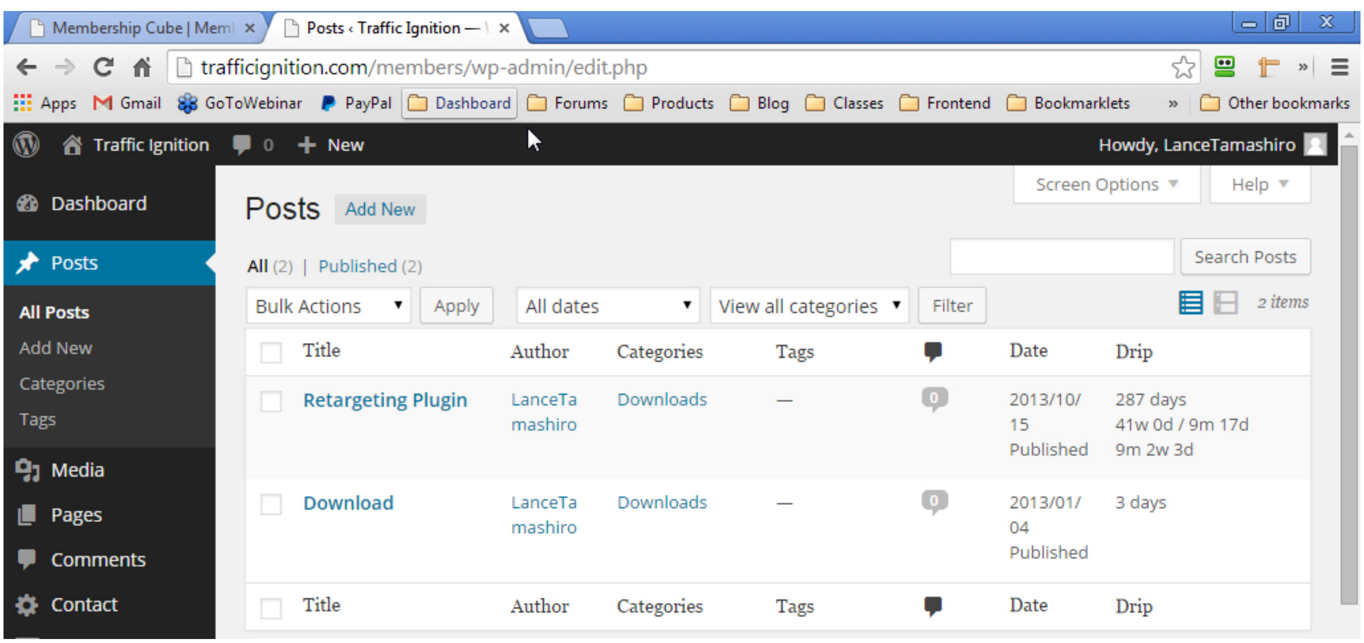
Drip some pages. We already have that fixed-term button, where all the content was delivered upfront.

Drip content out by spacing it out. We can go to WP Drip and say, "I want to drip posts as well as pages." I can space out the pages seven days apart or something like that and then those will only show up when they're supposed to.

I'll go to pages, and change some posts to be seven days after module 1, then change some other posts to be seven days after that, and then we'll just see how the dashboard adjusts to that. I'll go to my dashboard.

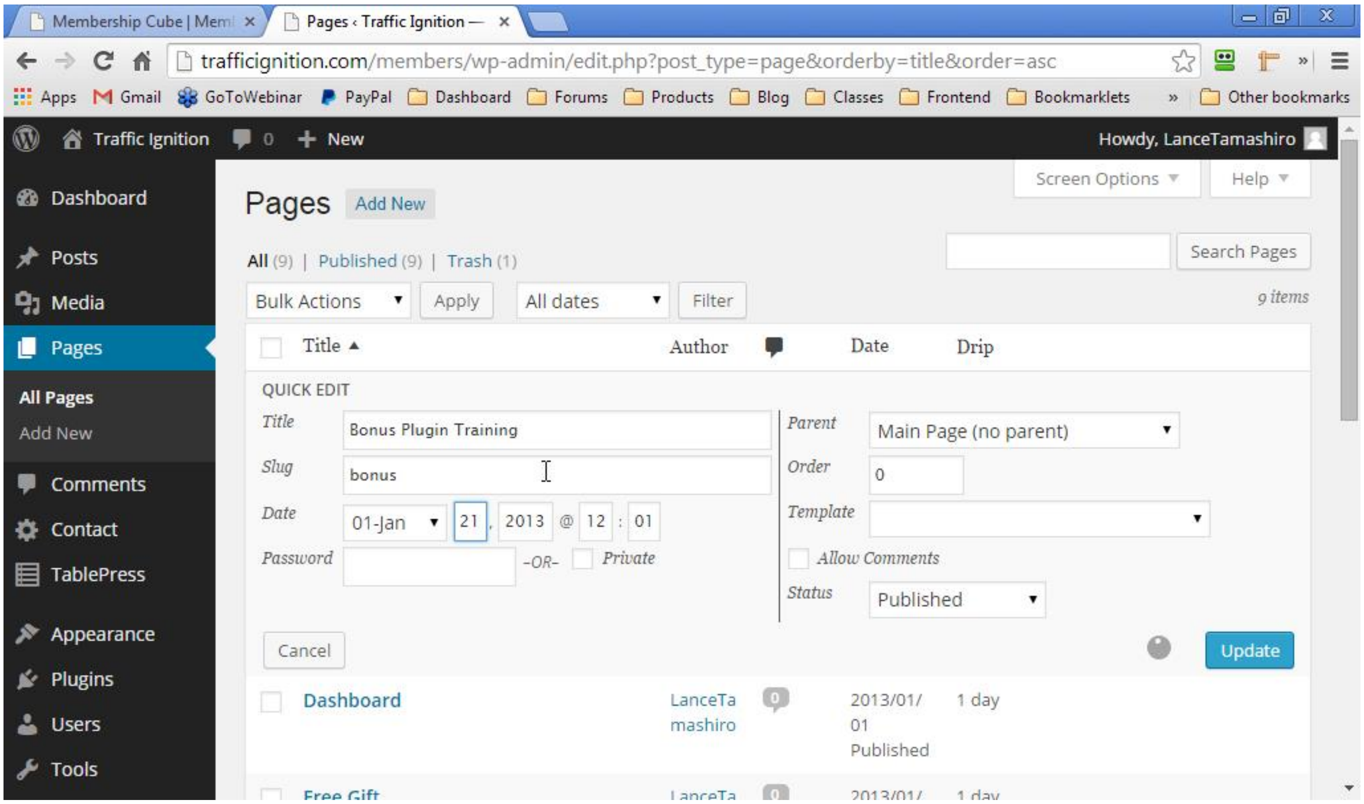


We want to drip post and pages, not just posts. Once go here, membershipcube wpdrip, there's going to be a setting here for, "I want to drip post and pages." That's the first step. Then see how far apart content is spaced out.

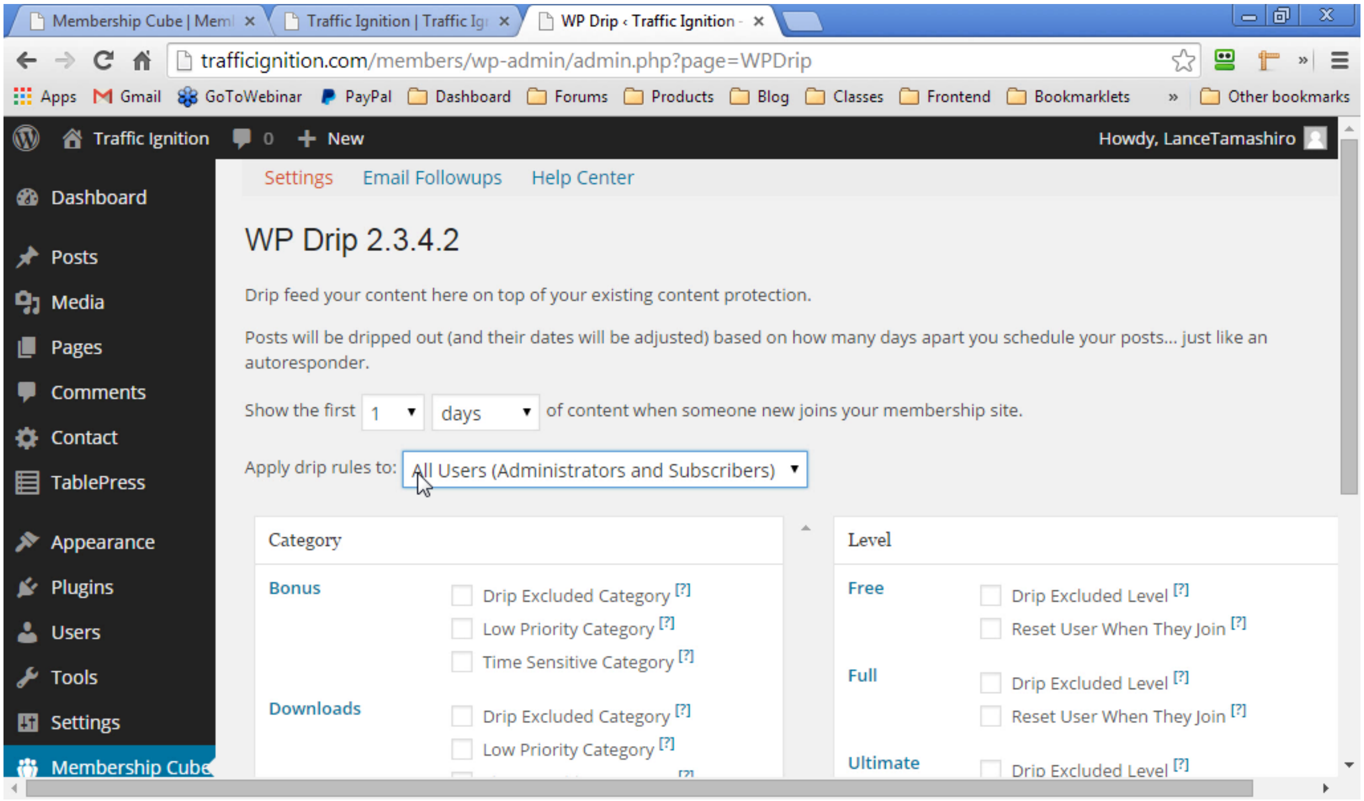


Go to Posts. We can say this one comes out in three days. We'll make this come out couple of days later.

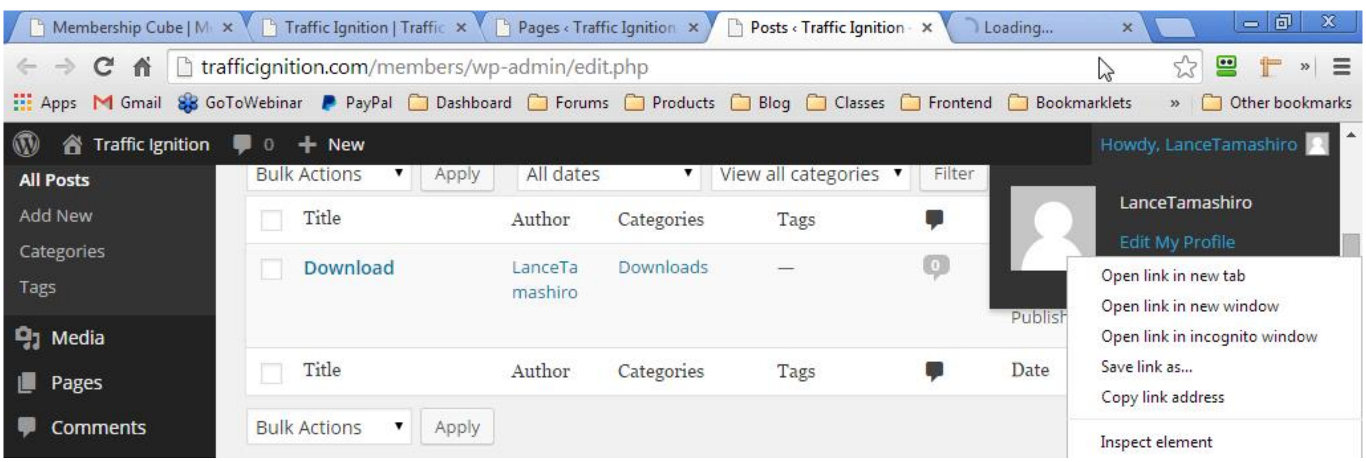
We have two posts that are being dripped, let me go over the pages because there's a couple of things we want to do with the pages. These are all January 1st. I want to make sure everything as possible comes out January 1st, that free gift they get it upfront, and the support page, they can see that right away. I have a clean slate here, everything's coming out on the first day.



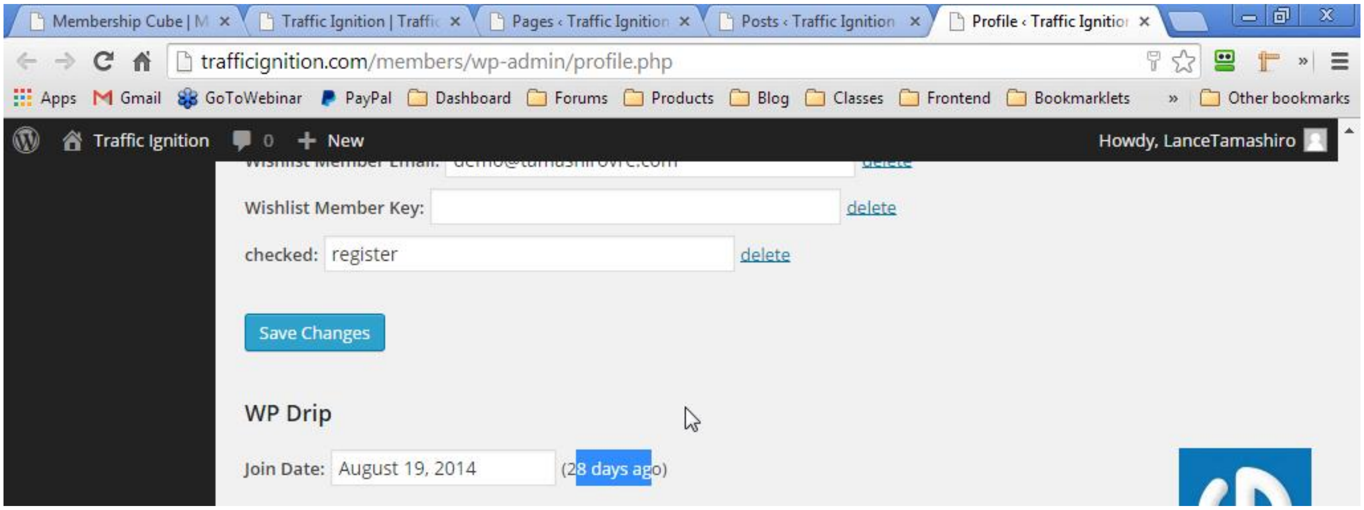
Then maybe we'll say Module 1 and 2 come out right away but then Module 3 takes a week, Module 4 takes two weeks. Once this catches up here, we'll say Module 3, make that on January 7th. Module 4, January 14th, and then make this bonus beyond January 21st. More or less a week apart, but there's wiggle room because it counts as midnight the day before.



We have all these different things. We can go and look at and visit the site and see how the dashboard adjust for us.

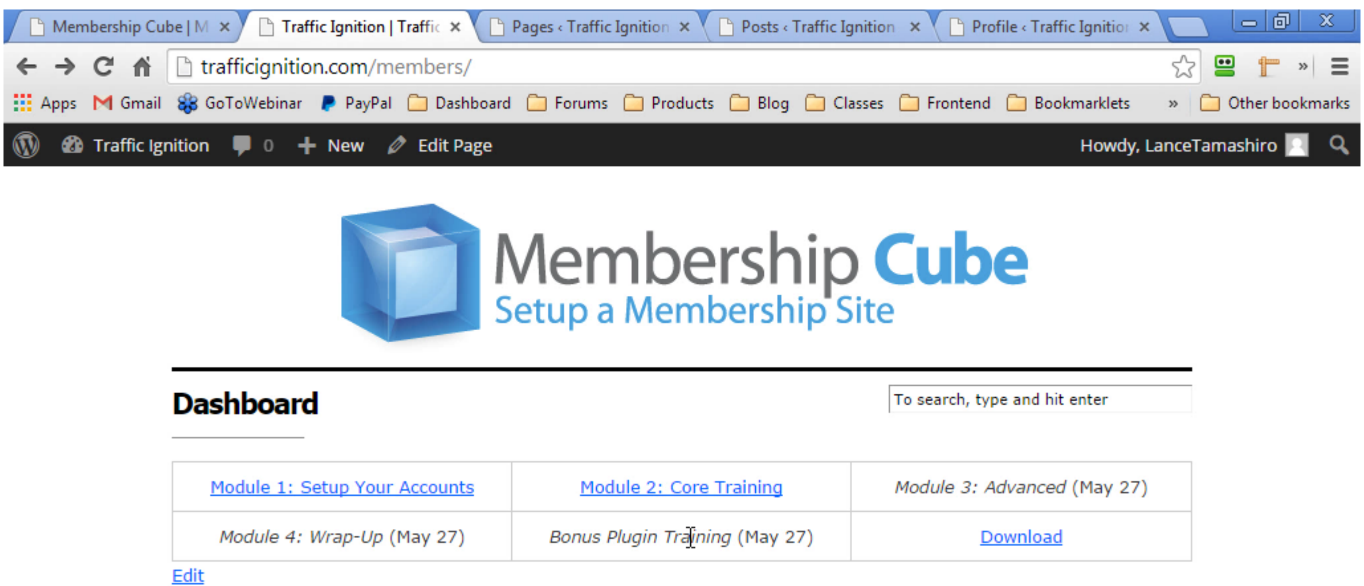


I'm not sure what happened but it's supposed to show if these modules are not yet available on the drip. I might not be able to see because I'm the administrator, but when someone logs in, these links will drip out for them and these will be so... set myself as the join date for today.



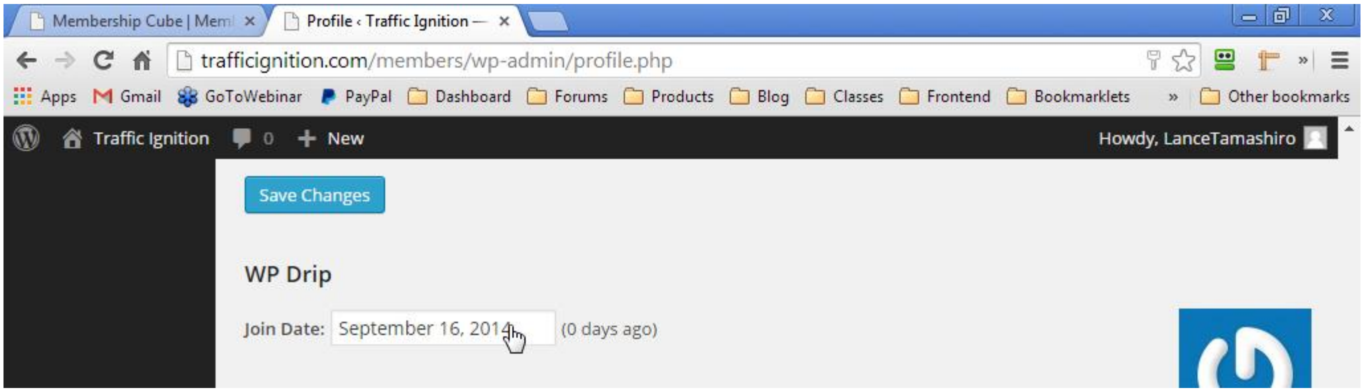
This user joined 28 days ago. Everything that he gave access to has access after 28 days. He had something that was on day 1, something that was on day 5, something that was on day 12, and something that was on day 19.

What happened is because this user was created 28 days ago, they already have a full access to everything that is dripped. If this happens to you or you want to manually move somebody forward or backward throughout the drip, underneath the users in the user profile now, you have this WP Drip where you can change their drip start date.

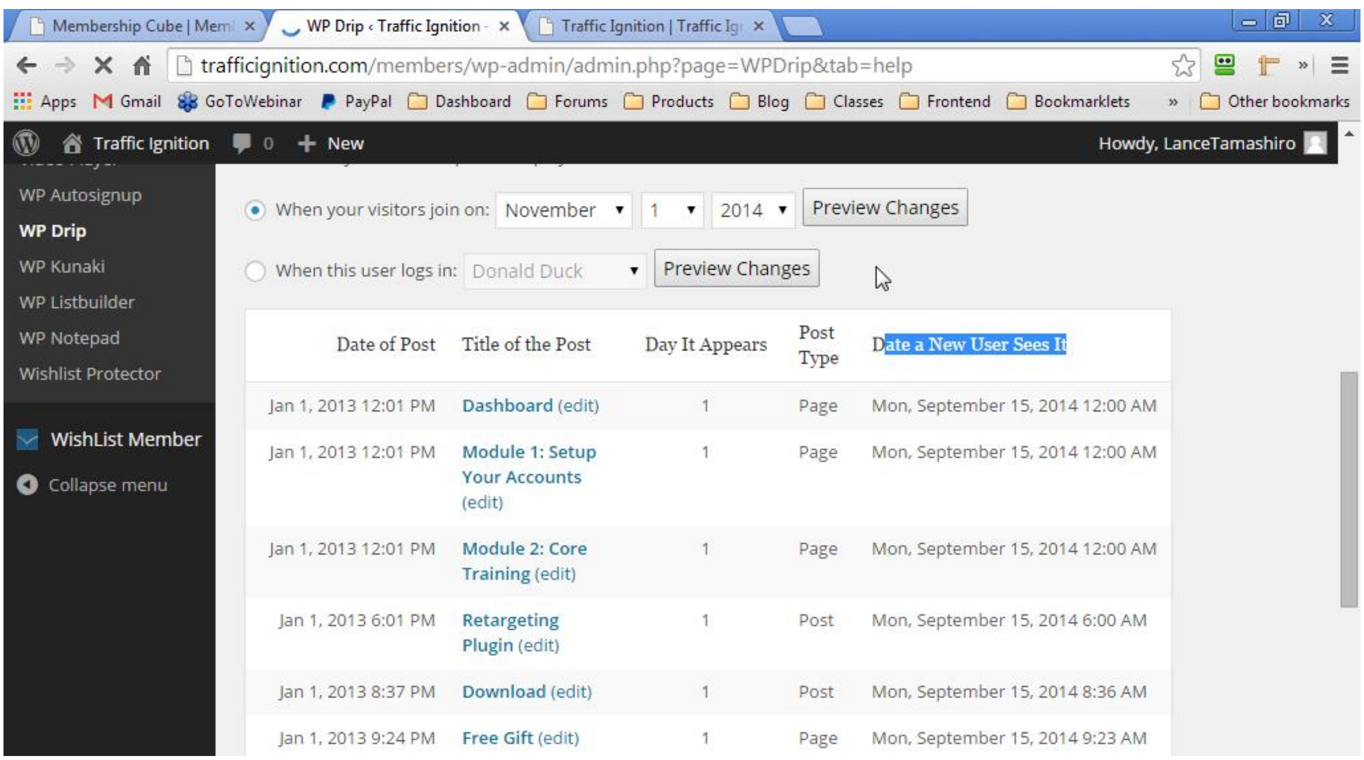


If they see our site today, this isn't coming out for a while. But they join our site and they have access to Module 1 or Module 2, but the rest aren't coming out for X number of days. The longer they're in the site, the more the table fills up.

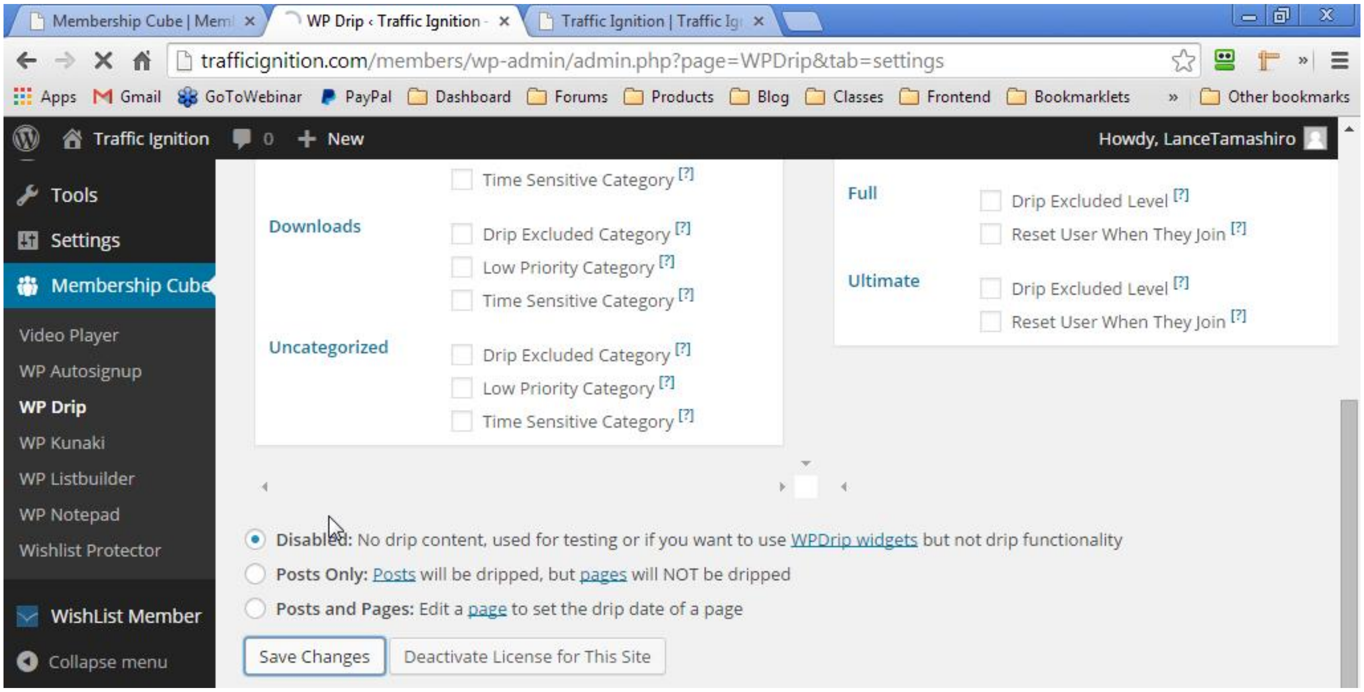
They can click what they can click but if something is coming up later on, they can click it but it tells them the date that it will available to them.



Go to the dashboard, Membership Cube, WP Drip, and make sure we're dripping posts and pages, then edit the pages themselves. Space them out according to date. These ones come out after a day, these comes out after five days, and so on. Go to Wishlist Member and search for yourself, and then once do that, then you can play around with it and you can say, "If someone join my site last week, or if someone joined my site today, I just change the date in their account, and then once that saved, then I can view the site and I can see, well, overtime, the rest of the content play out, do the rest of the post and pages play out the way they're supposed to?

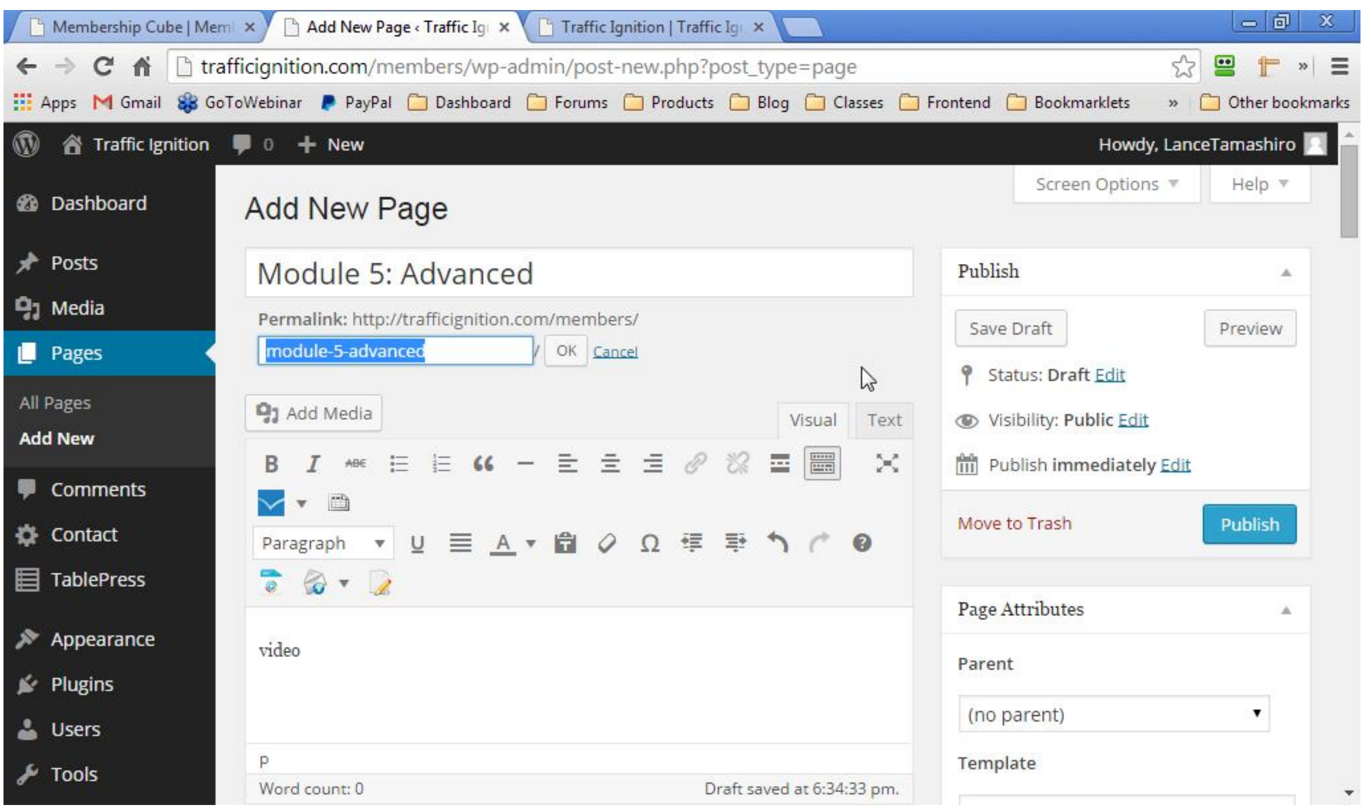


The Help Center page inside WP Drip gives you a full view of your content and see how it plays out.



The Help Center tab in WP Drip shows your pages. The column on the end says, Date a New Member Will See It.

Change that, so you can do at the top where it says when your visitor joins on September 16, 2004. If you change that to November 1st to see what it would look like for another person, you pick that date, hit preview changes and can see on the left side, it says the actual day of the post.



On the right side it says, when somebody sees it, when they join on November 1st. They have access to content as soon as they join. If you want to change one of those, click Edit, change the date and you can see when it plays out. Module 3 is scheduled on January 7, comes out day 6 and shows up to the user that joins on November 1st.

On November 6th, if you want to add two more days until it shows up, you just click edit, add two days to the dates, so you make it January 9th, and then now you can see one page how everything is going to be dripped out and you can move it around.

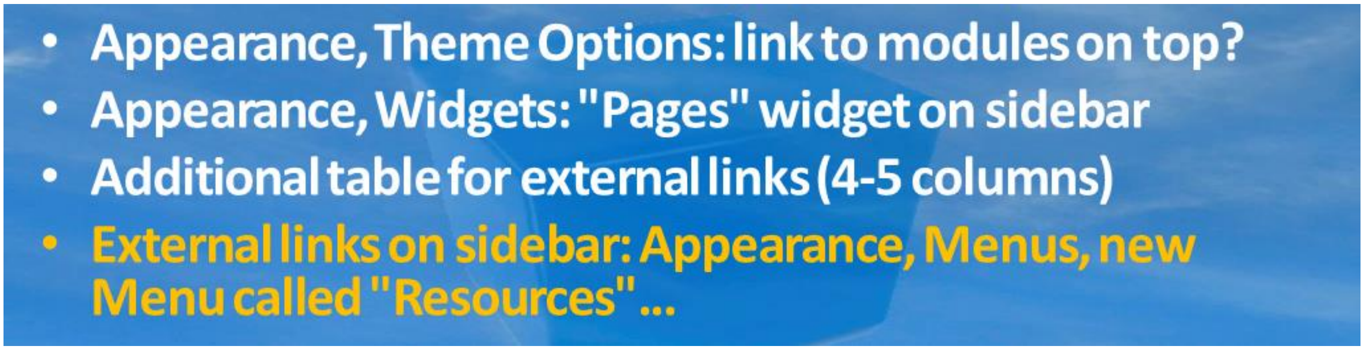
You can play around with different scenarios. When a year from now, when do they see a particular post? If they join a week from now, when do they see it? You can make sure it's dripping out the way you want.

You can play around with drip, but for our purposes, we don't use it as much anymore. If we wanted to add more pages, it's simple. Link to any page from your table.

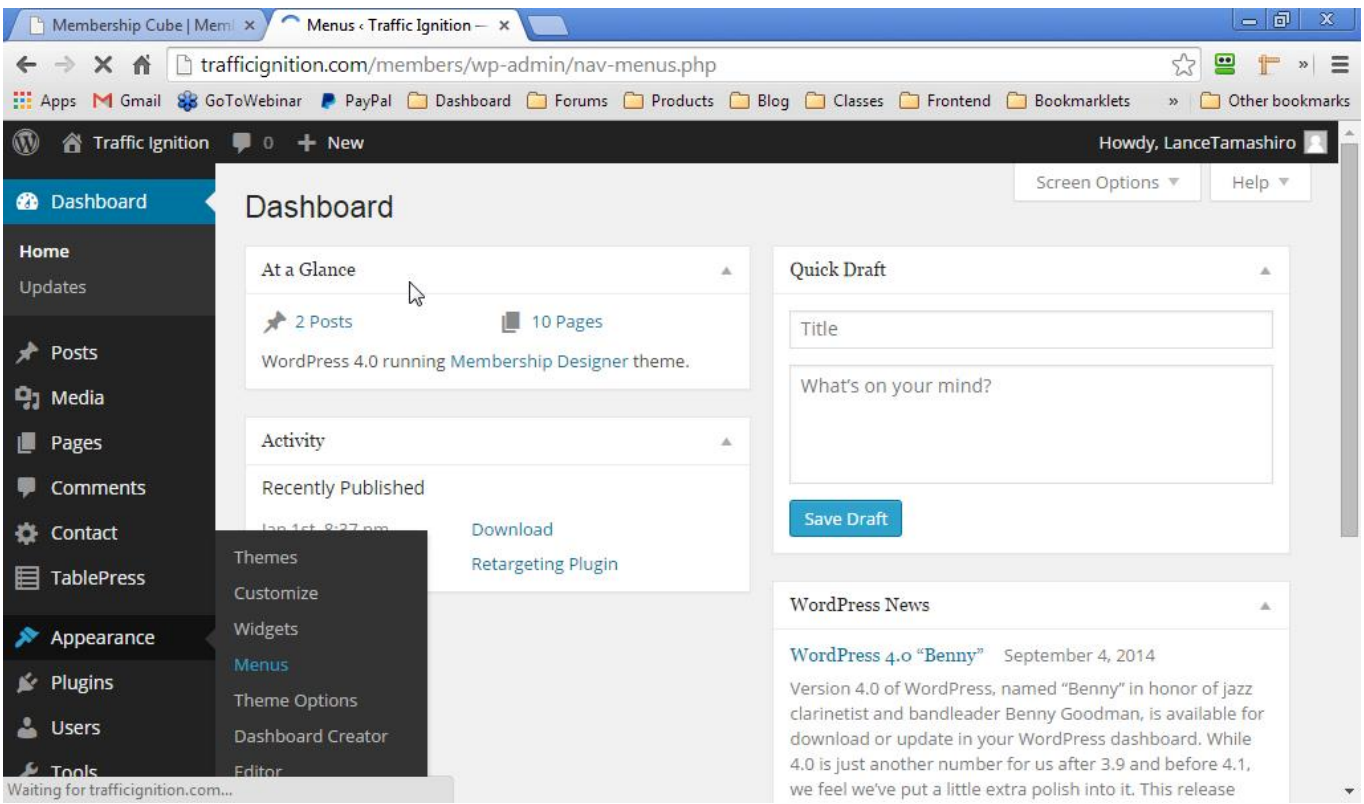
Go to your page or post that you want and you just go and click in there and grab the short code from that.

Bonus Odds & Ends

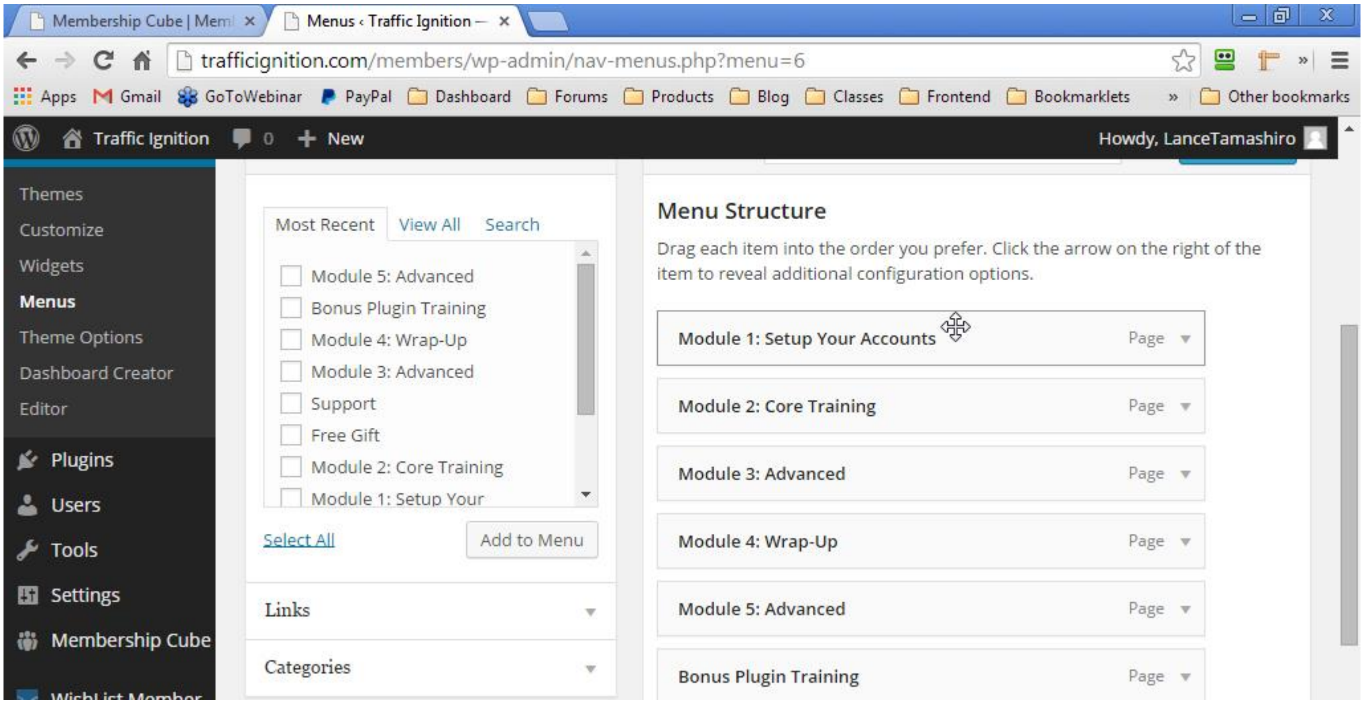
If we wanted to say, like there was the download one, if we wanted to say there was Module 5 and wanted to add later, I just say new page, and this once this comes up, then there will be two things.



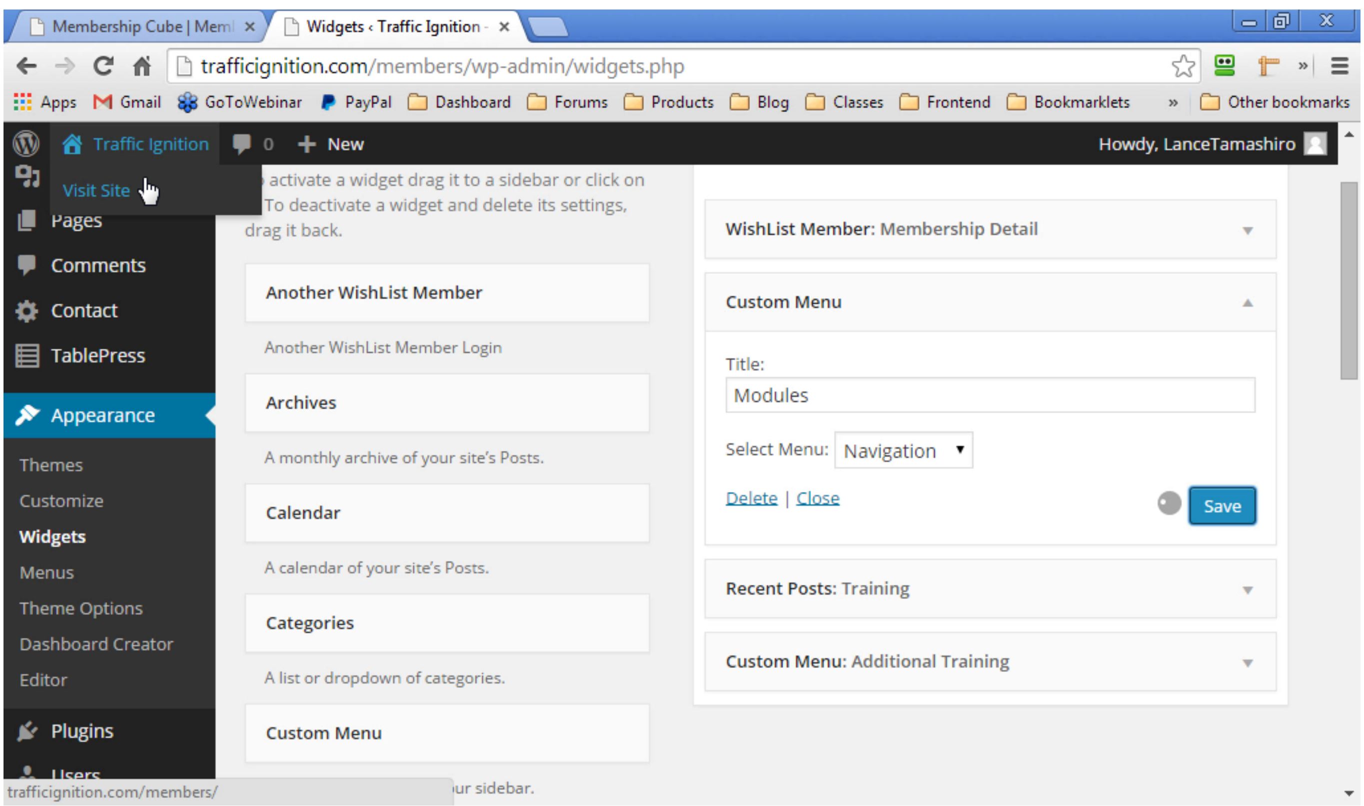
There'll the title that shows up here at the top, Module 5 we'll call this like the Advanced Session. I like to keep the links all the same so I'm going to edit this to make this 05-Advanced, and then this is the thing that will go in our dashboard.



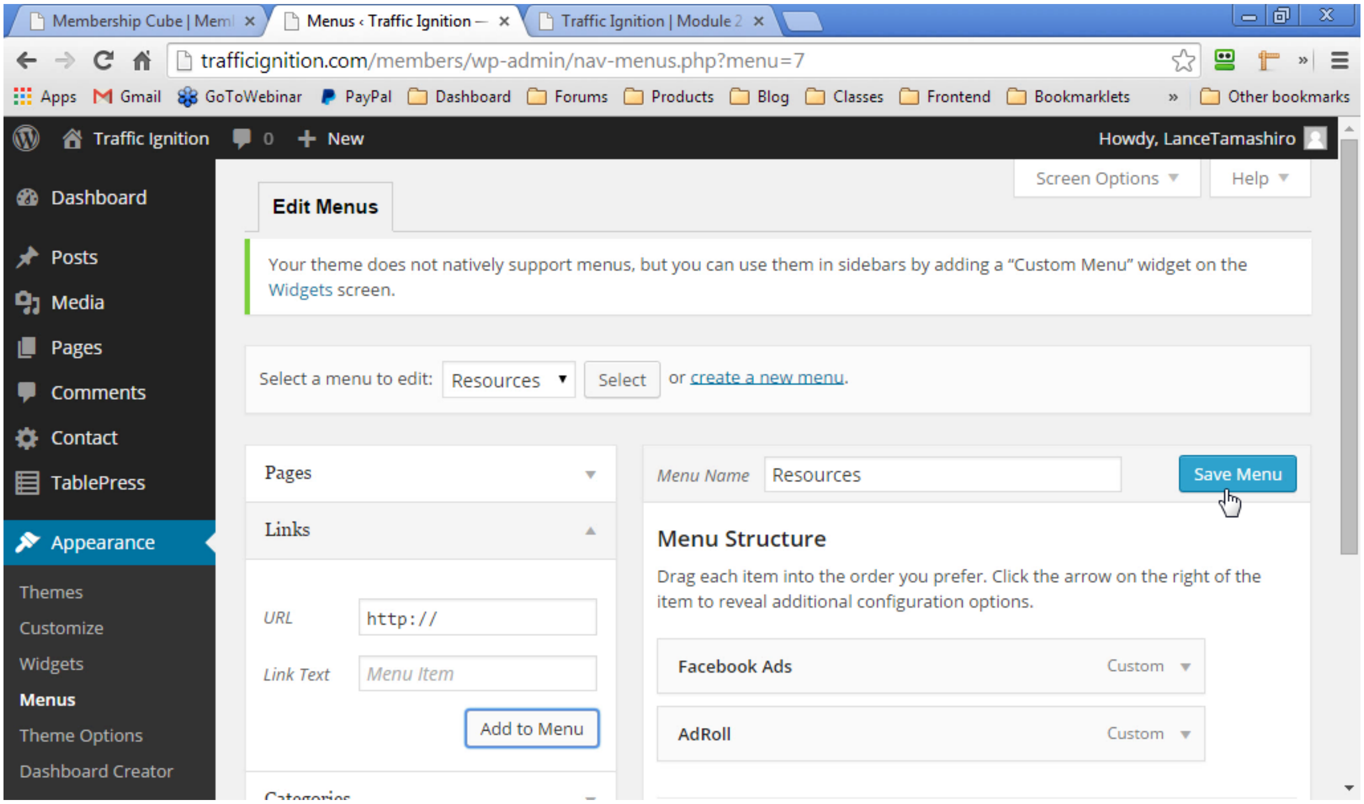
I can click okay, and then we'll scroll down, we'll give it to the Full level, and it'll be protected, so we'll publish this. If we want to have easy link to this from our dashboard, we just grab this 05-Advance, WP Drip link 05-Advance. Just copy that and then go back to our table here and edit the table and just add in extra columns on the bottom.



If we want to say add one row, right-click, now it's going to link to that module 5, whether it's drip, whether it's not dripped, it's more enough to figure out if people have access to that or not.

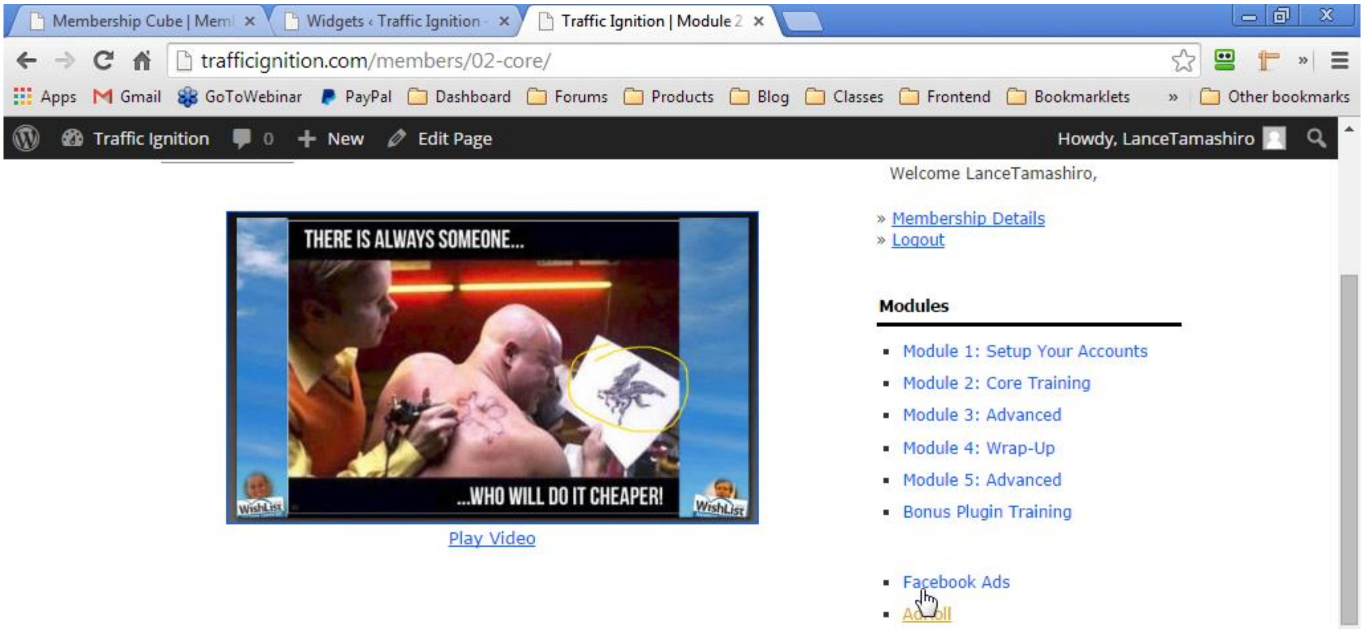


Module 5, Advanced.

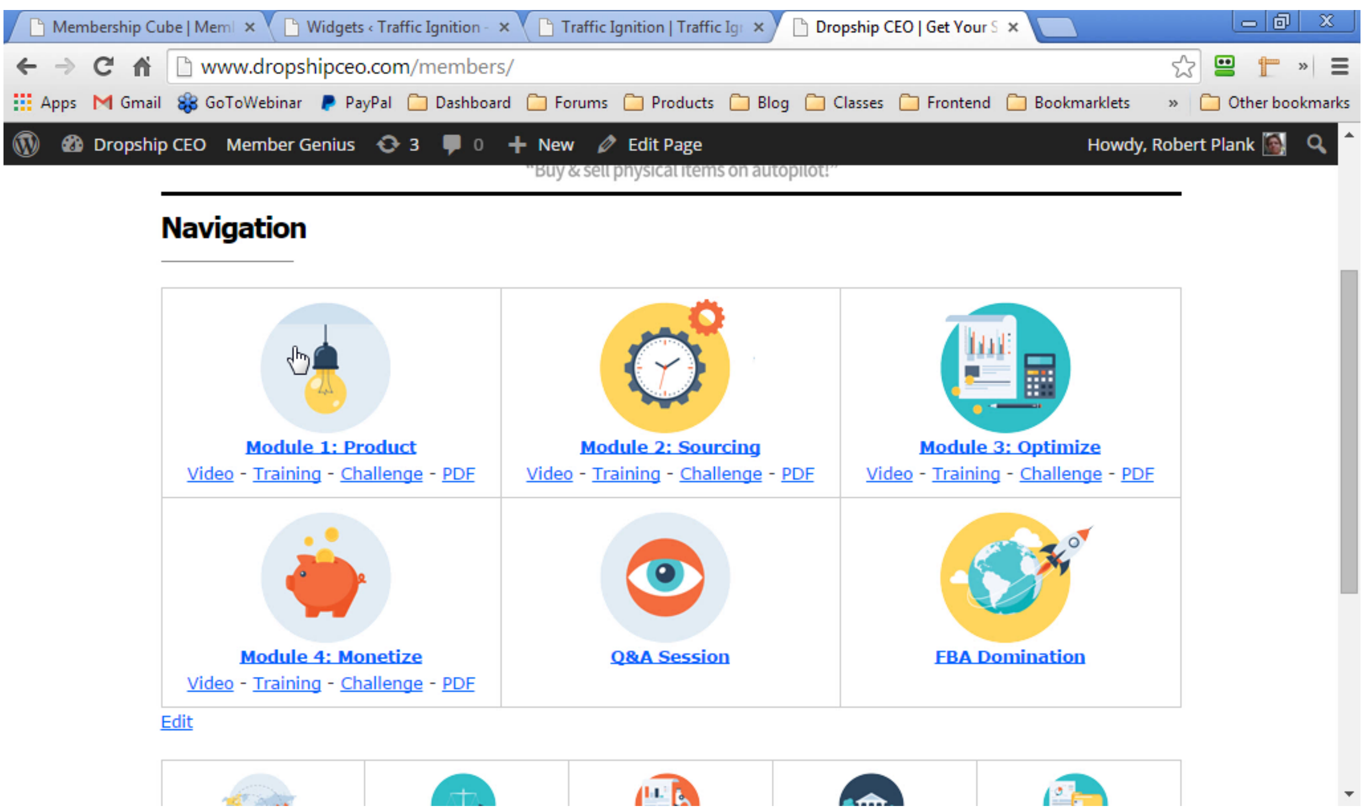


Make the page or post, edit it, and in WP Drip, find the "link to this page" area. Grab that and enter it into TablePress. It looks like this. It's like here's the link, here's the "slug", and then that way no matter what you name it later on, you don't have to go back and update it.

As I'm wrapping this up with fixed-term membership sites, just a couple, just like bonus add ons. This is going to be one of those situations where you set everything up and you look at and you say, "Is this user friendly? Is everything lay out the way that I wanted to make sense?"



You might want to say, "I want to link to my modules on top as well." If you think about it, if someone clicks over to Module 2, can they find their way back? Or might want to go in and add an images, and that's simple too. There's a button for that to add in your own icons and things like that.



We might want to say, maybe I'll have a link on the top, but what we like to do is we like to make it where if you click into a module, you can get to any other module or any other link from the sidebar. Or maybe if we have our outside links to Facebook and any other pages, we want you to be able to get to get to any of those links even if it might be a little redundant. We might have a video here and links for this module, we want to have all the links on the sidebar. How do you do that? It's just a matter of knowing which screen to click on.

Create menus. This was just like groups of links to onsite pages or offsite web addresses.

Go to Appearance, Menus. We can make a menu called training and link to our modules. We can make a menu called resources and link to outside sites and then we just drag these menus under our sidebar widgets.

Let me show you how quick this is. Go to our dashboard, and say let's say we want to have like a navigation or something, I can go to appearance menus and then once this comes up, we can say I want to create a menu (so I'll create a menu) and then I'll call this navigation. You can say, "I want to link to some of my pages, or all of them or drag them around and get whatever you want. You can say I want to link to 1, 2, 3, 4, 5, bonus, that's it.

Add to the menu. I want to rearrange this so that it goes in the correct order, so 1, 2, 3, 4, 5 and then bonus. Save that.

What have we done here? If we said, well I have this menu called navigation links to Modules 1 through 5 and the bonus, if I rename anything, it will update. We can go to Appearance, Widgets and it shows the "goodies" you could put on your sidebar are on the left side. Find something you want, drag it to the sidebar.

One of the widget choices: Custom Men. Click and drag this and put it at the top, and we'll say I want to show the navigation menu, I want the title to be Modules. Save that, and then we look at our site again. The way this dashboard page worked out is there's no sidebar on the front page, it links to everything. Click into a regular page, then you see how now. This menu we made here of our modules shows up.

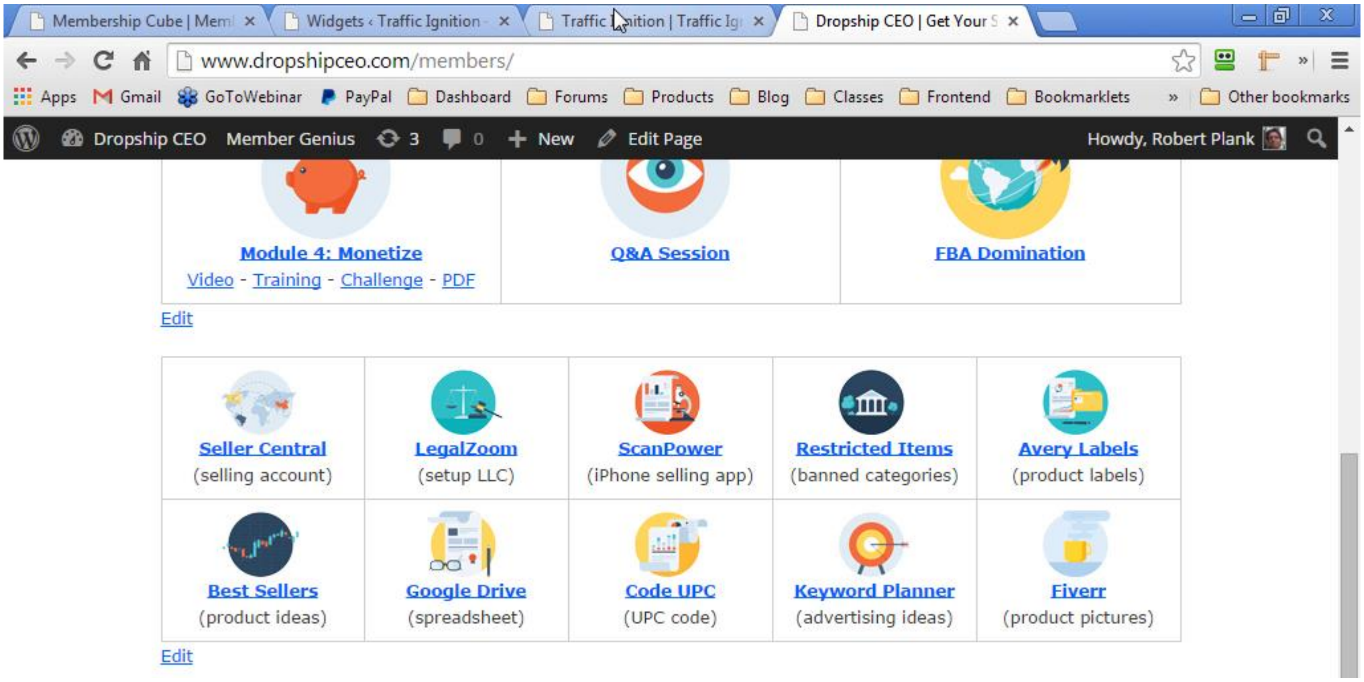
What we could do then is we could then say appearance menus, and I want to make a menu for all of my offsite links. I want to make a menu for AdRoll or Facebook or things like that, so I can create a new menu, maybe I'll call it resources, create the menu, and then once this comes up, then we will add offsite links to other websites on here. We don't want pages here, we want links, and we'll send this to Facebook, Facebook ads, add that link. The menu and then we'll have something like Adroll.com, add that to the menu.

For this membership site, like Traffic Ignition, where there's all this places someone can go, now they can find these no matter which module they're in. These are going to be links that show throughout the entire website. Then what we've created this menu here called resources, and then once it saves, then we'll go back to appearance widgets.

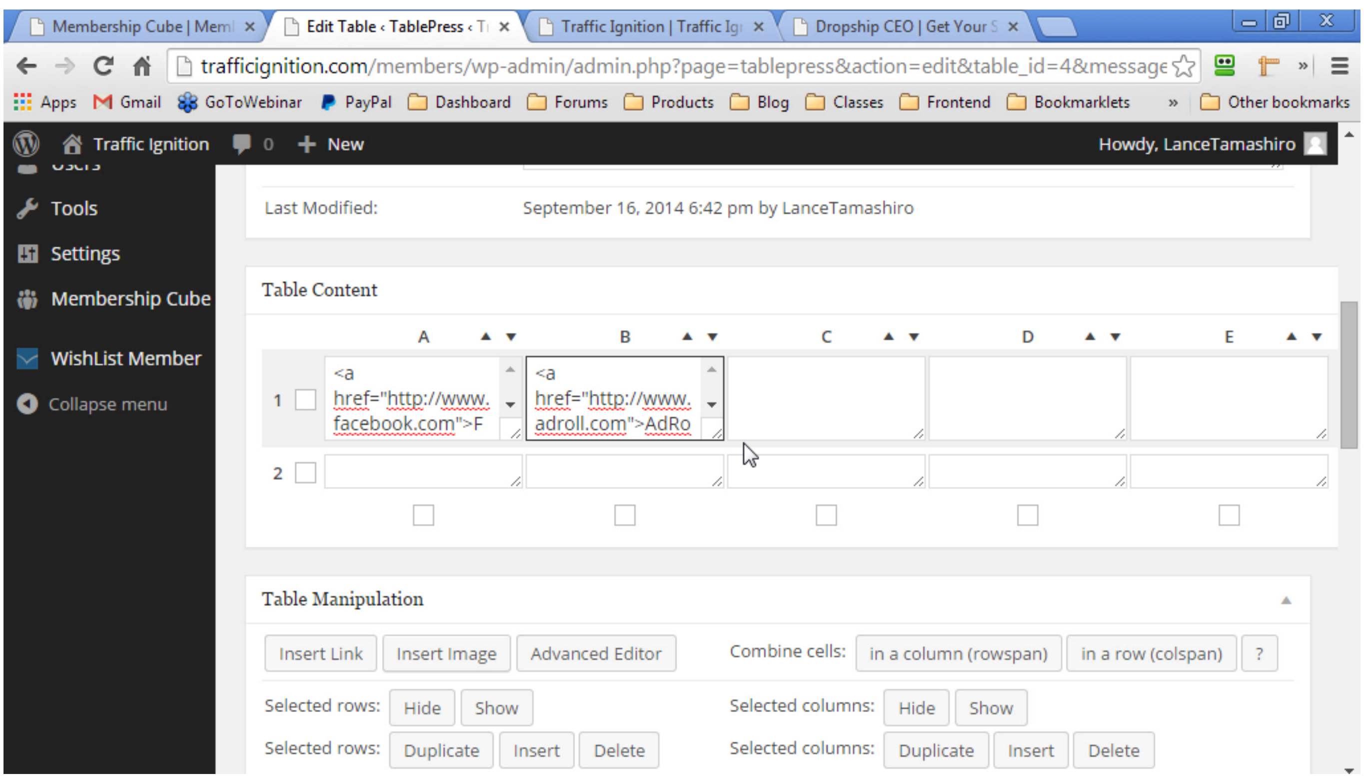
Once that comes up we'll say custom menu, there's the modules there and we'll show the custom menu for Resources, so we'll save that one and then refresh that.

Someone can get to any place they want from the dashboard page, they can go and check any of the training modules and they can go and click any of the offsite links. It's coming together. We're solving that problem we're talking about before of people dropping off because this is a very useful site and people will be able to use over and over again.

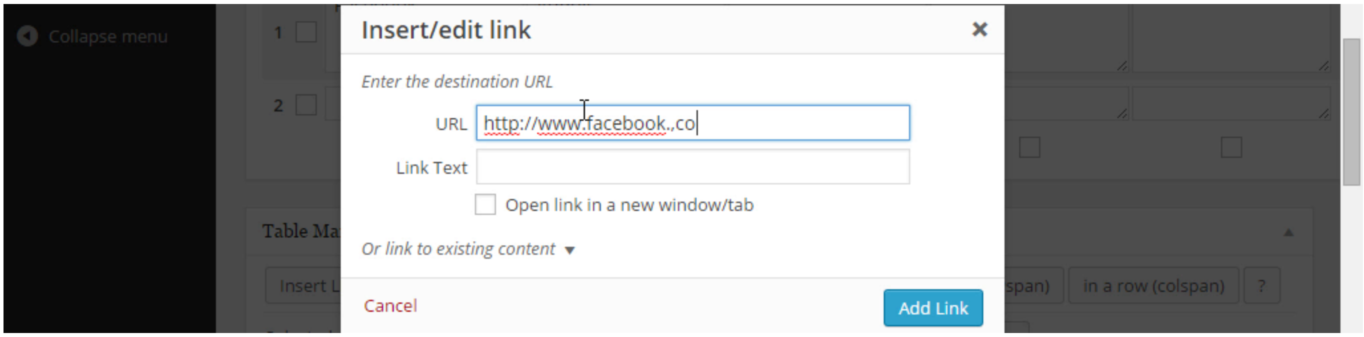
One other quick thing before we wrap this up and get to the challenge is, we have those things like (Facebook and AdRoll). DropshipCEO.com has another table down below of other links.



We have the table for the modules and then we have a second table for links or resources.



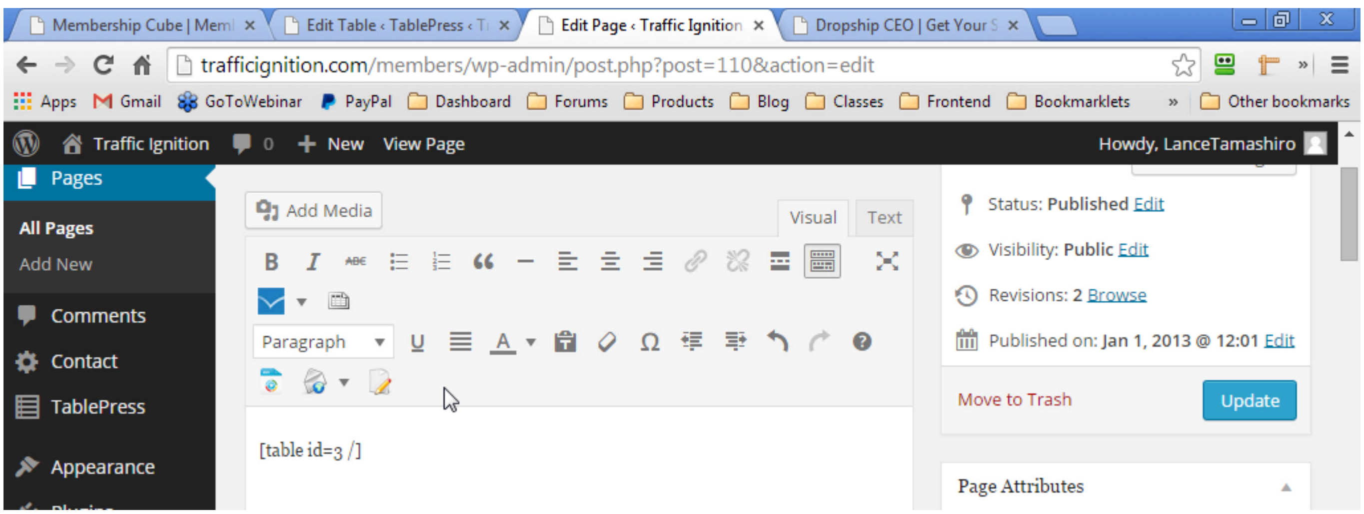
What if I wanted a 5x2 table for my links? Tables, Add New Table. Let's name this "Resources", we can say number of rows, 2, numbers of column, 5, add this table. They give you all these extra crap, uncheck all these crap, and I can have a link to Facebook, I can have a link to AdRoll, and click insert link. It says, click the cell you want. I want to link to the Facebook, I can say instantly link again. I could add a link to AdRoll.com..



Icons are the same deal, insert image, click where you want it, and can upload any image or icon you want through the stream. It's just like that. Make a table, click where you want it to go, save changes.

Then if we wanted to customize this dashboard page, we now edit the page, and then we will add the list of links down below. We use the Dashboard Creator to make something simple and take baby steps and add on from there.

Insert the table for the resources, update and view the site again. It's going to be one other tiny little change to make. We'll load this. It has our dashboard with our training and its got our links.



Do you see how things are spaced out really? There's table 3, table 4.

Table 3 was our dashboard table. Table 4 is one down below with our links. Go TablePress, Plugin Options. Once this comes up, it will list a couple things.

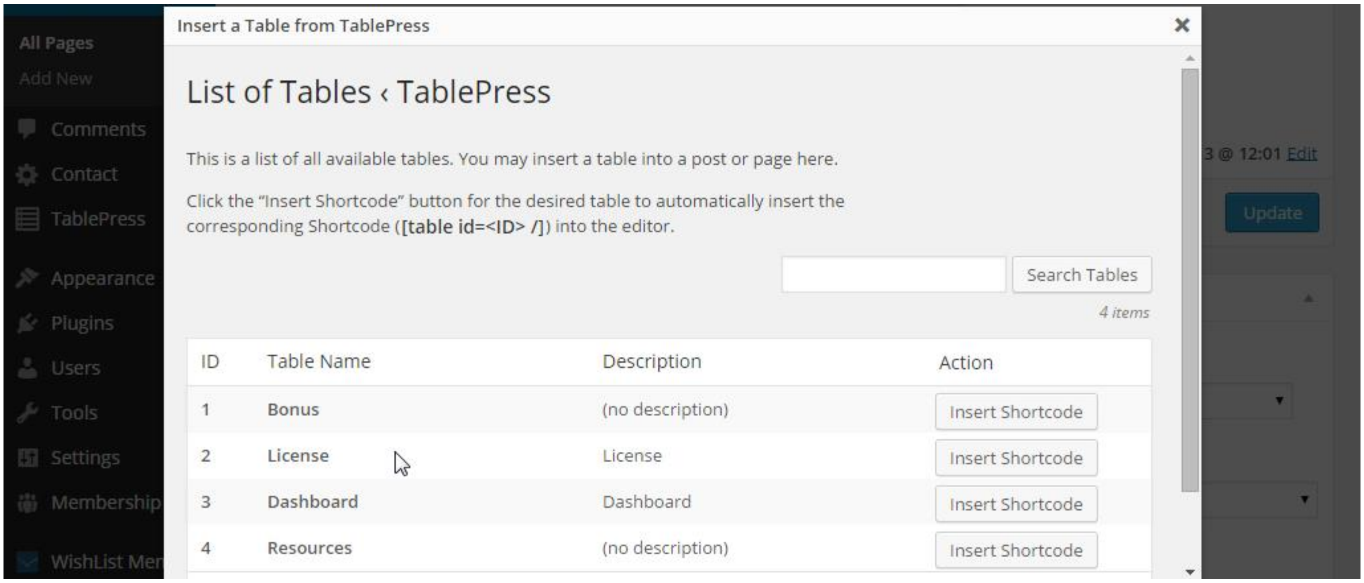
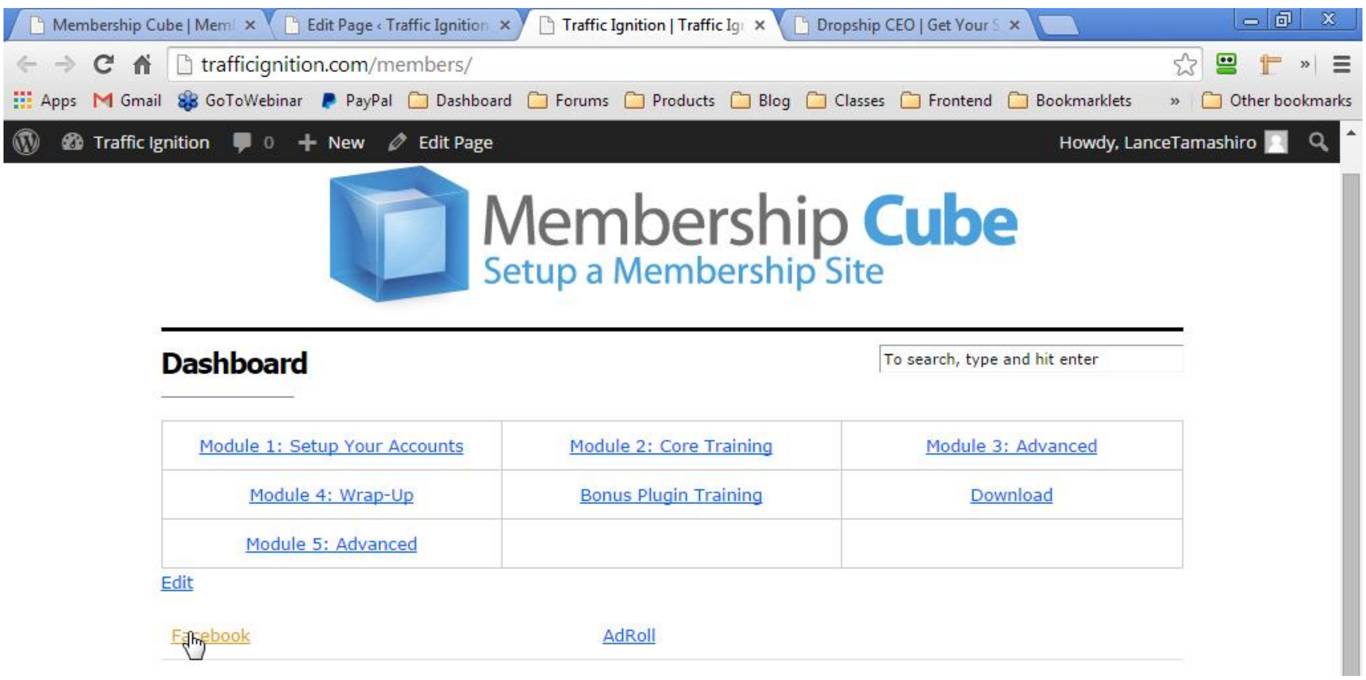
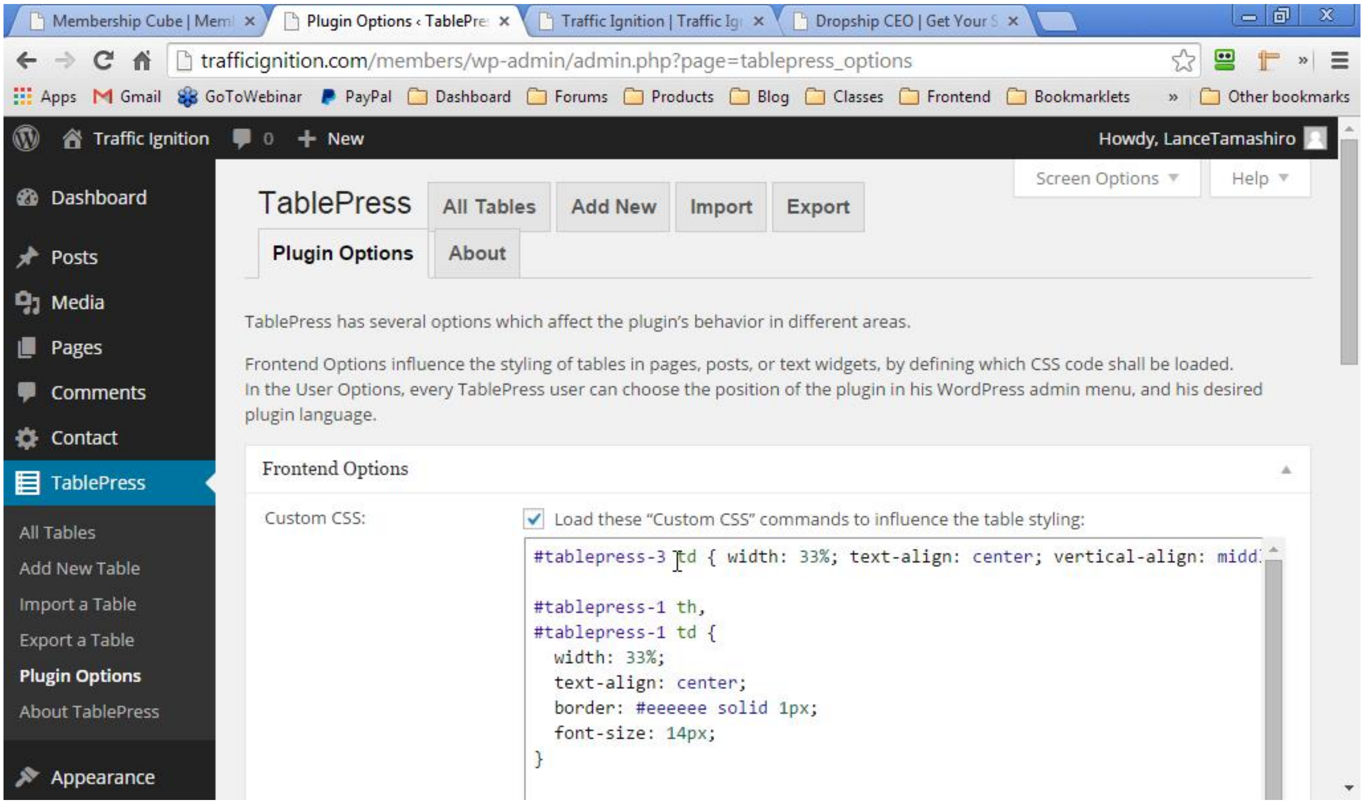


Table 3 was close to how we wanted it, but then we also add a Table 4.

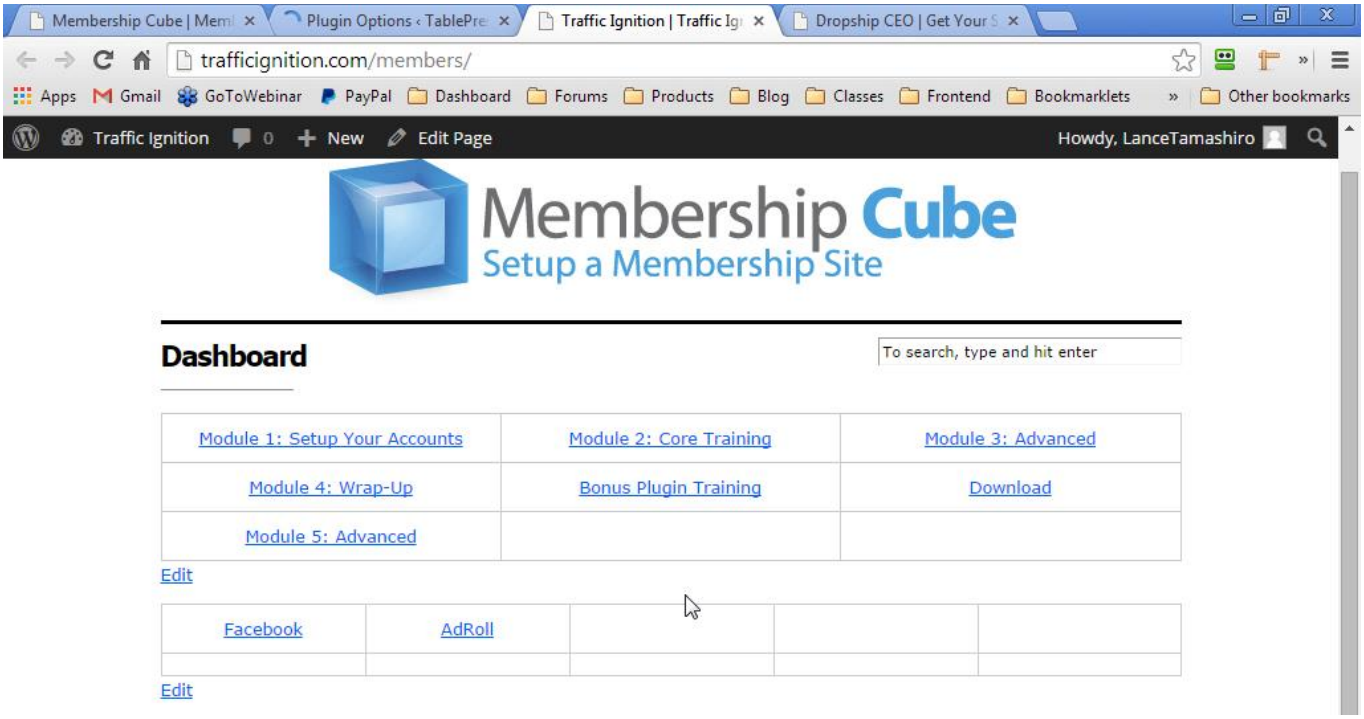


I can highlight #tablepress-3, Ctrl-C to copy, and Ctrl-V to paste it. TablePress 4, is going to be 5 across 20% each. If you're not advanced, skip this part.

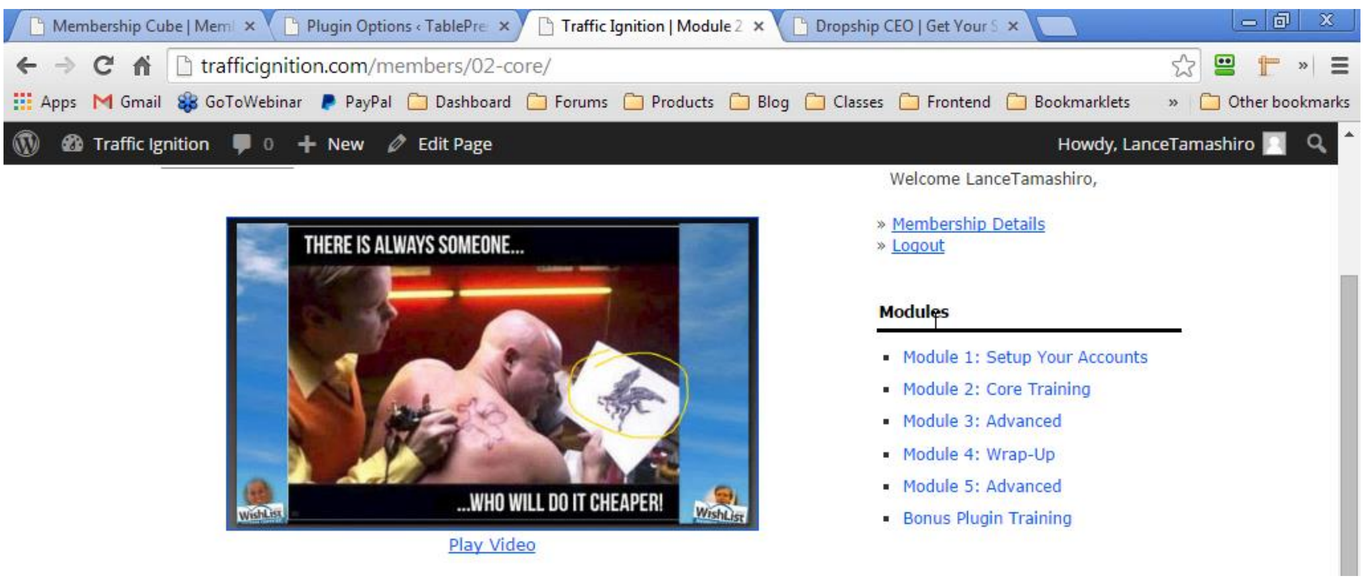


We had a table that was three columns, so each of those things was 33%, and now we're making things that's 5 columns across. Each section has 20 percent.

This is starting to come together. We have five different columns. You see at the fixed-term membership sites, a lot of it is the look or the navigation. We had a dashboard page where we had to post or you place with a page on the front of the site that had this three-column table that links to other pages on the site.



Click one of the pages and then we can put in whatever resources for that module, like the videos and the checklist and build it out. We added in the side bar links and the external links.



If we want to enable drip, we had that option open to us. We're building something that's not just a download page, it's a resources they can use every day or every week in their business, so they keep paying.

We setup the recurring button, installed drip, updated drip content, created our dashboard, dripped our pages, and did a few advanced activities. We created menus, sidebar widgets, and multiple tables for the future.

Fixed Term Challenge

Get your fixed-term site up and running. Go the member's area at MembershipCube.com/members and answer these four simple questions. Where will you have the sales letter for your fixed-term membership site?

For us, it's TrafficIgnition.com where there's that sales letter, but now the button is now recurring so that someone can click that and get access.

We'll ask what payment structure. There were three components: how many payments, what price point, how far apart are they spaced? What will your first of content be? Just module 1, module 1 and the bonus, whatever that is, and will you drip or not drip?

You don't have to drip. In our cases, we haven't found that we've lost any money from not dripping, but if you want to have some extra fun or if you want to have a lot of different content, dripping is an option for you. Go right now to membership/members, you have to Module 5, the fixed-term site, and you post your confidential answers.

The sales letter, **TrafficIgnition.com**, is going to charge three payments of $19.95 every 30 days. Our first pack Module 1and 2, so that makes sense there, and then sure we will drip that content. Go ahead do it right now. Go to membershipcube.com/members, go to the fixed-term site, fill them the challenge and complete four answers in the member's area.

Fixed-term is the best of both worlds of the single payment and forever continuity sites. Get your site dripped, get your recurring button, get your dashboard and I'll see you in the member's area. Thanks so much.

Module 6: Continuity Site

We're talking about continuity sites. It's what everyone thinks about when they think initially about membership sites. Work your way up to it.

We have fallen into this trap early on, starting too far ahead, starting with the continuity site and falling into some of the traps and I guess the biggest one is not charging enough.

What if you said, "I'm going to have a $5 or $10 a month site. I'm going to share one tip or I'm going to share one article." Even if you made a site that was $5 to $10 a month and filed it in with your best content, how big is your list? How many buyers do you have and what's the cap of that going deep?

You understand the thinking of this, of there's definitely out of all the people in your list or that you can reach on Facebook, or past customers, wherever you have, there's definitely some potential there. There's potential money in there that you can get.

What if you had a button for $2,000 for someone that could pay you $2,000 and meet with you once a week every week, four times? What could that hurt?

The worst that could happen is no one clicks on that button, buys, but what if even one or two people this year click that? That's extra money that you had for showing up.

What if you had a button for just $50 or $97 a month? If you only had 10 people in that, or even if you only had a 100 people in that, you think, "That's not a big deal. I only made $5,000 a month."

$5,000 a month just for showing up for one hour a month? That's amazing. Just $1,000 a month for showing up, just one hour every month. Continuity sites aren't our primary source fo income but this is extra money you can pull out for one hour a week (personal coaching) or one hour a month (Q&A group site) and get this extra boost to your existing membership site income.

There's a lot of bad advice floating around on the Internet and what people will tell you is, "We'll build up this residual recurring income."

Which we do think that you should do but they tell you to do it in the form of this forever continuity site. Whether it's $10 a month, $100 a month, $2,500 a month, whatever that is. We structured the pricing on Membership Cube for a very good reason. Recurring forever sites are difficult to sell. We see people fail online because they jump to the recurring site.

Their mindset is, "I have this site for $5 a month. Who wouldn't buy it?" The real question isn't, "Who wouldn't buy it?" It's, "Who would buy it?" I fell into this trap when I started. I used to put out low-end reports and I'd say it's $7, who wouldn't buy it? Then I'd launch it and I found out who wouldn't buy it, that's everybody. That nobody bought it.

The question is who would buy this? When you start trying to sell these continuity sites, the people that would buy your continuity programs are people that have already bought your fixed-term sites, have already bought your single payments sites.

Another myth people throw around online is that you need a funnel. You have to have your free product, your giveaway thing. You have to have your, "They'll never buy from you unless you give them a free gift." Then when you have the free gift, they'll never buy a $27 product from you until they bought the $7 product.

People get trapped in the low-end area. When you sell a good product at a high price and you make your sales letter the way we've taught you, you can make high-ticket sales right out the gate. We do it all the time. We have people that aren't on our list. We send them to our websites through advertising, they show up on our site. We say, "Here's Membership Cube. It's $1,000." They buy it. All day long, we don't have to give them a free gift.

That's the sales letter. We don't need to sell $7 and $47 products. We know what the market is looking for and we put that in front of them. The continuity site is different because it's harder to sell unless you know what you're doing and you need to let the majority of people get to know you before you can sell this product easily.

Sell some continuity programs. We approached this differently. You have two parts to whatever type of membership system you're building. You have the front-end which is its own WordPress installation and it covers things like your sales letters, your payment buttons, your opt-in pages and this is at your root URL.

What We're Building

We've been building TrafficIgnition.com and we'll add our coaching programs onto this.

Anything that we want public facing, anything that we're giving away for free goes into our front-end and yours as well.

We also have the back-end membership site. Once they get their product on the back-end. This is a separate WordPress installation. I think of anything throughout this course, the one thing that we really want to drive home for you is that you want to put these two pieces, the front-end and the back-end in this separate WordPress installations.

It's to get you out of all of these issues, about needing things like coaching programs, needing to figure out why things are running slow. Keep these separated. Just improve your sales letter right now. Everything that we've been showing you builds to itself and keeps everything separate for fail-safe reasons for you.

Today we're talking about a continuity site. If you think about what we've done in Membership Cube, we know how to build that single payment site. We know how to go to PayPal, create a "Buy Now" button which means it's a one-time payment in PayPal, how to put that on our sales letter, how to write a sales letter for it and then move them over into our membership site once they purchased that.

Continuity Site

We know how to build a fixed-term site. The key to the fixed-term site is it's like the single payment site except you can take multiple payments. The key is there's an end date to it. If you have a $100 product and you want to break it up into payments, you can do something like have the $19.95 every 31 days for five payments.

In module 5 we showed the double sales button built into Paper Template, single payment option and the multi-payment option. Multiple payments can build trust, so people will buy our $100, $300, our $500 products on payments.

They feel like, "I would want to test it out and see if it's something that I can learn from, if it's something that I like." What we find is our first time buyers, a lot of times will buy on these fixed-term deals while the people that have been around and buy consistently from us will buy on the "Buy Now."

Some people will always choose the single payment, some people will always choose the fixed-term payment which is why we encourage you to have them both and why we think that you should have them both as well.

Continuity sites take payments forever. Someone signs up for the program and they're billed every month, every 31 days, every 30 days, however you have that setup until they cancel the program.

There's a reason why we wanted you to have the single payment site, then the multi-payment site and now the continuity site because if you start with the continuity site, you're going to have a really hard time getting members in. Instead, start with the single payment site, now you can more easily sell that indefinite payment system.

There are two types of sites that we build as far as continuity goes. One is the coaching site. This would be somebody signs up to get one-on-one attention with you. Then we have the Q&A site. The Q&A site is the one that you should definitely get started with first because it's easier to get people in. With the Q&A site, you don't have to create the content upfront.

What happens with most people and with me when I started doing membership sites was I thought I can't launch my site because I need to get a year's worth of content built into my site before I can even sell it. The truth is that you're crazy if you do that. The most information you need in your continuity site is one month ahead of your earliest buyer. Why would you spend a year making content if nobody's going to see that content at all?

With a Q&A site, you need to create your content created before you start selling. These are sites where you show up and present a coaching call, answer questions, show your new techniques.

Your customers create a lot of your content for you. They'll have questions. Or, you can visit forums and see what people are asking, then answer those questions.

There's a caveat to not having all your content upfront. People launch their Q&A site and try to sell it for $97 a month, $47 a month and they can't figure out why it never sold.

People go to the sales page and you're going to get a coaching call and then nobody signs up. We'll tell you why that is specifically and how to avoid that pitfall.

The coaching site is where there's one-on-one help. For example, someone once came to us with Facebook ads running but not making money. They wanted to give us guest access to play around, add account on that. We would get access to their account.

One-on-one coaching doesn't mean they're hiring you as a consultant but you also aren't their employee. When you trade time for money, activities take longer than you anticipate.

It takes twice as long, two hours instead of one hour. You're only working for half your rate. The coaching site is where you meet with someone one-on-one and it's you and them, and during that hour, you can cover whatever needs to be covered and in a lot of cases where opening up our screens and clicking around and showing to you what we're doing.

They aren't hiring us and leaving for a week. You're similar to a doctor. You show up at an appointment and complete some tasks. The Q&A site, some people call this group coaching. Some group coaching, it's vague. Is this a class?

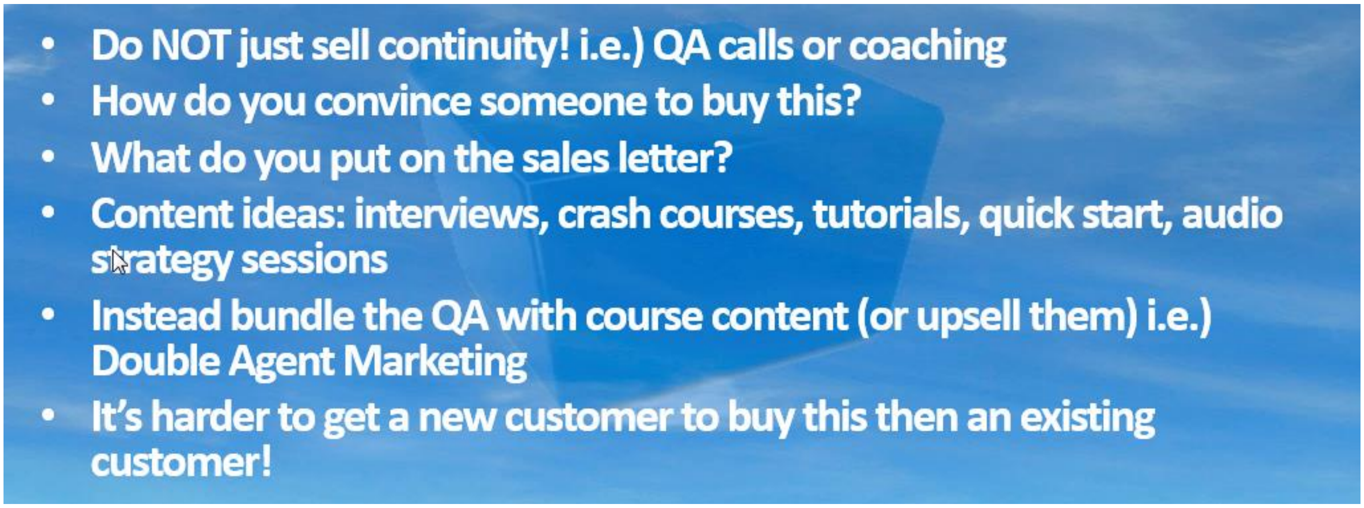
Most of group coaching is us talking about what things frustrate us. When creating a Q&A site, you're going to see the same issues come up over and over again and for those of you who are in a webinar monthly course or a Double Agent Marketing monthly Q&A site.

This Q&A site is almost as good as the one-on-one coaching but you're also not having to invent something new. This avoids the trap of coming up with a year content, inventing new ways to teach the same old things.

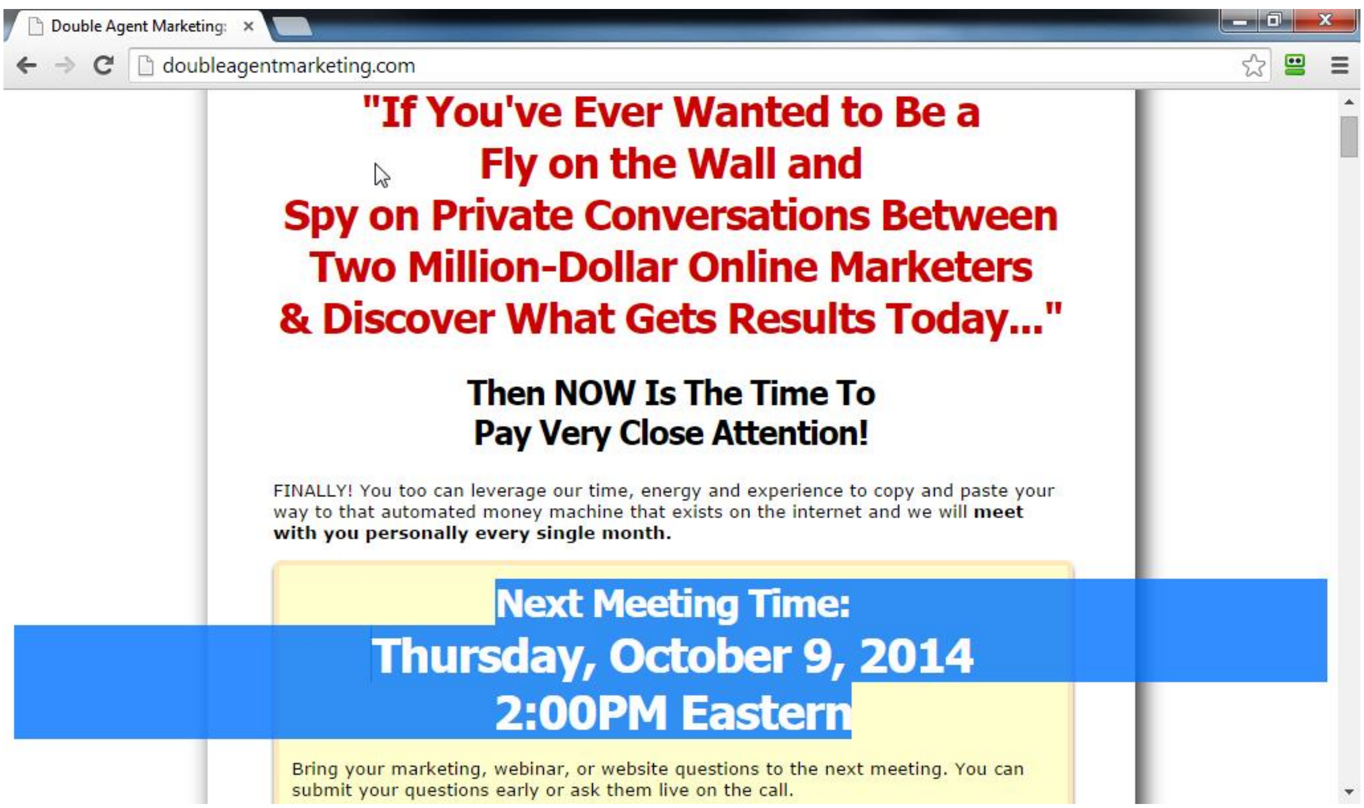
With this Q&A site, it's dissecting what's working for you for the past 30 days. I want to clear that up. Coaching site is one-on-one. Someone pays you a lot of money every month for you to meet with them like one hour a week. Then the Q&A site is where several people pay you and it's to meet one hour or maybe two hours every month.

Continuity Theory

How do you convince somebody that has never bought something from you, that doesn't know you, even somebody that does know you for that matter? How do you convince somebody to buy this?



What do you put on the sales letter? How do you structure it and what's important? View this as the customer, not as the person selling the site. What's important to you?When you land on that sales letter, you want to know if it's important to you. If it is, great. I'm interested in this. I want to know what result I'm going to get out of buying this product. I want to know how it's delivered and what it costs.



What do you put on the sales letter if somebody comes in, all you sell is Q&A calls? What do you put on that sales letter? It makes it very hard to sell especially if you're doing it through advertising, through different methods because that's it.

They go there and they go, "Every month, I'm going to get on the call. I don't know what the call is going to be about. I don't know if I like the way that you teach. I don't know if it's going to be you talking or I'm talking back." It becomes a really hard sale on a sales letter if you're selling continuity.

I've seen sales letters with bullet points saying: March Q&A. April Q&A. June Q&A. I'm looking at that thinking that those months doesn't exist yet. Am I supposed to get excited about you listing the name of a month?

I've also seen continuity sales letters over-plan. They'll say, at month five we have this great module. I'm thinking, month five? That module is so good that I have to wait five months to get it.

Maybe they put all the good content in month one, then on month five I'm going to be sick and tired of this person. Do you say nothing or do you say too much even though they can't even get at it until next year?

That's the problem with forever continuity. I'm dripping content in my continuity site to get everybody upfront. Do you see why I like dripping content works with fixed-term sites? If you're going to do it, we recommend you use dripping with your fixed-term sites.

They know, "I can pay it off right now and get it all or I'm going to make five payments of $20 and I might have to wait but I can move through it and that's the choice I made. Versus continuity, all of a sudden you're like, "In five months I get this and is it going to be relevant then? Is it going to matter then? Why can't I get it now? Can I pay extra to get it?"

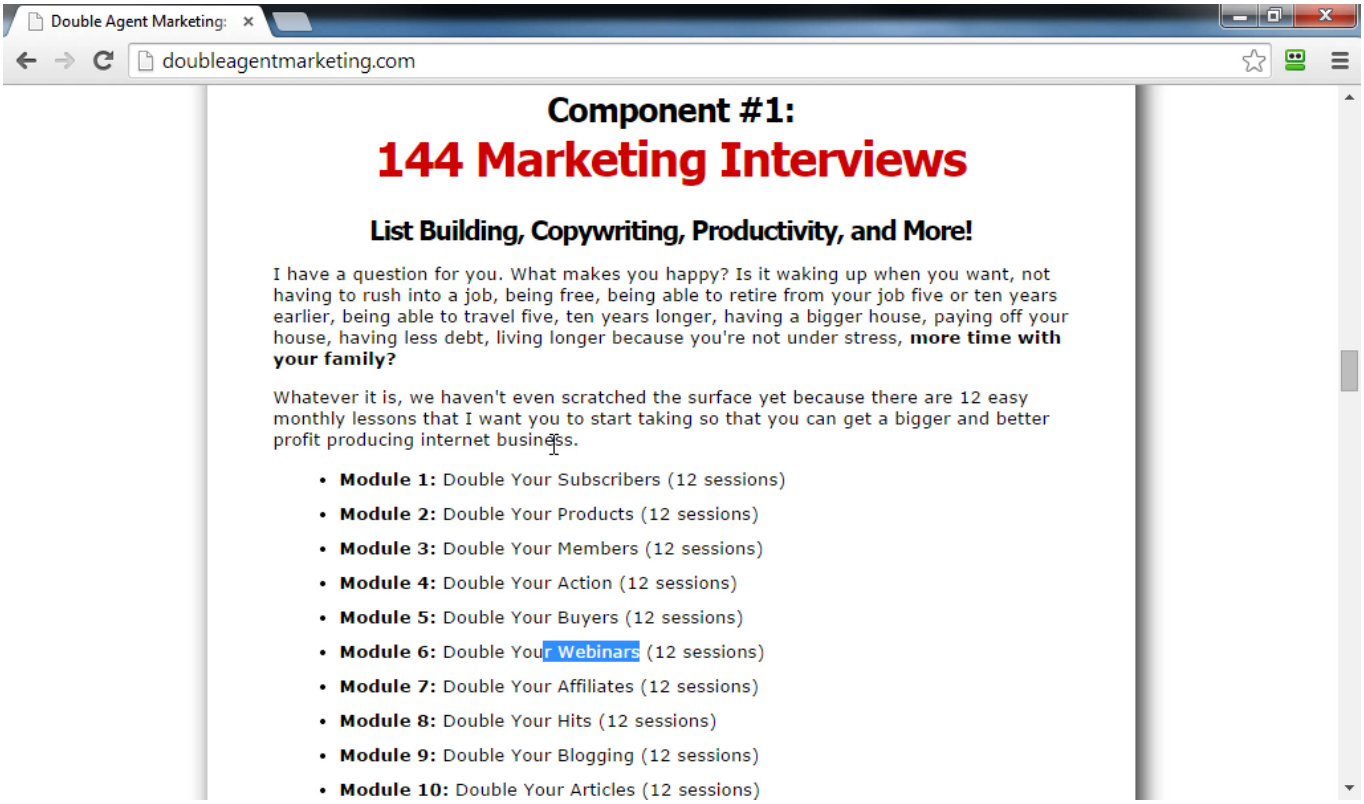
If I go to a site like that and I'm thinking, "In five months I get to learn about list building, it's $97 a month. Put yourself into the mind of the customer when you look at your sales process and your sales letters.

As a customer, I don't care about months one thru four. I want that list building module. Is it worth $500 and can I wait five months to me because what I do in my head as a buyer is I go, "It will cost me $500 to get that list building module which is what I really want." In my head now I think, "I have a $500 budget and I go look for a list building course that answers that question I have and that I can usually find it for cheaper and get it right now."

If you've ever tried to sell people into a continuity site and you're wondering why people aren't signing up, it's probably for this reason.

What do you do instead? First of all, here are some content ideas that we want to give you for continuity sites. For your forever sites, what do you use for content? What we like to use for our continuity sites, we like to use interviews. It's not hard to get somebody on GoToWebinar, get somebody on Skype, record or interview with other thought leaders in your particular niche.

You get search engine results on other people's names, you get branded with experts. If somebody doesn't know you but you have all these interviews that you've done with all these other people, your customers automatically think, this person must be a player because they know these different people.



Interviews are easy to do, quick to crank out. The other thing is make crash courses. If you're in self defense, make short 30 or 60 minute crash course. "Here is how to protect yourself using everyday items that are always on you. Your key or your things that you can carry in your pockets."

If you're in the language niche, "Here in one hour, the crash course that we'll get you by if you know these phrases and words on your next trip to Germany." They can get started quickly when they join your thing. You're going to have tutorials, the quick start guides and audio strategy sessions.

In audio format, we can describe our systems in detail because we know that if somebody listens to it and they can piece it together from the audio because we gave them everything, that's good. Most people think, "I need to see it. I want to know how to go through it."

With audio strategy, they still need the video to follow along. These are ways to create extra content.

This is all about hooks. We're talking about copywriting because as you're making these content or planning on what you're doing, you're going to want to keep in mind that, "How am I going to put this or explain this in a bullet point or some kind in the sales letter?"

I've joined sites that would say things like, "This video is Setting Up A Squeeze Page Part 17." Part 17? I'd have to watch videos 1 through 16 to catch up.

If you're thinking about it and for those of you who are in our Double Agent Marketing site, our interview are 20 minutes long. It answers one specific question such as, "How do you bring a dead list back to life? What's an easy three-part follow-up sequence?"

Then the crash courses that we have, they're not just videos goofing around. Fit interviews into 20 minutes. That way it's our video on Kunaki which is a DVD service. We have a one-hour video on putting a book on Amazon Kindle which is a digital book service.

All these little things that don't necessarily fit into any of our other courses but they're not open-ended. It's not like you have to watch 10 different things and string them all together. We see a lot fall in love with generating more and more content. They're almost addicted to making new videos but you still want to be helpful.

Your interviews need to solve a problem, your crash course needs to solve a problem. If you have a one-hour Kung-Fu, one-hour Jujitsu, all those little things were inside of a whole course on self defense. If they were joining for that one video, then it would still make sense for them.

Instead of selling the continuity, the Q&A calls, or the coaching, bundle the Q&A calls that you're selling or the coaching calls with content.

You can upsell them. If they buy your fixed-term site, then you can upgrade them because they've already got some content but you don't want to have somebody buy and then get nothing and they have to wait a month until the next call is coming on.

Bundle interviews, crash courses, tutorials, and quickstarts with your Q&A calls. If you think about it, now it's an easy sale. It's harder to get a new customer to buy this than an existing customer. Always on the continuity, that's the way it is. Here is what I want to show you right off, an example of this.

Go to DoubleAgentMarketing.com. It's a course that is a continuity site forever, it's the Q&A model that we're talking about. We meet once a month. On the sales letter, it says when the next meeting is going to be so they can always tell.

If we were bad marketers, we would only say: our next meeting is here. Let's meet and get to it. Instead, we give them all kinds of things. If they join and the next call isn't for two or three weeks, why would somebody want to join your site when they don't get anything?

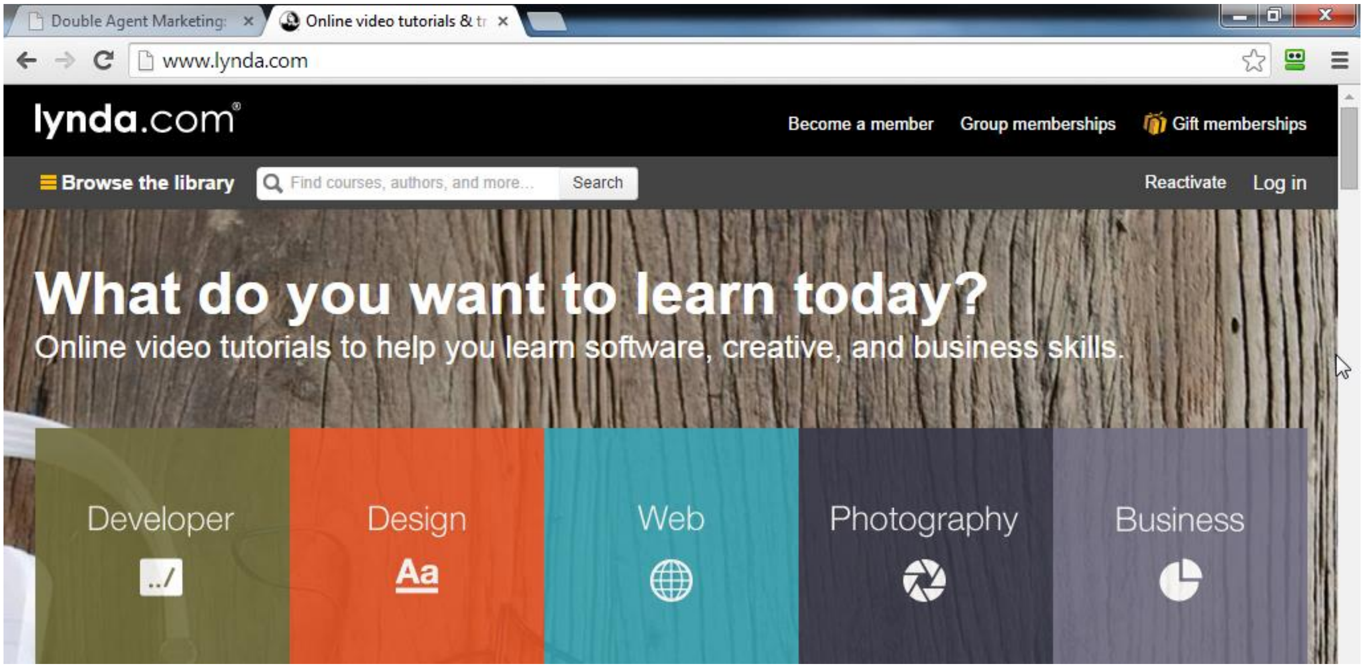
Instead, we give them right upfront 144 marketing interviews. We show them what's in it: subscribers, products, members, productivity, how to increase your buyers, how to have better webinars, what's important to them.

As soon as they join, they get all these interviews. They can consume them right off the bat. They get 12 marketing tutorials about Kunaki, WordPress, Wishlist Member, Gmail, YouTube, Pixlr, PowerPoint. They get interviews of us talking to different marketers. Mindset calls: be more productive, get over your problems, improve your mindset.

They also get 12 Q&A calls which are more now. We give them the calls that we've done right upfront to them, they get access to this Facebook accountability group and then we total it all up for them. Think about this.

If they're saying, "For $47 to get access to the live Q&A call." That's what they came to buy, that's what they read through but now they look at it and they go, "I get these other things upfront." Before they even get it. For $47 I would have the Q&A call, now I get all of these interviews, these mindset calls, the Q&A calls and this accountability group." It becomes a much easier sale than saying, "We'll meet once a month. Come to that."

That monthly call is almost a bonus to what they're getting because what they see are the bonuses. They're on the continuity thinking, "I get these calls where I can get my questions answered, it becomes a much easier sale than join my group coaching program."



There's a site called Lynda.com that's $25/month. They have videos on Photoshop, on photography, on Audio Acrobat, any kind of software or any programming language you want. Not everyone is not going to buy into this site but for $25 a month, what would the cost be for me to buy all these different things separately?

1-4-15-80. What this means is that these are percentages of your list. If you have a list of 100 buyers, pretty small list, then 80 of those buyers are going to buy something low ticket. Something $7, $20, a plugin, or like a small course and like that. That's fine and that's how you get those initial sales.

The top 1% buys everything you put out like your monthly continuity site. 4% of people join our live courses. 15% buys the remaining high-ticket products, sometimes on recurring payment plans.

You look at this and think, "Only 1% of my list is going to buy into my monthly site." If you only have 100 subscribers, you're only going to have one person buying your monthly site. We see people where they have a small list, they only get their one person buying their recurring. "I think they're doing terrible." No, you're doing great.

If you have a 1,000 buyers and you have 10 people in your recurring site, whatever your price of that, if that's $1,000 a month, $2,000 for you, that's extra money that you wouldn't have had otherwise and it's one hour of you showing up. This is the way at least what we've seen from our list.

The top 1% of your subscribers are going to join but it's not that much extra work for you to pile in the things that don't necessarily fit in your other courses.

Start with a single payment site and move your way up because what you're ultimately looking for is getting to this 1%, finding out who those people are on your list that are going to buy everything or going to join your high-end coaching program.

Find the 1%, you may never get there because you almost think of this as your funnel, this low ticket to the high, to the live, as far as the type of customer that you're trying to draw out.

How do you setup the continuity site? We know that why you want to do them, how you're going to set them up, the next thing is setting up the technical part of the site. If you want to create one, what you're going to do is go to your back-end, your member's area and you're going to create a new level.

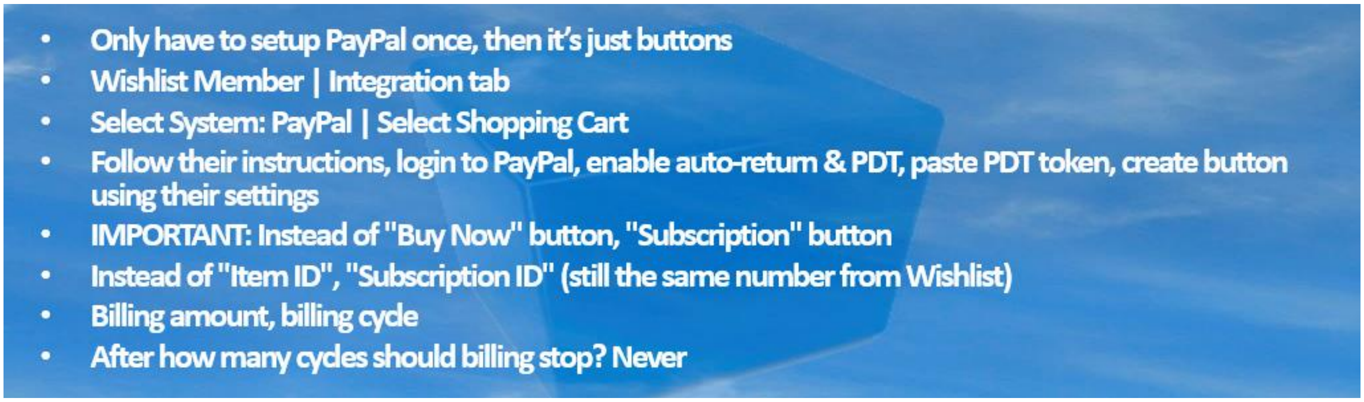
We recommend you call this level "Silver" for example. What we have is we have the "Silver", the "Gold", and the "Platinum" level to our continuity sites. We put everybody when they join for example, Double Agent Marketing goes on the Silver level.

If you don't have any other levels, make a Silver level and here is why. Two reasons. The first reason is that if you want to add in higher paid levels with more services, or more calls, then it makes sense. You have room for a Gold, Platinum, Diamond level, so you can build it in later.

Continuity Button

The Silver level creates curiosity. For the longest time, all that we had in Double Agent Marketing was a Silver level. That's all we had, it was the Silver level.

What we found was people notice they were on the Silver level. Why? We put that on the buttons. "You're in Double Agent Marketing Silver."



We started getting inquiries to our email, to our helpdesk saying, "I love the Silver level. How do I get on the Gold level?" There was no Gold level, there is no Gold level. When we have enough people saying, "I want to pay more to be on the higher level" that didn't even exist, then we knew it was time to start building in higher levels and better levels.

Create that level called Silver so that it becomes your continuity level and so that it creates that curiosity for people. The next thing is how do you make the button. It's easy. You change the button on your sales page or in that upsell to be up forever, type a button.

You have the level and you have that button like we created in the fixed-term module and like we created in the single payment module except for this time it's going to be a forever button that links to the silver level.

How do you create this button? We already setup PayPal. Make a new button, the same as in the fixed-term and single payment modules. Go to "Wishlist Member", setup your level and go to the "Integration" tab.

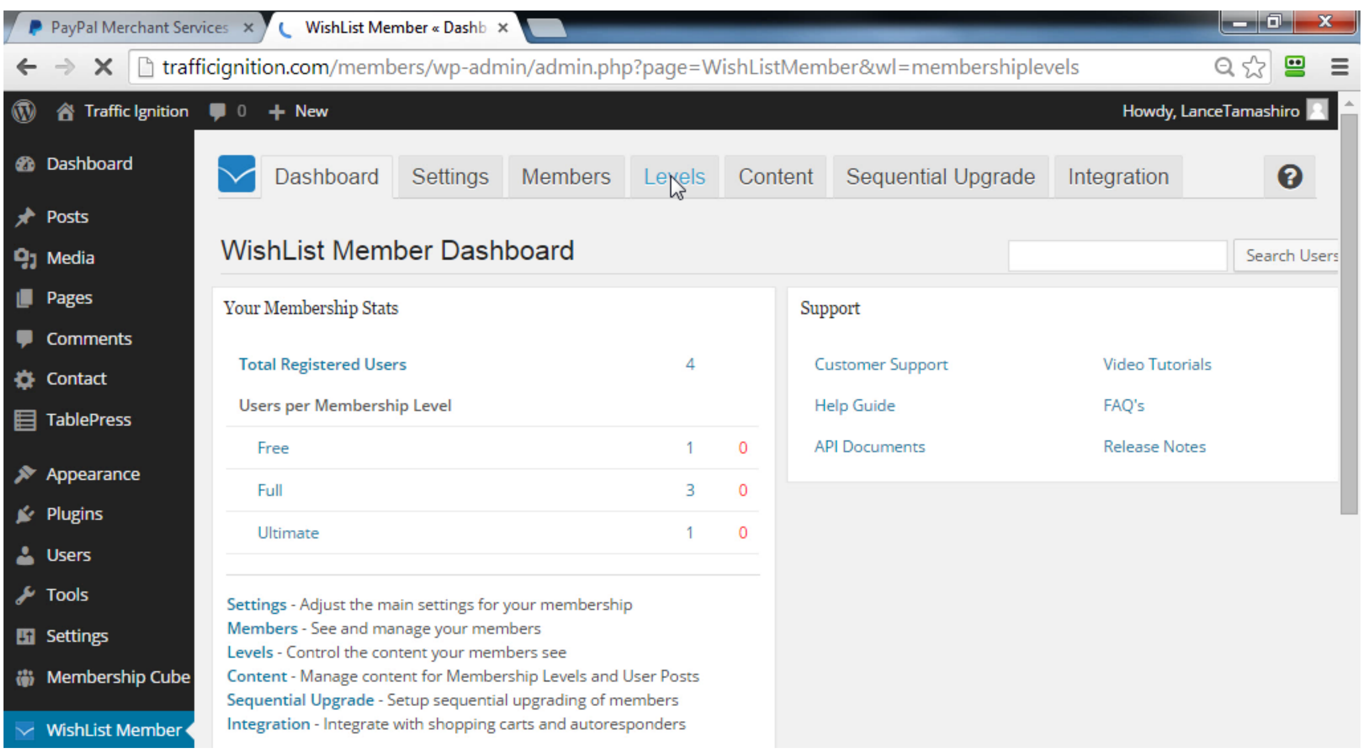
You select "PayPal" as your shopping cart, then you follow the instructions. You login to PayPal, you already should have your auto-return and PDT setup. If you haven't done this yet, go back to the first module because we do this step-by-step. You should have setup the auto-return and PDT token.

Instead of a "Buy Now" button, we'll setup a subscription button. The only difference between this button and the one that we setup in the fixed-term module is this one's going to go on forever until they cancel or they ask us to cancel the payment for them. Instead of "Item ID" again, it's going to be a "Subscription ID." This is the number that you get out of the Wishlist integration tab.

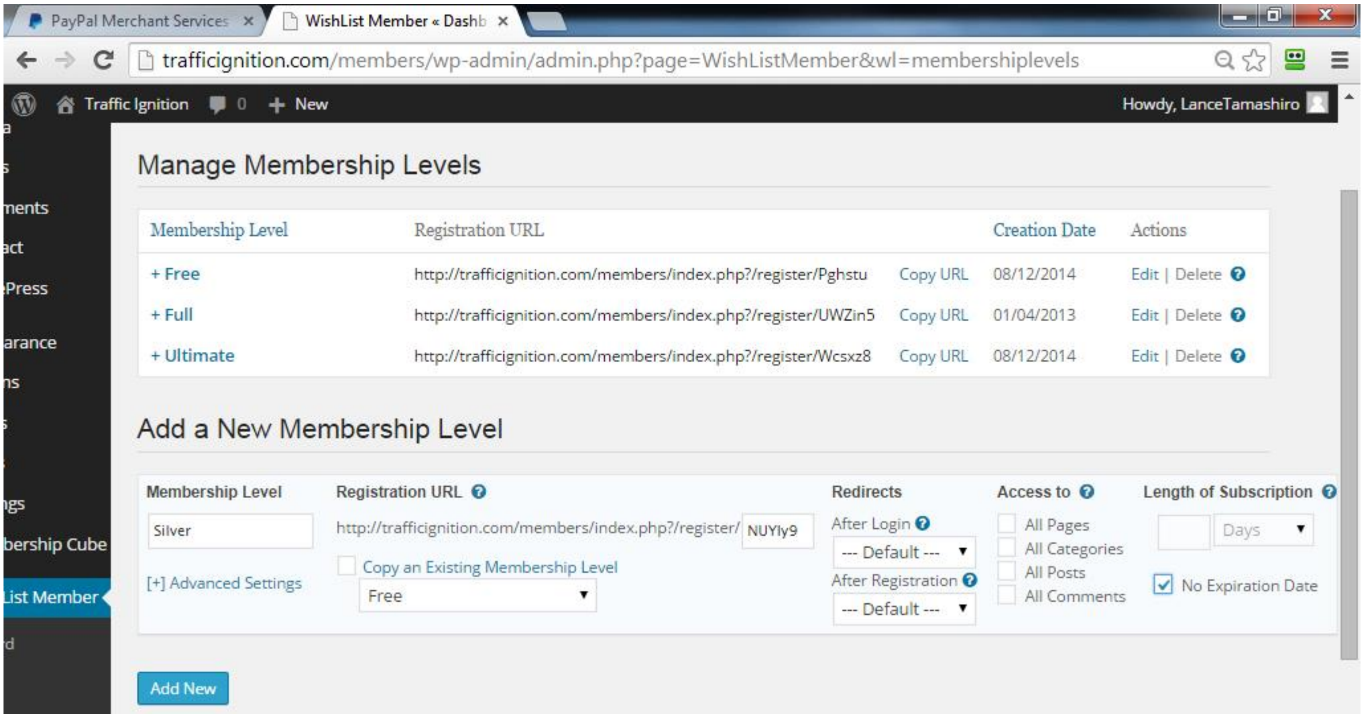
We'll enter the billing amount, "$47", billing cycle, "Every 30 days", and now this is the one that you're going to really want to pay attention to. PayPal is going to ask you like in the fixed-term module, after how many cycles, "How many billing cycles should I stop the billing?" This time we'll choose, "Never" because this is a continuity program.

Once that's setup, then it's the same as we've done in every other modules. Let's take a look at this really quick. You go to your PayPal account, that's the first thing and always in your PayPal account when you're dealing with buttons, you go to "Merchant services."

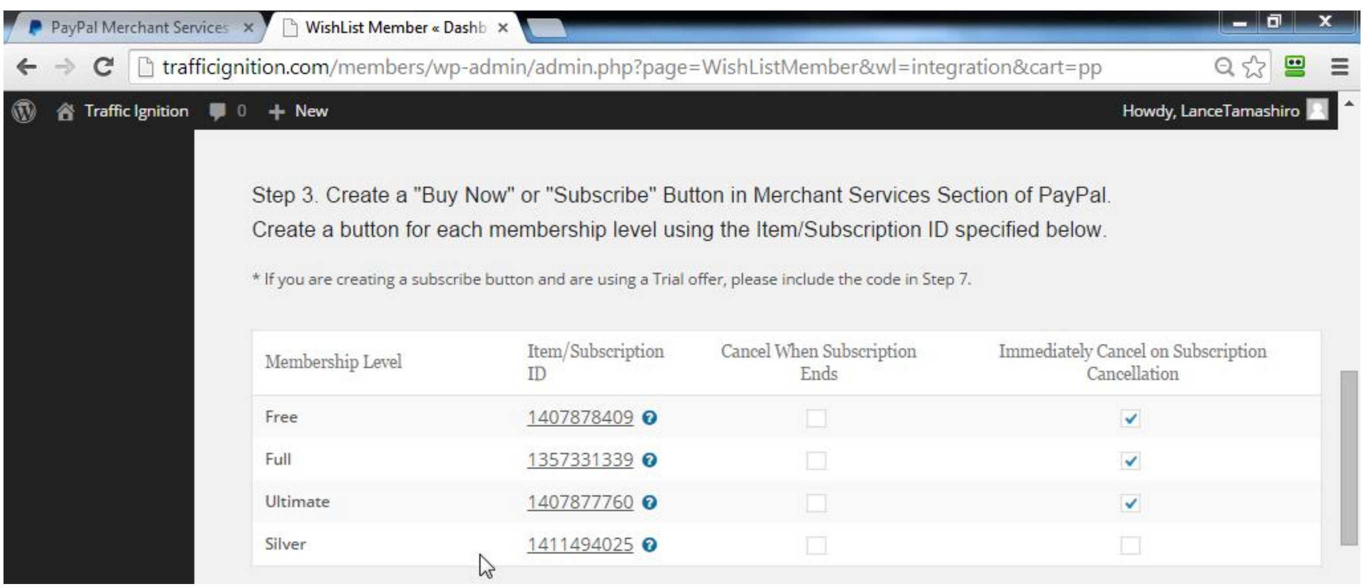
Login to your URL, your back-end. Ours is TrafficIgnition.com/members. You always setup your levels and your membership information on the back-end, your buttons go on the front-end. We'll go to Trafficiginition.com/members. What do you do? You to go your "Wishlist Member" and you can start at the dashboard.



It gives you the overview and that will give you the tabs across the top. The first thing we'll do is we need to setup our Silver level. Go to "Levels" and what we'll do is where it says, "Membership levels" under "Add a new membership level", we'll put in "Silver" and then the only thing that you're going to want to check here is "No expiration date."

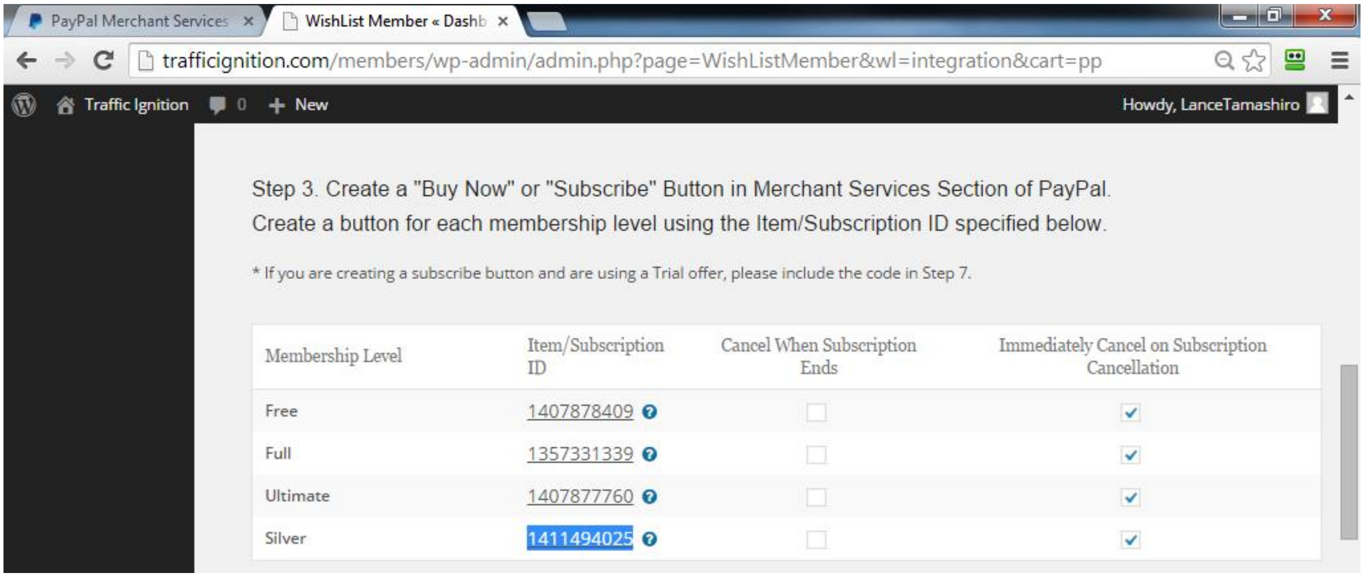


That means they have access as long as they are making payments. You make your Silver level, you make your no expiration date, click "Add new" and once you do that you should see at the top under "Membership level" your new Silver level. Create the button.



Like all buttons, go to the "Integration" tab at the top right. Select system, PayPal, click Select Shopping Cart. Scroll down to step three. It says: Create a button. We have our Silver level. Grab the number next to it.

Click "Immediately Cancel on Subscription Cancellation."



That brings up a point as I know that I was stressed out about this earlier on. I always thought, what if someone joins my site", a forever site, they stay for six months and then cancel? Do I have to give them that six months of videos they had when they were in? No, you don't. They're in or they're out.

There's all kinds of sites where I join and if I'm not paying, I can't get in the front door. That kept me from creating a "forever" site. To keep it really simple, they're in or out.

They're in, it doesn't matter how. If they paid for one month or several months, if they're still paying, they can still login to this level. If they're not paying, they can't get access to that level and it makes your life a lot easier.

It makes it simpler. If they bought the Full package or the Ultimate package and then joined Silver, they still will have access to the Full and ultimate even if they cancel from their Silver. It makes it pretty nice where people can try that out, then they'll still have access to the what they purchased.

You need is this item subscription ID and go back to your PayPal account. You always click "Merchant services" whenever you're doing anything with buttons and we create our buttons. First you find this button that says, "Create payment buttons for your website." Click that and find the "Subscription" button down at the bottom. Click "Subscription."

It always asks, "Do you want to have a trial period?" This is one of those things where it's really tempting and I think it ties into us all being afraid of charging too much because we all think, "If I have $50 a month site but I put a $1 trial on there, I'll get 10 times the buyers."

No, you won't. It's always going to be tough. You're only getting the 1% to buy your continuity site. The trials have never worked out for us. What we end up with is it still takes a little bit of marketing, still takes a few follow-ups and maybe a pitch webinar to get them in that monthly site.

You end up with tire-kickers and most people drop out. A trial at any price, whether it's a dollar, or less on first month, seven days for free, has never been effective for us. None of those "tricks" worked as well as saying, "Here is the monthly payment."

I've worked on two big launches with trial offers. They said, "For $1, you get the first month for free." They gave everything upfront in the first month.

They said, "You get $10,000 worth of my products, you get everything for the first month for $1 and then you're going to be billed $97 per month." Here is what happened and they won't tell you this but I was on the back-end and saw it happen.

It was they only kept 10% of the people that stayed on for the first month. 90% of the people sign up. Many people signed up for the $1. Why wouldn't they sign up for the $1 and get all their products and then quit?

Here is the reason why I believe they had such bad retention rates in this program. The reason is because if you give for $1 the first month trial, all of that $10,000. How do you make the $97 look like it's worth anything?

For $1, you gave me 10 courses or $10,000 worth of products. Now you're going to bill me $97. I already got all of that. What can you give me that's any different to stay in? You get in this position where you undervalued yourself. You've taught your buyers that all these things are worth $1, now you're going to come up with something that's a 100 times better to make it work the $97.

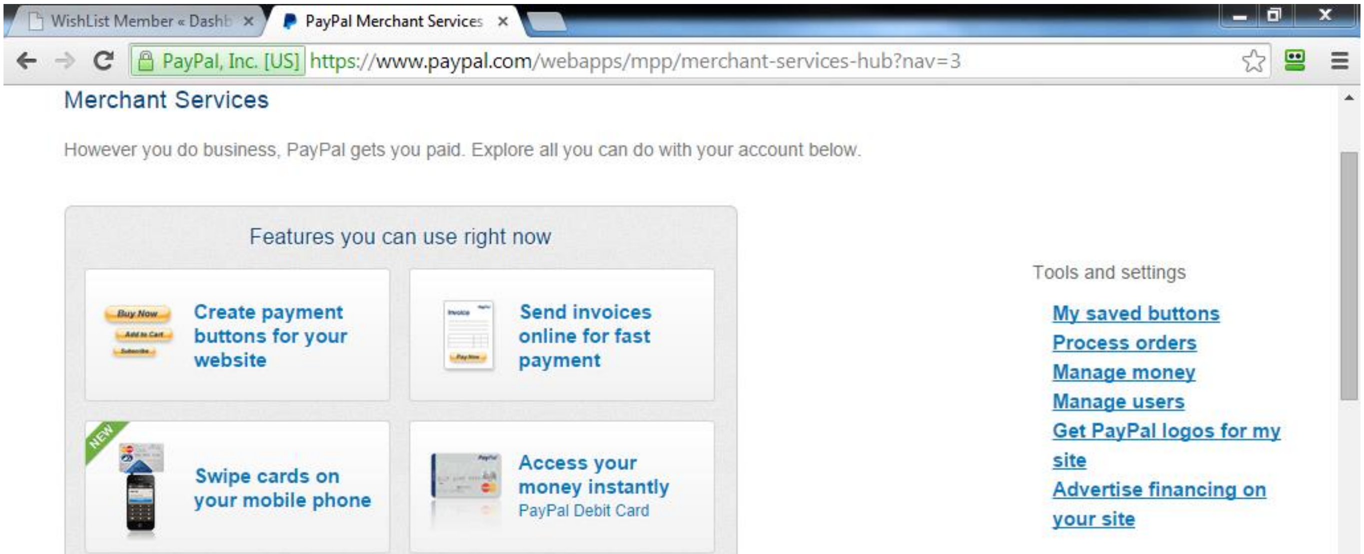
That $1 trial never works out. What will happen is people will say, "Well I have a 1,000 people to sign up for my $1 trial" and then they run the numbers for you but they never tell you how many stayed in.

I've joined membership sites using the "pile-on" model. After joining, there was no time to download, watch, or use all the content before they billed you again.

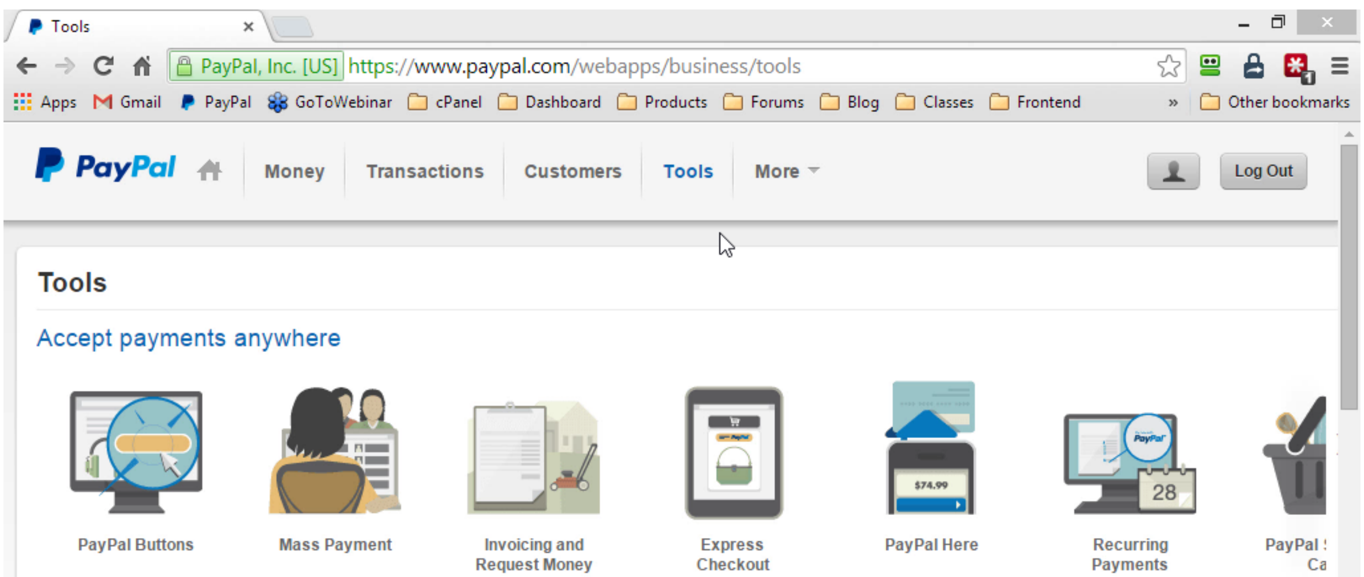
It gets to a point where if your timing thing is right so that something comes up before they're billed again, it crosses the line between suddenly you go from being helpful to you're playing a shell game. You're trying to do this little trick. That's why we like this Q&A call model.

The real reason you want them to join is so that they can get their problems solved. If someone is paying $100 a month and even if they come on and they ask for one question and get their one problem solved, if they don't ask the question and they see what someone else's problem is or they see what you're doing, then boom, it takes one of those items to be worth $500 or $1,000 extra in their business that month.

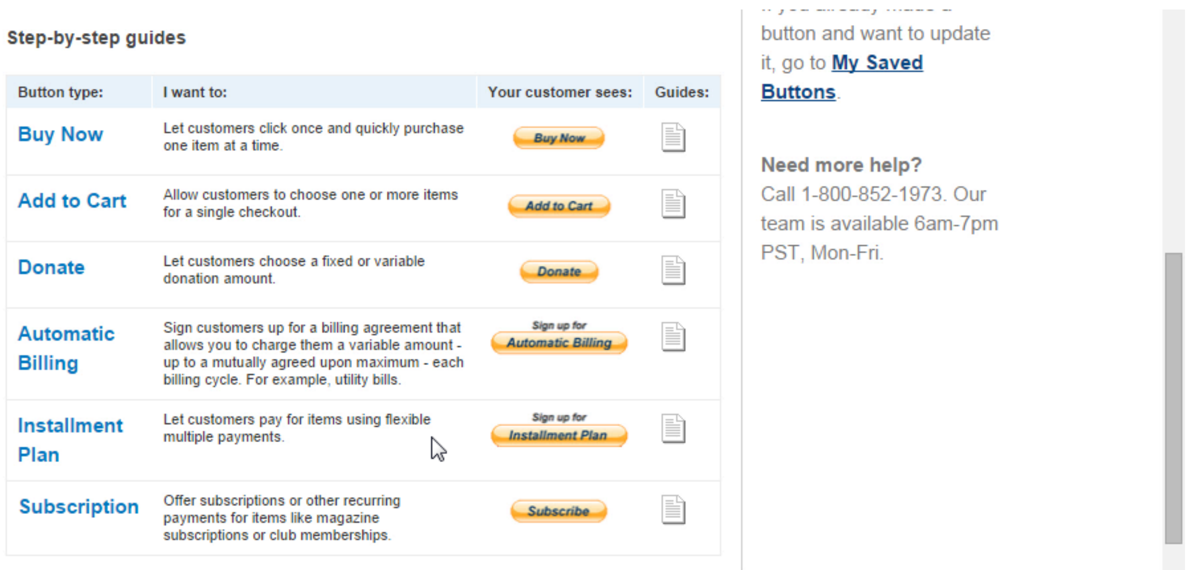
That justifies the purchase but it's hard to sell that Q&A call when they joined because it hasn't happened yet and they have to trust you that it's going to work out. The starterkit or somebody's interview, things like that, that's what used to get them in the door and that's what you're used to keep them occupied in between Q&A sessions. You put these videos in there but it's not like they're piling in like a thousand different things to fill a space or to keep them busy until their credit card gets hit.



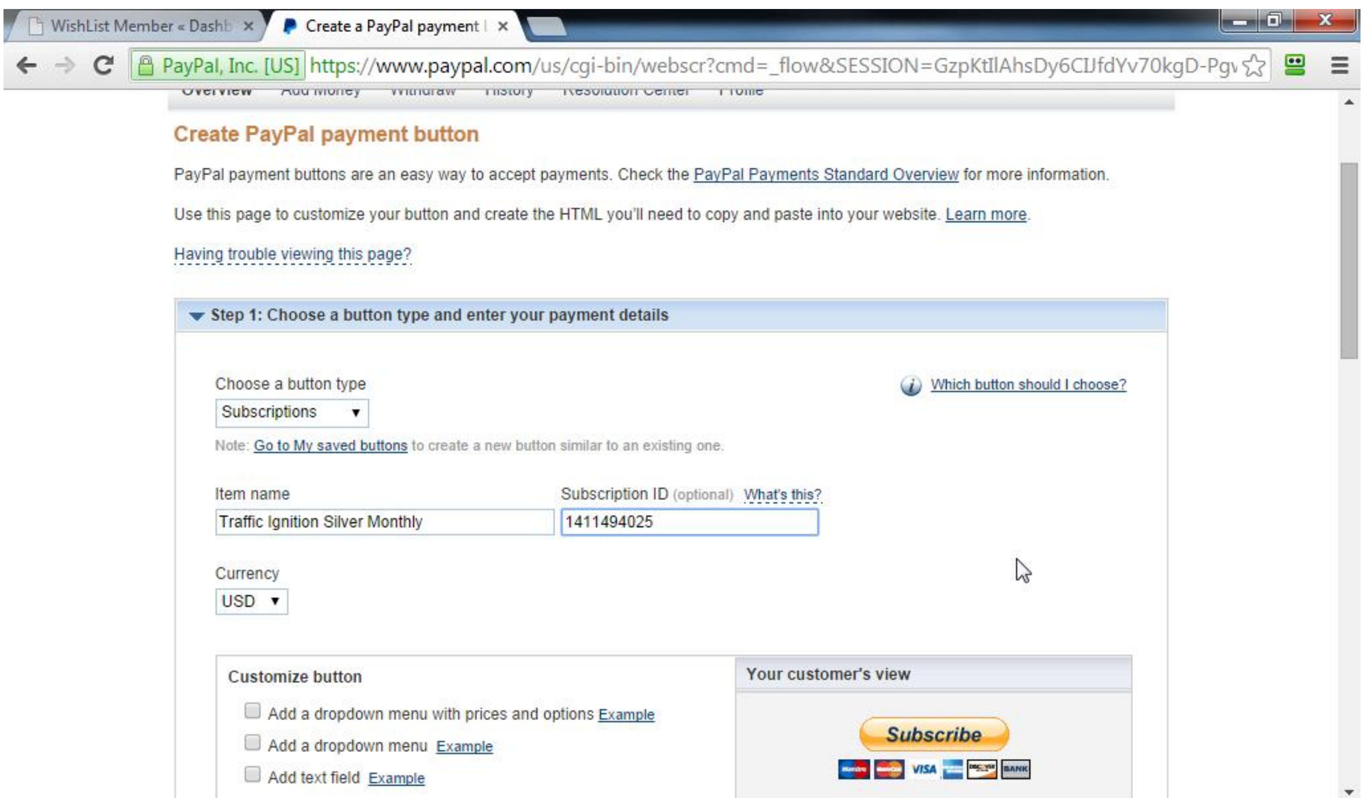
That's a very important distinction. The buttons. You're in your "Merchant services" tab in PayPal. Click "Create buttons for your website" and want to scroll down and we want to create a subscription button.



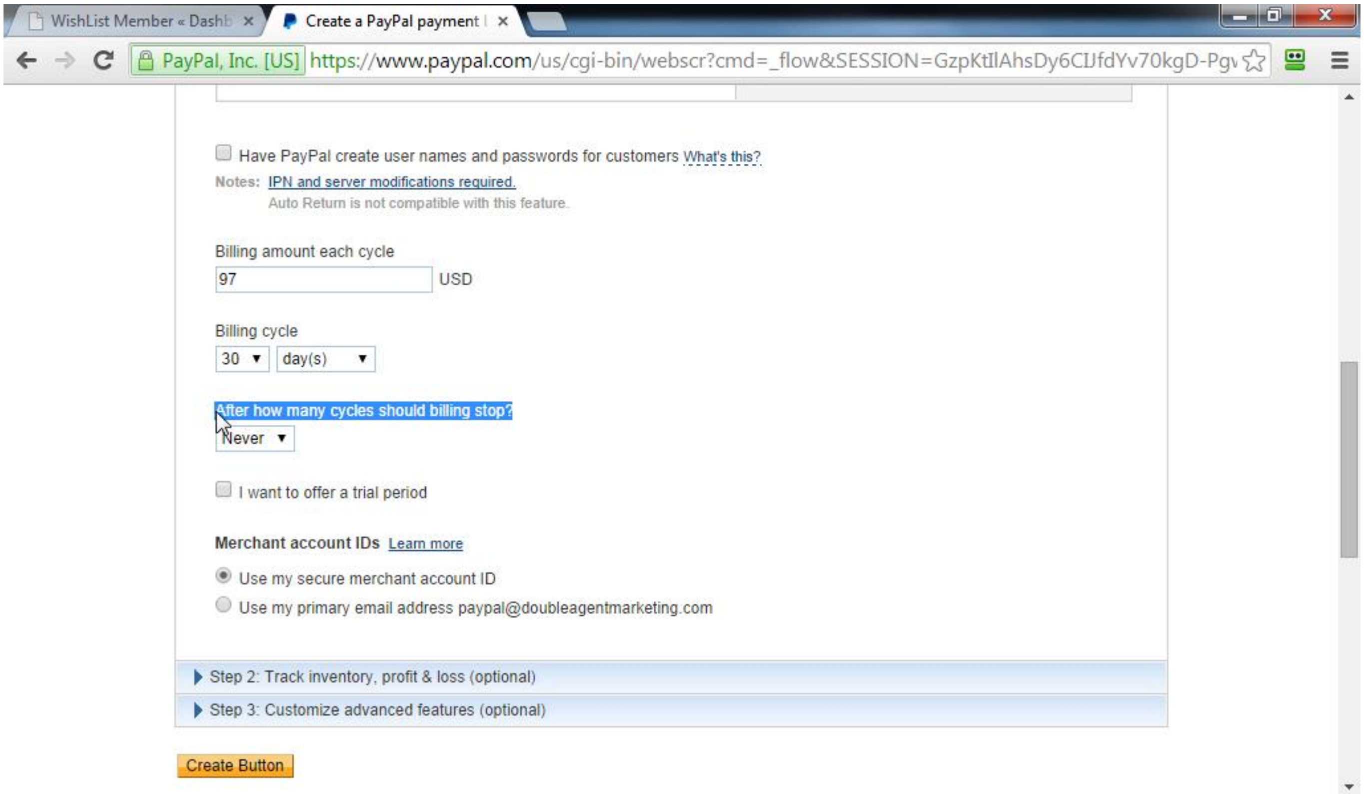
If you don't have a Merchant Service tab, click Tools, PayPal Buttons, Create a Button, Create New Button.



Make sure your button type says, "Subscription." Then "Item name", we'll call this like always, the name of the site and we'll call it "Silver."

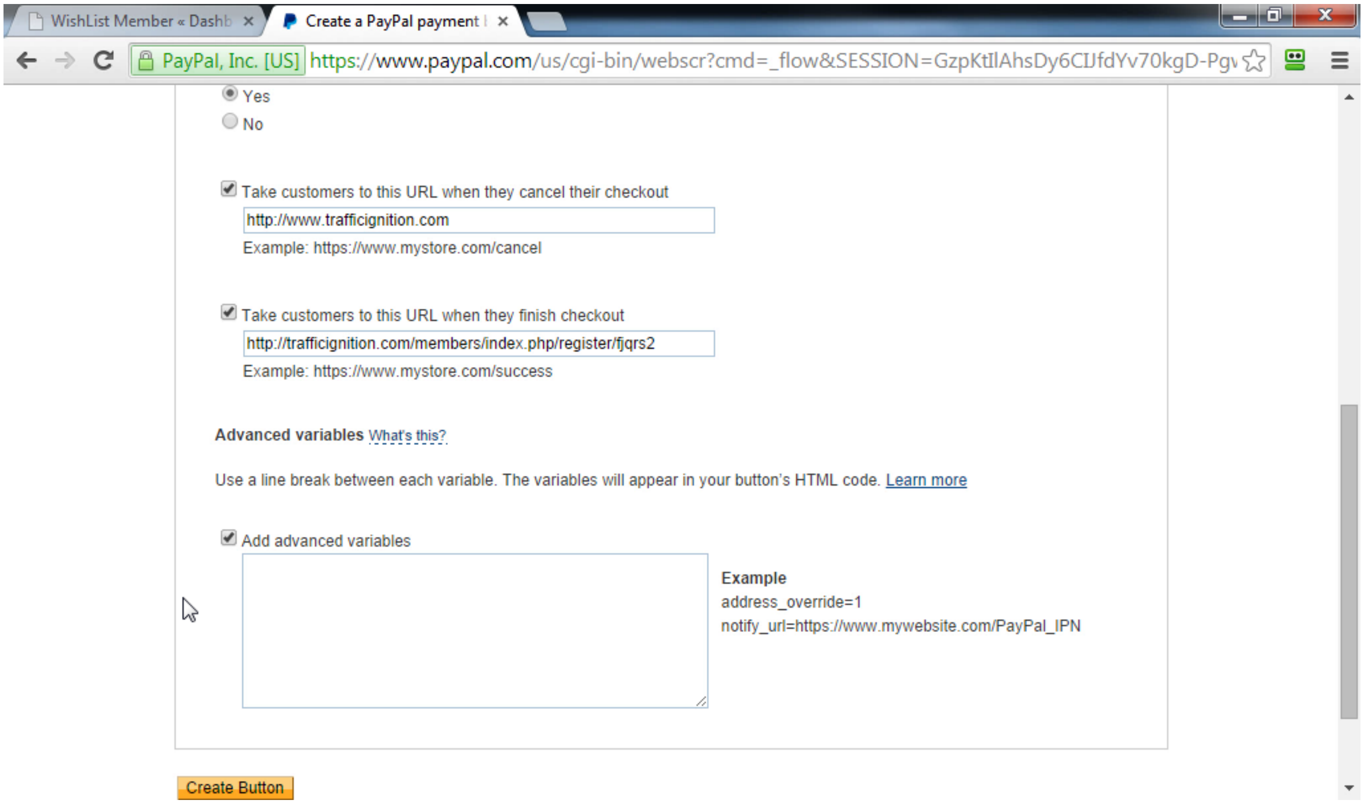


Add the word "monthly" inside the name because they're going to be billed forever on a monthly program. If you name this "Traffic Ignition Silver", when people get billed again will ask, "Why are you billing me?" If you name monthly, they know right off the bat that it's a recurring payment.

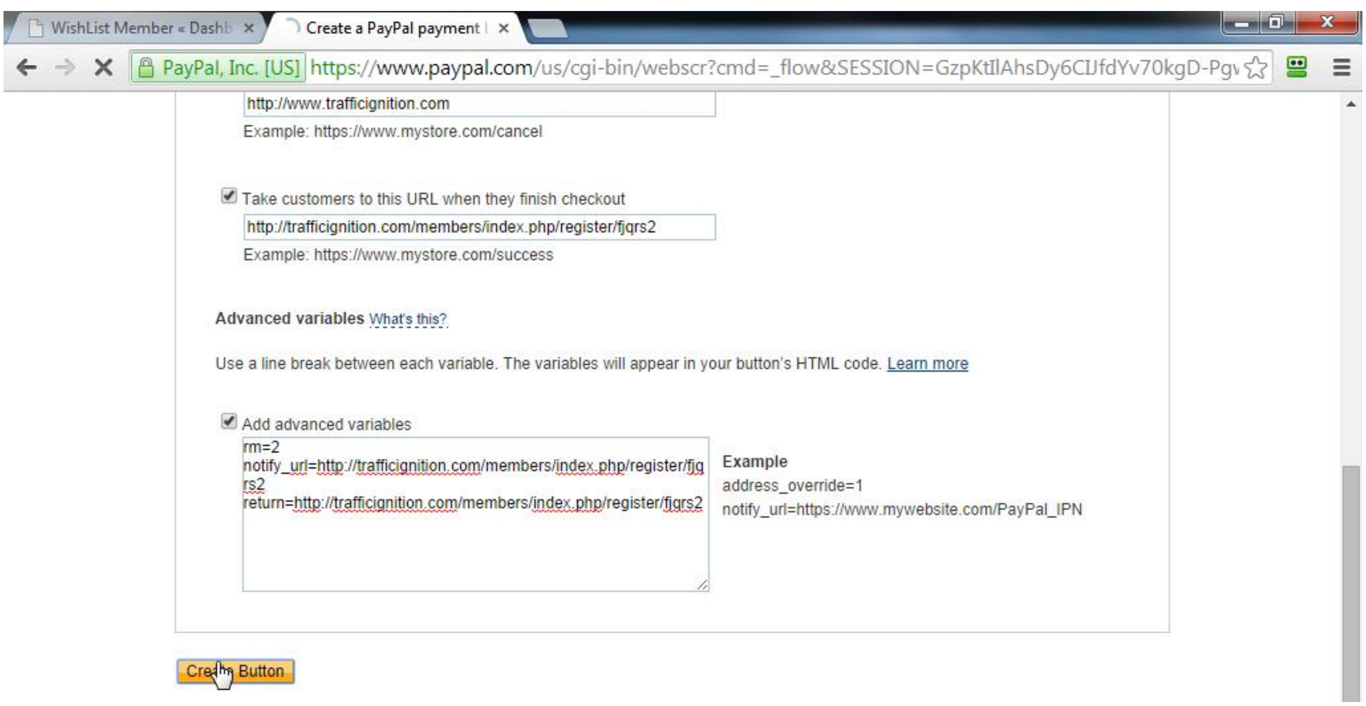


State the number of payments or the word "monthly" in the product title itself. You see us do this on all of our payment plans. If it's a six-pay, we put six payments. That way when they go back to their credit card or they go back to their PayPal and they're like, "What is this?" They see they signed up for six or five payments, or a monthly subscription.

It's this one more thing that protects you from them going, "What is this?" Always put that in. Your subscription ID, that's what we grabbed. That's our "Silver level item subscription ID" and scroll down and you want the "Billing amount for each cycle." We'll put "$97." Our, "Billing cycle", we'll put "Every 30 days."



Then this is the important part, "After how many cycles should billing stop?" This time we want, "Never." We don't want any trial periods. Then click at "Step 3" because we want to make sure that when they buy, they're able to join right up to the membership site. Click that "Step 3."

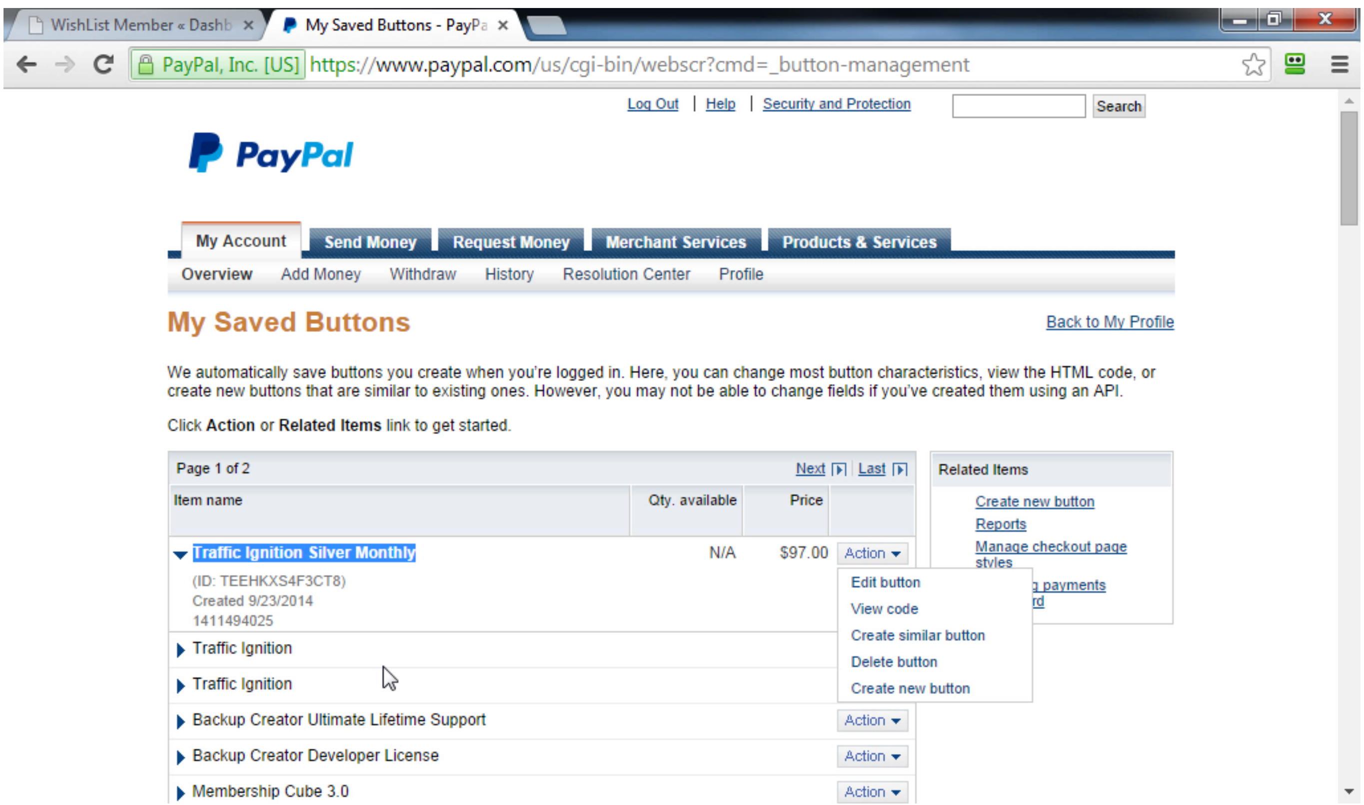


Take customers to this URL when they cancel their checkout. We'll take them back to the sales page. If checked out or if they want to look at the button, we always want to send it back to the sales page. Take this customer to the URL when they finish check out. We need to get this back.

That's in "Step 4" in our "Wishlist integration" tab. We'll right-click and do "Copy link address", and we'll go back to our PayPal tab. We'll right-click and paste that in. Then we have this advanced variable section we need to fill out. Click the checkbox that says, "Add advanced variables."

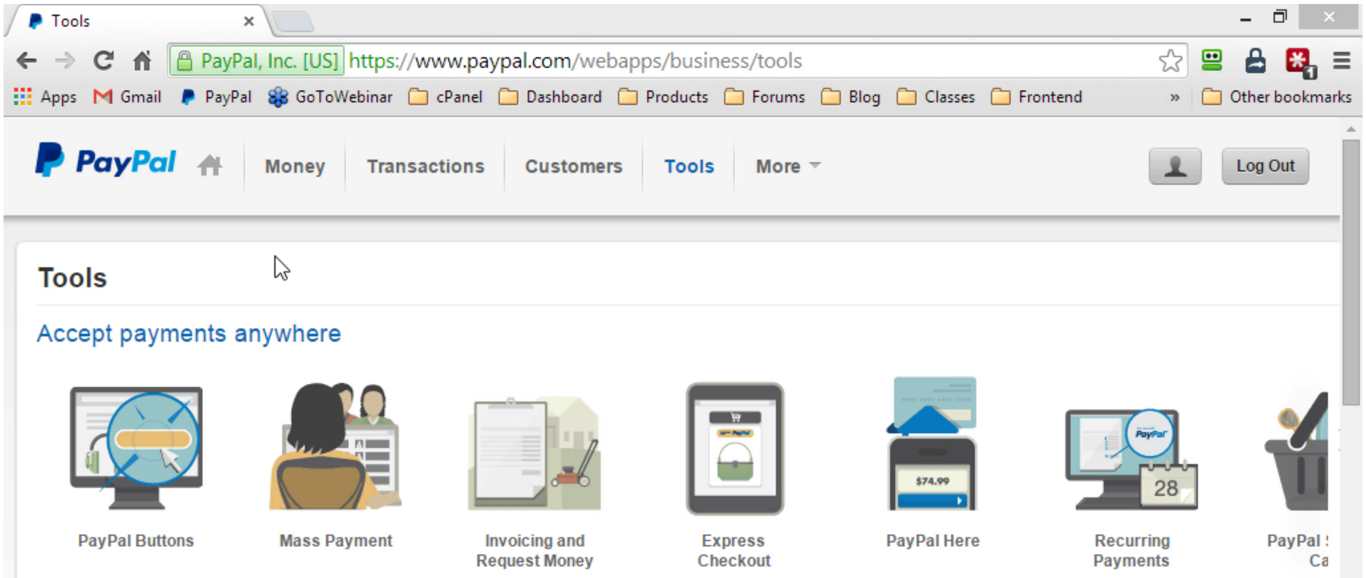
Go back to our PayPal integration tab and we'll copy out this information and then we'll paste it in. Click "Create" button and like we did in the single payment module and the fixed-term module, we want this email link that we're going to put into our Paper Template if it's on the front-end, or we'll put into our table if it's our upsell. You paste it in and now when people buy, they're put on your continuity program.

Like we did in the earlier modules, you can create that button with the penny test, have somebody test it out for you, see that it all works fine, the exact same process we did in the previous two modules, then you update the button inside of PayPal by going back into your saved buttons.

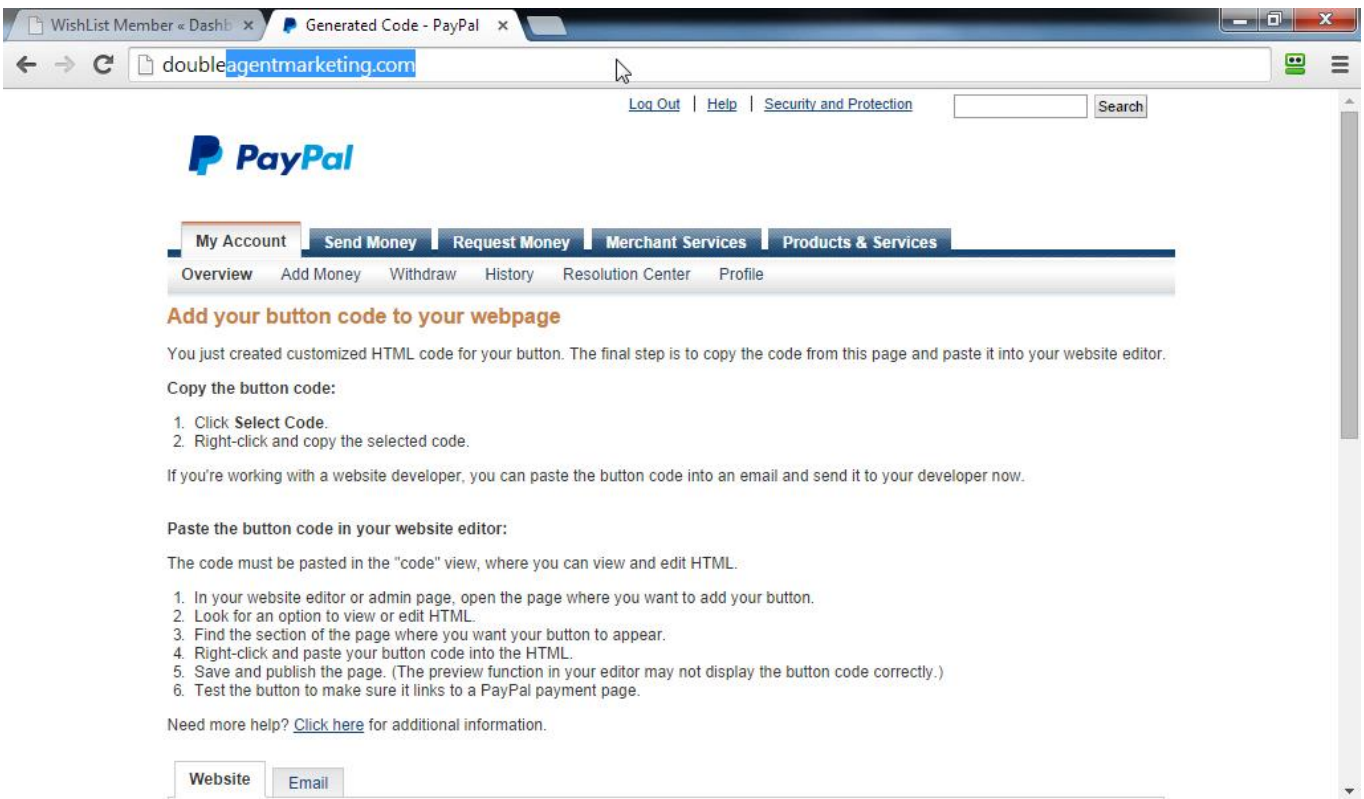


Once you're there, go to Merchant Services, Saved Buttons. If you're back at "Merchant services", at the right-hand side you have My Saved Buttons. If you want to raise your price, test your button and lower the price, you go back to "My saved buttons", then it will list all of your buttons.

If you don't have a Merchant Service tab, load your buttons by going to Tools, PayPal Buttons, Create a Button.



Find the one you're looking for, "Traffic Ignition Silver monthly", click "Edit" button and then all you have to do is change the price.



You can make that $197. Save changes and that will update your button for you. You don't have to test anything, you don't have to change anything else

On our continuity site DoubleAgentMarketing.com, we don't hide our price and neither should you. If it's a single payment, or if it's a fixed-term, you're going to lose sales if you hide your price.

Scroll to the bottom, the "Order" area, we're clear about what price you pay today, what you get today and then how often you're rebills. Before we said $47 every 31 days. If I were to go back and update this, I would even list if they bought today, what exact dates it will re-bill them the $47.

$47 a month sounds simple to you, if someone's only glancing at this, they'll wonder, is that $47 one time? Is every month going to be $47? Is it the first of the month? Is it 31 days?

It's important to clear about this. You wouldn't want this button to not have a price. Then they would have to click over, load PayPal, see their check out page and then click the "Back" button.

They're switching back and forth so make it super clear so it almost feels like they're locked in, they're grandfathered in this price. That leads me to the next thing. We have these things for selling. There's the meat of it which is, "Here are all the things that you're going to get." Logically you're like, "You pay me money, get these things in return."

Then there's the little marketing gimmicks to give them an extra boost. When you're doing a continuity site, you're going to need to pull out some of these marketing gimmicks because it is a hard sale to tell someone that now they have to allocate part of their monthly budget. $50, need to allocate part of their monthly budget to you every single month.

With that, a fun thing we like to do especially with this Double Agent Marketing site, we started at a lower price then we'd wanted to. We launched at $17 for a month and increased it to $27. When this first came out we announced the price was $17 per month and if you joined right then, you'd be grandfathered in forever.

The button is $17 per month. The payments keep going at $17. If we edit the button, it's still not the same button that locked in except now they're locked in at $17 a month. If we increase this $27 to $47, if I go into, "My saved buttons", that's the "contract" they agreed to.

If we walk the price up in that way, then they're now locked in to the $17 a month rate. That's one little boost to get them in and another way to keep them paying because if they drop out and try to join later, now you have to pay at $47 a month, it's like going to add up to.

That's another confusing thing that held me back for a while but the way that these buttons work in PayPal, it's like you create the button and if they click it, then that's now the billing agreement. If you do whatever you do to the button, it doesn't matter because that does not affect the monthly payments that people are making that came before that.

PayPal keeps it at the price that they purchase that through that button.

We like to use the same button and change the price in PayPal so if somebody is sitting on this page, PayPal will no longer accept payments at that price.

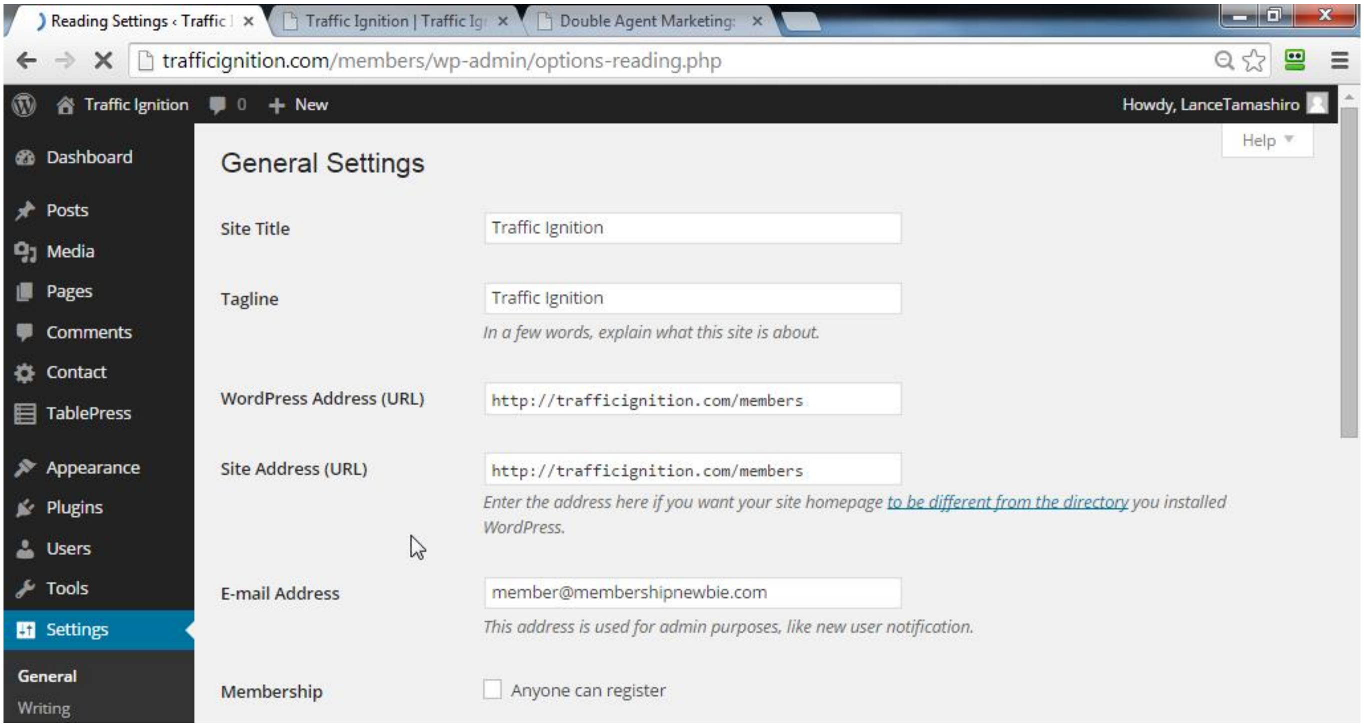
If they're sitting here, if they're sitting at PayPal and they try to buy it after you've changed the button, PayPal will not let that sale go through. Whatever the price is at PayPal, it's the only price that PayPal will let them sign up. Whether they go back in time on the Google Cache or not, they'll always be charged what you want them to be charged.

If you already made a fixed-term site using the same site, test logging in as this monthly person because it's going to be a little tricky as far as where the front page is.

There are two important things about the front page of Traffic Ignition. If you go to the front page the way it is now, if you go to Traffic Ignition visit site, what we have setup is the fixed-term site. You go to the front page of the site and then it's that dashboard page.

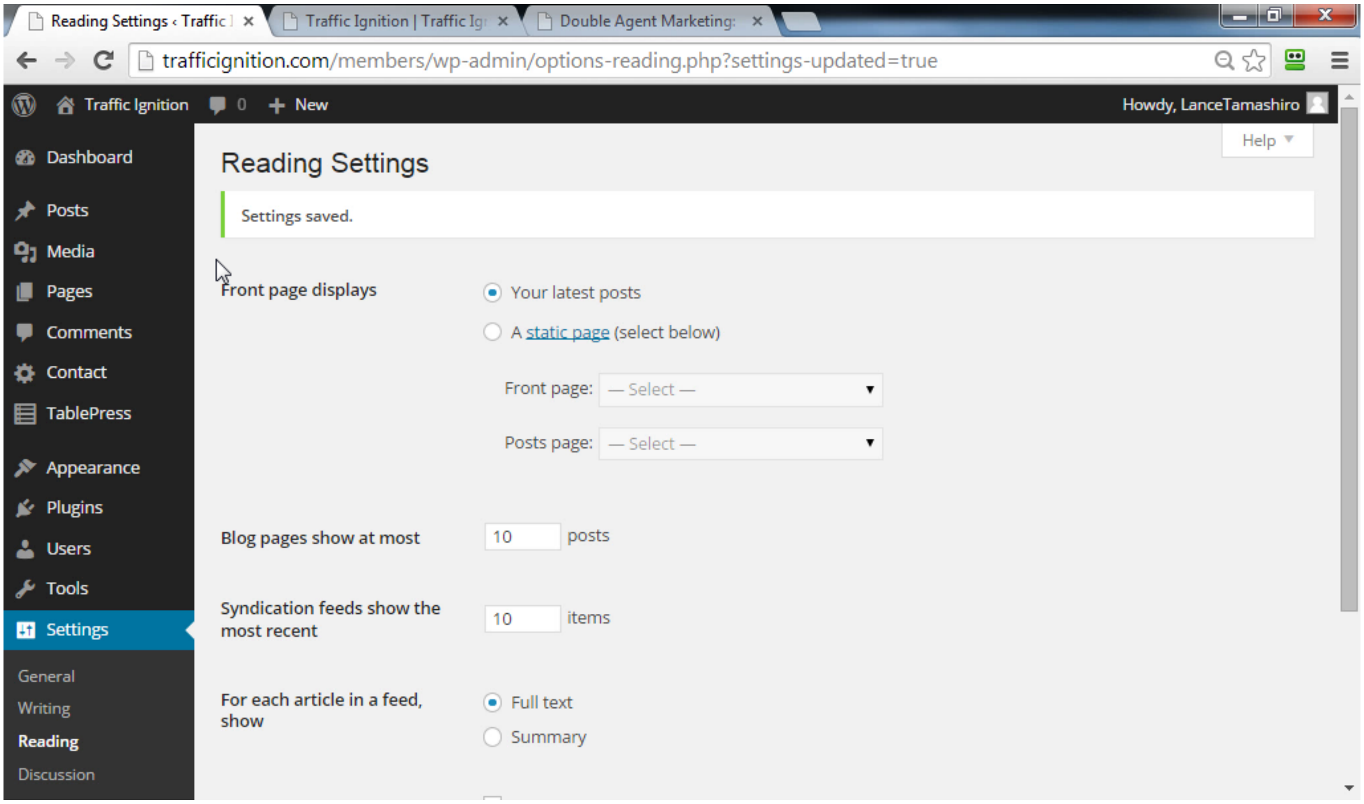
The only problem with this is that when you go in and as you add, kind of like the single payment site where there was the post on top, then another post, then another post to keep things simple with the continuity site, that's how we do that. With Webinar Crusher, with Double Agent Marketing, we make a new post, put in the sign up list, put in the video after we record it and then we pile on the content that way.

Then after a few months of piled up, then we'll go back and then kind of put it in the table and organize things, but to get it out there we'll use different posts. The only difficulty is if you're going to be using this for both things, change or unset this dashboard to not be the front page.



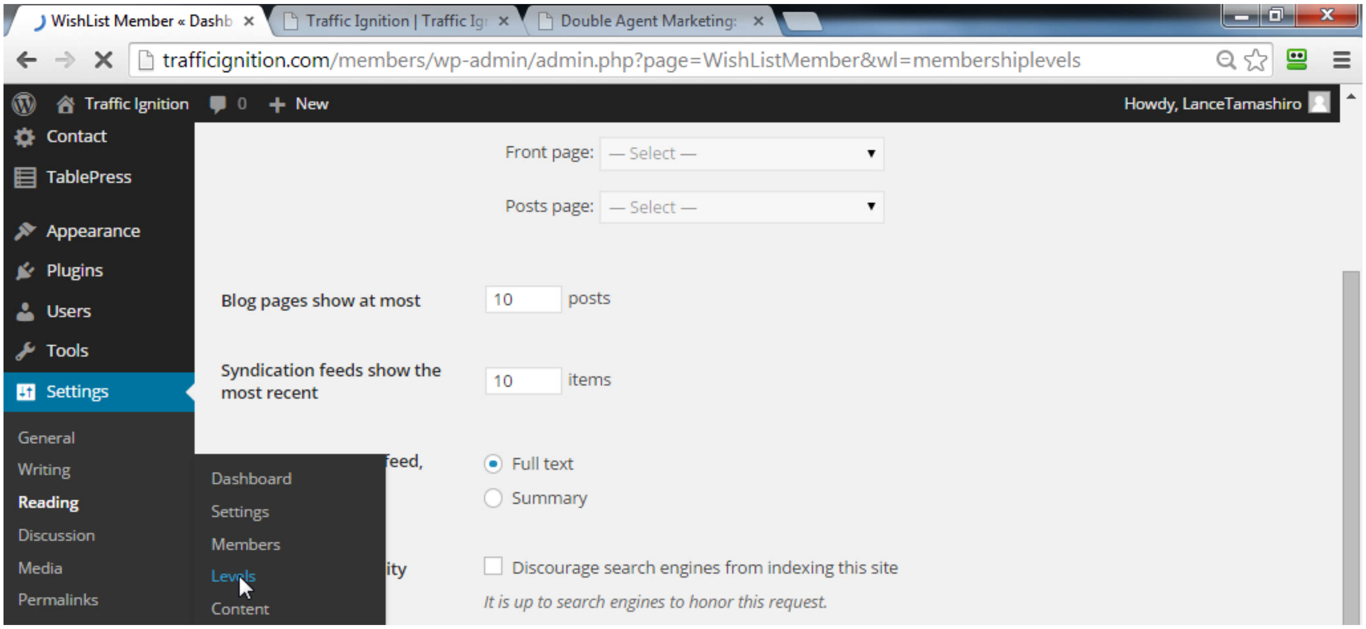
Then you can do as say if someone is logging in to the fixed-term site, it will send them over to the dashboard. If they're logging into the continuity part of the site, it will show them the post that we create. There are two steps. The first thing is that if go to our dashboard which is at /members/wp-admin, go to Settings. Reading.

The front page displays a page called "Dashboard." The first thing we do is we set this to say it's your latest post by default and then we make sure to save that.

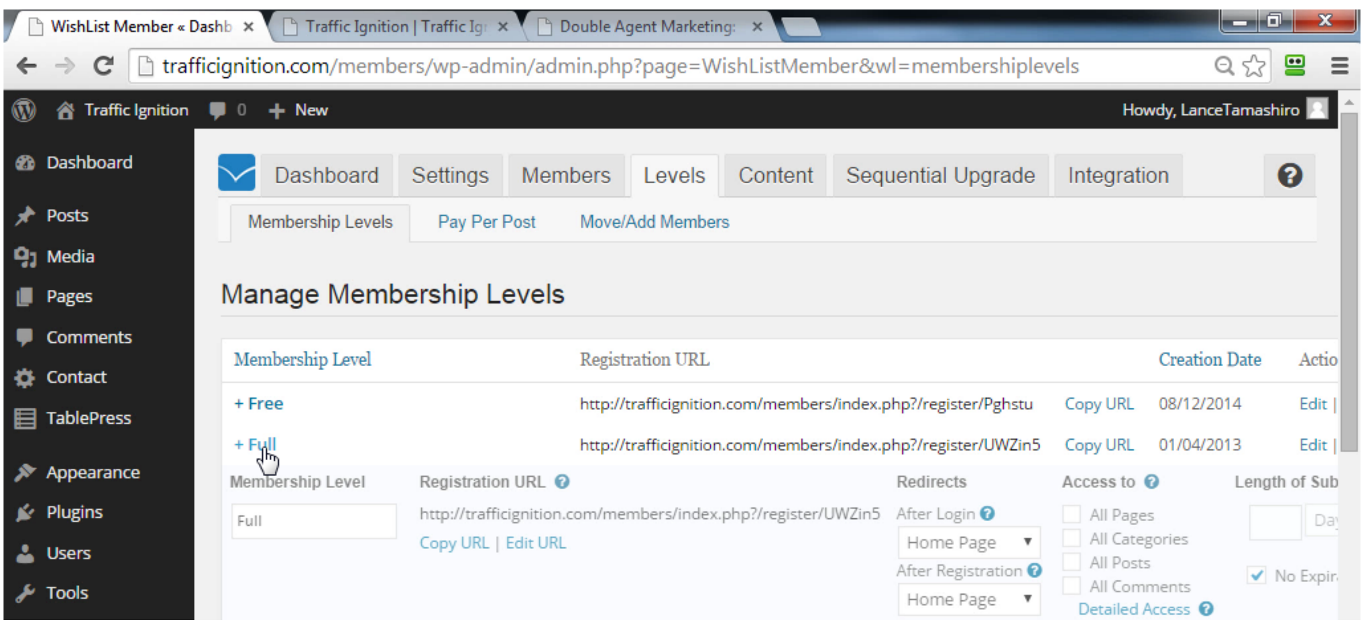


Check out the way the site is now. You won't see the dashboard. We're halfway there. Then what we want to do is we want to say when someone is in a certain level, then send them over to whatever page that we want. If they're in the Full level, we can kick in the plus sign, pop that out and then after they login and after they register, then we can change the homepage to send them to the dashboard.

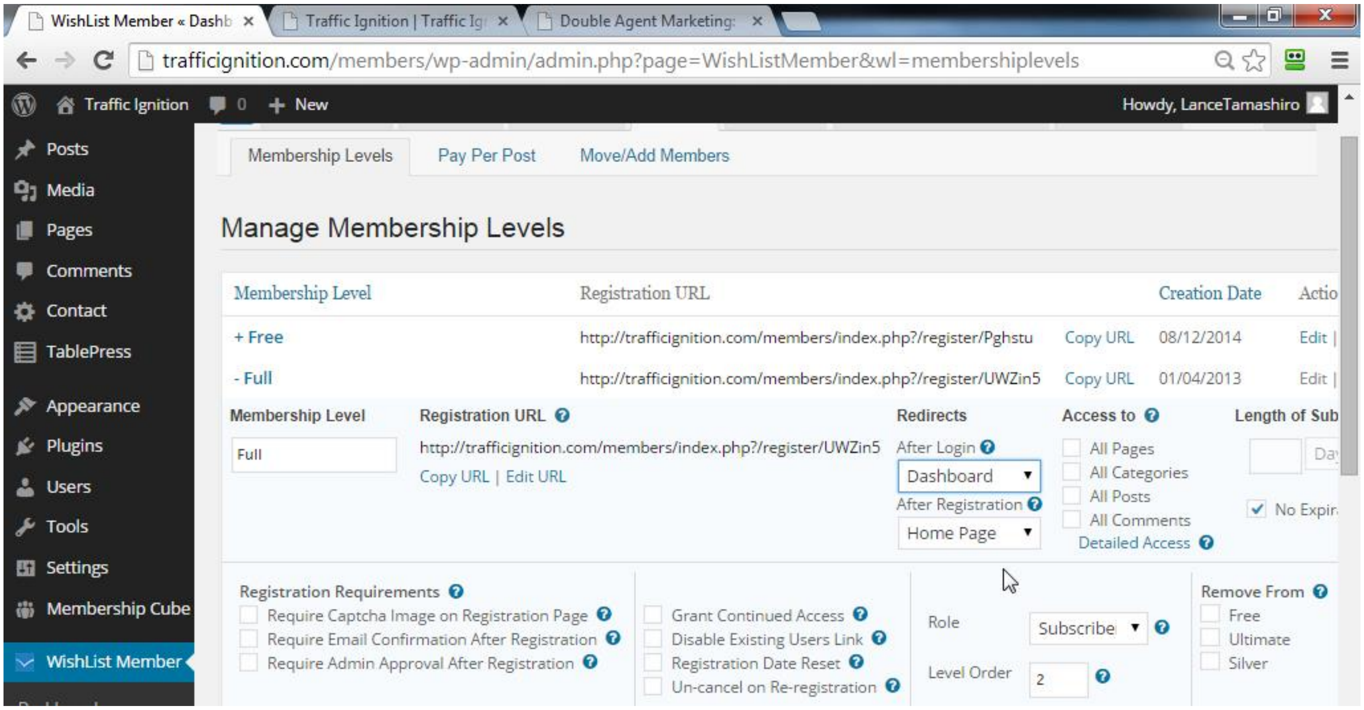
Then we can save that. The only other thing that I would do is go to "Appearance theme options" to give them the navigation. That way if they login, they're sent right to the dashboard. If they want anything else, they can click around the site and get to where they want to go.



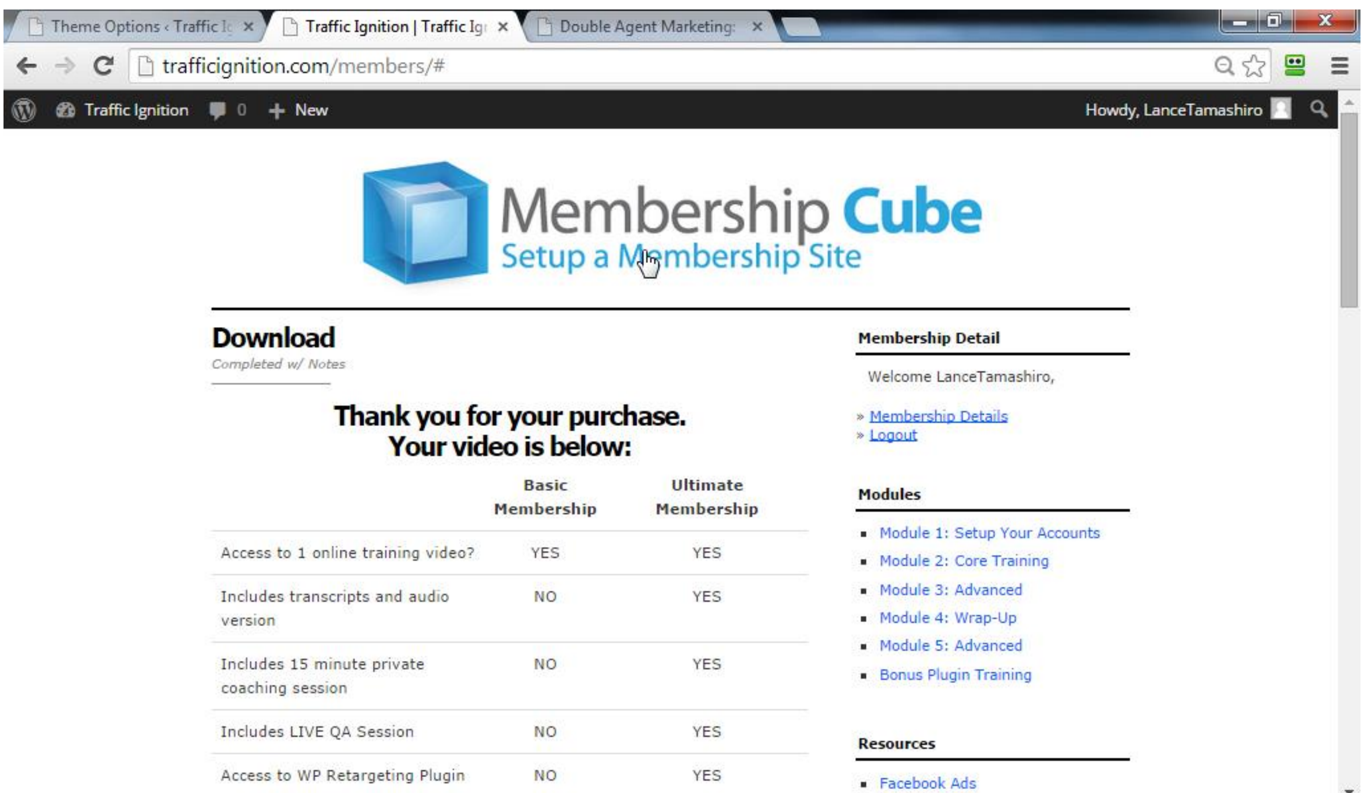
Go to the front page of the site and we can see the posts there. We have to link to the dashboard page or something like that. If they login and they're only in that fixed-term site, then they get sent right to the dashboard. If we have other posts and things like that, they can click around the site and get to where they need to go.



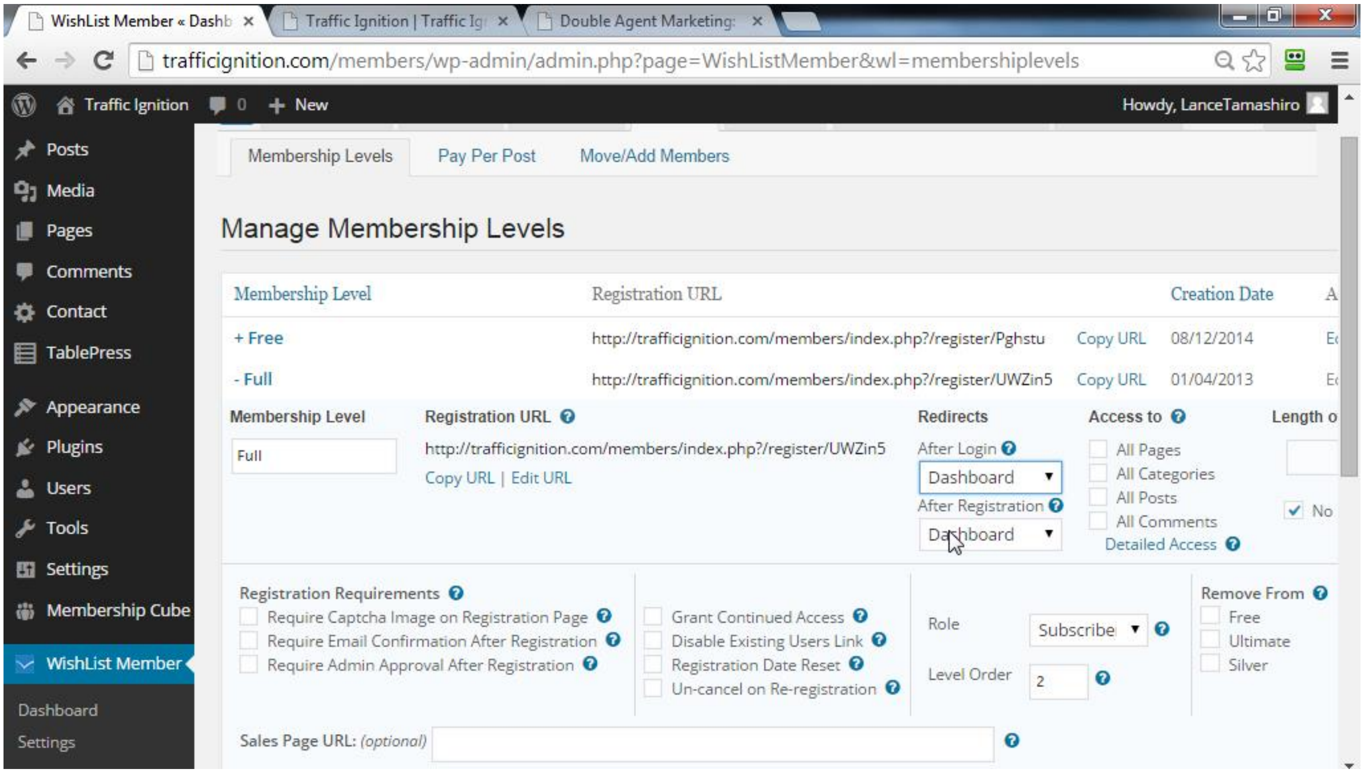
You can control where people go when they login, based on what level they're on. Click whichever level you want to pick and choose your page that you want them to go to when they login after they register.



Usually after "Log in" or after "Register", pick the exact same page.



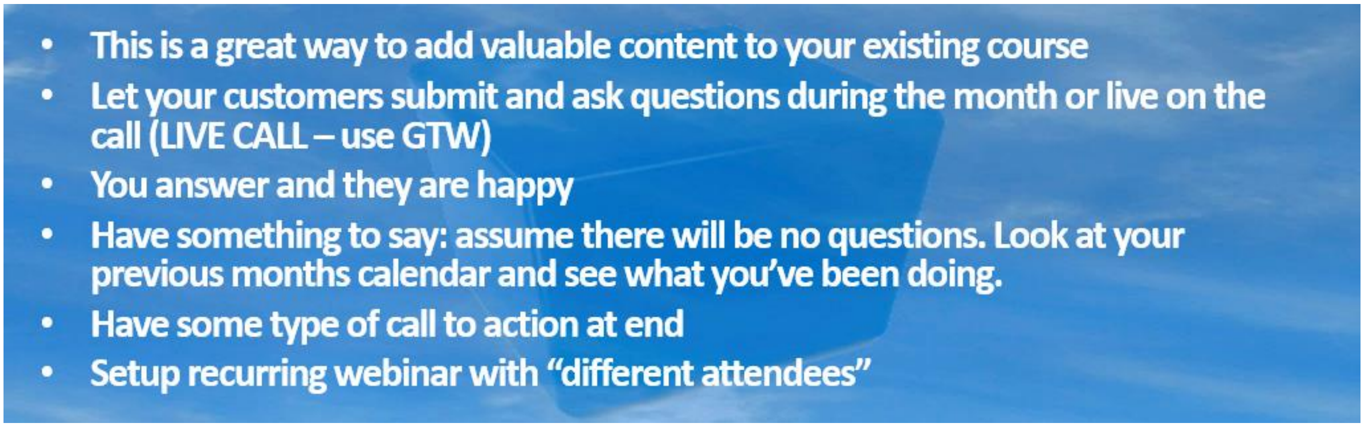
We create a "dummy" user so you might make a user called "Grace Tamashiro" and then put that user on the Full level, and then log out, and login, and see what that person experience in your site when they login.



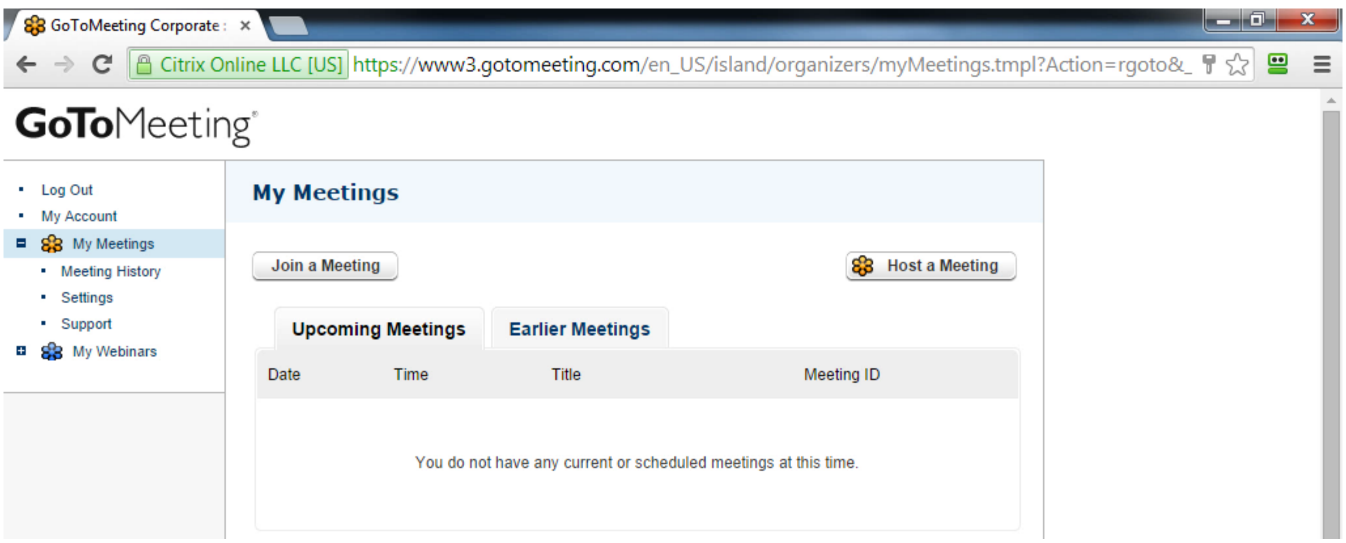
Change that user from Full to Silver and log out and see happens when they login or put the user on both and make sure that they can click around and get to where they need to go.

Q&A Membership

The Q&A membership model is a great way to add content to your existing course. If you have the single payment site, you have that fixed-term site, this is an easy upsell on top of it.



You let your customers over the course of the month let them know or during the call live they can ask questions live on the call. This is really, really important. If you do one of these models, it is a live call. You don't record it and then post it up there because the perceived value in one of these types of calls is the person gets to ask their question live.



That if they don't get it, they answer the way they want, they can follow-up, that you can look at their exact site. You don't want to prerecord these and then post it on there.

Use GoToWebinar for these calls. Why? Perceived value. If you use Google Hangouts, they know anybody can get to it. It doesn't have that exclusivity. They know anybody can be there. Another reason for using GoToWebinar: you control the chat box.

One of the big problems that I see with Google Hangouts is that you get attendees hi-jacking the calls. You can't control what everybody else is seeing because everybody sees the comments that are going on and you can end up with somebody that runs away with your call.

You want to use GoToWebinar and you want to make sure that it's live when you do these types of calls. The next thing is it's easy to do. They ask a question, you answer the question for them and then they're happy about that.

We'll answer questions about anything. A big reason also I will use GoToWebinar as opposed to Google Hangouts, we don't use teleseminars, other than that being a cheap way to do it. People on this call have given us their PowerPoint for all kind of webinars, they've given us their sales letters for us to login, we'll pull up whatever there is.

I think that mindset that we'd like to be other than we don't unmute them so they can't run away with it. Any question we have, we can give them the five-minute answer. We can pull up their webpage and say, "I'm not going to spend the whole call fixing up someone's webpage but I can flip there and say, fix this, fix this, this."

Or they say, "My problem is I don't have traffic. I don't have a list." Maybe they'll give us their niche, maybe they'll not but if they gave us their niche, we can say, "If I were in your position, if I only have five minutes to do this, I would go here, I would do this, I would do that. You answer the question by showing it to them as opposed to give them the strategy or talking in theoretical terms.

Another obstacle: people are excited about their Q&A site. They didn't prepare anything for that month's call. They think, I'll show up, they'll ask me questions and then I'll leave when they're done asking questions." Then they get there and nobody has any questions.

You think, "That was great. Thank you for paying me my $97 a month. Nobody has questions. We'll see you next month." You didn't create any content, you didn't provide any value, some people will never ask a question anyway. Always have something to say.

Otherwise, It's painful. We've been in membership sites where they're like, "I answer questions" and you show up and nobody's got questions and it's painful to watch the presenters squirm.

They say, "I'm still waiting." Or they go to unmute someone and the person doesn't talk. "I'm still waiting for questions. Type your question." Assume there will be no questions and have something to discuss.

We use Google Calendar for our scheduling, the things that are important for our business that we need to get done.

If you keep something like that online, go look at what you've done and then create slides. When we do these monthly calls, we don't have elaborate slides. Most of them are a slide with one word or a sentence on it that we can start from. Recent news in our business, or a new technique we're using, or a new tool.

Assume nobody is going to ask a question. If they ask questions, great. You can answer those questions. If they don't, you still are able to provide value. Many people show up to every single one of your monthly continuity Q&A calls and never ask a question, not once.

They come because they want to know what new techniques you have, what new thing that they can learn. Always have something prepared when you do these calls.

When questions come in, we'll work those questions into the call. If we're light on content that month, we'll have four slides with words on each slide and if we have a busy month, maybe to be like six or seven slides but that's pretty much the most.

They usually look like this…

For those of you in Double Agent Marketing monthly, you see this. We have our Webinar Crusher Monthly. It's a slide that will say, "One click opt-in. Why you should or shouldn't use it. How it works. What to do instead." There aren't elaborate slides but you want to make sure you have some material.

Then the other thing is working questions into the calls. I'll attend group coaching calls where you I a question and suddenly everything stops, the presenter pauses and reads the question word for word.

For me as an attendee to things like that, if I hear someone else has a question and they go in and they're a lot of wording in details, that I kind of tune out. If someone asks a question (for example, about one-click webinars) then the presenter glances over and works that in. As a viewer, I don't know if that was prepared or if that was someone like really specific question, I'd say, "That's helpful for everybody."

Everybody wins in that way. It's like the person asking the question gets their thing answered but then if someone else have an issue with the one-click webinar or something like that, now they don't tune out because now you're talking about their issue as well.

Try to work it in. The one thing you want to do on these calls is read the call but it's better to work them in and for example, those of you that have been asking a ton of questions or in this call, notice we didn't stop and read your question. It worked in as an answer. That will make it really flow a lot better for your actual call.

Always have some type of call to action at the end because there's nothing worse than being on a call and the questions get answered and they end it. You have to know how to end it. What we typically do is it can be as simple as, "Make sure that you send in your questions and we will see you on next month's call." That way you're not ending it, "Thanks for being here. Bye."

An easy way is, "Make sure you send in your questions over the month. What we'll say on Webinar Crusher is, "Let us know when your webinars are so that we can show up and let you know what we think about it. If you have your PowerPoint, send them to us so we can critique them for you before you do your pitch. If you've had a pitch and you want to know what you can do better, send us the recording of it."

You're always telling them something to do after the call ends. In that way it really keeps it from being awkward even on the calls that you have on Membership Cube. At the end of every module, we say, "Here is the next thing for you to do." I think that it doesn't matter whether it's your course, whether it's your Q&A call, whether it is a pitch webinar that you're doing. You always want to have some type of call to action to end it. It makes it not feel like you've ended abruptly.

It's great practice for you. We end with a soft pitch for an upcoming live event we have coming up or if in a call, we talk a lot about Webinar Crusher. Then we'll end and say, "Go to Webinar Crusher, sign up and get a couple of sales that way."

Don't over-plan. An hour is good. We go over an hour because of questions. On some calls, there are only a couple of questions or no questions, and the call will last about an hour. If there are questions the call lasts about two hours.

My thinking when we start off is I want to spend 30 minutes to discuss our last month. That way even in the worst case scenario, even for both having the worst day and there's no questions, and it has been a slow month, even the worst case, it's still going to be at 30 or 40-minute long call.

The other thing to remember is that it's a webinar. What we'll do is there's little thing where you can scribble around with the pen, I like to open a Word document and I type a couple of important things. You don't want to spend half an hour doing something that you meant to be doing but if there is a little five-minute task that you know you should have done in your business whatever niche that is, maybe do it on the Q&A call.

There's something about that thing you've been putting off. It's only going to take you a couple of minutes that you keep not doing but if people are looking over your shoulder, whether it's setting up a quick Facebook ad for your business or making a quick blog post...

...or show on how to shoot your video Q&A sites, a lot of it is like the behind the scenes. A lot of it is like the flying the wall aspect and these are going to be your top 1%. They're a little more advanced than the rest of your subscribers and they might even seen these things before. They might even seen publishing to create space, publishing to Kindle. If you have these things that you have been meaning to do, zip through. Do the actual real thing in front of them and if you're worried about not going on long enough, by having a demo like that, you'll have to work to keep it under time.

These work in any niche. I'm a member of a golf site that does this exact model and you might think, "How do you do that with golf?" It's the exact same thing. People, they will get on and they'll say, "Here is how you cure your slice" and they can't really show a video so what they do is they'll have photographs and the person will draw all over the screen and they'll say things like, "Look at where their hands are. This is where your body should be."

It's the exact same thing. This works in any niche. Have that call to action and then here is the important part. Setup a schedule. If you're going to do these Q&A calls, let people know when they're going to be. Setup a recurring webinar.

It's a webinar that happens every single month but we make our members sign up every single month and all we do is we put in the member's area a link to the next GoToWebinar account. The reason why we want it to be setup recurring is so we don't have to go, "When should we do the next call?"

What inevitably happens, if it's not on the schedule is pretty soon it's five weeks, and then it's six weeks, and then it's eight weeks, and you haven't done the webinar that people are paying you for. We setup a recurring webinar that happens every four weeks, and we check the box, and we setup our GoToWebinar that says to have different attendees and in that way what it does is it makes people sign up every single month.

If somebody cancels, they're not automatically going to be allowed into the webinar. They have to resign up for the new webinar.

We agreed on the first Thursday of every month and we plan far enough in advance so we can plan anything else around that. Every now and then, we'll need to change it but not as often as when we mixed it up too much.

The thing about this too, is the time of the day of the week, the time of day isn't even close to as important as doing a fixed-term class, free pitch webinar. It's more like what's convenient for us in our schedule because we used to do Saturdays, I think, but we pretty much the way we do it is Double Agent Marketing, it's the first Thursday at 4:00pm to 5:00pm Eastern.

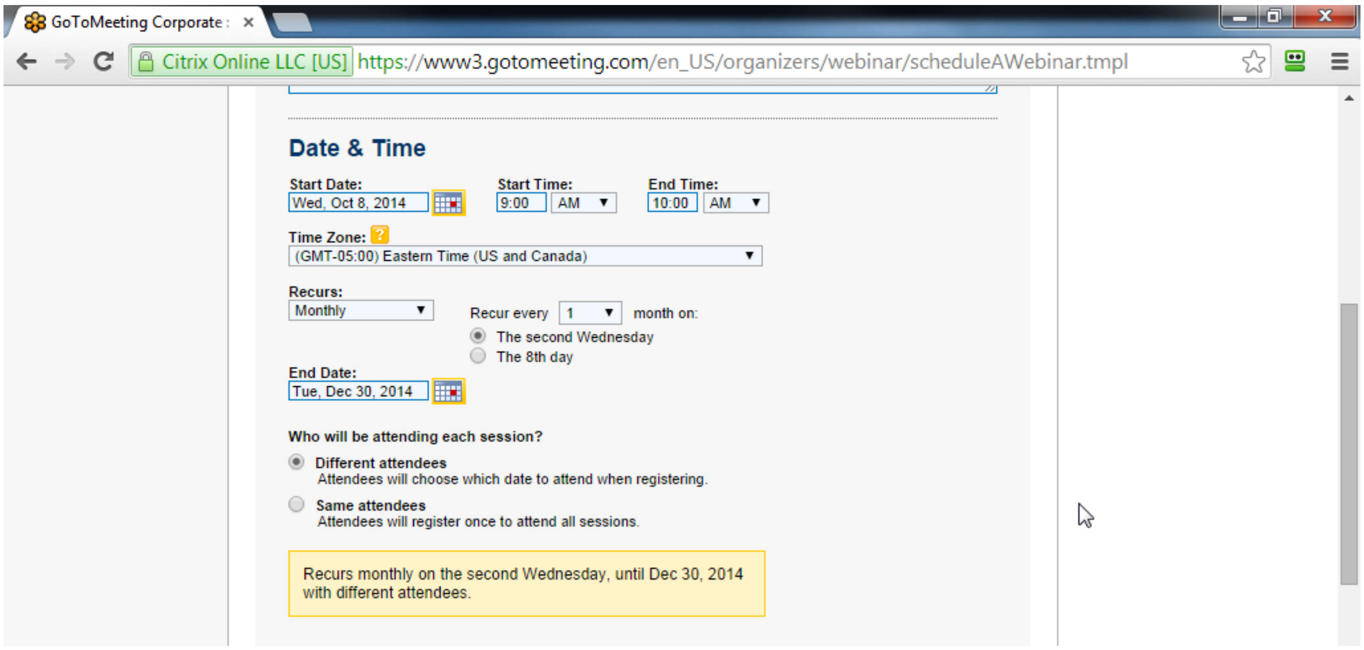
That's convenient for us so that's what we ended up scheduling in GoToWebinar. You can schedule this and say, "Every first Thursday there's going to be another session." Then go into Google Calendar and I can make one appointment and say, "This is also recurring appointment so I go set one thing in GoToWebinar, set one thing in Google Calendar and then now I'm done. It's a matter of posting the link in the membership site so that I can show up and do my one hour.

If I'm sick or not feeling well, it's one hour. Knock it out and then you're done. Most people don't even realize that you're not feeling that well. We do those two things and then it's setup forever and ever.

We set it for a time that works for us in the middle of the day. We don't "work" too early in the morning, we don't work after hours and we allow people to submit questions at any time throughout the course of the month.

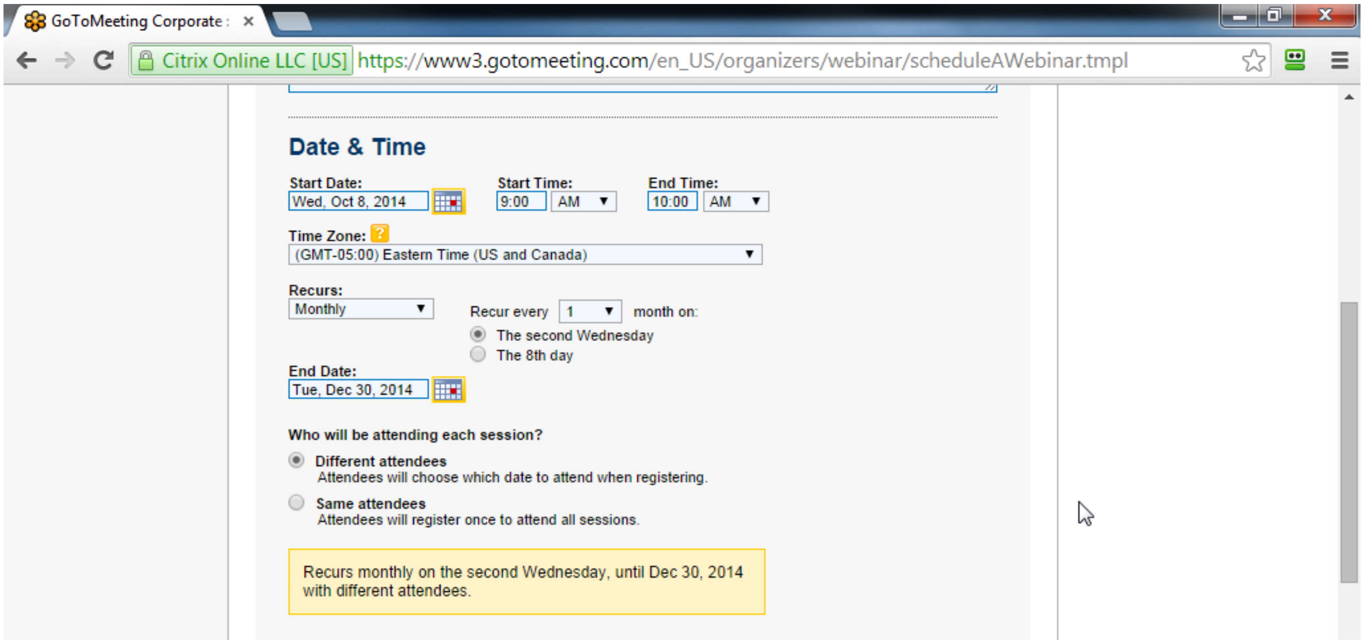
If they're not there, they get access to the replay and if they attend live, that's a bonus for them. We have people in Australia, so it's the middle of the night for them. We have people in Europe so it's a weird time. I can't remember if they're behind us or ahead of us but it's always super early or super late at night.

We do it when we do it and then they receive the replay that same day. Yes, do it when you're scheduled and we have it scheduled. If it happens the Fall, on a holiday, or we need to reschedule because we're traveling, then we moved out one particular instance. Have it on your schedule so that you can get it done so that people can anticipate it.



If we didn't have these webinars scheduled, we probably wouldn't find an hour and the day to do it. We keep putting it off but if it's on the schedule, we have to show up.

My Webinars. Schedule a Webinar. Enter the name "Traffic Ignition Silver Q&A call." Throw that Silver out there in all the places. It creates that curiosity and can put the same name here. Pick the date that you're going to have it out, October 18th, 9 o'clock. We always use Eastern time.



People overseas think of US time in Eastern time so we always do everything on Eastern time. A lot of people overseas don't even know that there is such a thing as Central time, or Mountain time, or Pacific time. Always use Eastern time and then where it says, "Recurs", you want to do whatever you wanted.

"Monthly recurs every one month." You can pick the 8th or the second Wednesday which is how we set ours up. It shows up on my calendar so I show up to these. You can put it's the 8th of every month, or the second Wednesday which is what we like to do so we don't end up doing it on a Sunday or a Saturday.

We do ours on Thursdays. Set it to different attendees. That means that they have to register for each and every webinar that you run and we post that link in the "member's area" for them with the time.

Scroll up to where the ending date is, at least the way that I've been doing it for three or four years, is I will schedule this until the end of the year, whatever year it is. If we're scheduling this on October, or in June, I'll schedule the monthly calls up until December and then I'll put a little note in the calendar in the first couple days of the following year to create another webinar link.

To keep it simple I planned till the end of this year and then that way we'll create this webinar. This is a group of webinars and they'll be four calls, or five calls.

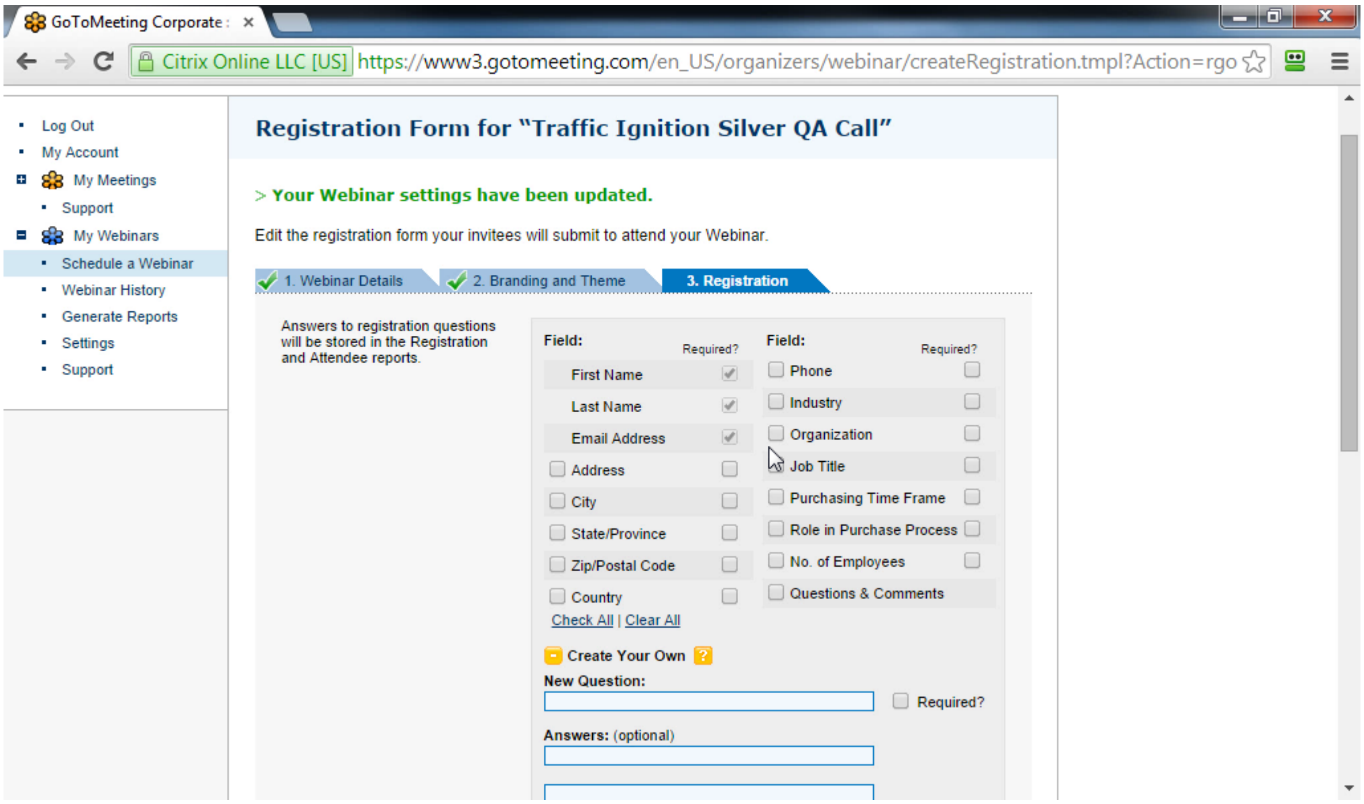
Then on January 1st, or 2nd, or something that I'll go and do this process again before the next year for those 12 sessions. That's worked well for me. I'll only plan until the end of this year.

Don't change it. If you start moving things around, it creates confusion for you and it creates confusion for your customers.

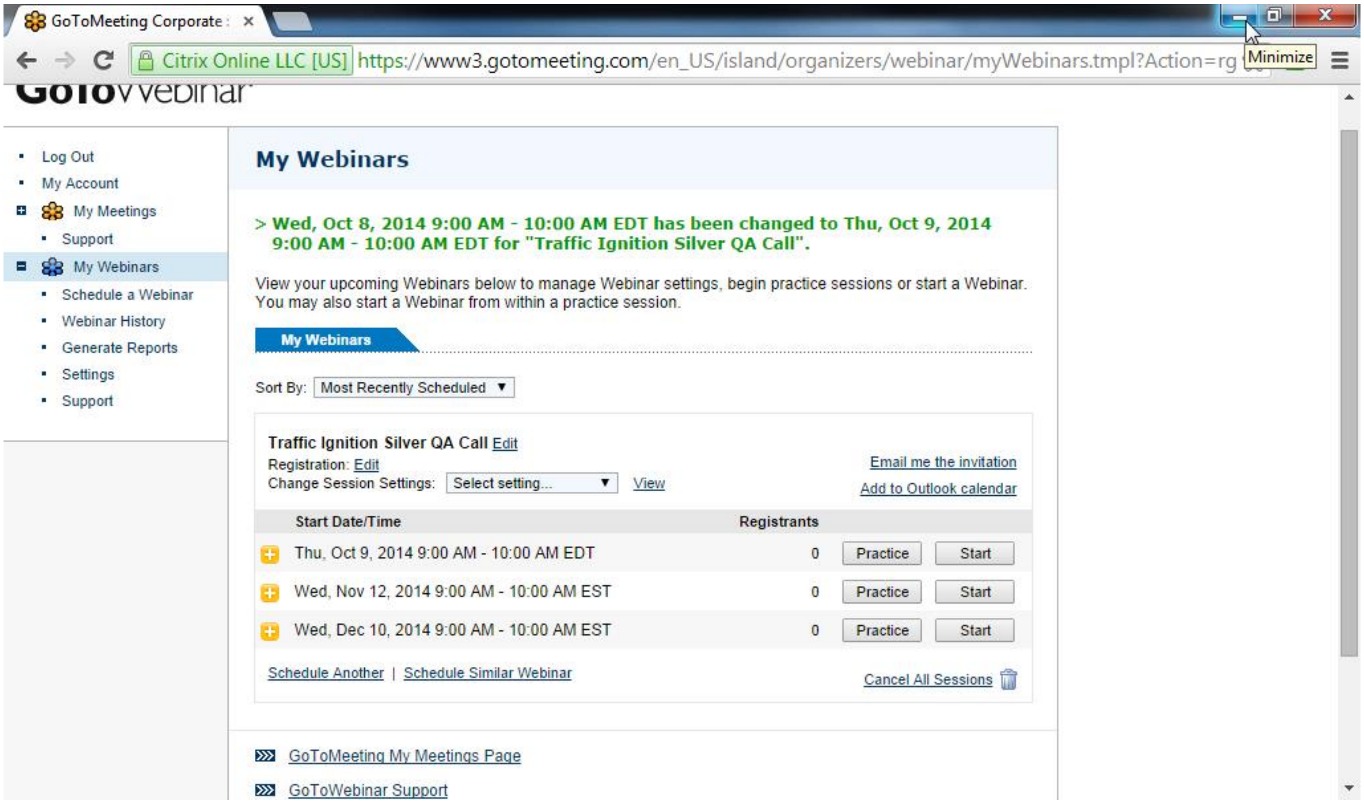
We don't need to become slaves to the calendar. If we're running a paid class, a fixed-term membership site. Usually that's on a Tuesday. If we're doing a pitch that week, then usually it's on a Wednesday. If we're doing a Q&A call, usually that's on a Thursday.

If it's the most packed week ever, I'm only going to have one or two things to do every day. On Tuesday we'll do the class or maybe some coaching calls. On Wednesday we'll do the pitch and on Thursday we'll do the Q&A. That makes it really easier for me because I can kind of have some idea of what the week is going to be like. That way, it's not like we'll have five things all happen to fall on the same day.

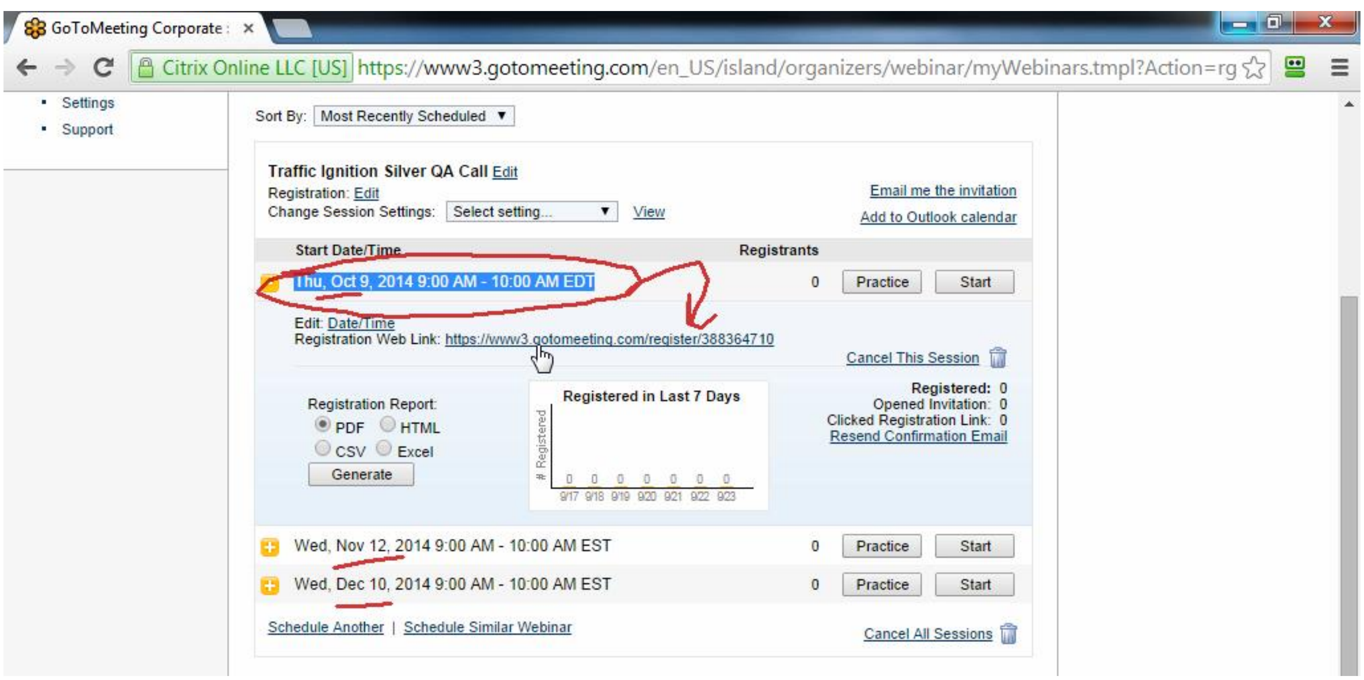
We both show up on this and you type the person's name here and then they'll get a special link to show up. If you have people that you're going to talk, you do "Save and continue." We always leave this "Step 2" part the same. Click "Save and continue" and want to "Clear All."



You don't want them to fill all this in. All you want is them to put in their name and their email address, and then click "Save and email me the registration link." Then what you have is all of these scheduled out webinars for the particular class. At any time you need the link, you can go and grab the registration link.



Put in your member's area or if you need to change the time for this particular one so that you don't mess up your own schedule. You go, "I can't do this one on October 8th." You go into your calendar, change it to the 9th, click "Save" and now it's changed for you. You can individually change your different.

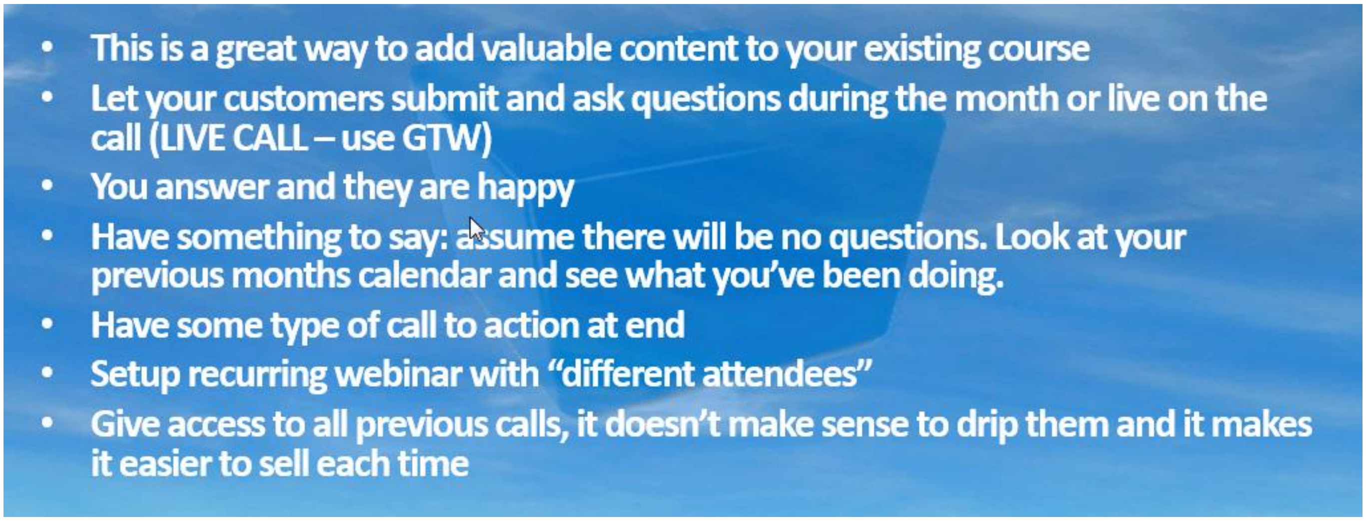


We have a plugin called Webinar Optin which will allow you to do things like if they login, they're instantly registered or give them a button. For you to keep it simple is...

For the rest of this show you have October, November, December coming up. You would make a post in your site that's live now and what I like to do is I like to copy this exact time and date and put that into the WordPress post and make it a link to the GoToWebinar. That's where they get all the information. They know exactly when they show up, they click it and can register for that.

We don't dump the members in or anything like that. They have to login every month and register themselves. That way they have made the appointment with us. Then on October 9th, then the call is live and what I'll do too is I'll email the members every day that week.

If we have a call on Thursday, on Monday, Tuesday, Wednesday and then Thursday before, I'll send them a reminder. It seems silly and out of all the tricks that we've tried, that's the best way to get your members to show up. Most of them won't show up but the handful of the other ones are going to be your best members.



In the monthly sites, many people keep paying, they're happy, they watch the replays, they send in their questions but they never show up live. That's how some of the members are.

Then on October 9th, we do the webinar, we record it using a tool called Camtasia Studio and we'll go in a detail on this in our Webinar Crusher Course but then what we'll do, we'll have the replay, the recording. We will edit that post that has this link here and I'll rename it to be whatever the hook of that month was.

Like, "How to get your one quick webinar setup. How to increase webinar attendance. How to double your golfing range." Whatever it is. Edit the title and I'll put the replay in place in where that link was. Then what I'll do, the next day, like October 10th, here is what will happen.

Then I'll email the list and they'll see the video from October and then I'll make a new post for November with a new button and a new link. The text in that post is the time and the date. This is a new link every month because if someone quits, we don't want them to have the new link.

Every month it's a new link but then I'll email on October 10th we can say, "This October 9th video is on there." November 12 registration link is available for you. We tell them ahead of time to get it in their schedule in a week's ahead of time, then they register and then on November 9th, 10th, 11th. Send them a quick reminder everyday.

Go back, login, send in their question, register and that has worked out pretty well for us. We have this recurring meeting, we make a post, add the link, make them register for it, upload the replay where that link was and make the next month's registration available. It might be a few weeks away. Get them to register and add it to their schedule.

Give them access to the previous calls. Don't drip them out and it makes it easier to sell. When you sign in today, you get the previous calls and there's no reason to not get them all that information. You want them to see what they're going to get.

Don't drip out your previous calls, give everybody access to everything. It makes it easier for you to manage and it makes it easier for you to manage and it makes it easier for you to sell as well. The next type of site is the private coaching site. Whatever niche you're in, you need a private coaching program.

Your best customers will want this. No matter what your best customers will always want more of what you have and they'll always want that one-on-one attention. Here is the thing. It's that whatever you think your time is worth, you want to charge more than what you probably have in your head for this type of thing.

Private Coaching (Platinum Program)

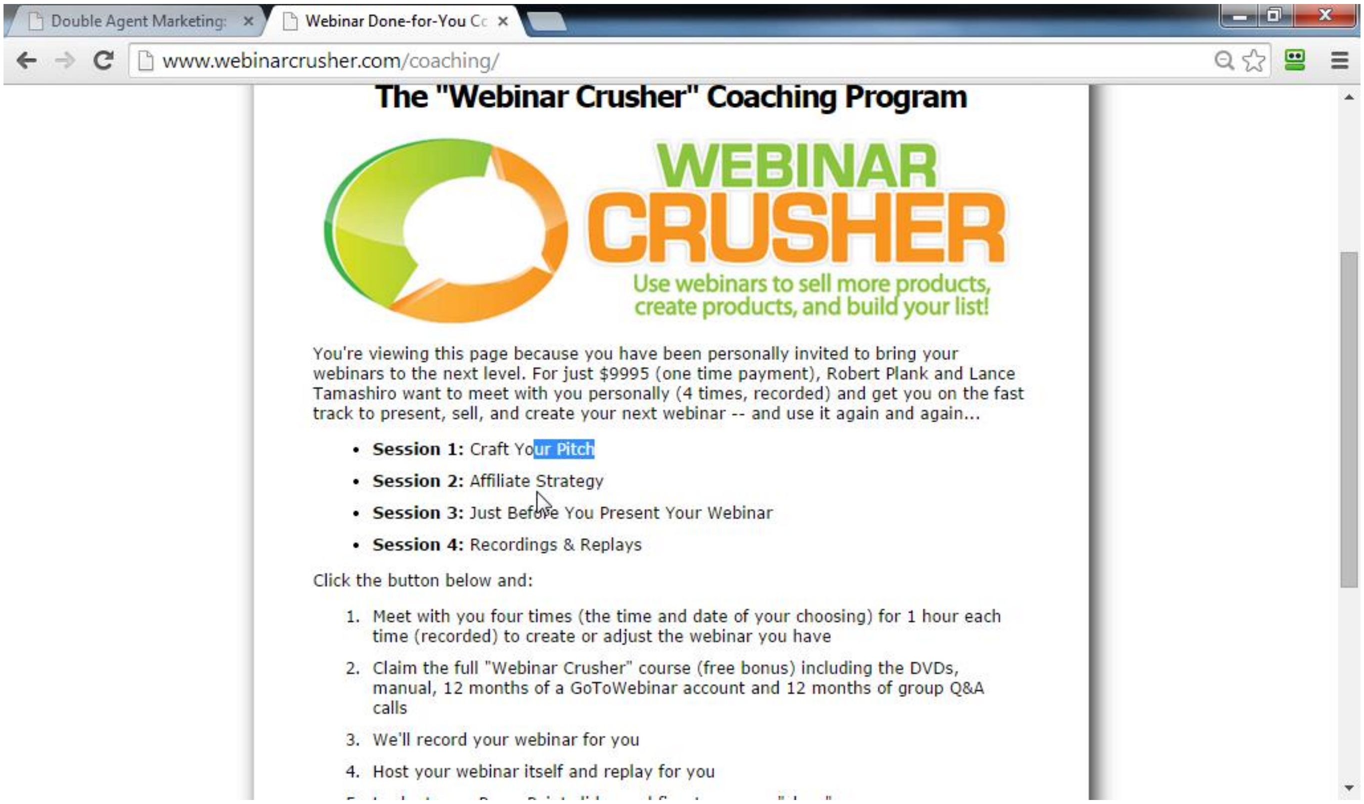
We have a Platinum program. It's $2,400 a month and what they get is they get to meet with us for one hour every week to work on whatever their particular thing it is.

If you make a single sale from having this private coaching program, it's worth it. Whatever your time is worth, it's totally worth having this program.

When you run these private coaching programs, 99% of the time because of the price point, because of the type of information, the type of person that you're going to be making the sale to, it's going to be made in a one-on-one environment. Meaning, you've talked to them, you've pre-screened them.

You're going to pre-screen them and talk to them, but you still have to have a simple sales page for them to buy from. You have to have that. For example we have a Platinum program, we've also got a webinar coaching program and to show you what these look like, they're simple, simple pages.

We have DoubleAgentMarketing.com/platinum. It's different than the normal sales page you might see. It gives them everything that they're going to get. It doesn't need the headline, it doesn't need the story. It needs to be setup so that people know what they're going to receive when they join this particular program.



You're talking to them personally, because you're pre-selling them, they need to know what it is. Platinum program order form, it has component #1 which is the main component, you get weekly one-on-one coaching calls and then as part of it also when they pay it all off, they get access to Membership Cube, they get access to Webinar Crusher, they get access to these other two courses, they get access to different software programs.

We list it all out and then like we always do, you have your offer stack. "Here is everything that you're going to get in one price." What is its worth and then we give them the same thing, the payment options. Either $24,000 or 12 payments of $2,400. It doesn't need to be this long drawn out sales page because for this order forms, it's going to be your best customers and it's going to be a one-on-one sale before everybody even sees this thing.

We sell our Platinum program on an "if somebody asks" kind of basis or we sell at our live events. The other one that we have here which is another example is Webinarcrusher.com coaching. This is different type of program.

This program is for people that do webinars but they're having a problem with it. I want to show you the difference. This Platinum one, this goes on for a year. Most people stay in longer than that, most people are in for years because of the return that they get but now this one is a different type of coaching program.

There's a little more work. It still got a headline but it's real short. It has the "Introducing the Webinar Crusher Coaching program" and all it says is, "You get four sessions. One where we craft your pitch, we setup your affiliate strategy, we meet with you before you present your webinar and then we do recordings and replays for you."

Then if you look, it says, "Here's what you'll get. We'll meet with you four times in order to get your webinar setup. You get the Webinar Crusher course, we record a webinar for you, we host your webinar and we do the replay for you, we setup your PowerPoint slides, go over your close, and we create a short sales letter inside the page for you."

$9,995 and it doesn't have to be this long thing. Usually when people go to your coaching programs, they have already decided that's something they're going to buy. They need to know exactly laid out what it is that they're going to get.

It's very simple little sales pages that are setup for this.

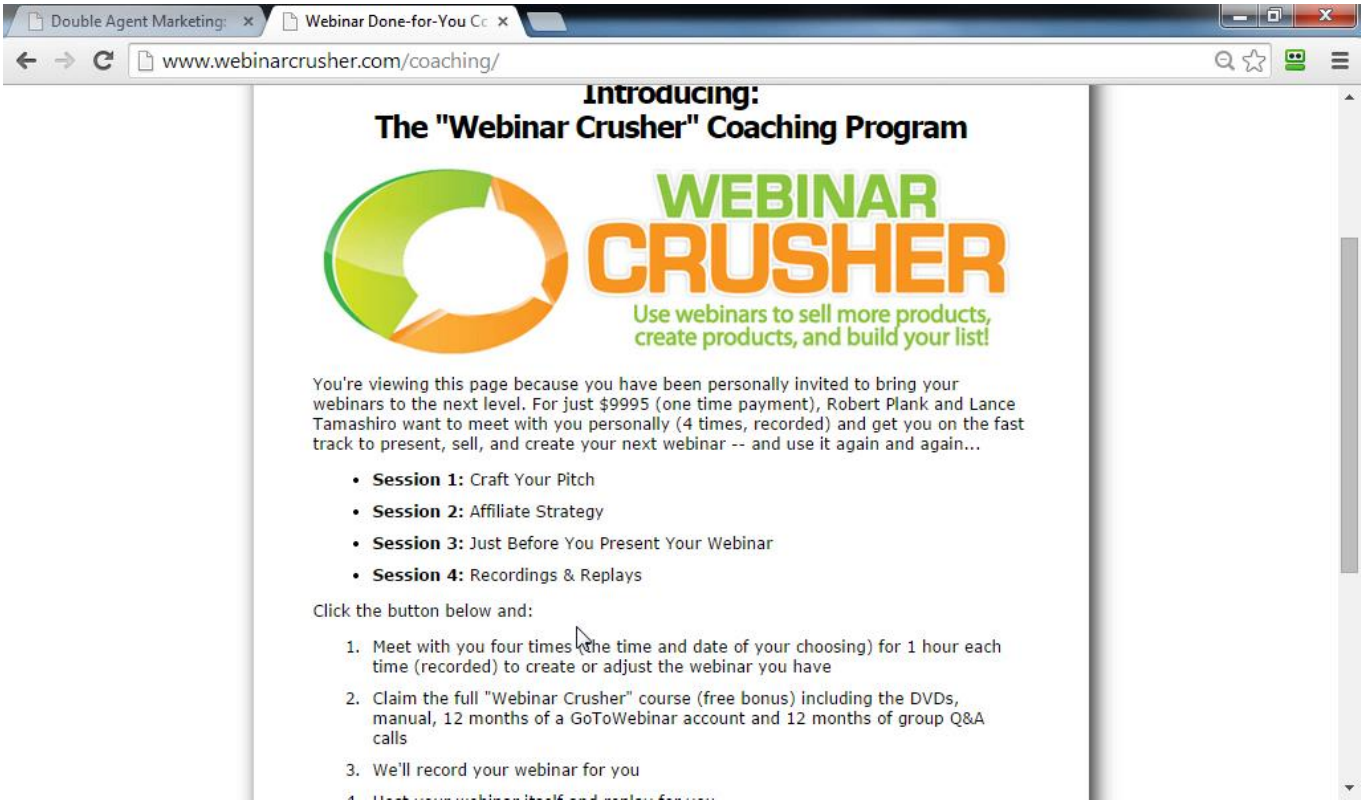
With the coaching and Q&A sales letters, you might get stuck on the stack. I need big numbers. On the stack, I'll count coaching time as a year's worth of calls. Here are 12 Q&A calls or 52 meetings.

Calculate that price. How do you add up something per month and something that's one time? Calculate the cost of one year. Sign up for a year and if you want to cancel on any point, then fine. If you want to keep going, then fine. There's something to this about saying, we're signing up for one year. If you want to keep going, great. If not, that's fine.

This way it's not like, "We'll be stuck with this for 10 years." The same thing with that Webinar Crusher done for you offer. These are meetings. We're not going our separate ways, we're not working for this person, extra hours. It's like whenever there is the meeting, that's third time.

If they're a little fast or a little slow and then want to do different things during the sessions, great. If they don't know the strategy, then this is the strategy as far as each of the sessions and it comes with the course. It's included.

How do I make this not so scary? If they're on these pages, they're probably ready or thinking about getting this and it is a high price. We don't want it to seem like they're stuck with us forever. That's why the Platinum page is only talking about 12 months and in this page is only talking about four sessions.



They join and they get the four sessions. They also get 12 months of GoToWebinar which costs us money and they can keep going at these Q&A calls. It's no extra work to have one extra person on a group call.

They pay us for coaching, so what else can we add, sweeten the pot without us having to do anything extra. That's why when they join Platinum, they get all our courses, when they join this thing they can still use Webinar Crusher and login for an entire year. If they start doing the math, Webinar Crusher is $100 a month. If they're in it for a year, that's already $1,200 they're getting for free.

When you're having the Q&A site, you don't sell the Q&A, you also are selling the interviews and the starter kit. That's the same thinking here. There's two sides of the coin. There's the one-on-one component and then the extra that you get the course bundled in there for free.

Really simple sales letters for that. Do something you're comfortable with but make sure you're paid enough to do it. For example, the first year that we did our Platinum program, it was only $1,000 per month.

Way too many people signed up and it took too much time for us to do it. It got to the point where the amount of time that we were working on Platinum was taken away from our particular businesses.

Everybody that was signed up at that $1,000 mark was allowed to stay. The next year we increased it to $1,500 a month and now it's $2,400 a month. You don't lose people but it makes it worth your time.

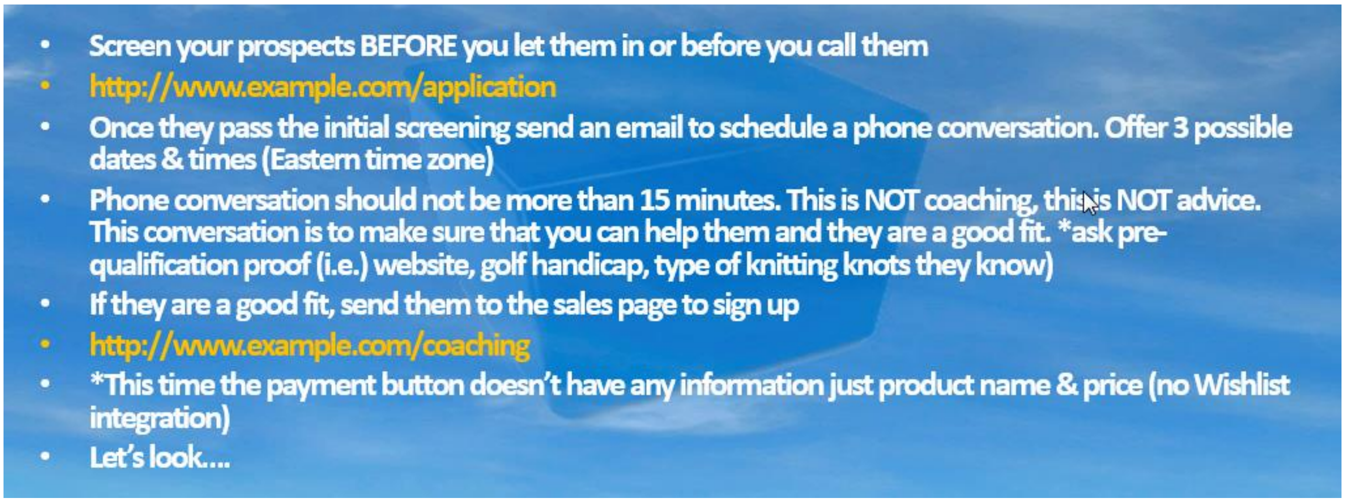
It got to the point for us where we said, "This is not worth us doing this at a $1,000 per month for these people." They're meeting with us, they get four hours a month of our time. It took up two days of our time that we weren't working on our business, getting paid less to do this. We kept increasing the price, people kept buying and now it's at a price where for us, it's worth it for our time in order to do that.

Be careful at what you price this for because if you go, "I'd be happy making $500 a month on meeting with somebody four times a week." That's great except you still have to honor that commitment, you still have to change around your schedule, you still have to put them as the priority over anything else that comes up.

Make sure you charge an amount you are comfortable with taking. That doesn't mean like everything else that you can't walk your price up, that you can't increase your price. I think what you're going to find is that if you're providing value, then the people that are in these types of programs are going to get that value out of it and they'll be happy to pay whatever it is that you charge.

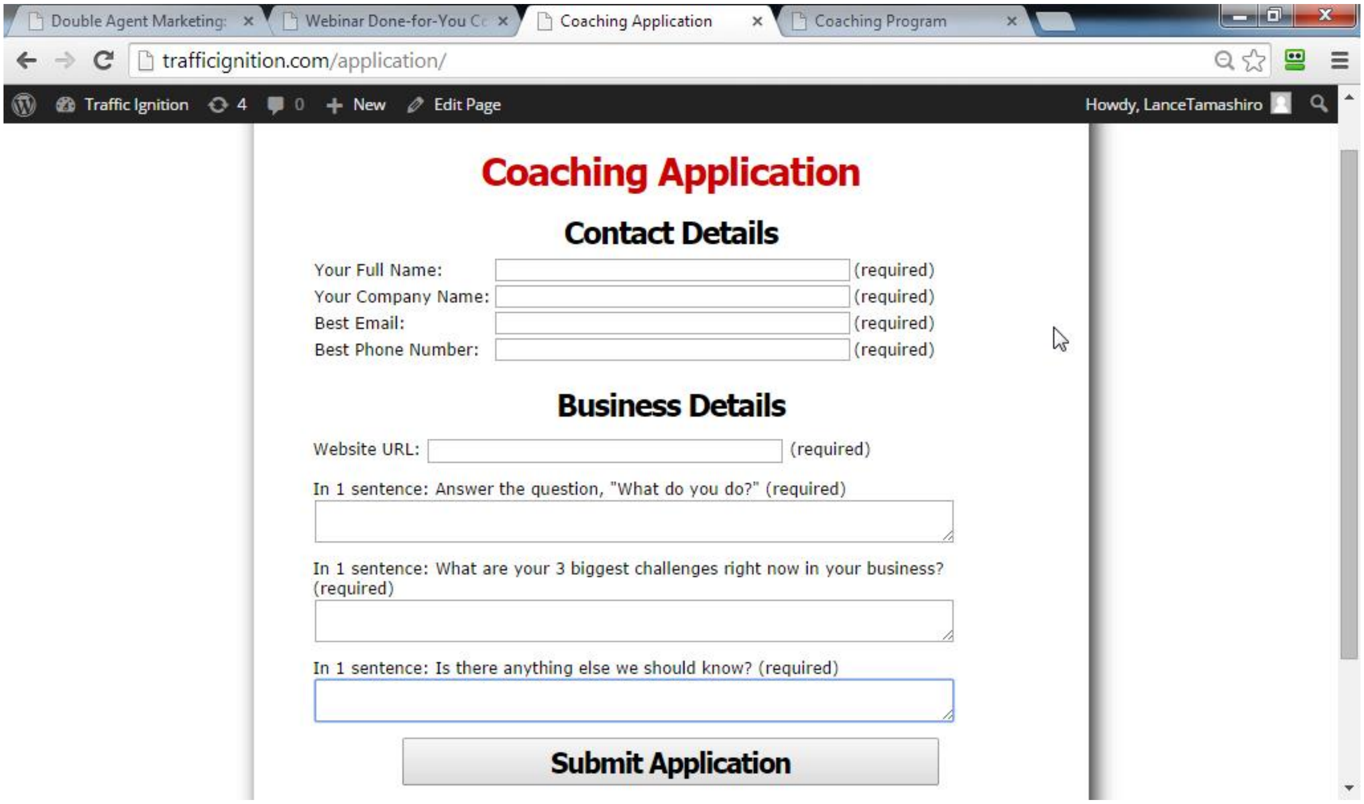
Coaching Sales Letter

The coaching sales letter. Screen your prospects. This is probably the most important part. You want to screen your prospects before you let them in the program or before you even call them to find out if they are going to be in the program. That Platinum page that we showed you, if somebody went to it and bought on that page, we'd probably refund the money if we hadn't talked to them first.



We only want a certain level of person that's ready for the Platinum program in the Platinum program. If they're not, then we say, "Finish Webinar Crusher first. Maybe you should do Income Machine first before you join this particular product."

We setup an application and we put this at our front-end /application. This built-in to your front-end. Once people pass that initial screening, once they've put in information and you say, "This person might be a good fit for my Platinum program", then you want to send them an email to schedule a phone conversation with them.



Give them three dates and times. Once they fill in the application that we'll show you, then you want to say, "It looks good. I can meet with you on Monday at 3:00pm Eastern, Tuesday 3:00pm Eastern or Wednesday 3:00pm Eastern. Which one would you like me to call you?" Don't leave it open-ended, give them three times that you are willing to give them a call.

Here is the important part. This phone conversation shouldn't be more than 15 minutes. This isn't a coaching call, this isn't for them to test you out. This is somebody that you're pre-screening. All you want to do on this conversation is to make sure that you can help them get to where they want to go. That's really important, that they have to have a vision of what they need help with in their business, in their golf game, in their self defense, in their cartoon drawing career and so they know what do they need to get and that you can help them get there.

Ask a prequalification proof question. For example, we never take people on because they're willing to give us $24,000 a year. We ask them, "Let me see your website. Let me see how big your list is." We ask them a question that they can't lie to us. If we ask for a website, we can go see the website.

We might ask, "How big is your list?" The answer might be, "I don't know. It's 100,000." We'll then say, "You have a list of 100,000 people. What's your average click-through rate?" If someone really has list that big, they'll know what the click-through rate is.

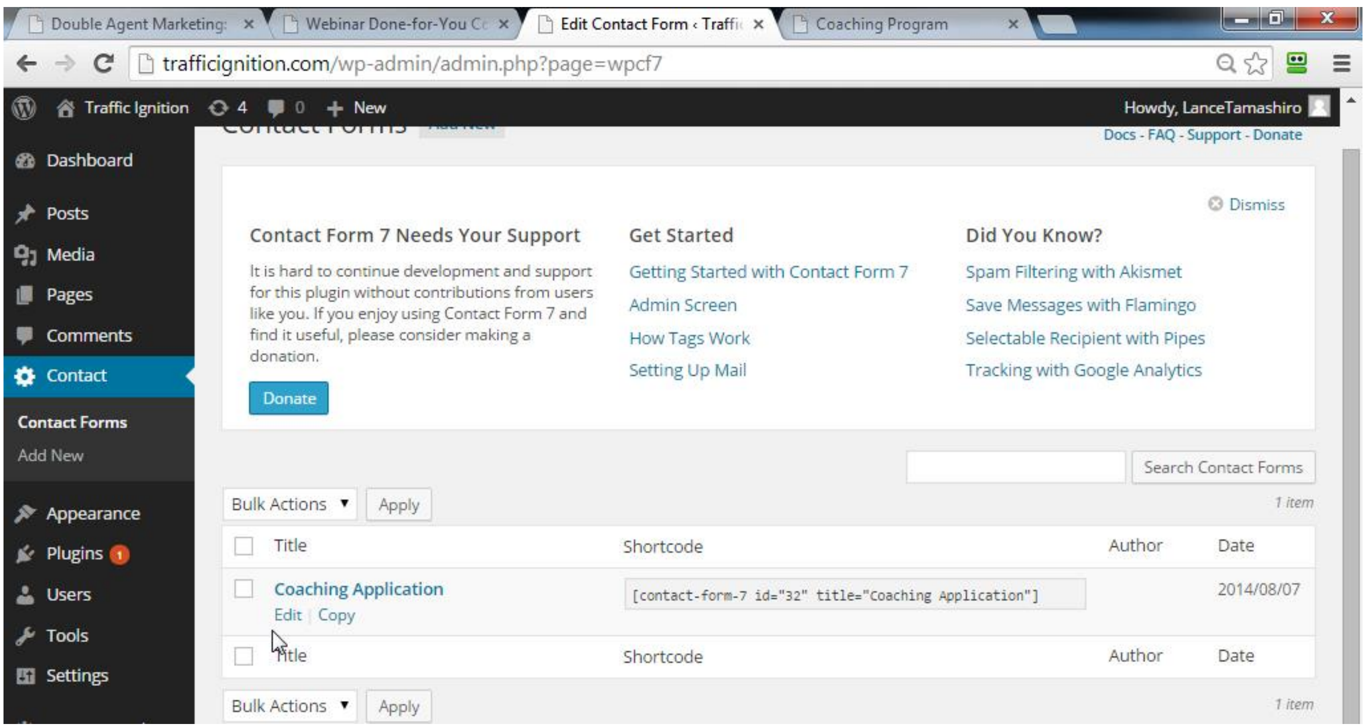
We don't want to take somebody at that level of coaching program that it's wasting their time, our time or their money. We want to make sure they can get the result. Ask them a pre-qualifying question. "Where are you at? Where do you want to get to?" "You want to get your golf handicap to a four. What's your current handicap?"

They might say an eight and say, "What's your average score?" If they don't know right then, then they don't have that handicap.

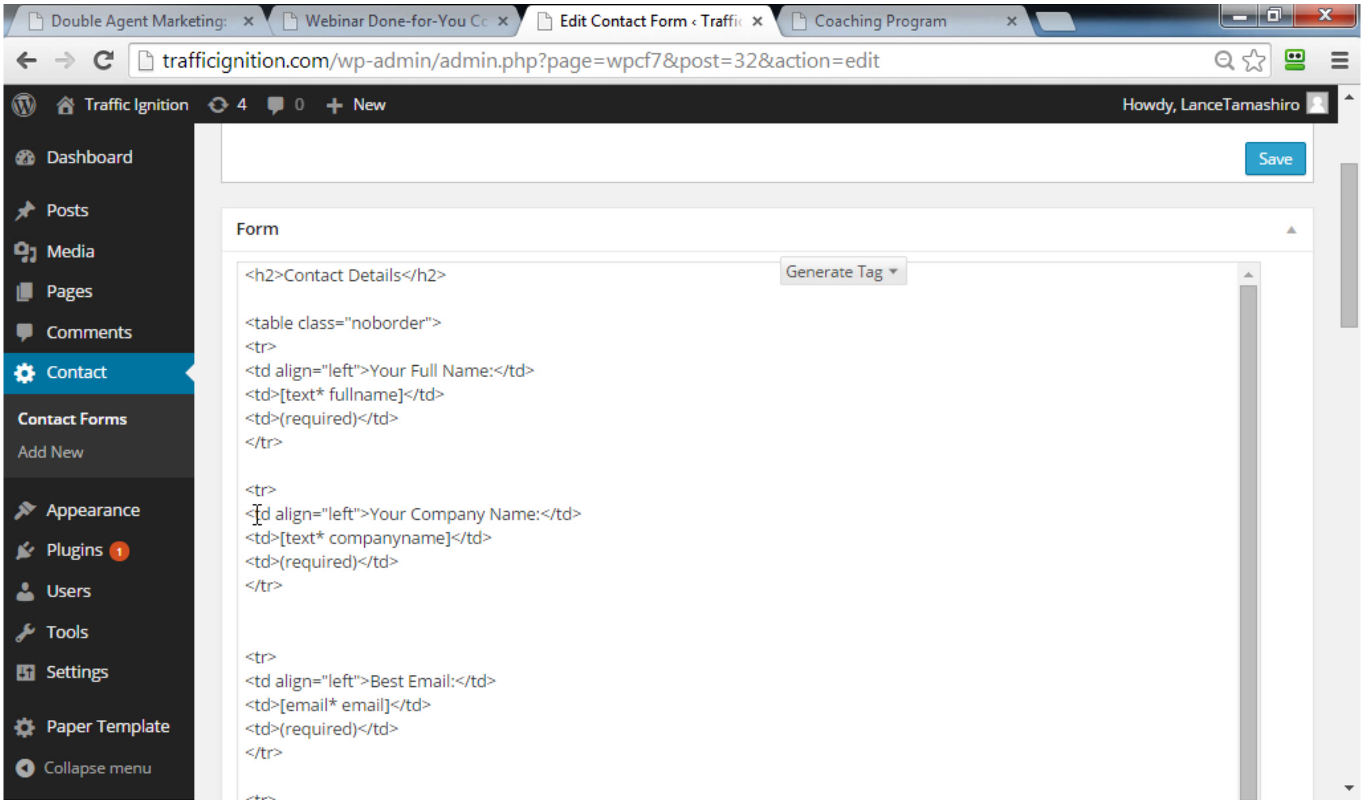
Or, "You want me to take your knitting business or your corsair to the next level. What's your favorite kind of knot?" If they don't know these answers, you'll automatically know if they're telling the truth or not and you want to pre-screen these people because it's a lot of time and effort on your behalf and more importantly, if they're not ready for the coaching program, they'll appreciate knowing what products you have that will get them or ready for the coaching program.

If they're not a good fit or if they are a good fit, then you send them to the sales page in order to sign up like what we showed you, the coaching page. When you setup this button, it doesn't have to fill in any of the Wishlist information anymore. All you fill in is the name of the product and the price.

No Wishlist integration this time. Why? You don't want them automatically setup and you're going to setup their membership differently. These are high-end people, you're going to do a little more leg-work.



We'll go to the front-end of the clone we setup. You have two pages. One is called "Application" which asks the basic information: what's your name, what's your company name, what's your email, what your phone number, what's your URL, please tell us what you do, what are the three biggest challenges and is there anything else that we should know?



When they fill this out on your site, you'll get an email that has the information. Then you can send them the phone interview setup or say, "We're not a good fit. Check out this product."

If you're the one providing the coaching program, you're not trying to sell them, they're trying to sell you.

What if they don't have membership site? We could still take their money and walk them through the course, but both sides end up frustrated. We've done pitch webinars sending people to this form. I've sent out emails sending and even done things like dropping little line on some of my podcast episode saying, "If you need some extra help, shoot me an email."

They shoot me an email and I reply, "Fill in this form." Many times, people will fill this in and we can tell right off the bat if it's not a good fit. They give us the URL, or they don't have a niche, or they don't have a list, we're not going to even talk to them on the phone.

It would be a disservice to charge somebody $2,400 when we can tell what they really need is a course that we have that's $200.

If they take the course and they use it, then they'll be ready for us in three months or six months. It might even stay longer because they can use to have that coaching program once they're up at that level if that makes sense. In our niche, the big question is: do they have a list?

If they have a list, then that means that chances are they're not making the best use of that list and we'll get them do a membership site, get some pitch webinars going, get a follow-up campaign. In that first meeting, we can give them a couple quick things that will make their money back for that month in that first meeting. That's what we're looking for. Low-hanging fruit. Something untapped in their business at the moment.

Don't take their money if they're not ready for it but I want to make sure that nobody in Membership Cube understands our point with this because there are a lot of courses out there that say, "Setup a coaching program, charge high dollar and take everybody that is willing to pay you because it's a lot of money."

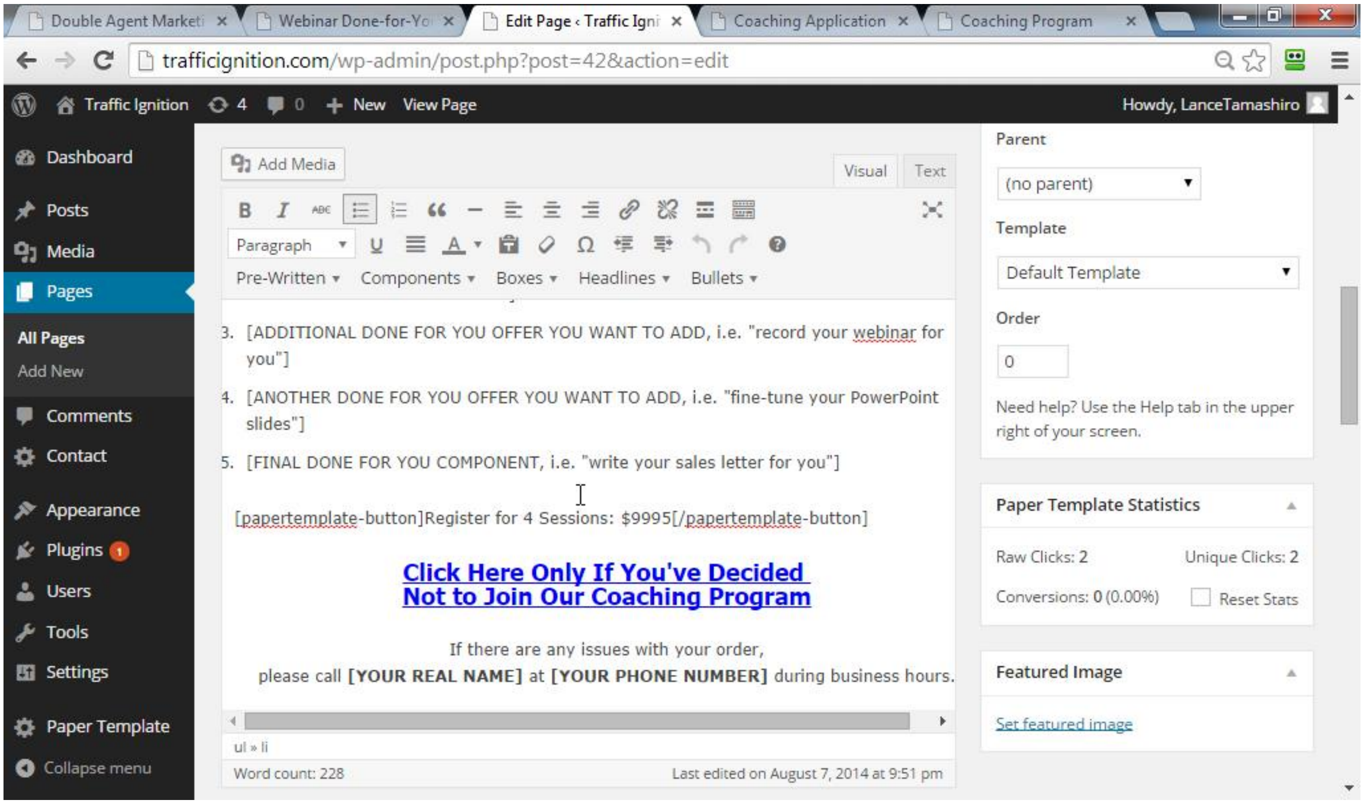
What we're saying is don't do that. That is a bad business model. That is a model that will not keep you sustainable. These people that sign up for this program need to be ready and that's why like we said on the last slide, make sure you understand what their goal is by hiring you as a coach and that you honestly believe you can get them to that goal and there's not a better low ticket product that you have that is a better fit for that person at that time.

I want to make it really clear because if you don't do that, what you will end up with is a lot of chargebacks on people's credit cards that you won't win. You'll find yourself with your merchant account shut down plus a big amount of debt, and you'll have unhappy customers. Make sure the people that you're taking into this program are pre-screened and qualified.

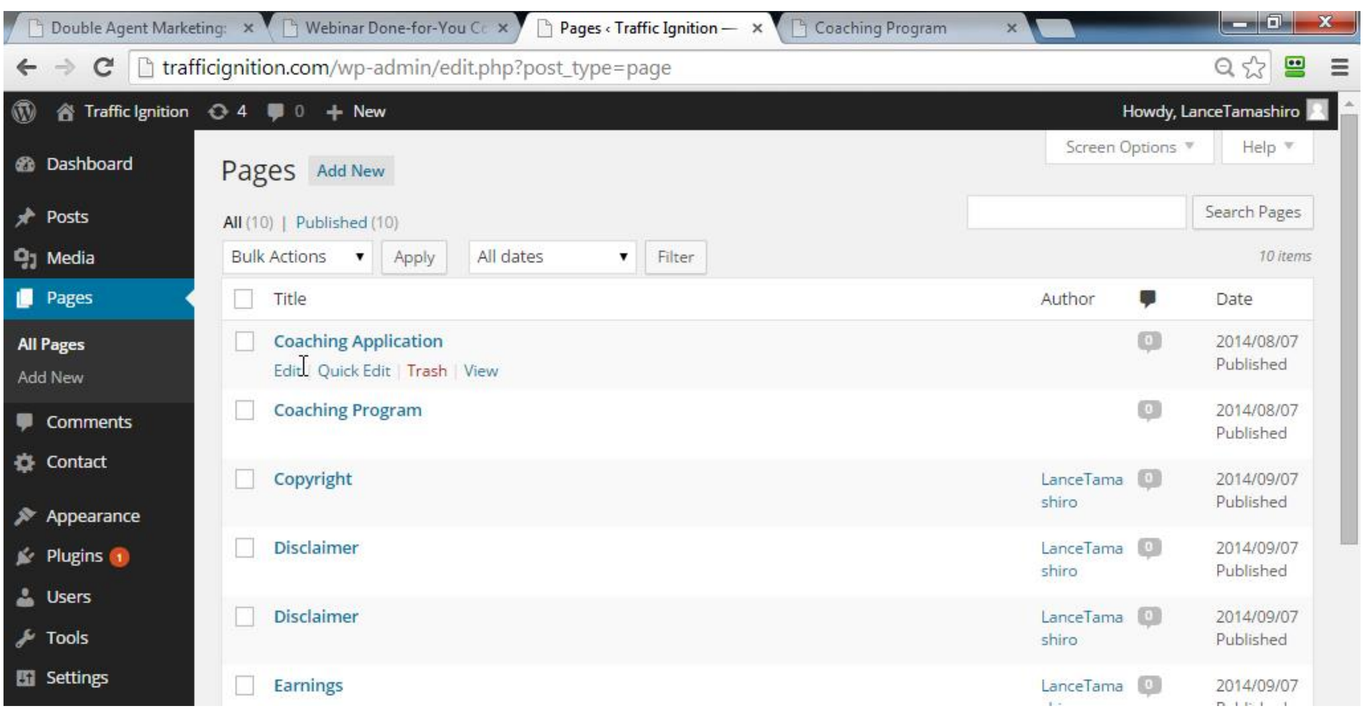
Speaking of that pre-screening, there's a reason why those bottom three questions tell them to answer in one sentence. Some people respond with a long essay. If they can't answer in one sentence as instructed, then at least in this point in the growth of their business, they're not going to be able to follow simple instructions if we meet and say, "Setup this kind of webpage."

Some of the things on that webpage where we say, "Answer this in one sentence" seems kind of silly but if someone answers that in five sentences or they put in one word, then they're not coachable at this point in their business.

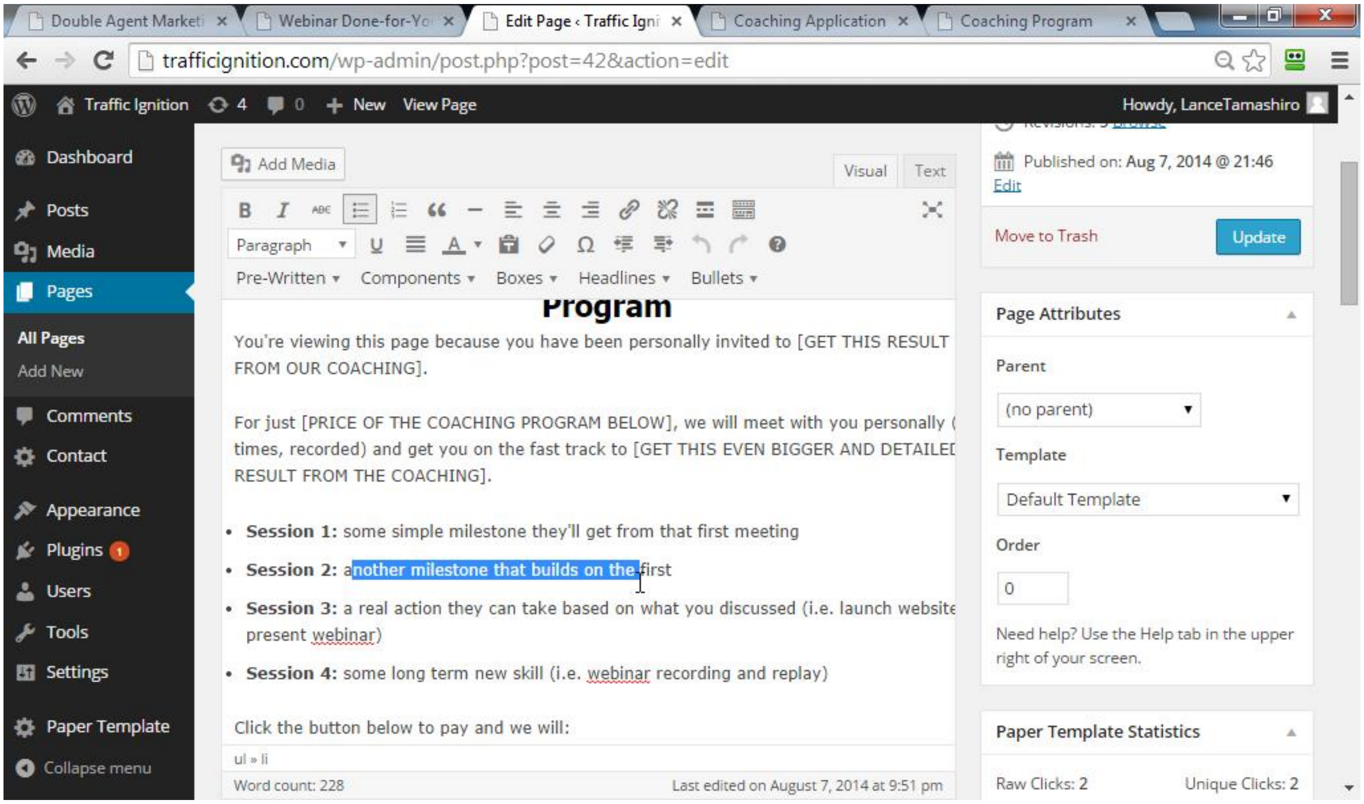
You have this in your front-end at Application and Coaching. If they ask for the coaching program, you send them to /application and then if they're a good fit, then the actual place to buy is example.com/coaching.



You have two pages: "Application" and "Sales Letter", the actual program. It says "Coaching application" and has the contact form. Go on the left where it says, Contact, Contact Forms. There's already a form called "Coaching Application."



You can edit this to meet your needs. Click "Edit" and what you'll see is that you have the questions here. It says, "Your company name." It got your full name. Maybe you want to change your company name or delete it. We'll find what it is here and let's say your golf club, the club that you play golf at and can leave the same.



Save this, watch what happens. We'll go onto here, we'll do a refresh and now it asks for their golf club name. You can edit this up by finding the piece of information that you want. "Best phone number" or if you want to delete it you delete each section here. You can delete email and these are all separated for you. Any piece that you want to delete or any piece that you want to edit.

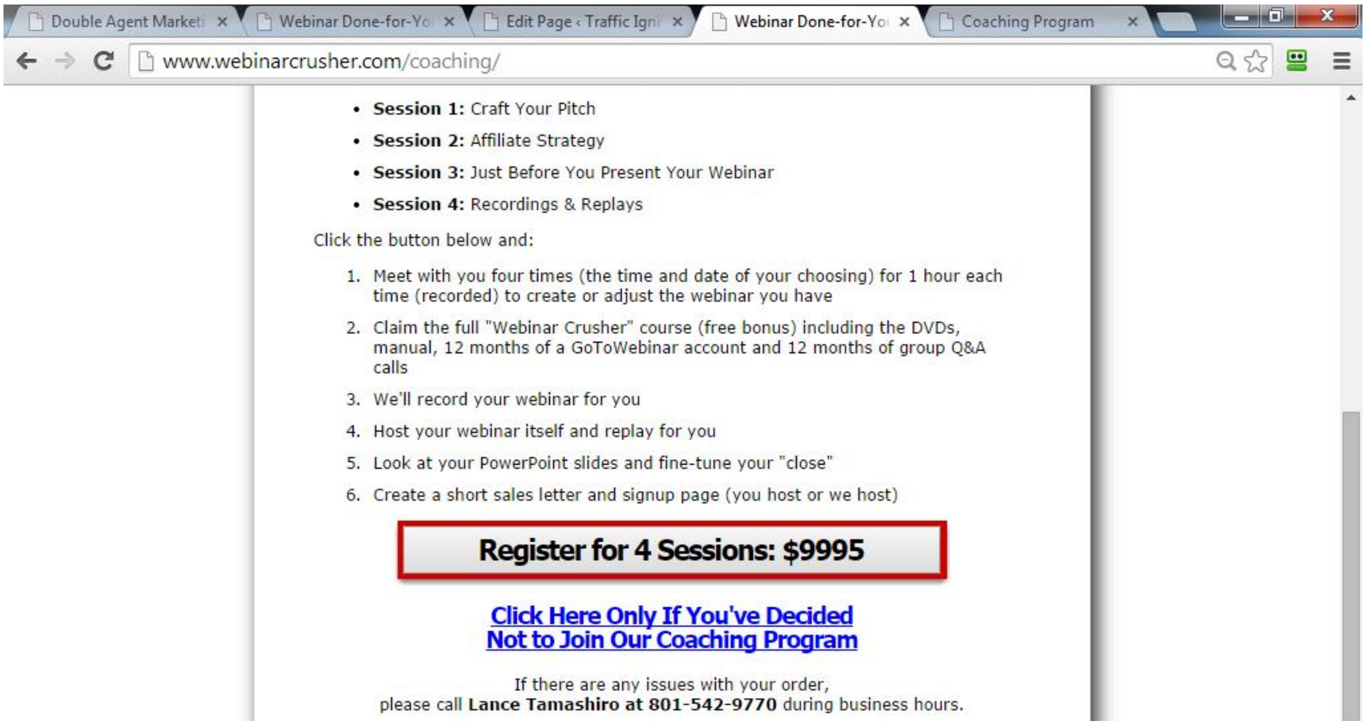
Make sure the email gets to you. They go to that webpage, they fill that in, that shoots you an email and have the information. Make sure this goes to the email that you'll receive.

Enter an email that you'll receive. This will come from you. It will have somebody filled out the form and it will send to you. Fill out that email address is the most important.

Once you have that setup, you'll receive an email, somebody fills it out, you contact them, get them on the phone, find out if they're ready and then when you do your coaching program, same thing. You put in what you're coaching, what you're going to get. We always like to have milestones like we had.

We'll get together, we'll create your PowerPoint pitch, we'll outline your close, we will record your webinar. Whatever that is, you fill in the blanks on this form and then like before you put in your payment button and then the only difference on this is we do provide this link that says, "If you've decided not to join our program..." and then we send them somewhere else.

For example on webinarcrusher.com/coaching, they come to this page and if you need an example page to go off of. This is a good one or the other one is Doubleagentmarketing.com/platinum and you can see that you can register or maybe they get there and they're like, "I really want this but maybe I want to try out something else first."

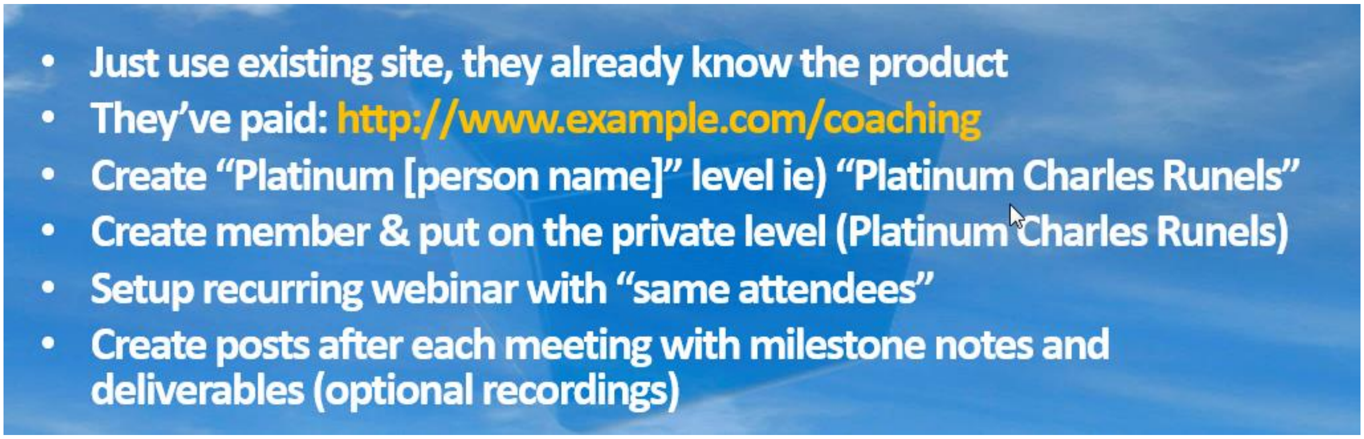


We have this link down here that says, "Click here" only if you've decided not to join our program. When they click it, it sends them to another program that would help them out as well which is the Webinar Crusher programs. What do we know about them? If they were interested in private coaching on webinars, they're probably interested in our webinar course as well.

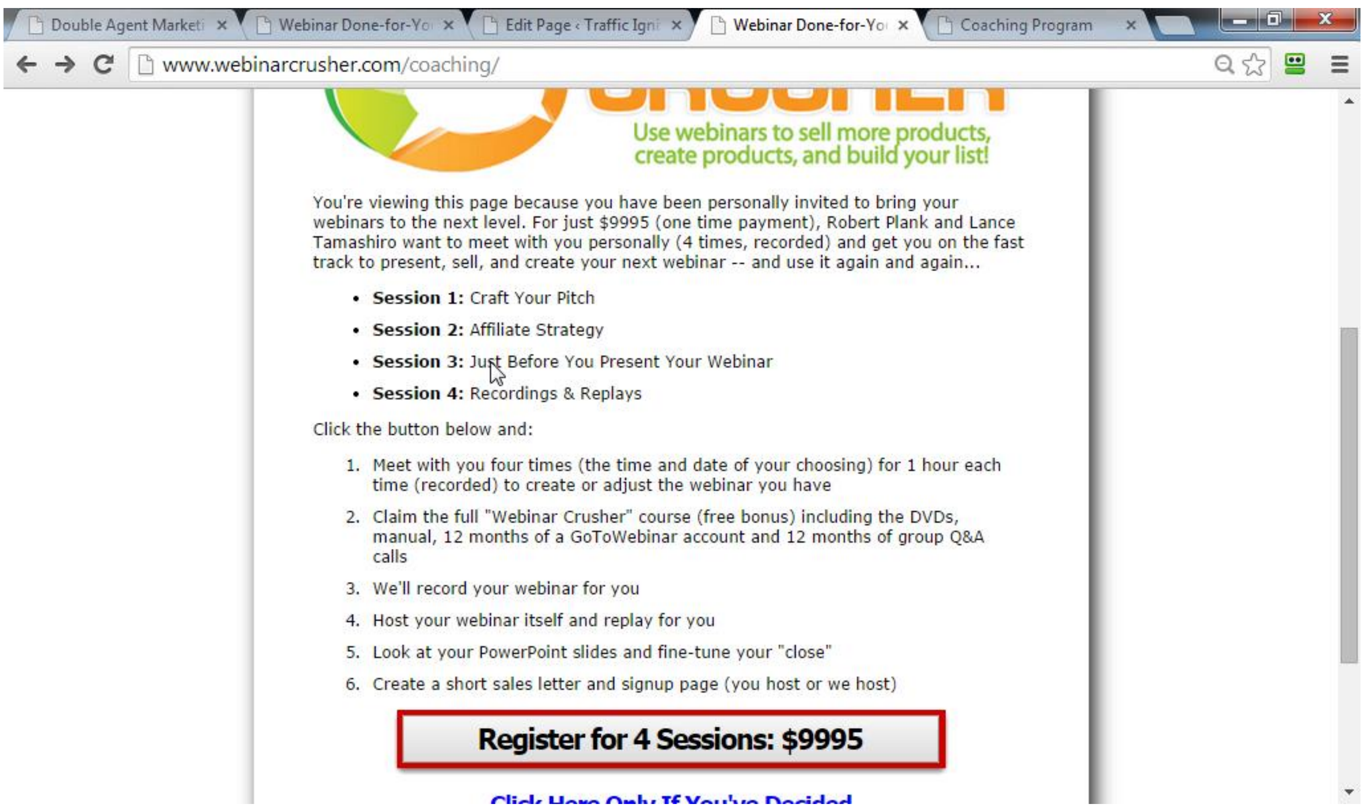
Fill those out. When we setup the button this time, we don't have a level, we didn't set anything up in our Wishlist Member thing so there's not like a level because we all want it to be private coaching for them. What we'll do is inside of our existing site where we'll have the coaching, we'll setup a new level.

Deliver Your Coaching Program

Setup the level name as the person's name.



For example if somebody named Charles Runels signed up for our Platinum program, we would create a level in this site that's called Platinum Charles Runels. That would be the level.



Then we create an actual member for that person which is a login. I'll show you how to do that. We would call it Charles Runels and we put that person on the Private level. What that does is it means that any content we put on that level, only that person can see it. We create a level called Platinum and their name, we create a member using their name and we assign that user to that level.

Then we do the same thing. We setup a recurring webinar like we did for our Q&A program but this time we have to be the same attendees. Why? There's only going to be one attendee. The person that purchase the program and us so they can sign up for the webinar and then they show up at that time.

After each meeting, we create post inside of the membership site and we put notes in there. We put down the milestones that we met, we put down what they're going to deliver back in between that meeting and the next one, and what I would suggest is you buy a program like Camtasia Studio, Camtasia Recorder and provide them with recordings that they can see and in that way you have a visual record of you talking with them, what you discussed and created.

To be clear, those Q&A calls from before, the group coaching, was once a month. The one-on-one Platinum coaching is once per week. It's the same logic.

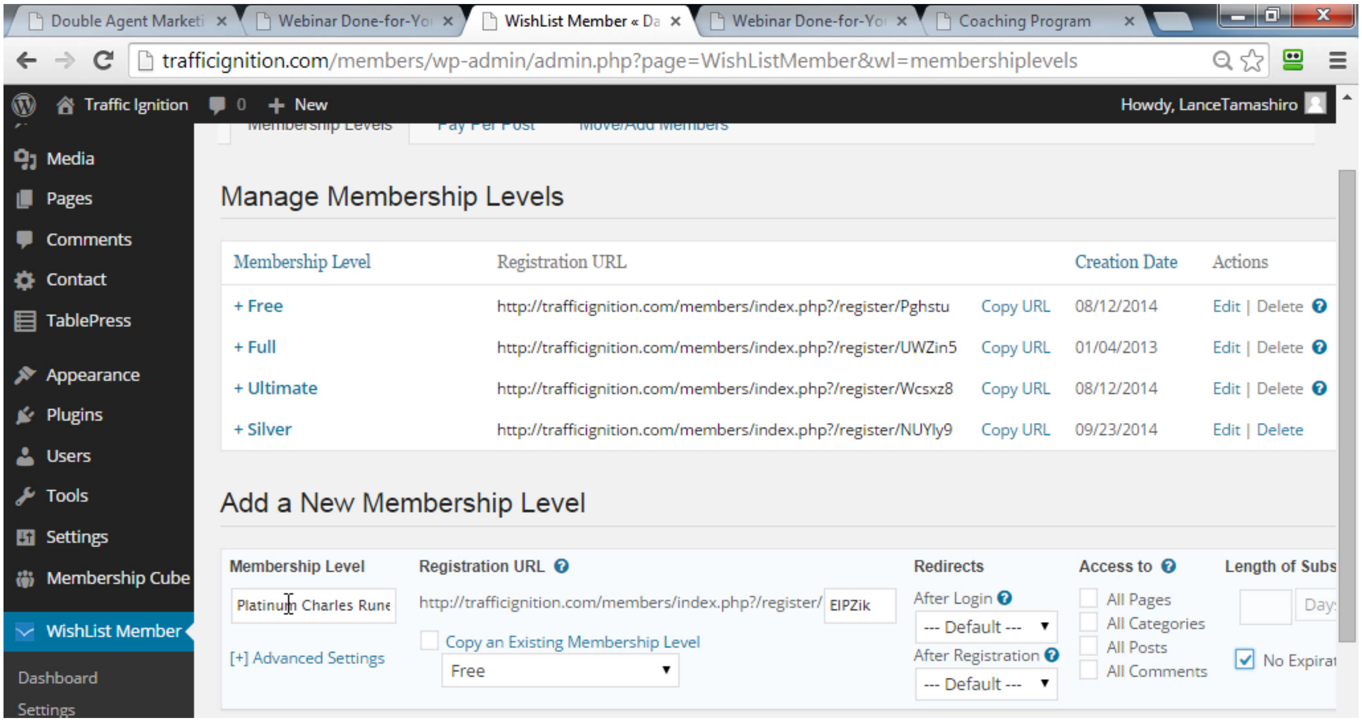
If you're meeting with them every Tuesday at 12:00pm Eastern, setup the recurring webinar. It's a weekly one-hour. Not a monthly one-hour with the Q&A group call. It's the same day of the week every week, the same time of day every time. Tuesday, 2:00pm for exactly one hour. Once your hour is up, that's it.

We'd create the webinar. The coaching client and I would be panelists on the webinar. They get the same reminder emails as us and then we put it as a recurring appointment on the calendar.

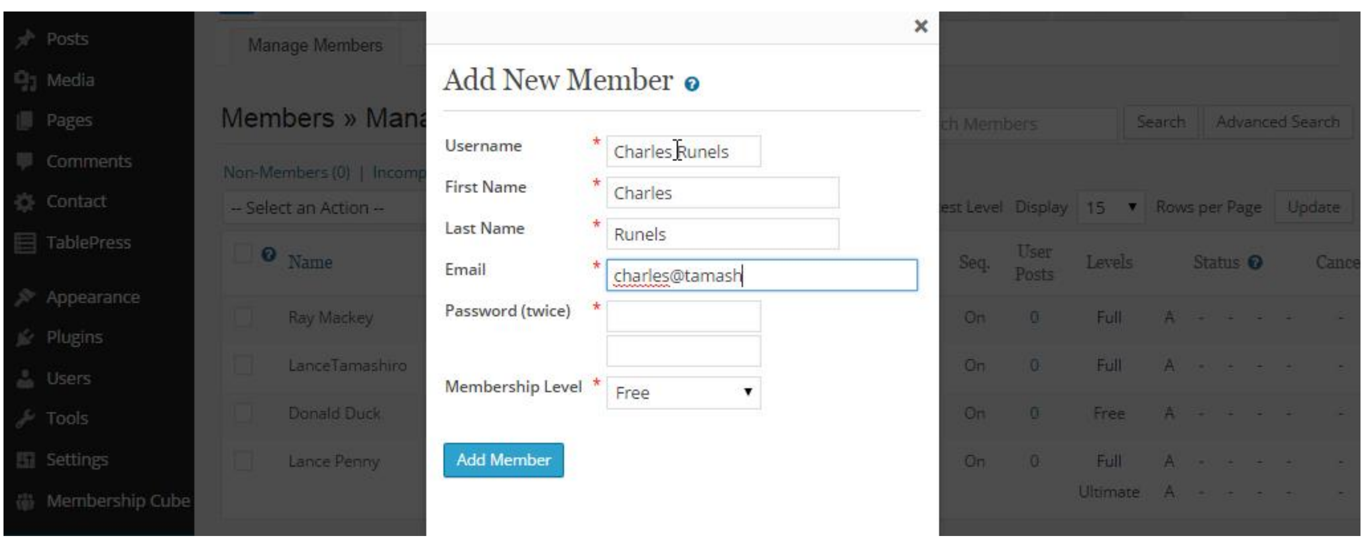
If they can't show up that week, don't change the date that week. It's recurring. When the calendar goes off, we show up and that hour belongs to them. We'll a post in the member's area for their "homework" or "assignment" in between meetings.

"We'll do a postcard campaign or we'll show you how to send one email but we want you to setup a whole sequence. We don't want to waste too much time." We'll give them four quick things to come back with in the next week.

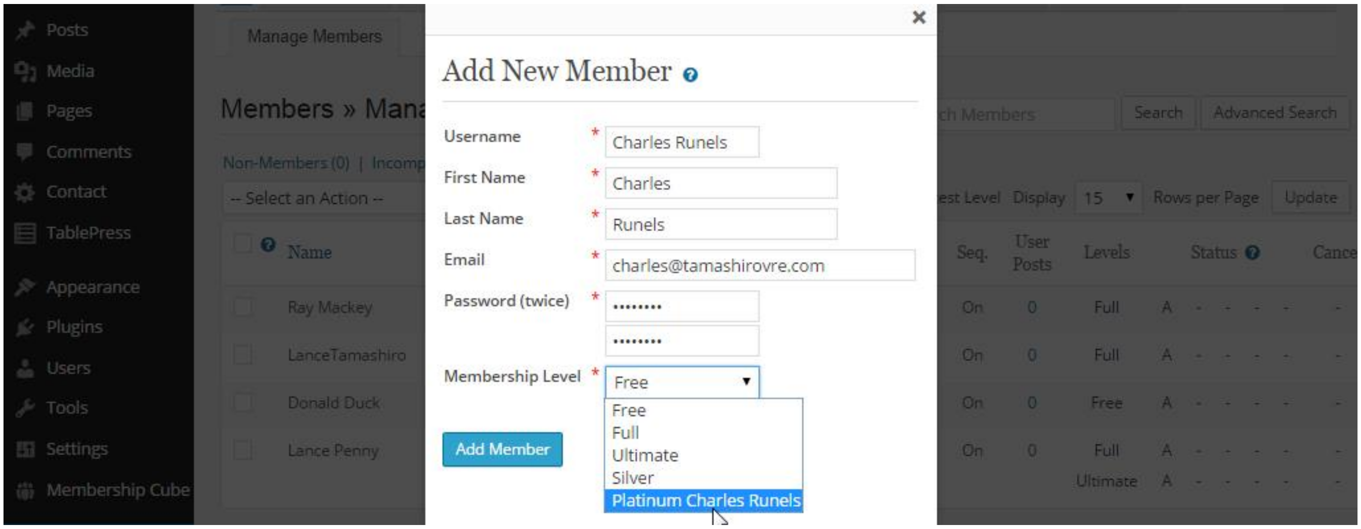
We do this manually. We want to make sure they know exactly what they're buying.



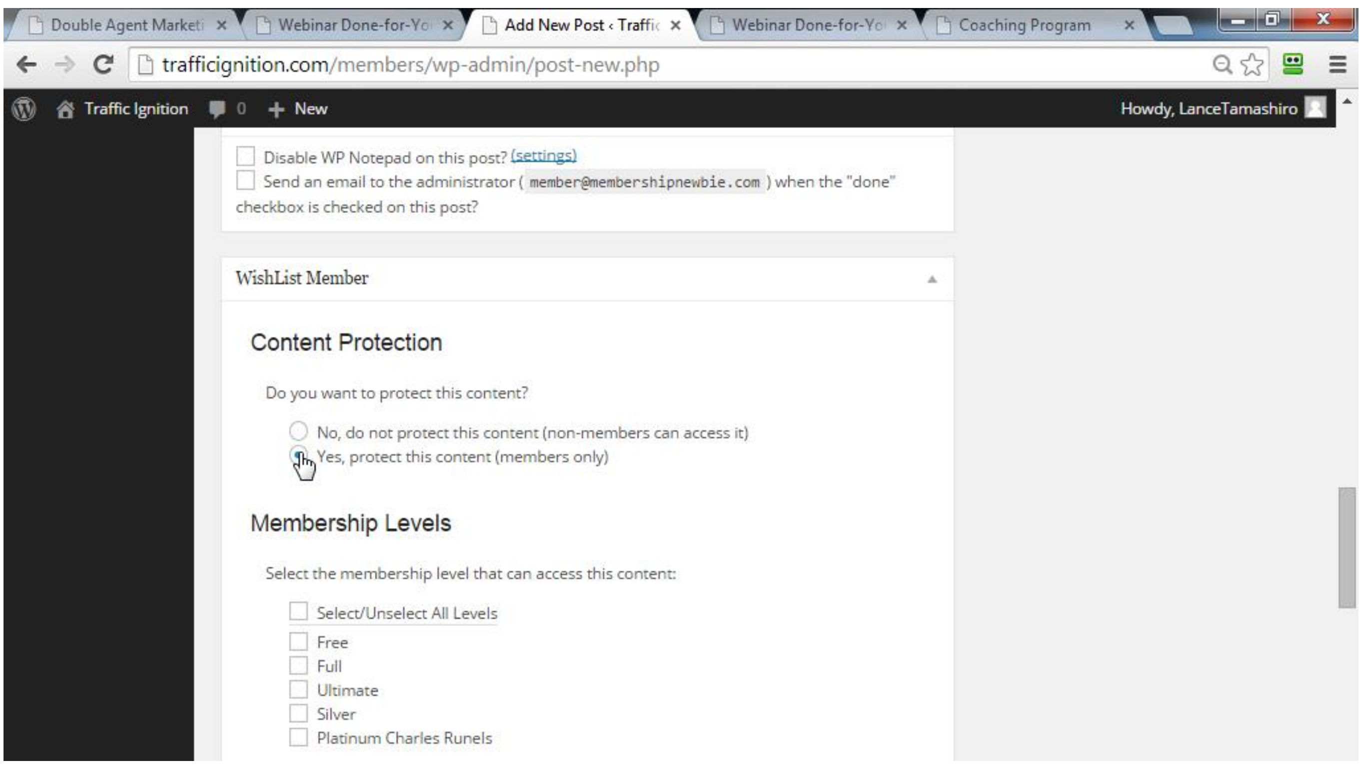
The first thing we do is we setup a new level just for that person. Just like last time we would setup a level called Platinum and then their name. Click "No expiration." Same thing. "Platinum", "No expiration", click "Add new." What that does is it creates a new level inside of our site.

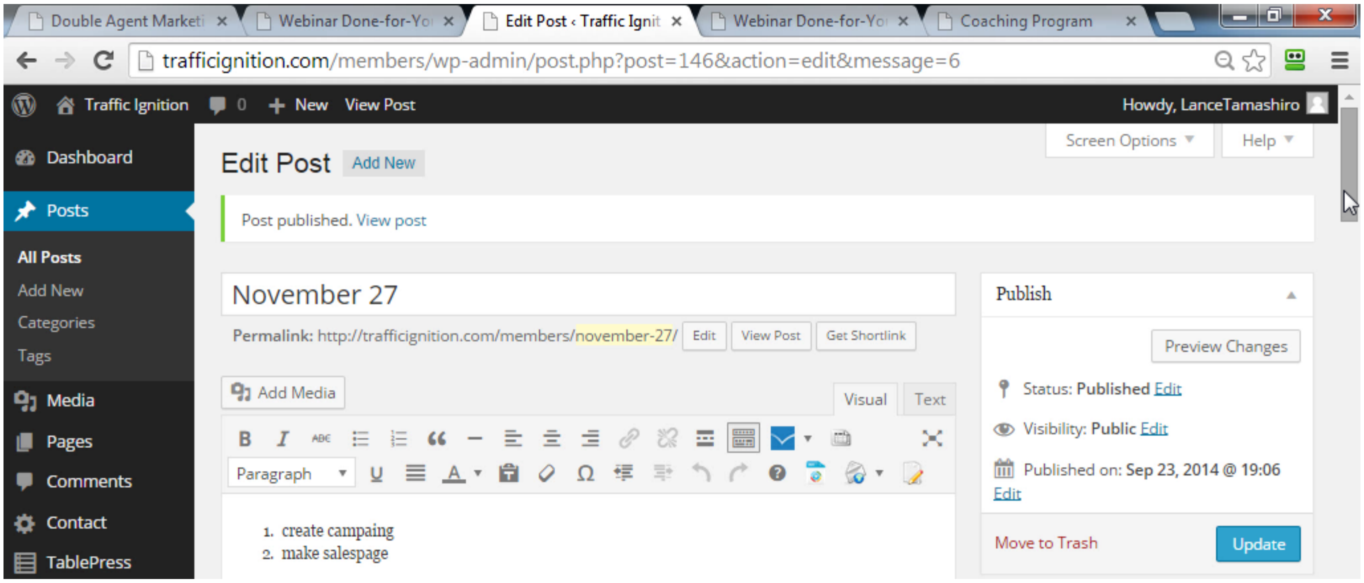


Then we want to create a new member in our membership site. Go to "Members" and we click "Add new member" and we use their name. We do "Charles Runels" and then we fill out this information, put in their email and then give them a password.



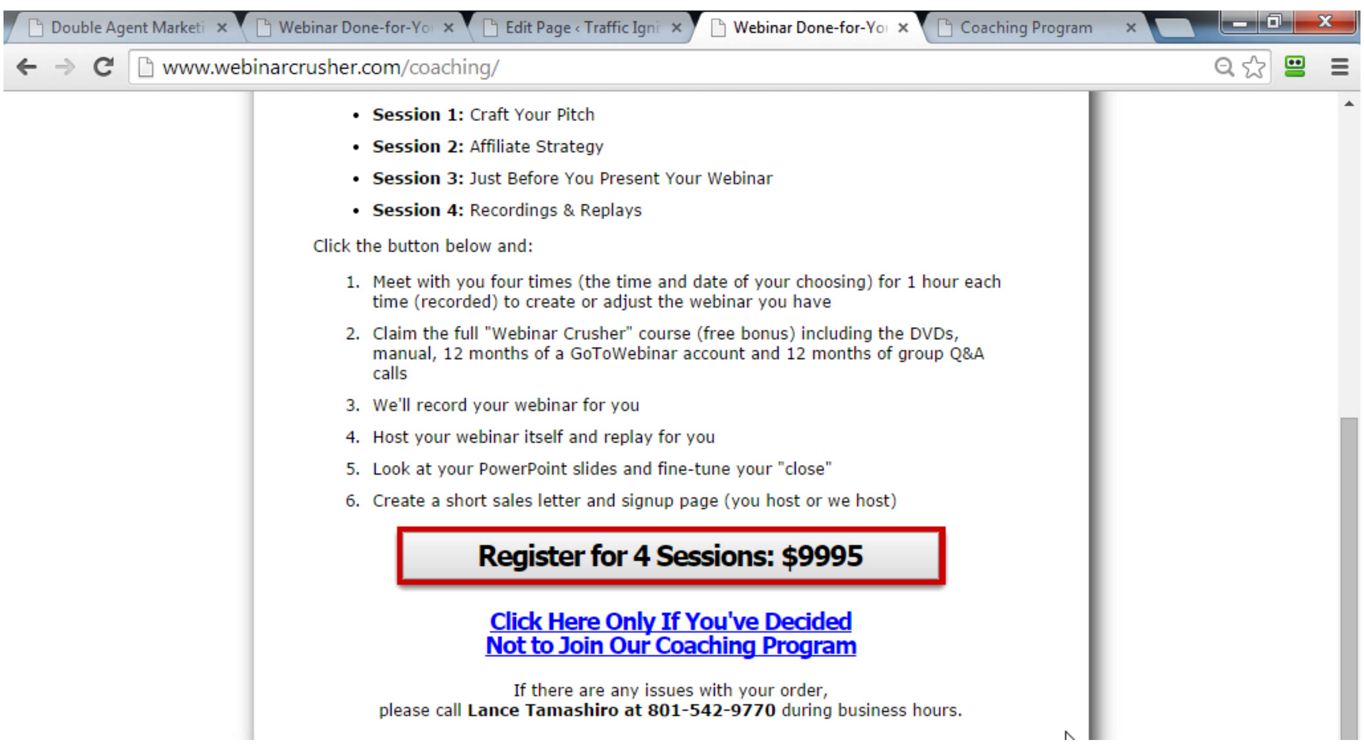
Add them to the membership level with their name. That creates a user account for that person, it also sent them an email and now what happens is every time that you meet with that person and you create the post for it, go to "Posts", "Add New" and we'll put in the date that we met with the person.





Then enter the information. Usually we'll give them tasks. We'll say "Create campaign", "Make sales page", etc., and then we'll add the video recording. This is private. You don't want everybody in your site to see it. Scroll to the bottom, make sure that it's protected and check the box that says, "For the person" and their Platinum level.

If you do that, only people on this level which there's only one user on that level, the one that we created, we'll be able to see that post. Then you publish it and now you have a private area just for that coaching client.



They get access to all of our products. That is also manual. They join Platinum and if something comes up where they say, "I want a membership site" then we'll go in during that call and one of us will create an account in

Membership Cube for them. Just make a little note so that if they ever drop out, then they also cancel their Membership Cube account.

If you want to get all crazy and say now they get access to 10 different sites but the way we like to do it in Platinum is if they need something, we'll go and login and we'll make them an account. It's just like as they ask for it basis.

Most of the people that join, don't join because they want everything. They know exactly what they're trying to get and then when we get to that point, they'll say, "I need access to this." We provide them that access. Don't overthink this. Your best students will know exactly what they want.

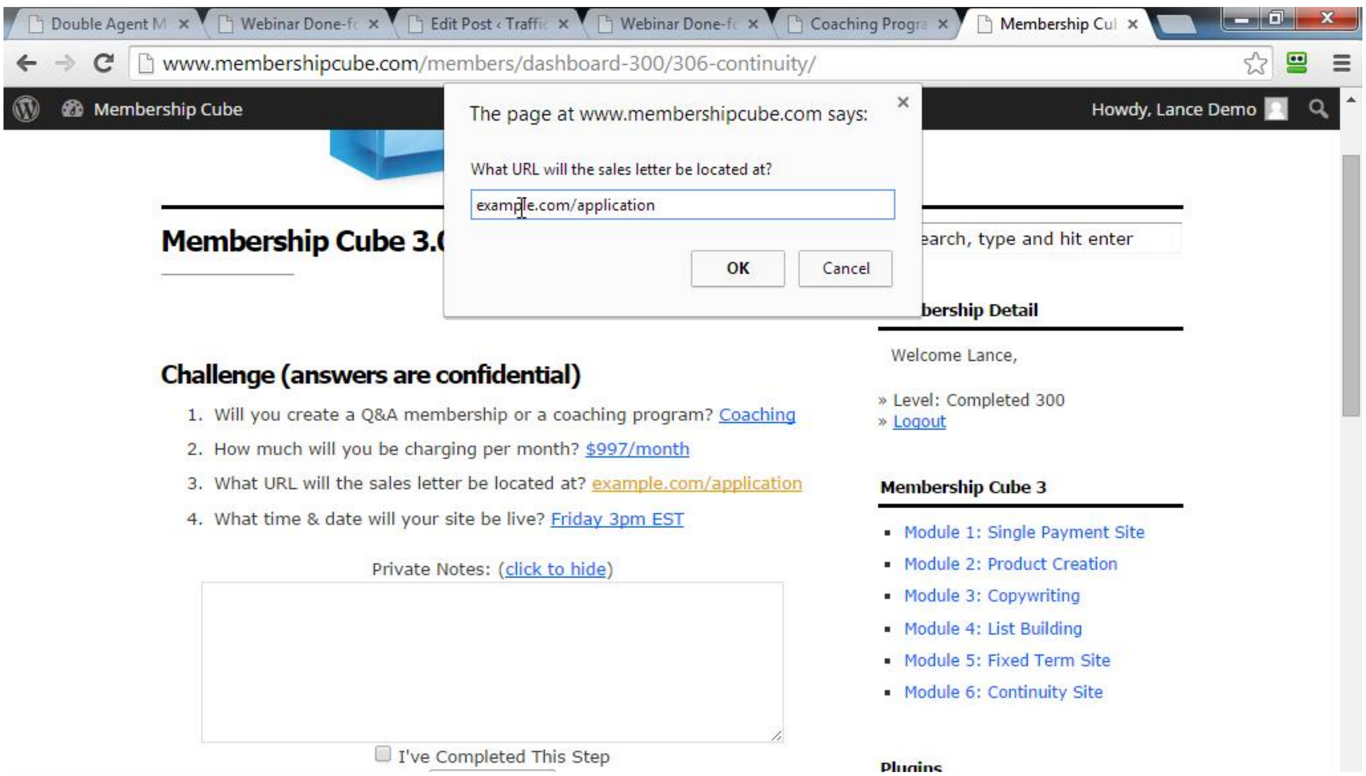
Continuity Challenge

We want you to create your continuity sites. Go to the member's area at MembershipCube.com/members to answer four questions:

1st, will you create a Q&A membership course or will you create a coaching program? Choose one of them. Everybody should have at least one of these if not both.

How much will you be charging for your program per month? What URL will your sales letter be located at?

What time and date will your continuity site and program be located at? I'll login and click "Module 6."



We'll create a coaching site. If I could spell it and we will charge $9.97 per month and our sales letter will be at **TrafficIgnition.com/coaching** and we'll have this done at Friday at 3:00pm Eastern is good.

These big numbers are scary at first but it just takes one person to make this worthwhile and you have no one taking you up on coaching offer or you need to get more members to get the numbers to work out. At the very least it makes the rest of your membership site look inexpensive.

You only have a certain amount of time. It's this price for you to help them but if they want to do it themselves, if it's 10% of the cost of you meeting with them, suddenly now that $100 a month site looks inexpensive. I know it's scary but at the very least, just have the dang button and the mini sales letter setup.

Module 7: Physical Site

You've made a single payment site, a fixed-term site, a continuity site, front-end sales letter, things with drip content, whatever you need for your own personal needs and now we're getting into this.

I almost kind of want to say it's advanced but it's going to be pretty easy for you to do. That's adding in this physical component because what we want for you is to have residual or recurring income with your membership sites. We don't want that to be at the cost of you having to do this every day or every week chore where you having to continue piling on to get paid.

We wanted you to find these shortcuts where you can do little tiny tasks that give you big results and having the physical site is the way for you to do that. We been members of these membership sites. We joined and stayed in to get this physical item in the mail.

We've also joined other membership types. The reason we joined was in order to get listed in a directory that was in that site or in order to get traffic or in order to get some extra membership bonus that wasn't just content.

We'll show you case studies, things that we do, and things we want you to do using this plugin included in Membership Cube called WP Kunaki. You'll collect the physical addresses of your paying members and use that information in a few ways. To list out the information to other members who want to maybe hire each other or things like that. To send out thank you cards, manuals, DVDs's, any kind of extra add on bonus you want.

Many people fail because there's no physical component. I'm talking specifically outside of online marketing. Niches like health and wellness, like self-defense, like golf.

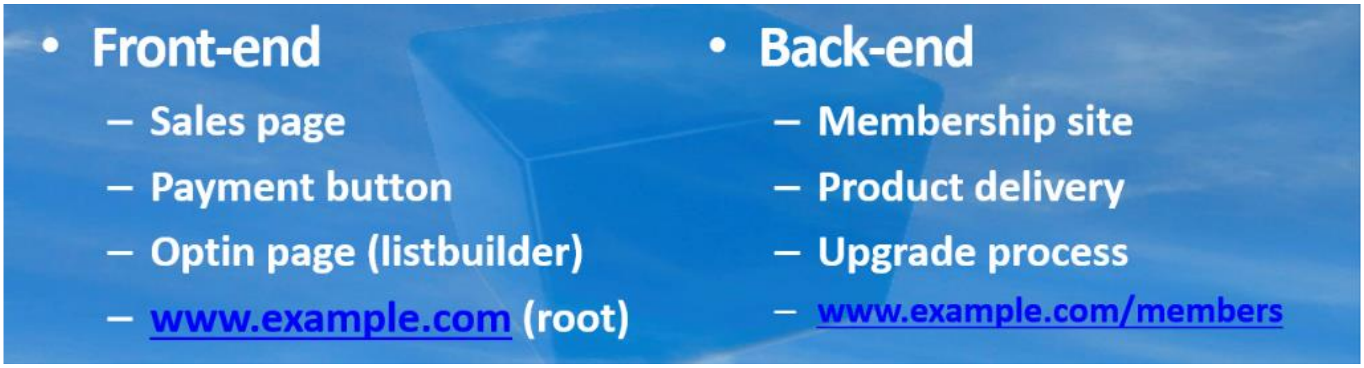
If you notice one of the reasons why I personally believe that so many people that come on with really good products online end up failing is that they don't have a physical component. Watch infomercials. What are they selling? They're not selling even though the back-end might be some online internet type site.

They're selling you a DVD. A training aid. You receive it in the mail. We understand the idea of buying information, of buying videos, of buying training online. But the majority of people still want to buy something physical. The biggest sites are Amazon and eBay where you buy physical products. There are sites coming online like Lynda.com where it's all training and people are getting used to that but especially if you're not in a niche that's like how to setup websites and how to do things.

Having this physical component blows your competition out of the water. This is simple if you've completed the modules up until this point to have a physical product to send out. We'll show you exactly how we do that. How we get them created and why it works so dang effectively.

What We're Building

The most important part is your architecture. You need two separate WordPress installations.



One for your front-end. This is your sales page, your payment stub, your page, your coaching sales page. This is where your sales process happens is on the front-end installed at your root domain. That's like membershipcube.com. That's like TrafficIgnition.com. That is your root domain. There are no slashes, there's no anything and that's where all of your front-end information goes.

Then you have your back-end, your product delivery. This is your membership site. This is where people go after they paid. In the first module we connected the PayPal button in your sales letter to your back-end.

It's important to keep these two things separate for fail over, making sure you don't mess with your buyers and of the sales process and for how fast your site will run. You need to make sure that these two things are separated.

These are two different WordPress installations. You have /members which is your membership site, your product delivery. You have the root which is no slash which is your front-end.

We'll create manuals and home study guides, CDs, DVDs, thank you cards, and manage those addresses. How do you even collect an address? How do you track when you sent it out? How do you know if the right person gets it? That's why we developed WP Kunaki so we could manage it.

Think about the power of having the physical address.

How do you get somebody to give you a real address? Sell them something you have to ship them. You have a database of previous buyers that you can send out mass mail into the mail and if you think about it that's a whole different level of what you have now as an asset for your business.

We'll show you how we've managed the addresses. Then we'll make a directory site. The way that we do it is much different than probably a lot of things that you've seen.

The first client that we helped build one of these has now built a six figure a month business from this directory. We'll show you that business. We'll show you how to implement it in your own business.

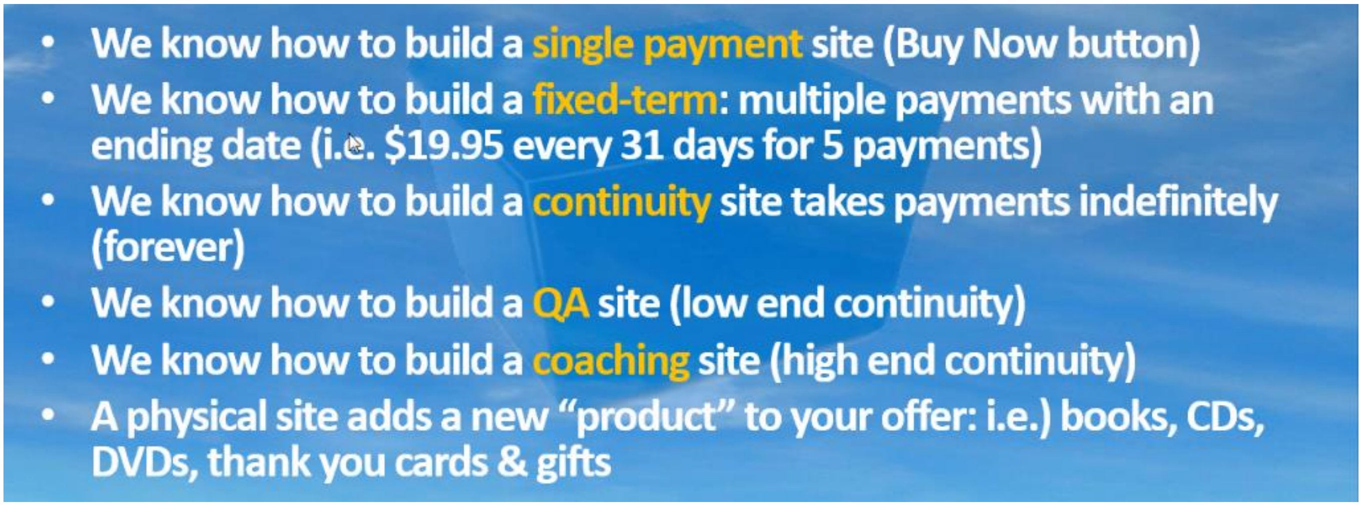
We'll show you how to create your physical product most of it is already done. We'll show you how to collect and manage your addresses, already done for you. We'll show you how to create a directory based on your membership site, already done for you. These are additional revenue streams your competitors aren't using.

We have our physical site. We know how to build that single payment site and if you remember we told you in Module 1 that everything builds off what we did in Module 1. If you did Module 1, if you setup your payment button, setup your download area, add it on. The end of Module 1 you all had everything that you needed if you have to, to go out and start selling products. We know how to build that single payment site that's the buy now button in PayPal.

We've created a fixed-term site. This is a payment plan, if you have a product for $97-$100 you can break it up into 5 payments of $19.95, deliver your contents. If people pay it off they continue to get access if they don't they lose access but it's a financing plan.

Physical Site

We told you how to build the continuity site. The difference between a continuity site and the fixed-term site is that you take payments forever. We went through a couple of models with that on how you could monetize that.



We discussed how to build a Question & Answer site. This is low end continuity. This is your $47/month or $97/month continuity site. Once you have that Q&A site, build high end continuity. $2500/month, $1000/month continuity sites and the coaching program.

If you think about it, there's not many models, not many things that you don't know how to do and you don't know what to do very easily which is the added bonus. Start with that Module 1 site. Everything else is just changing some settings, changing how you setup your levels, changing how you make your buttons. Everything is the same for your site.

With a physical site, you'll add a new product to your offer. You'll offer training, your Q&A program and make it better.

We discussed in the sales page module, that when someone comes to your site they want to know they're in the right place. What the product does for them, and when they'll get it. They want to know how it's delivered.

People learn in different ways: some want audio, some want videos. When run live events, several people show up with our big 400-500 page manuals that we've mailed to them. They're written in and scribbled in. They have their notes because some people like to sit on the couch, read the book and go through the manual.

We'll show you is how to add "books", CDs, DVDs, thank you cards and gifts.

This physical component adds onto what's already there. People don't need to wait to get these in the mail. These are hybrid sites.

Let's say you have podcasting training. Someone buys access to that membership site. There are videos plus DVDs you send in the mail, with those exact same videos or that manual with the written form of the videos.

You get the best of both worlds. They get that instant access. They get the digital videos and then because we can't get that book in their hands instantaneously. In a few days once it arrives in the mail they also have that permanent physical part of it that they could put on their bookshelves. They also get the videos right away, but they also have this permanent object at home.

We created physical products before we were able to sell them. We knew one day we would use it. We didn't know how to deliver it.

We would make a book and DVDs. When I first started out this online thing it really clicked for me how important this is to have for many people.

We call it the Mom Test. We need to be able to explain anything we do to my Mom, who has no technical background and doesn't understand our business. If it passes that test, it makes sense to her. That's a good thing.

Have a Mom Test. Whether it's your actual Mom or your kids or somebody that doesn't really know what you're doing, see if it makes sense.

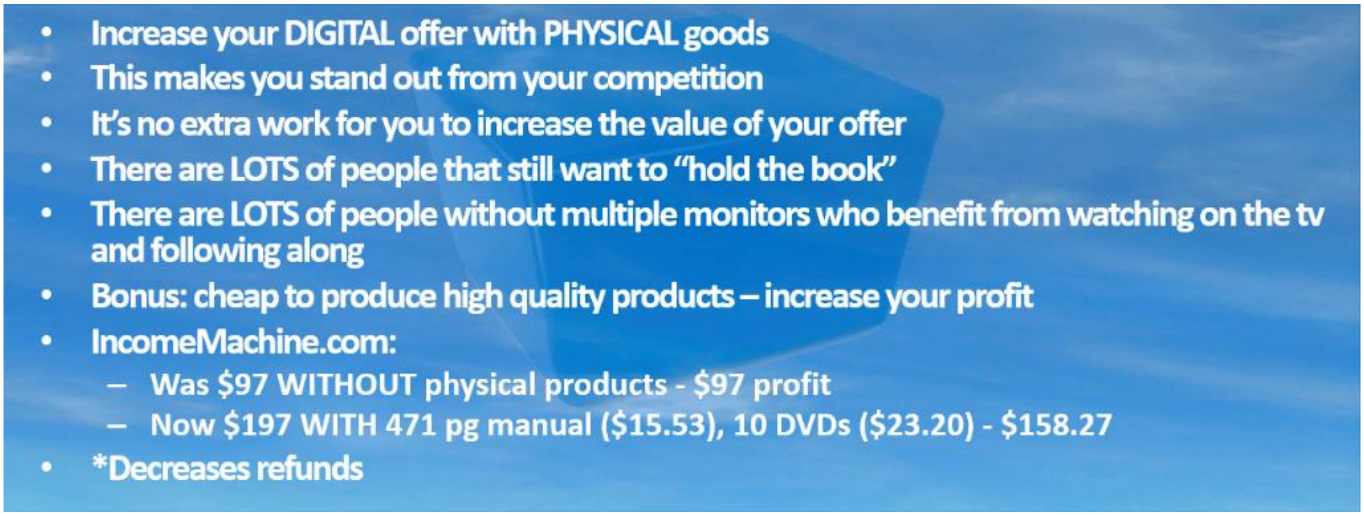
I was explaining our business to my Dad. How I was making money and it was we do training online. We give them videos and we teach them how to build a membership site. How to setup a podcast and he just looked at me and said "I don't understand what they're paying you for."

I ran down to my office because I happen to have a set of 10 DVDs and the home study manual. I ran upstairs handed it to my Dad and he looked at the DVDs and he flipped through the manual and he goes " I get it. I get what it is that you sell. You sell home study course.

Because of that and that whole mentality and a lot of people that are buying the products. That's why you see us adding this thing to our sites because it's a lot easier to tell somebody something even if it's the exact same thing that they're getting digital. There are a lot of people that when they buy something they wanted to show up in their house and this is a quick easy way to do it.

Physical Theory

You can increase your digital offer with physical goods. You don't need to create something new or make a new book. It's based on what you already have and it makes you stand out from your competition.



Most of your competitors don't add a physical component: a manual, DVDs, thank you cards, gifts. Think about how you can even take that one step further.

When we first started teaching webinars, we would send people $30 headsets that we used from Amazon. It's something that they're going to need anyway. When you bought Membership Cube we included Wishlist Member. We included all of these other things that you get them everything that they need and what we really try to do is include everything that you need so that you can stand out from your competition. It's no extra work for you. That's what people are looking for.

Four videos. How do I add more value to my site? The way you do that is with these physical products. There are lots of people that want to hold the book. They want to know that they have it there. I'm sure there are some of you listening to this call that still have your college books from your 100 Level Courses somewhere in your house because that's just how we're talking. If we have the book we can always go back to it.

The other thing that we really did figure out is that a lot of us have multiple monitors setup or big monitors but there's still a lot of people that don't have those kind of technology setups. They're working from a small laptop. They're working off a 15 inch square screen and a lot of them can benefit from having a DVD of your course. Putting it in the TV and then following along on their computer at the same time.

Here's one of the big bonuses is that it's really cheap to produce high quality products and the pay-out is that you can increase your profits. If I add in this physical component, how do I increase my profits?

What found that every single site that we add this physical component to, two things happened. One, our conversion rate goes up which means more people that come to the site buy the product. We can only attribute that to adding in the physical product. We have the exact same sales letter and all we do is add in, you get a book and a DVD. The difference in the increase is from adding in the physical component.

The 2nd thing is that when we add in a physical component we also increase the price. We increase the price we make more profit.

A good example for us is a product we have called Income Machine and before we added the physical component we charged $97. We charged $97 for 8 sessions. That includes transcripts, recordings, everything in the member's area and to be honest it was a tough seller. It's one of the tougher things that we sold.

Then what we did is we said "Let's take those transcripts. Let's take those videos. We'll get it made into a home study manual. We'll get it turned in to 10 DVDs and when people buy we'll mail out these physical components." We added two sections to the sales letter. One for the manual and one for the DVDs and we raised the price a $100 to cover our cost

Well what was interesting is the conversion rate went way up. The conversion rate goes up which means we're selling more units plus we're selling more units at a higher price and our profit goes up.

The 471 page manual that comes with Income Machine costs us $15.53. That includes printing and mailing within the United States. These are all U.S. numbers. They go up for Europe and Canada. $15.53 for us to have it produced and mail out and $23.20 to have 10 professional DVDs made and mailed out. Which means now our profit went from $97 and not really selling to $158.27 and increasing the conversions. By adding this component in, we increase our conversion and increase our profits.

We want you to add this to your site, but not at the expense of making things super complicated because there are a few things that maybe you might need to unlearn that maybe you heard. That sounds like a good idea from other marketers but its funny how they come up with this really crazy idea.

Have you heard "free CD offers?" People tell you to ask for physical addresses mail out for a free CD or DVD in the physical mail, free plus $7 for shipping and handling.

That's a lot of work for you and you could just had the Free level like we talked and give them the video instead. Or things like they say we'll have them go to buy a digital version of your course.

Have you heard about this? Buy the digital for $97 and give them the chance to get the physical version for $197 or both in a 3rd option.

We sell the course digitally. If we're at the point then when we add the manual or DVD then we make it included with the course. There's no other choice. We've tried it all in different ways and if we have it and that is a part of the offer of the bundle and then we increase the price to make it worth your while.

When the order comes in we put the information into the services. We send the address to the place that prints and ships the manual. We send the address to another place that ships and prints the DVD and that's it. Simple, there's no choice to be made. It's part of the offer.

It's important not to confuse up your offer. The whole point is to make your offer better so that it converts better. It also decreases your refund rate. It also decreases the ability for people to chargeback with their refunds, chargeback their purchase or to raise PayPal disputes.

The reason is that when you ship them something, if somebody wants to refund, that's fine. We allow them to refund but then you just ship back the DVDs. They need to ship back the books. If they say that they didn't receive it well we have tracking built in and we can show PayPal. Look this was sent. This was the order they received when they purchased. It decreases your refunds because people want it.

It decreases refunds because it has more value. I can't tell you the number of times I bought something on my credit card and by the time my bill comes a month later I have no idea what I bought. I see the charge and I don't know what that is and I can't piece it together or forget. I'd probably login to the site once and never went back again.

They receive this book and DVDs in the mail. They look at their credit card and remember their home study course.

Our goal and your goal needs to be having your buyers consume or use your product and get results so they will buy from you and not from your competition. It's an added bonus. That's why we build a physical component into our site.

We'll discuss three things: creating your manuals and home study guides, creating your CDs and DVDs, and thank you cards and gifts. Then we'll get to address management and directories.

Printed Manual: Lulu.com

Don't call your manuals "books." We've used books so far so we have a common term. We all know what we're talking about. We want you to be able to picture getting a book in the mail.

For your offers do not call them books. Why? Well books aren't really worth that much. Books are worth what $20-$30 but a home study course or a complete manual or a complete guide is easily worth $200. Don't use books, use home study course, complete manual, and complete guide. One of these other words that when people hear it they think of a higher price title.

This ties back into the copywriting part of this course. When we're saying don't use words like learn or work. Use words like discover in the same way like a book.

A book is no worthy of thinking a book. It doesn't have that much in it and the other thing about that too is we're talking about Income Machine. There is a book on Amazon called Income Machine and it's what like 50 or 100 page and it talks about some of the theory. It's a $5 book, $10 book. It's not the textbook or the manual. It's the paperback. It's not the actual thing that you're selling for a $1000.

To create our manuals, start with the audio from our videos and pay to get it transcribed. Go to oDesk or Fiverr and get somebody to transcribe your audio so you don't have to do that. We pay $20 per audio hour.

A Module of Membership Cube which goes an hour and a half, two hours cost us $30 to $40 to have transcribed professionally. We don't have to do that. We send it off on Fiverr or oDesk. It comes back to us perfect. We add in the screenshots and then we have a transcript at that point which we need anyway.

Then we go to a site called Lulu.com. We use Lulu and not CreateSpace or Amazon for our manuals. CreateSpace forces your book to be public so anybody can buy it.

When you make new project or a new book on Lulu, you can set the privacy so nobody can buy it directly. None of you can go anywhere on the internet and buy the home study manual for Income Machine. We're people that can send it out or buy it.

What we'll do is go to lulu.com. We'll select my projects and then we'll select start a project and we'll create a paperback book. That's on the left hand side of the screen and then what we'll do is we'll pick a size for the book. There are all kinds of different sizes such as 6x9.

We like to use 8½x11 for the big home study manual. It has more dally. When it comes in the mail and it stands out on the bookshelves because it's not a normal size thing.

The manuals we send out are at least two inches thick and they're just big and they look massive.

I'm going to show you how to pick the size for your book and then you're going to download the templates. Once you tell Lulu what you're going to create, they give you a template. You don't have to worry about sizing things down. You don't have to worry about your margins.

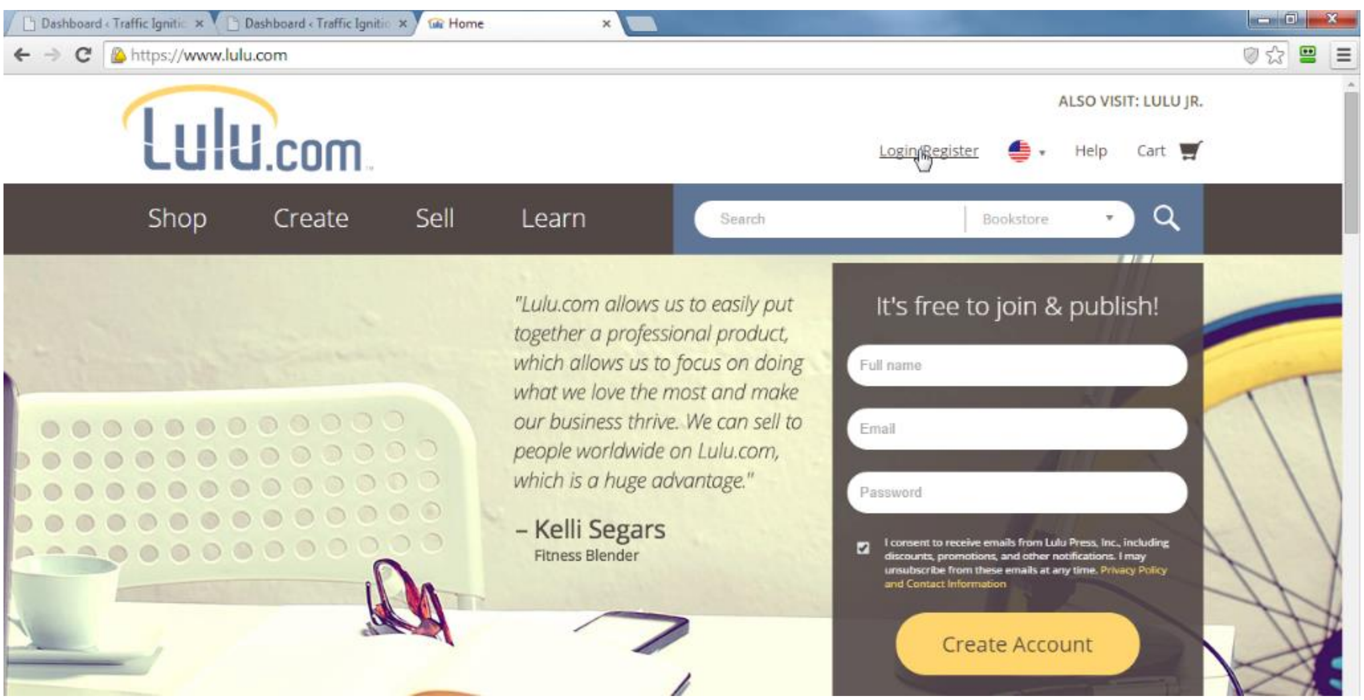
Fill in the template which we'll show you how to do. Then you edit that template using Microsoft Word or Google Drive, where you can upload the template that they give you. In the Google Drive, you can paste in your transcript there. You can edit it up, save it and use that to upload back into Lulu.

Then we get a cover made on Fiverr.com and all you do on Fiverr is search for the term Lulu cover and you'll find people that will make you a professional cover that matches your website.

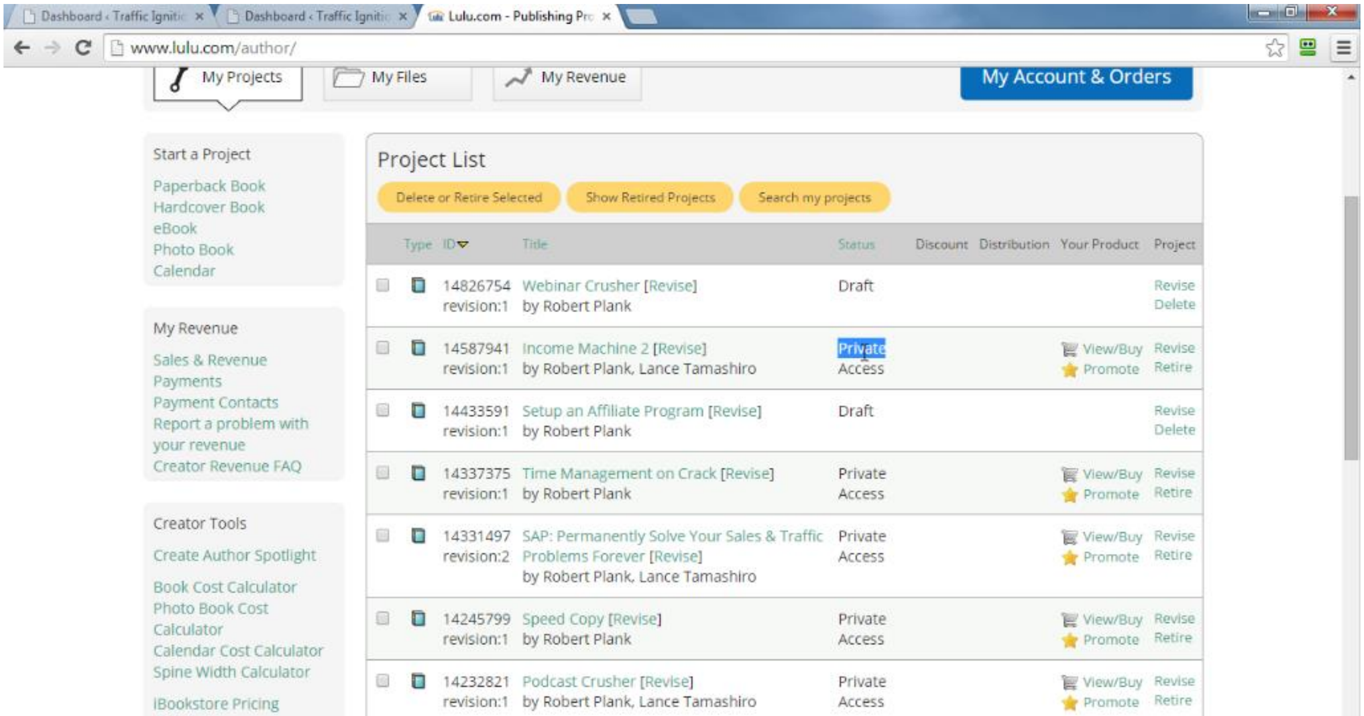
We'll do this at Fiverr because you're going to think that nobody does Lulu, but they do. We'll show you how to find that.

Go to Lulu.com. Then if you don't have an account or you do, click this button that says log in/register. Click Login or Register and you can do one of two things. You can sign up if you don't have an account or you can login.

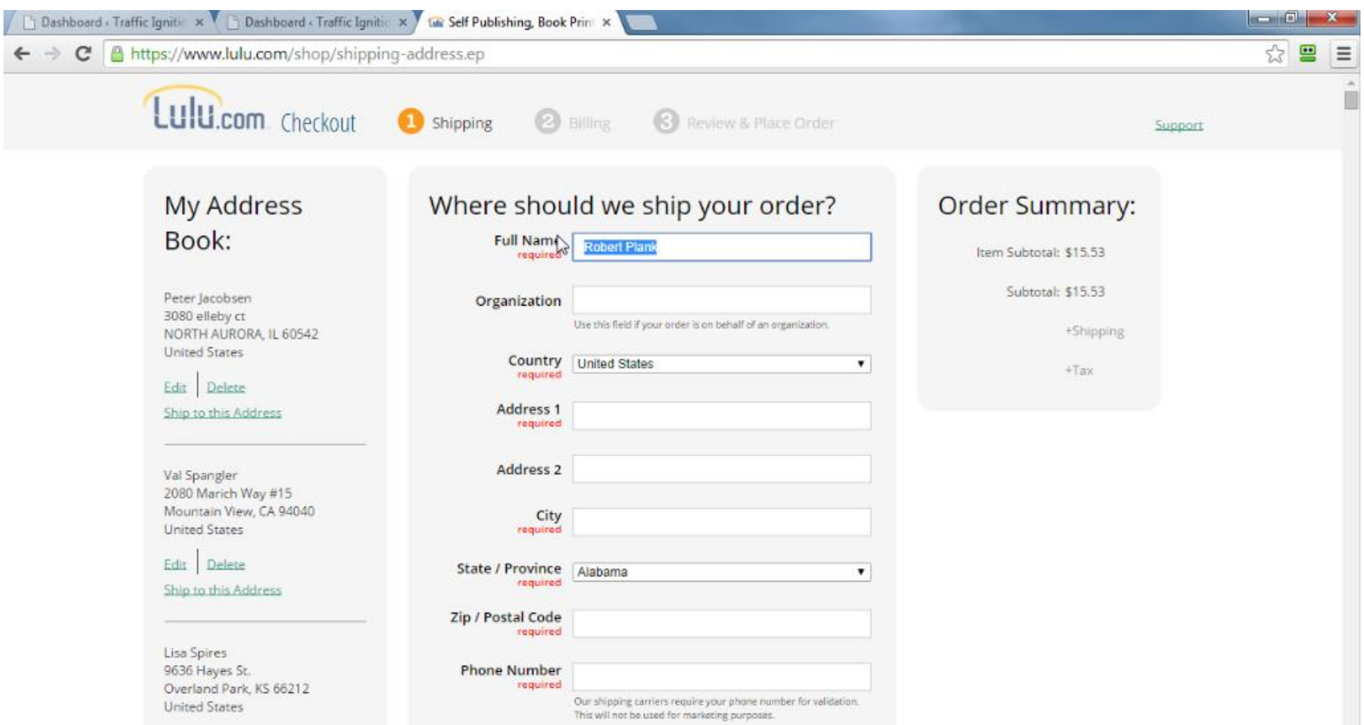
We already have an account so we'll login. Go to My Projects. This is a dashboard of all your projects.



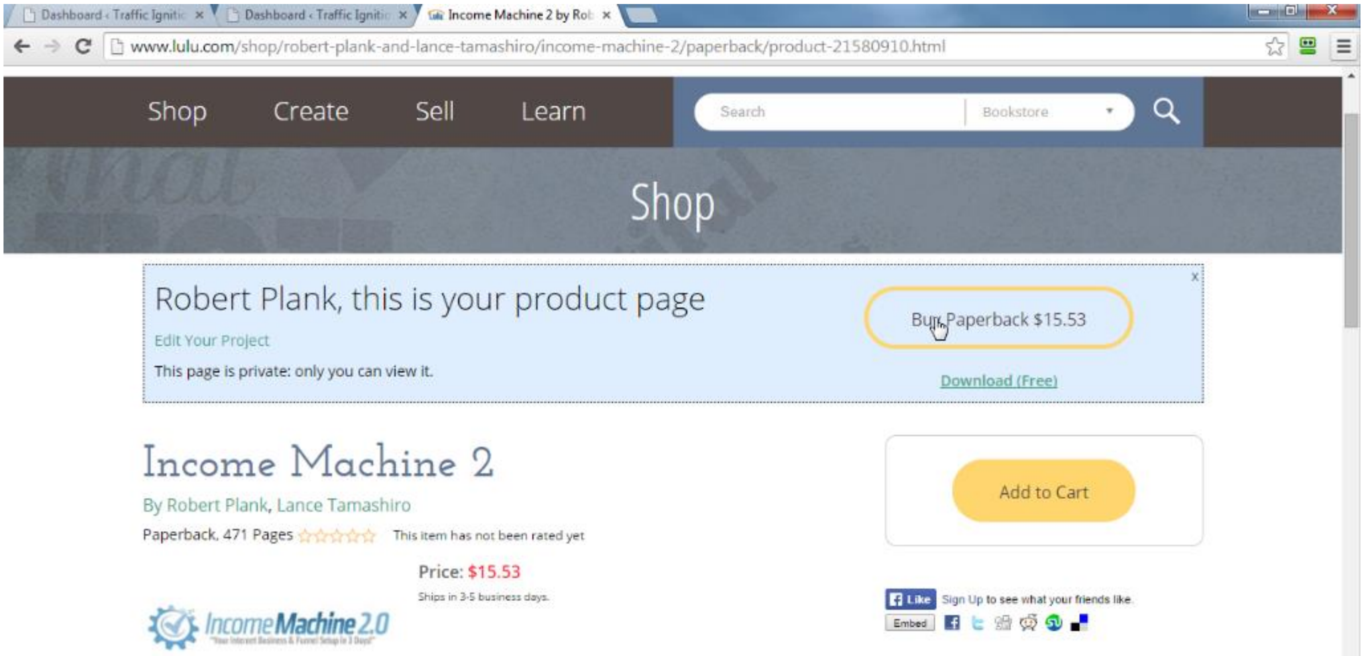
We can buy any of these. These are private which means only we can buy them.



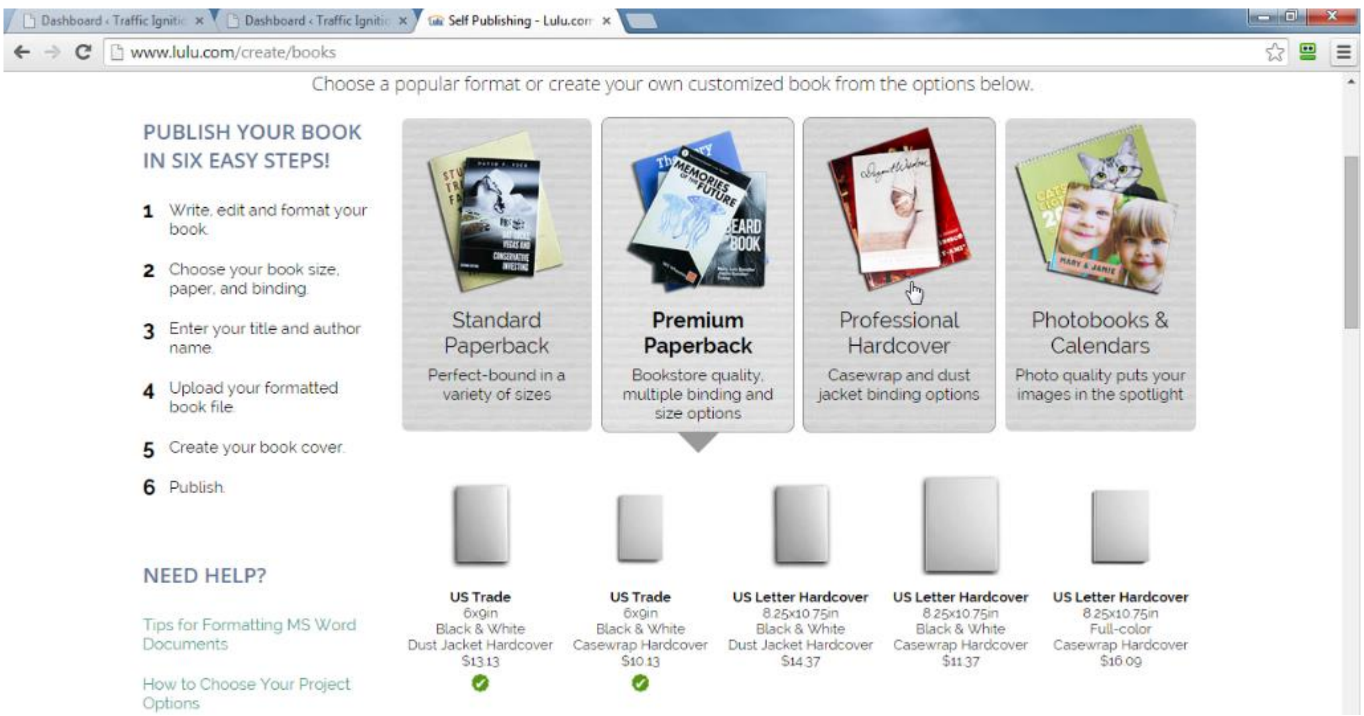
If we were going to go and buy one we'd click View/Buy.



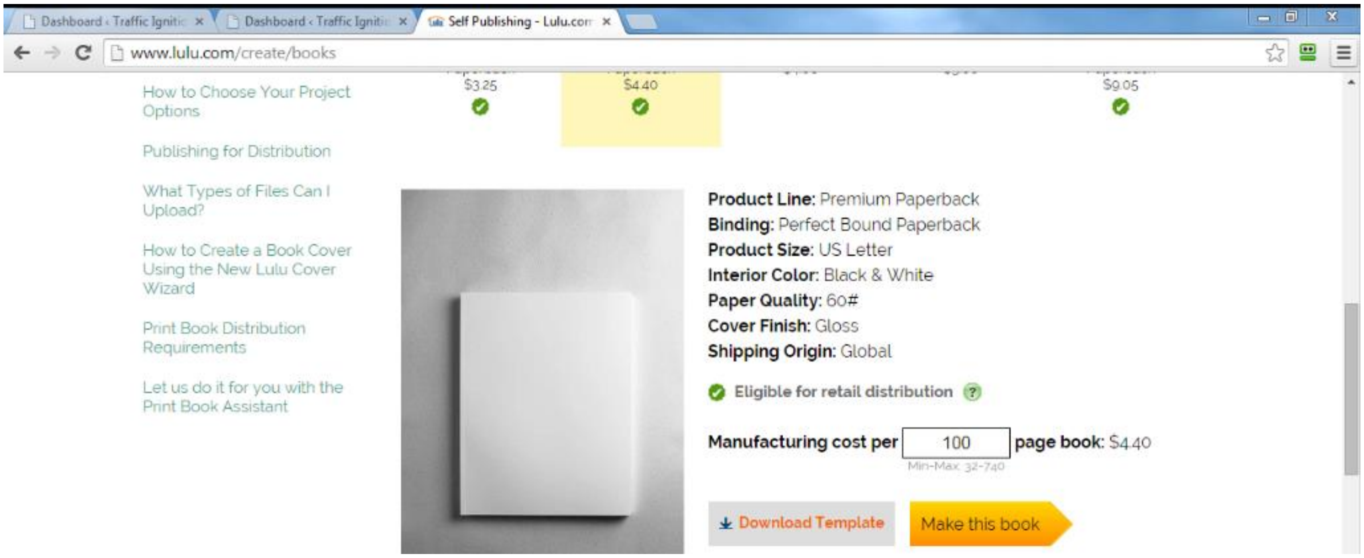
It will say who do you want to ship this to. It'd say buy a paperback, you see its $15.53 and then continue normal checkout process.



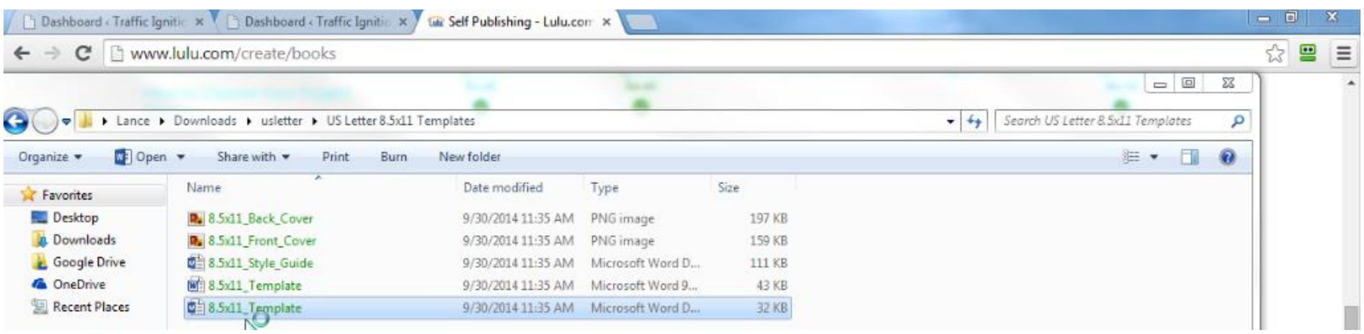
The only difference is, is when you're going to send this out they'll say who do you want to ship this to and their address. You fill that in. You pay for it. They send it off for you.



We'll go back to the main, how to setup a project. At any time go to my projects and on the left hand side, we have start a project. We'll do a paperback book. Click that and can see all of your options. There's standard paperback, premium paperback, professional hardcover.



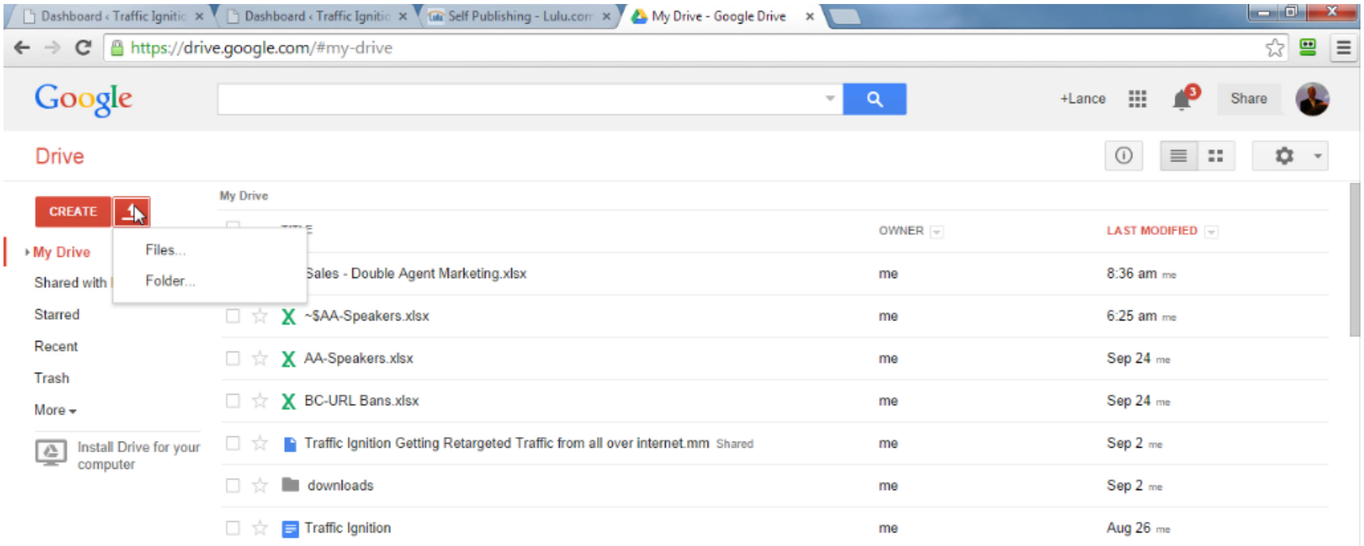
You want this standard paperback and then here you go with the different sizes. There's 6x9 and there's 8½x11. We usually choose 8½x11 so it's bigger. We choose our 8½x11 and then they kind of give you these things. Manufacturing cost $4.40 per 100 pages and it says download template.



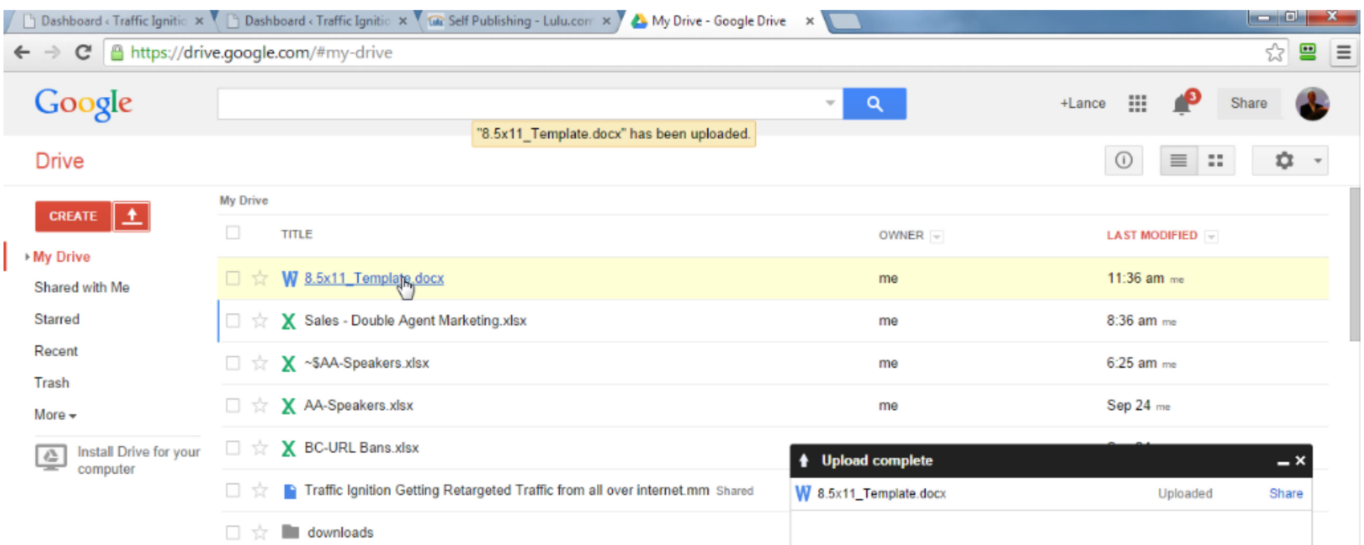
Click download template and it downloads this zip file and if we open this up, we extract our files and what we have in this zip file that they've given us is this folder called US Letter. It has templates for you to choose.

You look at this and what we're looking for is just this 8½x11 template and see these are just normal word documents. If you have Word you can open this document and you can start editing away.

Double click it, it opens up Microsoft Word for you. Enable editing and it already has your margins set. Paste in your transcript. Get it to look the way that you want and then save it and you can upload that.

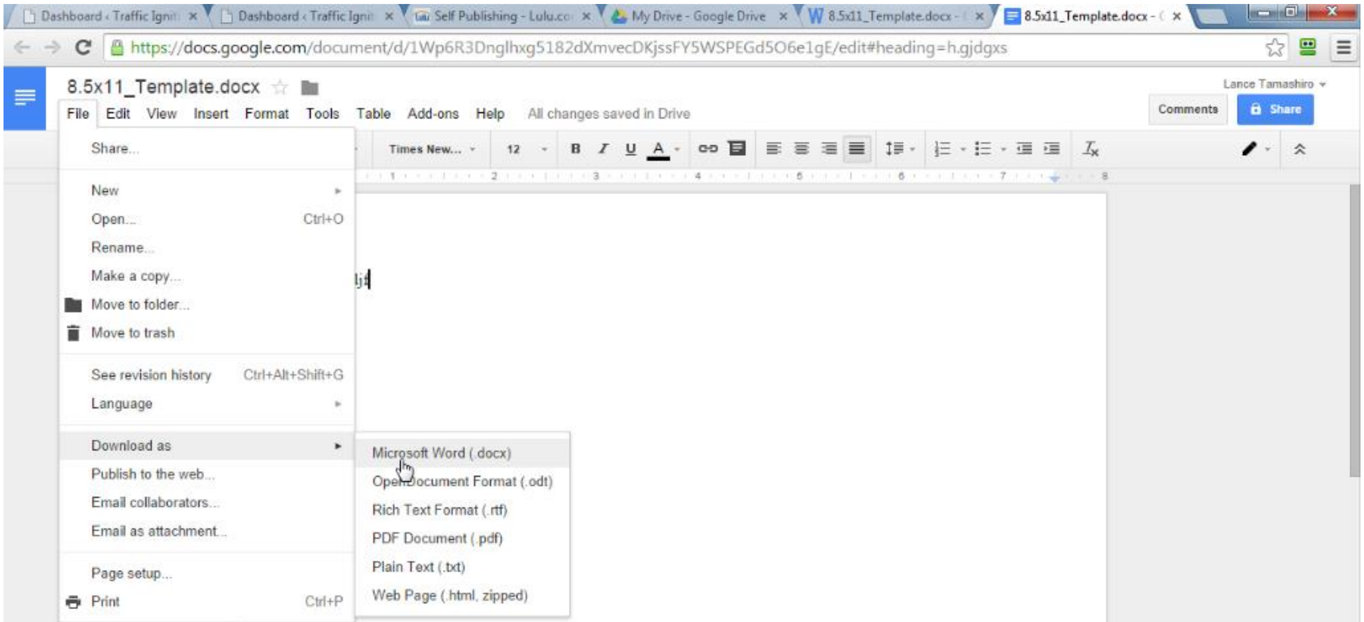


If you don't have Word the other thing that you do is you go to Google.com/drive. Click the button says Upload. Click that and upload files. We'll find the file we want to upload.



Go to US Letter. Upload the 8½x11 template. Click open, it's finishing up. If we want to edit it, click it. Click open and then it opens it in our Google document.

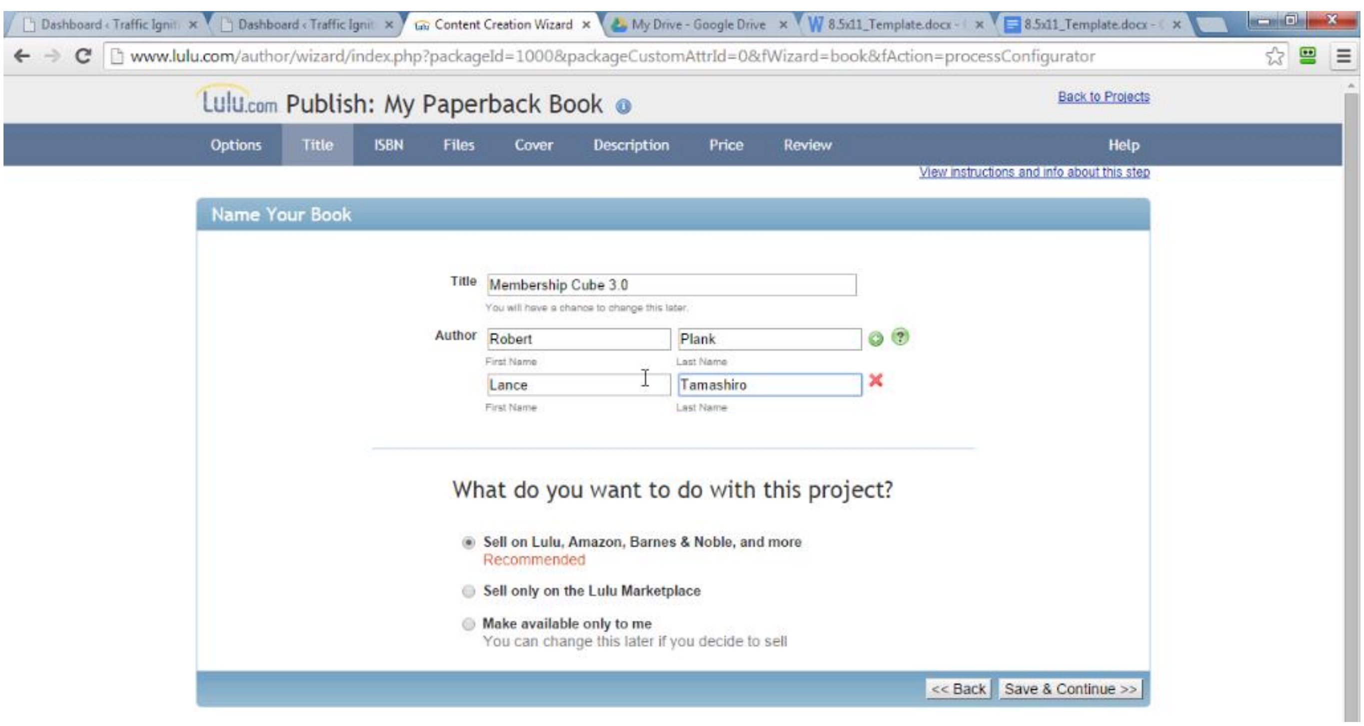
Open with Google Docs. Paste our transcript and edit. Save the file, download as Microsoft Word document.



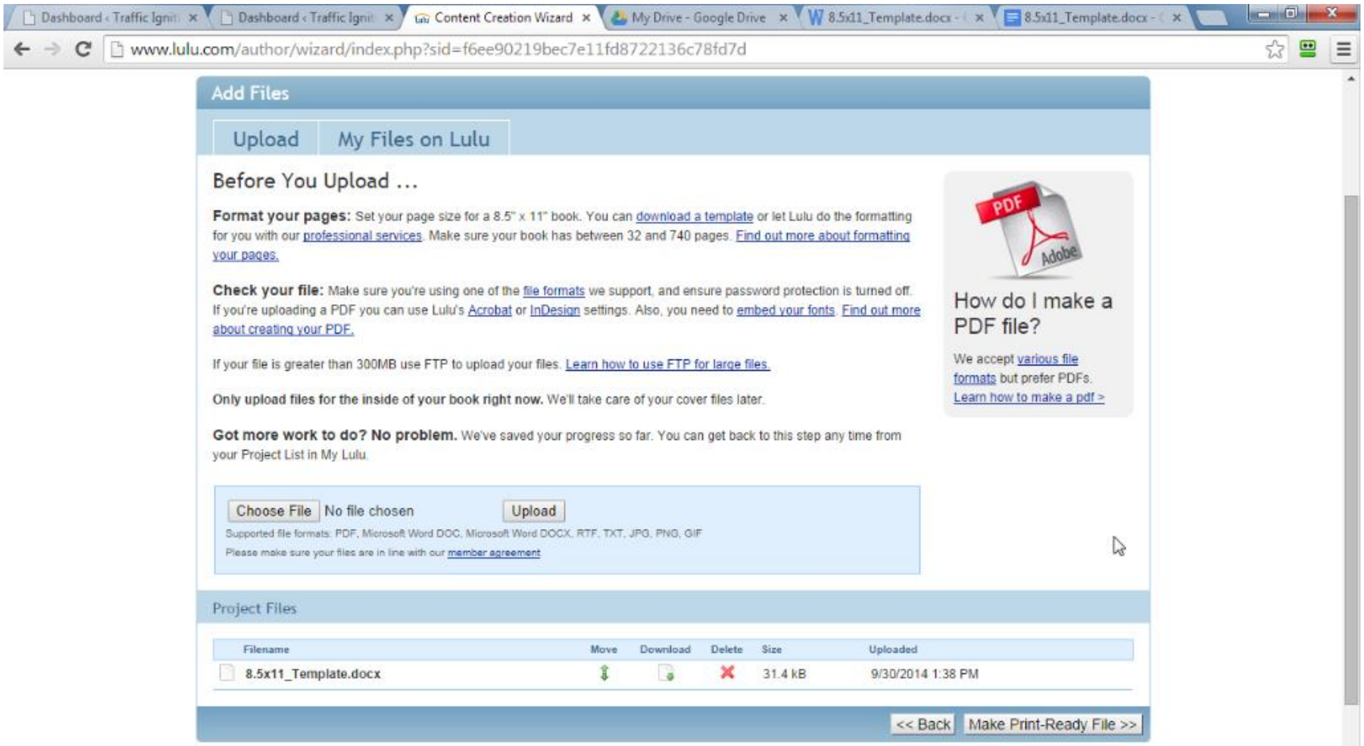
Once it's created, you have your template. Make this book and give it a title. We can call this one Membership Cube 3.0. Your name, if you want to add another person in here click the plus (+) sign and add them.

Make sure you check this bottom area. If you don't check this, this is going to be listed for public. Anybody can go buy it on Lulu or Amazon or Barnes & Noble.

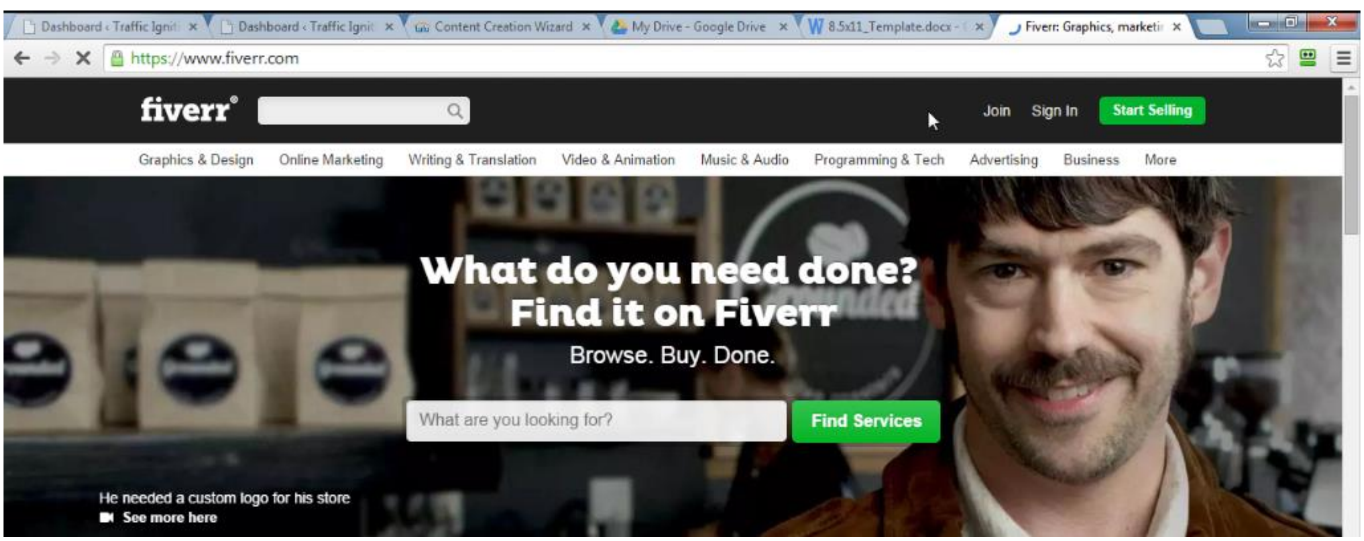
We want to make it only available to us. That way it's private access. Like I showed you at the very beginning, you do save and continue. Then you just choose your file to upload and you're ready to print your book.



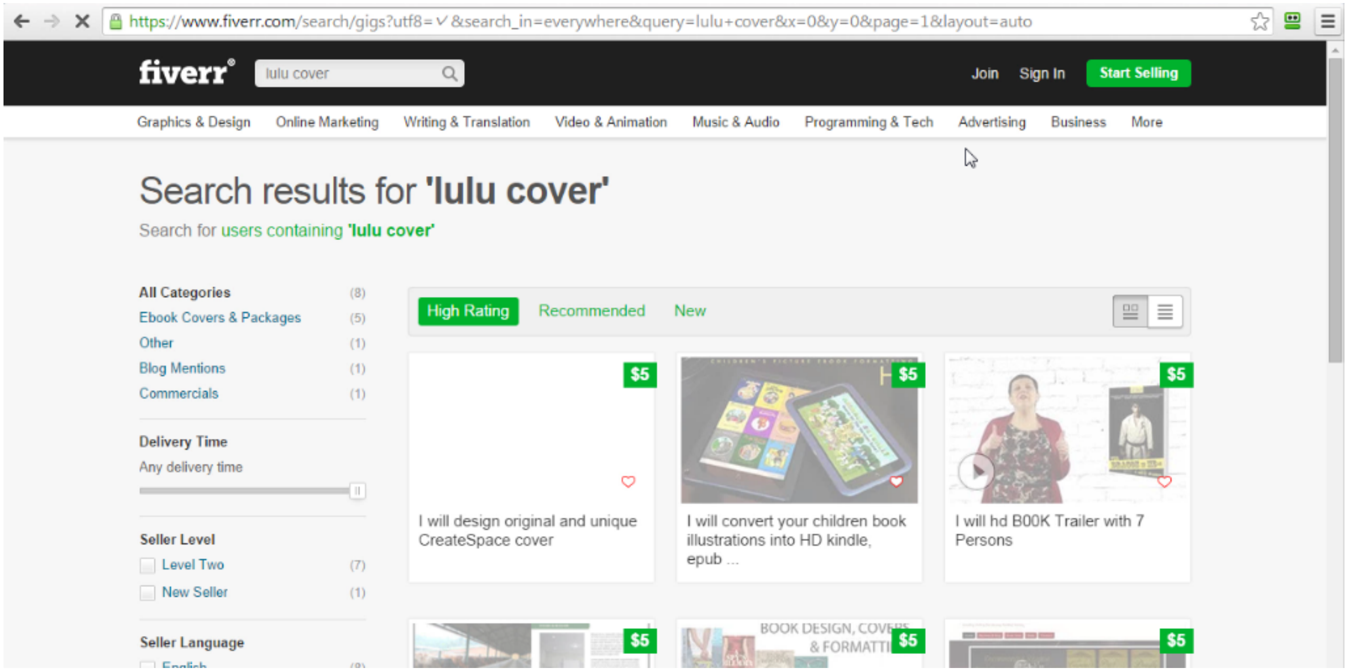
Choose your file. Pick the word document you created. Click Open, Upload. We have a blank book. It's only trying to figure all of that out and then you'll do Make Print Ready File.



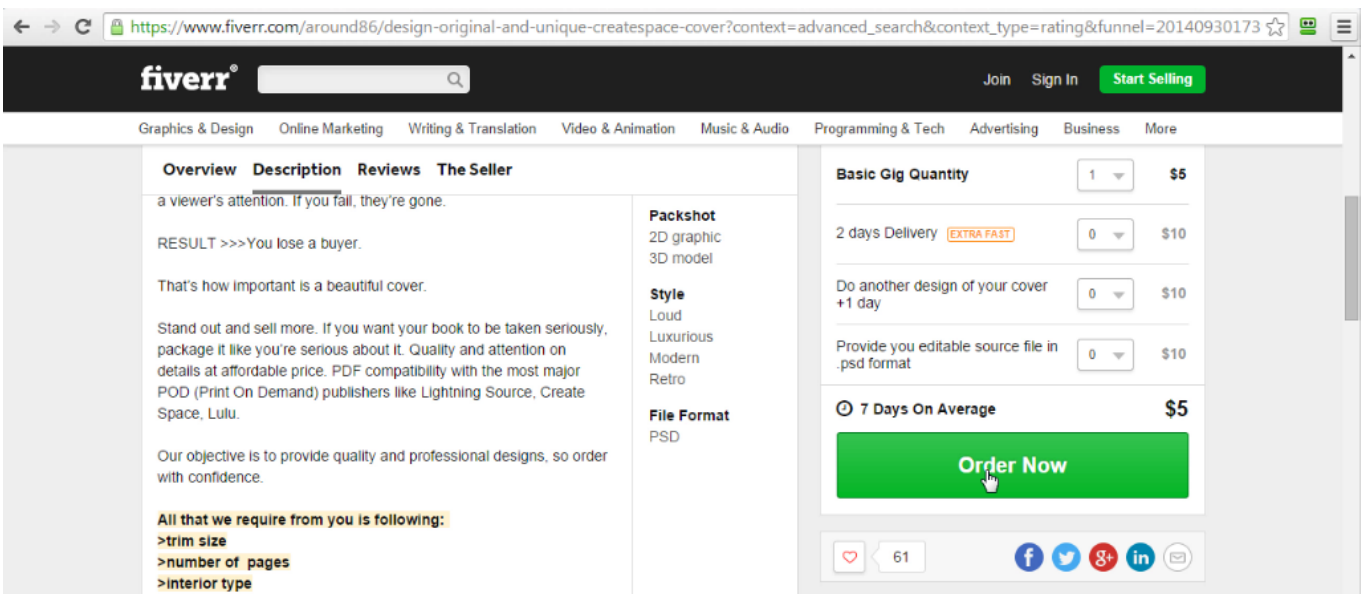
The next step is to preview it and then next step is to do the cover. If you want to get a cover made for your book. Go to Fiverr.com. It's a great site for quick graphics.



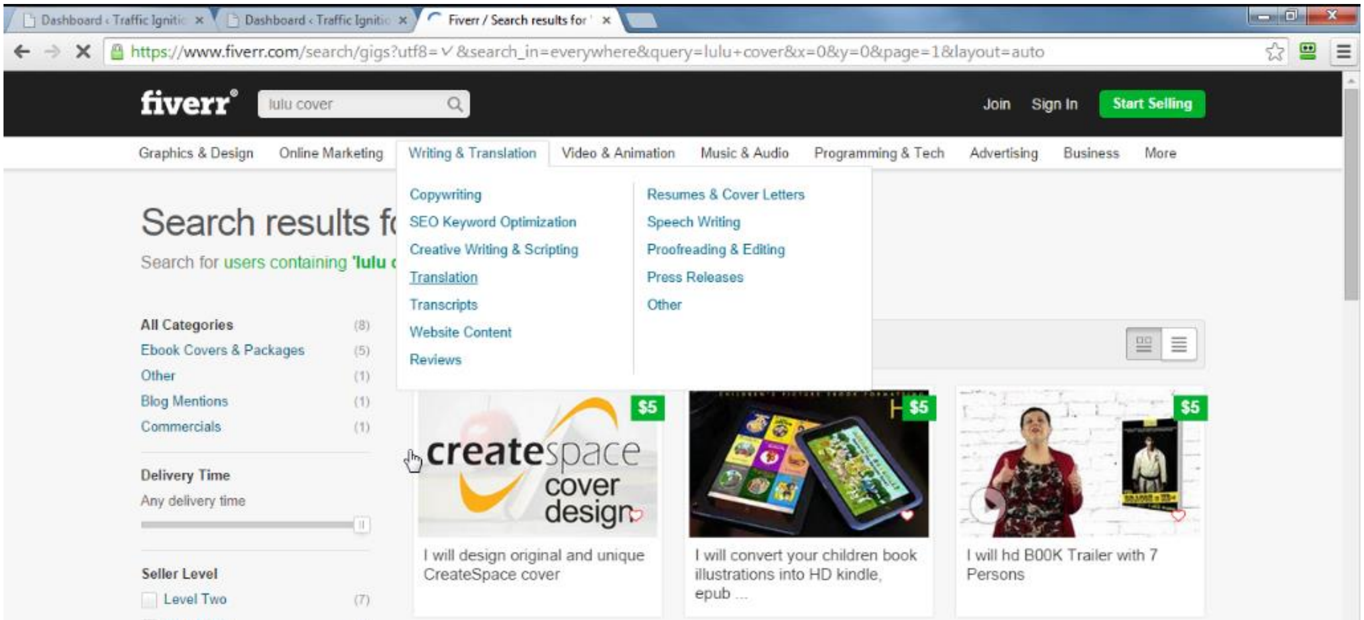
Go to the search box. Type "Lulu cover." Some jobs are listed for CreateSpace or Kindle. This is a trailer.



When you look at the description, you'll this is for any service you want.



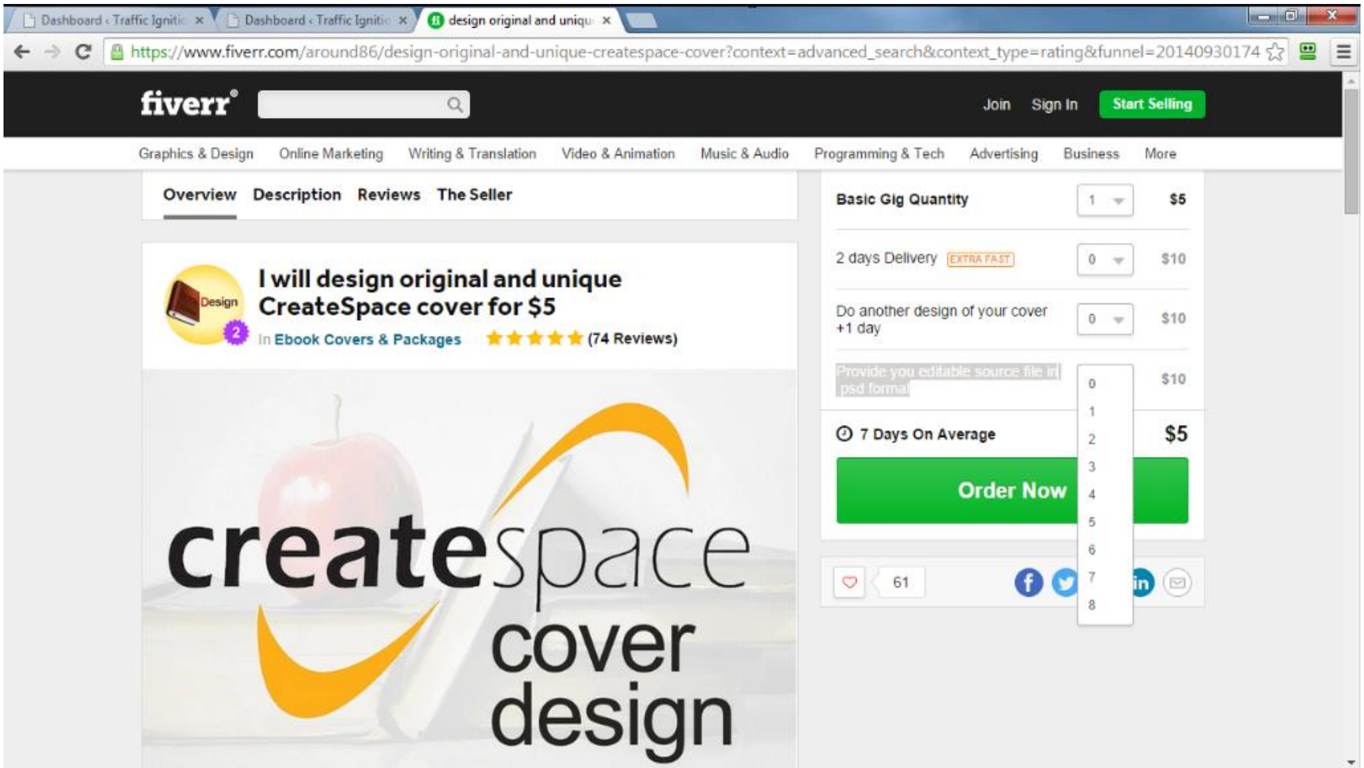
Any print on demand service like CreateSpace or Lulu. Tell them what you want it to look like. What colors to use and they will return a file back that you can upload right into Lulu to have your cover made.



Lulu has their own cover creator but the end result doesn't look too great. If you're not a graphics person, don't try to figure it out yourself. You'd spend a month trying to figure out how to make one book cover.

With these physical books, the only really tricky thing is getting everything to line up exactly right. Lulu will print a front cover, a back cover, and the spine.

Lulu wants one single image. Have the Fiverr people do it. Lulu gives you the exact measurements. If the book is 100 pages, the spine will be a certain thickness. If the book is 500 pages, the front and the back will be the same but the middle spine part will be fatter.



If you try to figure it out yourself what's going to happen is it's going to barely not line up here and it's just barely not line up there and it's just easier to have someone who knows how to do the measurements and do it for you. What's your time worth? $5 or two months and days trying to come up with something?

Most Fiverr sellers offer a "layered" PSD. You should take that. In the future if the size of your book changes more or less pages then those measurements will need to be redone. If you have the PSD, you just give the Fiverr person that same thing and they can resize.

A PSD format means you can give it to any graphics person and they can edit it. What they deliver to you has the basic gig. I guess the basic thing that they send you back will just be like a JPEG file and you can't edit that. If you ever have your graphics done and you can get the PSD file that way you can give it to any graphics person and they can make whatever changes you want to it pretty easily.

Making the manual is easy. Complete the transcription. You don't have to do any of that. You get it back. We'll add screenshots from the video and what we have is better than a transcript. There are pictures. It's now a book and all that.

Go to Lulu.com. Create a project. Upload a word document. Upload it to Lulu. Create a cover on Fiverr. You have something that you can purchase from anytime you want on the manual.

CDs & DVDs: Kunaki.com

CDs and DVDs are easy. You already created your content. We'll use our existing video or audio product if you just have audio and we have this already in our download area.

You have your MP4s or MP3s. On PC, we use Sony DVD Architect Studio 5 and on Mac, we use Roxio Toast Titanium. It can create a simple DVD or CD.

In DVD Architect, go to File, New. We'll create a Single Movie. Click OK and Choose Video File. Browse to the video file we want to make into a DVD. That will play on any DVD player, even if it's not on a computer.

Open that file, select Make DVD, click Burn, click Next. Click the Optimize button. If you have a huge video, it's going to go through an optimizer. If it's a short video like what we'll show you today then it's going to draw this error up. This error isn't really an error. It means that it's already fits on the disc that you're going to burn it to.

Select your burn parameters. It's going to ask you for a volume name. Leave it untitled the way that it is and then where it says device, you're going to select your DVD burner. The process is pretty much identical whether you're on a PC or Mac. Let me bring this up for you really quick.

We're keeping things simple. When you get a DVD from Netflix or Amazon and you pop it in your DVD player, it has a menu and things you can clicks around on.

We're not going to do a menu and even buy the program which tries to give you the menu. What we'll create is just the kind of DVD where you pop it in the DVD player and the video starts playing. There's only one thing to do on that thing and it starts playing and it makes it simple for you.

You can't take a video and burn it onto a DVD. You need to "author" the DVD first using a special program. It takes this MP4 video file that you created to put in your membership site. If you have a one or two hour MP4 file, if you know the right thing to click in this program it's going to say where is your MP4 file.

When they find your MP4 file, it's going to burn it right there to a blank DVD disc using the DVD burner on your computer which most computers have. Take that DVD, you can walk over to the TV and put it in and just make sure that it plays and everything looks okay and all that. It will convert.

The other reason why we burn it to a real disc is because this service we used called Kunaki to mail up a DVDs, wants you to physically burn a disc and then pop it back in your computer and then read it and send it. They require you to take the step of burning the disc yourself.

We'll take the MP4 file we already created from when we made the content of our site. It's a one of two hour video and then we'll burn it directly in this program we have open.

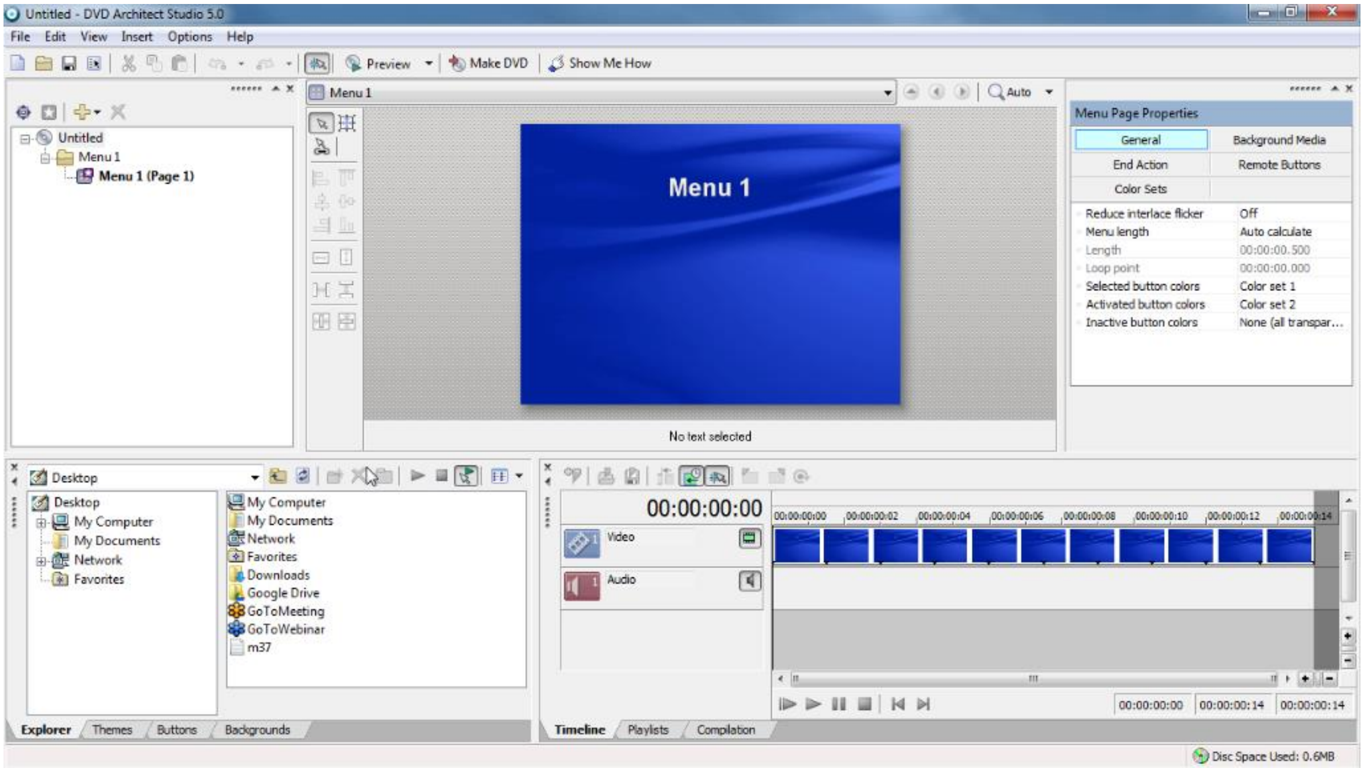
When we first started doing this, I thought well I have the MP4 file. I want to put it on a DVD. I just drag it over and copy it to a DVD and that never worked.

Complete this burning process to turn it into a DVD. Test it on your computer or at home and make sure it works before you upload it. That's why Kunaki makes you create this physical disc first.

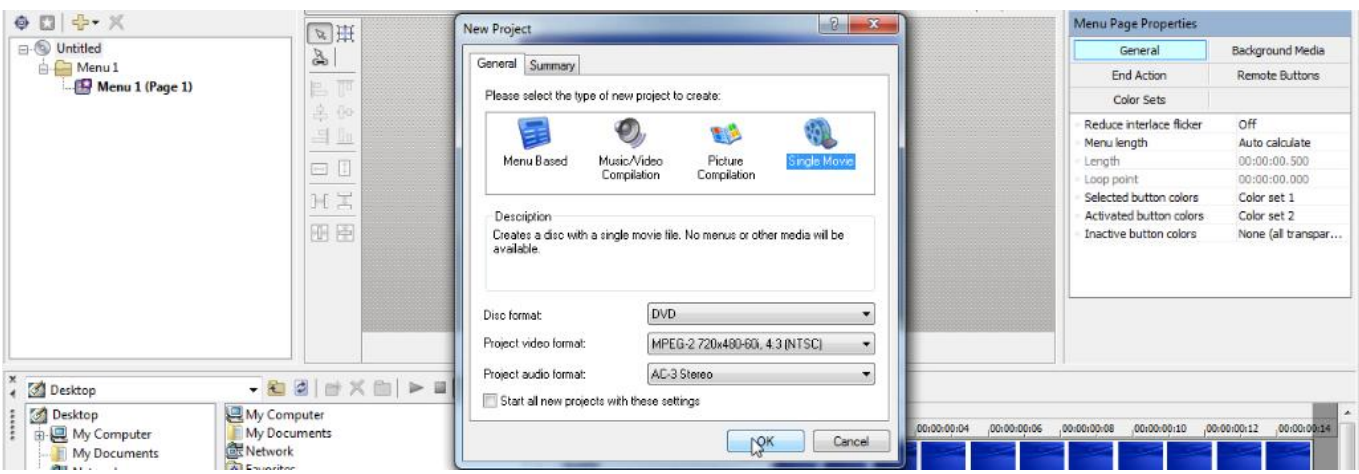
If this is your first time doing something physical then I would make one disc. Keep it simple. Just make the one disc and could sell your digital course and say as the bonus I'm going to give you this one thing in the mail for free. In that way you only have to worry about making one disc there. It's only gonna cost you about $10 and then that's that.

In the future, if you have an eight module course, apply this process for each one of your discs. If you end up with 8 burned DVDs then you could put this all on Kunaki and then when it comes time to process those orders, you can mail out all 8 of those discs in one box.

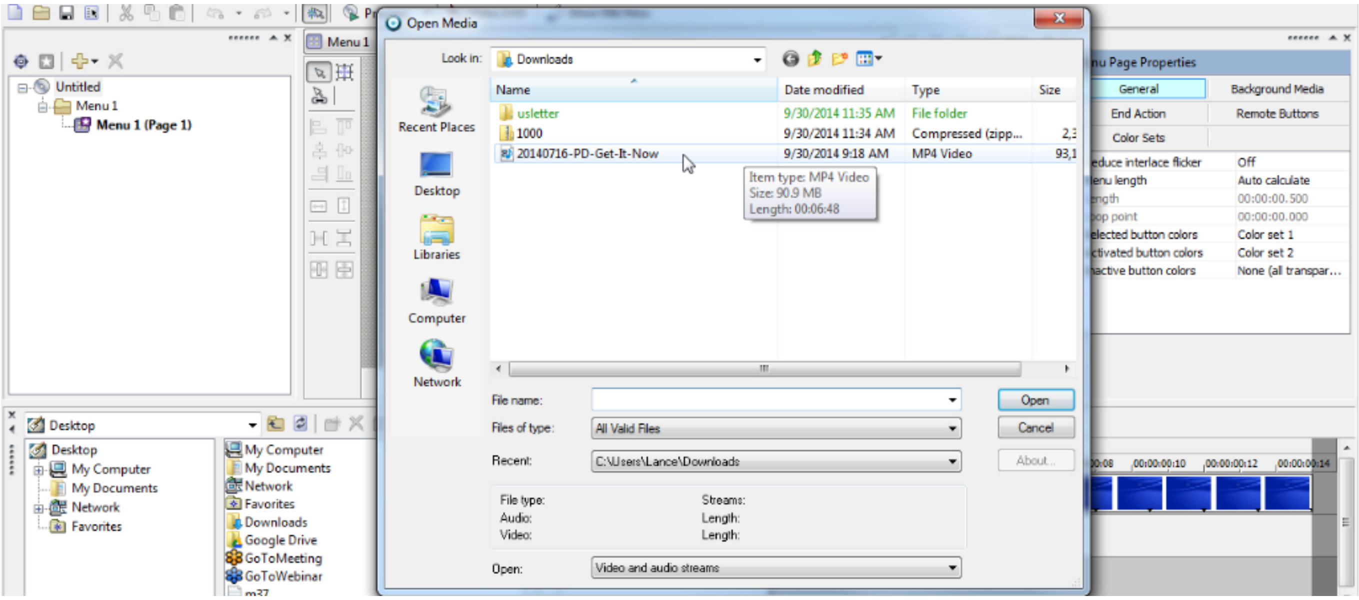
We're only doing one DVD for now. It will scale in the future. We once sold a package containing 22 DVDs. We did this process one at a time. Put each one on Kunaki and can send out a bundle if you want.



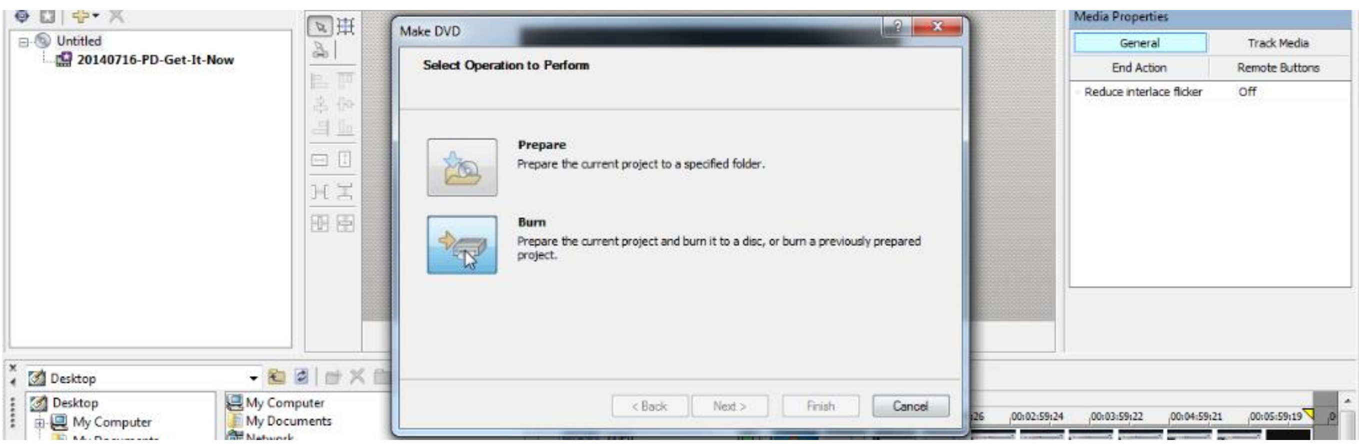
Go to File, New. That creates a new DVD. This is the important part. We want a single movie. Single movie and then click okay and it's going to ask us to choose our file.



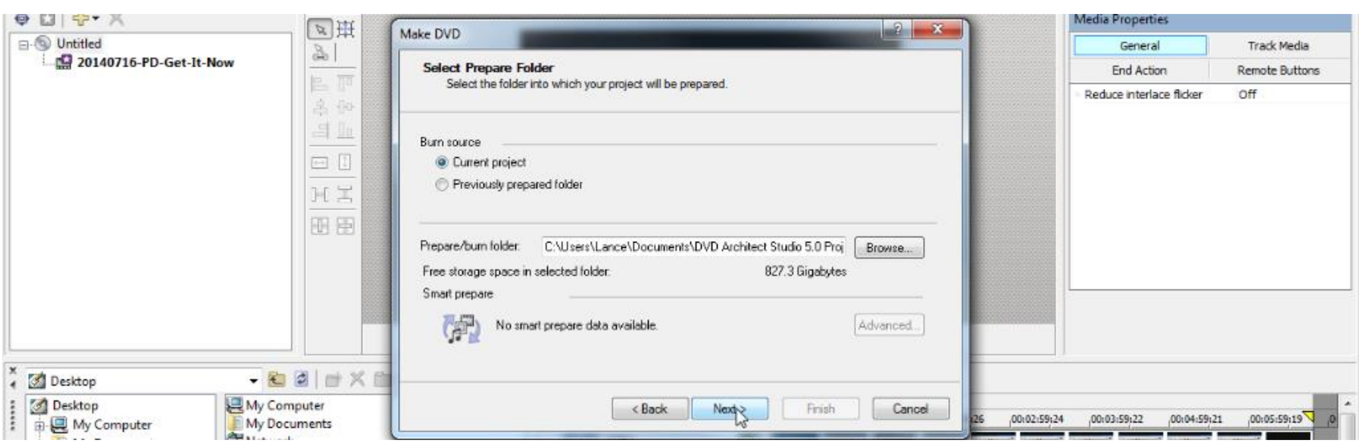
We have the MP4 video. Click Open. It's building it now. It's converting our video into DVD format.



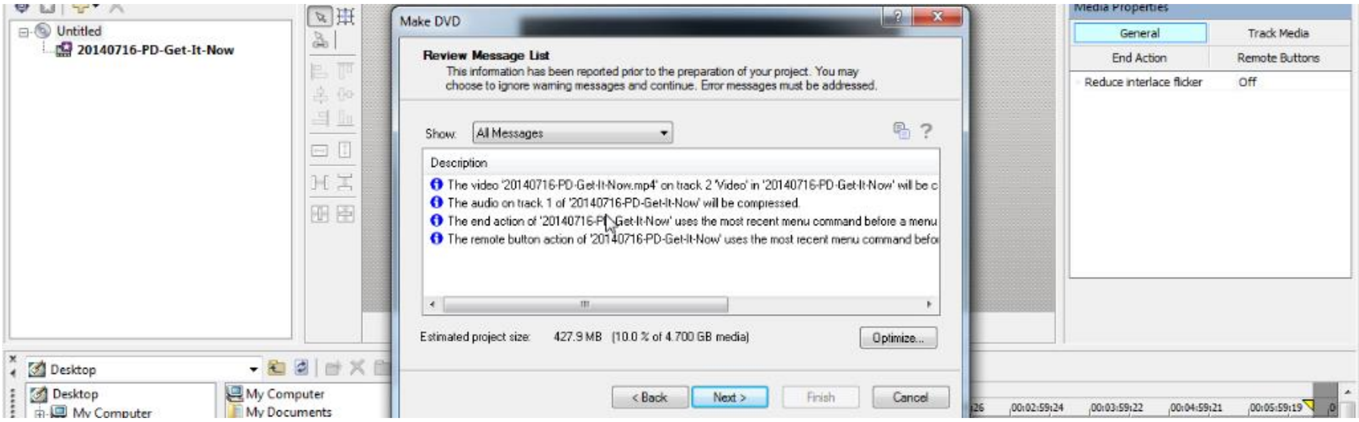
Click this button up here at the very top middle that says make DVD.



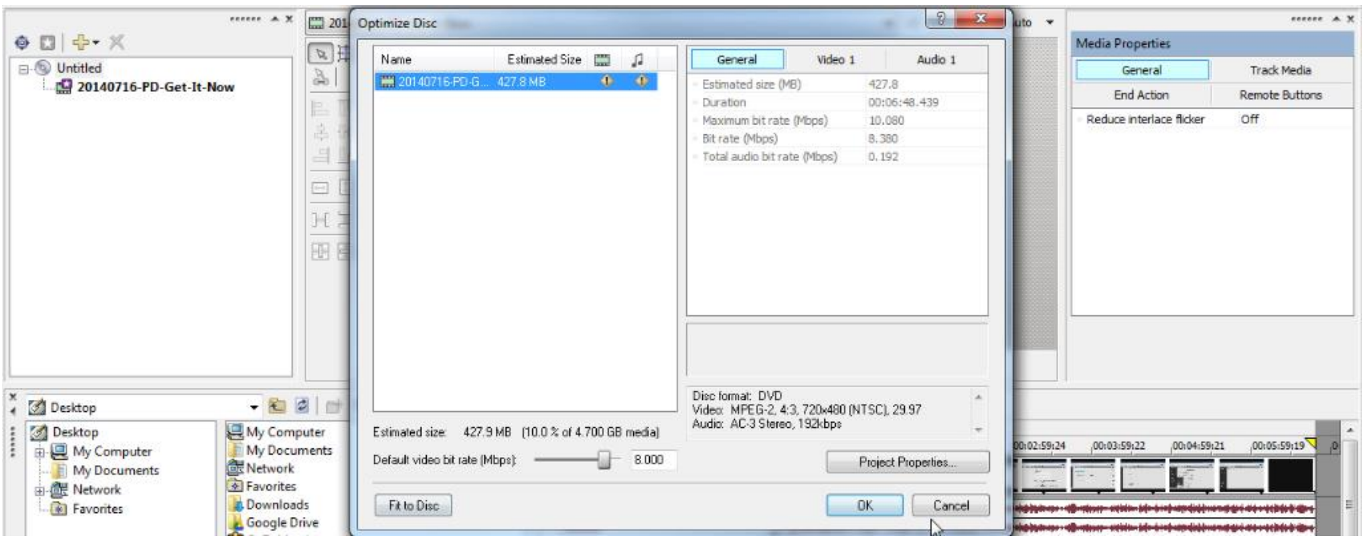
Click "Make DVD" and click "Burn.". Prepare it to burn it to a disc. Leave everything the way it is.



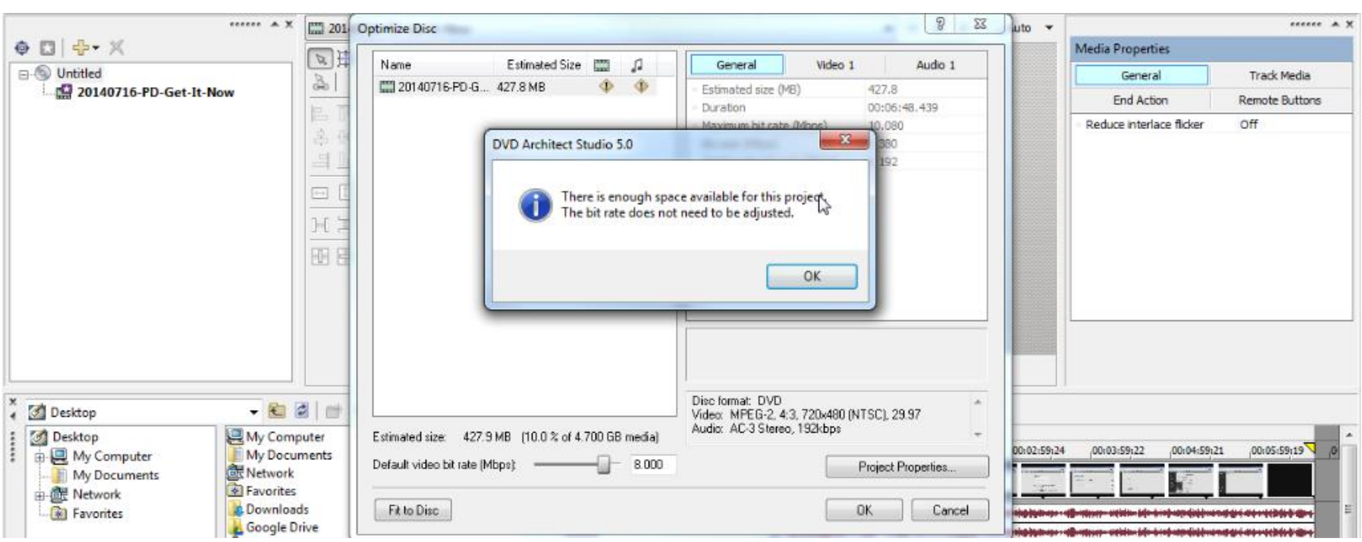
Click next and this is kind of scary looking screen.



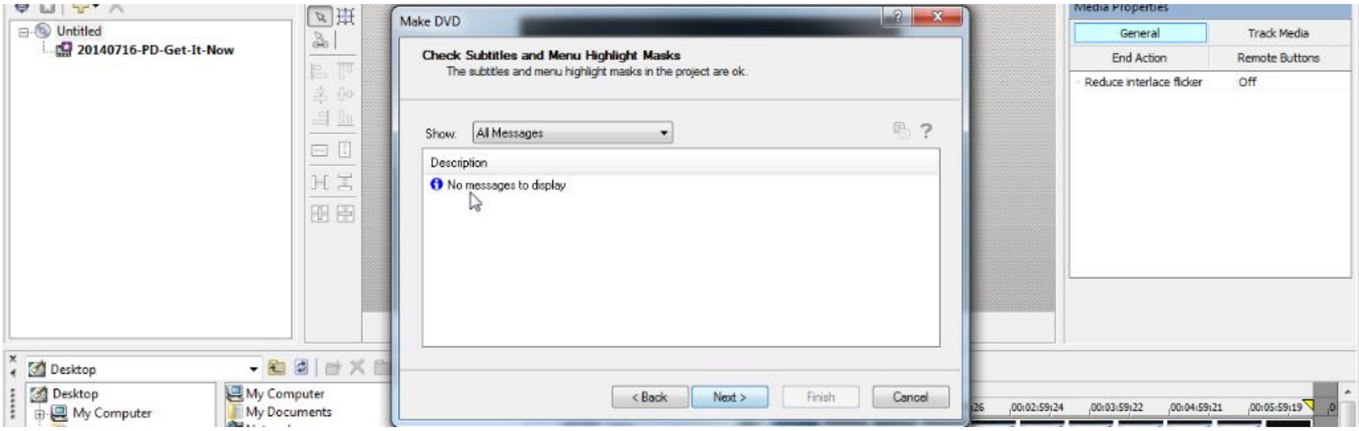
The only thing you need to know is click this optimize button. Click optimize and then click fit to disc.



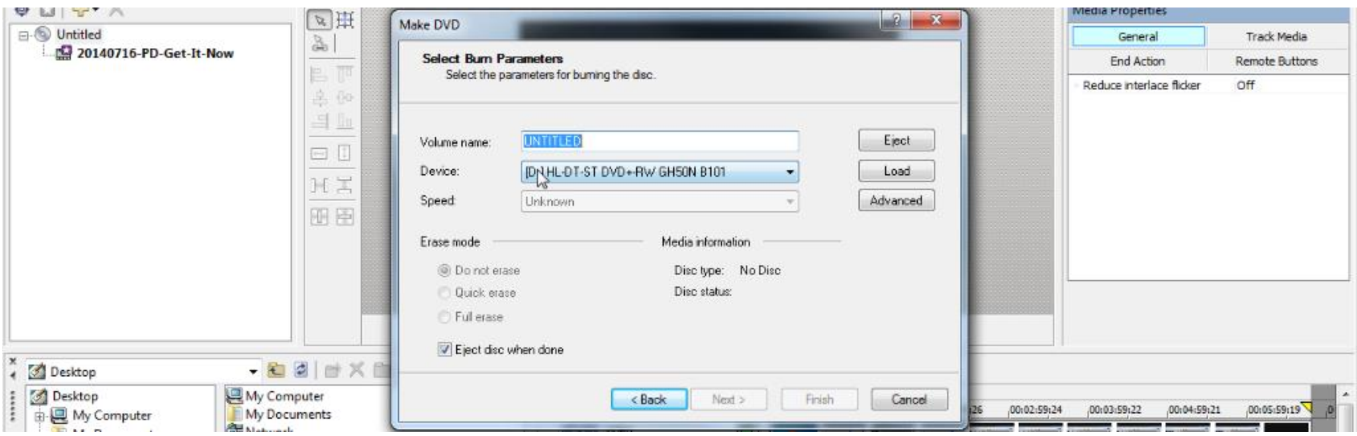
One more time go into optimize. Then fit to disc and we have this error message. It's not really an error message. It says there is enough space for this project and it doesn't need to be optimized.



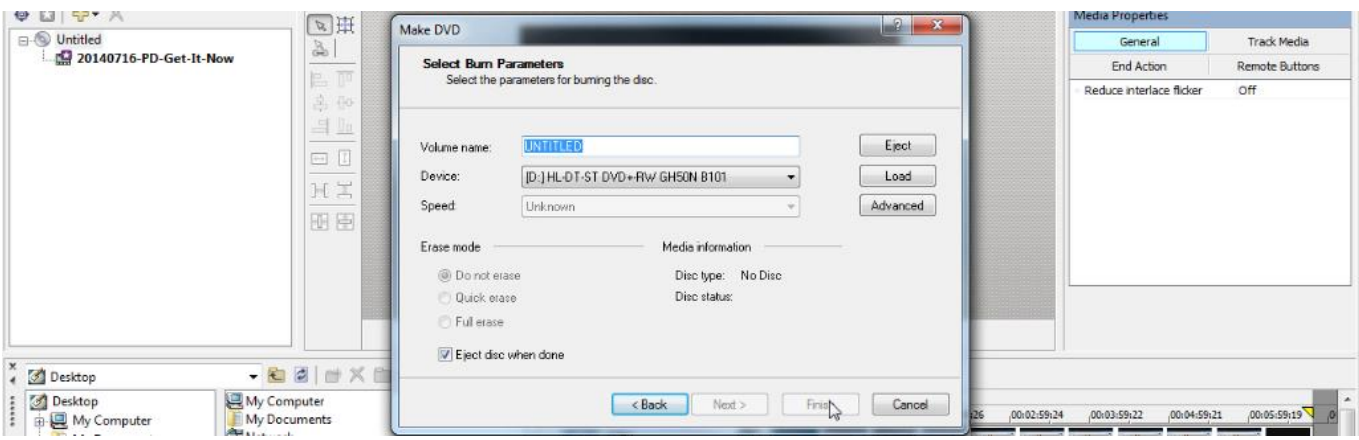
Click okay and then click okay again and we will go to next and no messages to display.



Go to next and now here's that screen we talked to you about, about the selected burn parameters. Leave volume name the way it is on title. Under device you want this to be your DVD burner.



For me that's my "D" Drive and I can tell that it's a DVD burner because it says DVD plus minus (+-) RW. I know on my computer it's my "D" Drive and then I can't click finish.



The reason you can't click finish is because there's no DVD in the drive. Insert your DVD. Put it in there. Finish will come up. Click finish and now you have a DVD that is produced and what you should do is take that DVD and put it back in your computer and make sure that your DVD reader comes up.

Or even better is go find in your house a real DVD player. Put it in and make sure that it works correctly or get a neighbor to do that. I would really suggest that you test it in a real home DVD player and not on a computer because if you messed up and somehow put the MP4 on there your computer is going to play that file. If you put that in your home DVD player, it won't play unless it's an actual DVD.

In DVD Architect, you clicked through that next button several times. I'll create a Single Movie. We said we'll make DVD and then we clicked through and the only kind of pick-up which we need to hook on that optimize and then fit to disc.

I've put out 3-4 hour long DVD's and had to crunch the quality down to 50%-60%, but DVD's are only so big. If you have a longer video then it has to be crunched down. We keep it simple even in longer modules. Every module we had just put it on its own disc and then that's done. Click Optimize, Fit to Disc.

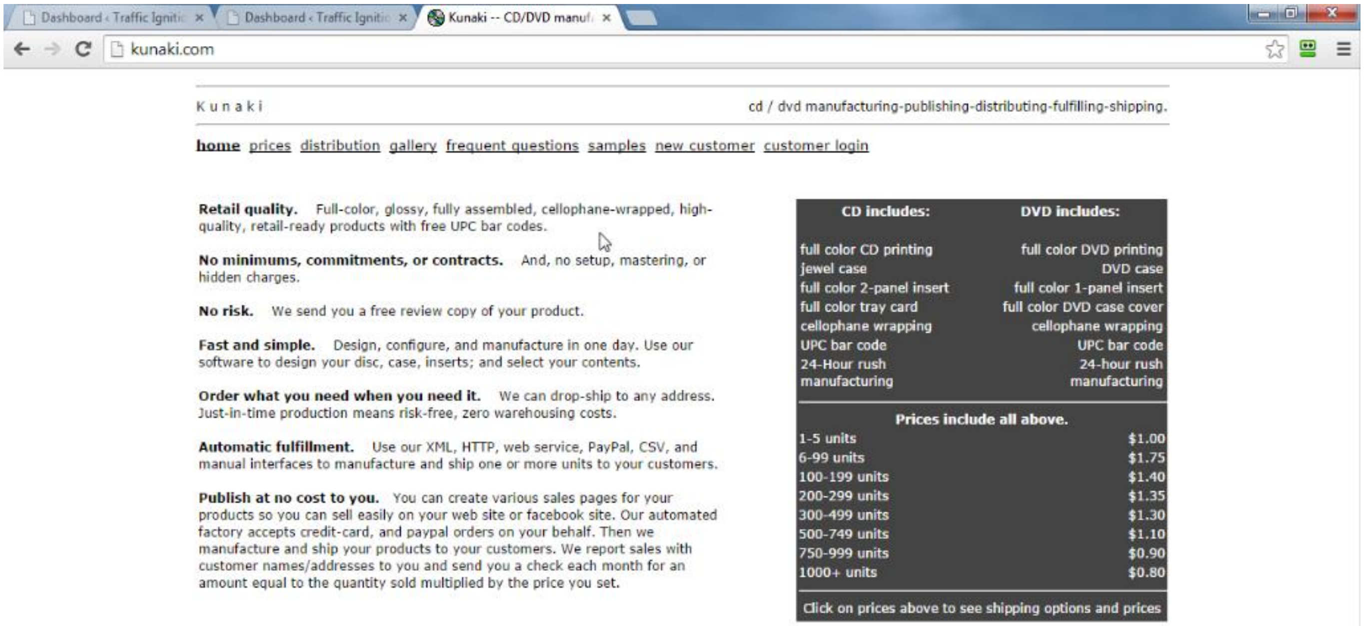
We made this DVD. What do I do with it?

You've burned your and tested it. At that point you can upload it or send it to a site called Kunaki.com for on demand creation and delivery of your disc. Tell Kunaki when you want to send it out. Where you want to mail it out to and they take care of everything for you.

Kunaki.com is hard to navigate the first time you see it. If you don't have an account, go to New Customer.

If you're on a PC, click the button that says Click Here. It will download a file for you. That program reads your disc. If you're on a Mac, they give you a mailing address that you can send in and they'll create it for you there.

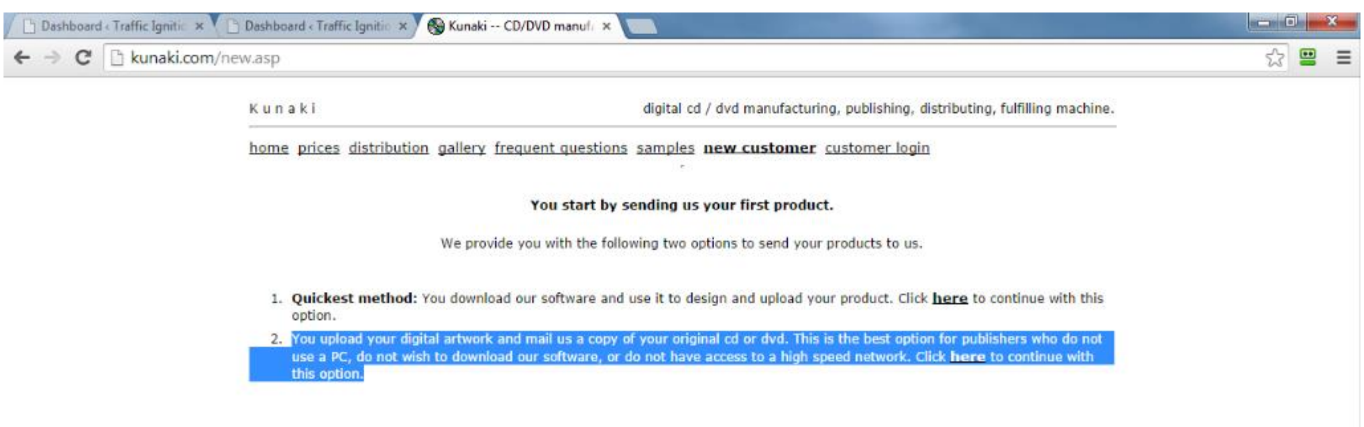
Insert the disc into your computer. Start the program and let it run. This can take up to a couple of hours but you let it run. Go do something else and when you come back you'll have your file all ready to send out and your disc all ready to send out to Kunaki anytime you want.



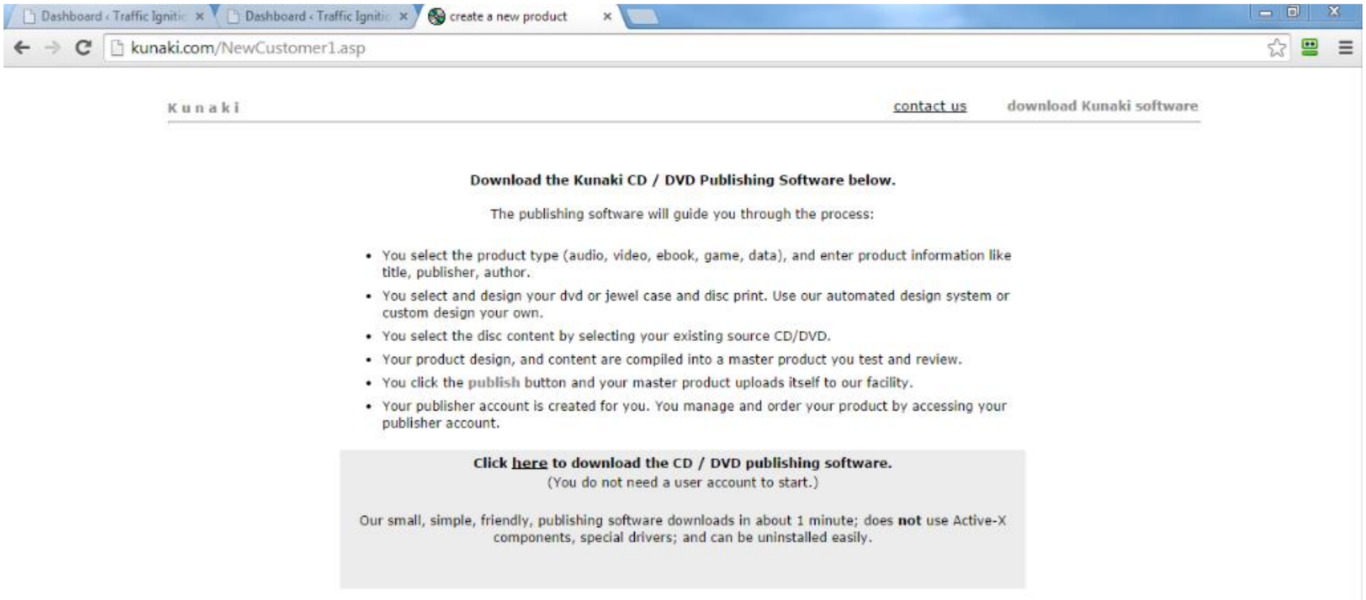
Go to Kunaki.com. This is the least user friendly site on the planet but once you get the hang of it, this is the easiest, the most convenient. Login and click.

A lot of places that sends out DVDs, you have a certain amount of inventory or you have to talk to someone on the phone. Click and it's done.

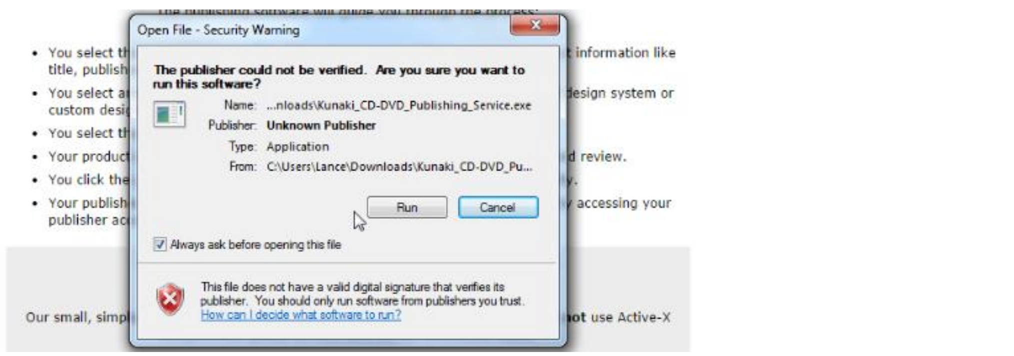
If you're already a customer you're going to click customer login. We'll show you that later. What we'll do is go to new customer and here's what it is.



There's two ways to get your product online and this is same if you've already got an account or not. The quickest way is to use their software and here's the only catch. It only works for a PC. If you have a Mac you have to do this one which they give you a form to fill out. They tell you where to send your disc to. You send it in and they upload it for you.



If you're on a PC, click and scroll where it says Click Here to Download the CD and DVD Publishing Software. You don't need an account yet to start. Click here to download it. You'll see it download this piece of software for us.

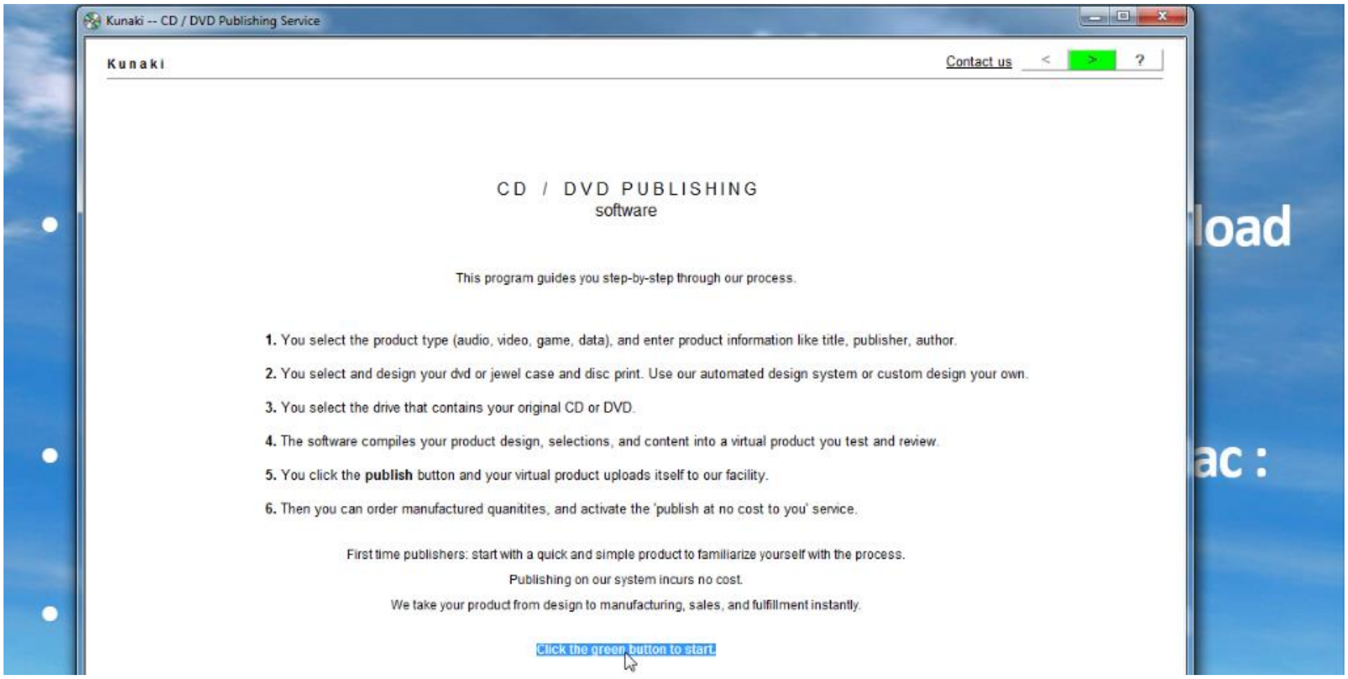


The next thing you do, you click and it says do you want to run this. Yes, I want to run this. It opens up the weirdest looking program you've ever seen. It almost even looks like a web page.

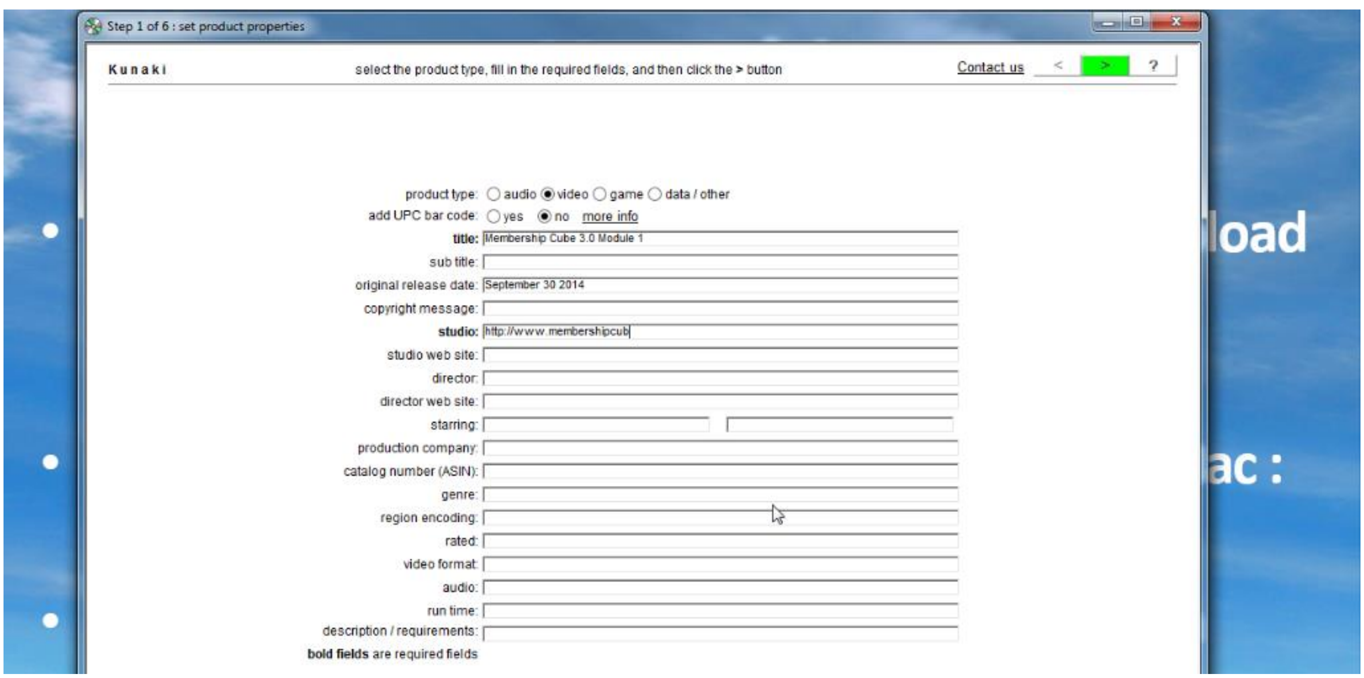
When I first did this, I was confused because I didn't know how to navigate it. What will help you is always you should be looking for that green right arrow.

If you know where that green arrow is that's the next button and that will take you to whatever the next step is. If you think about it at first I was like, "Why can't I upload the DVD? Why can't I send the file?"

You took your video and you put it on a DVD disc. How do you upload a disc? It's strange before you get the hang of it. This program runs on your computer and it will read the disc for you and shoot it off to Kunaki in their special format.

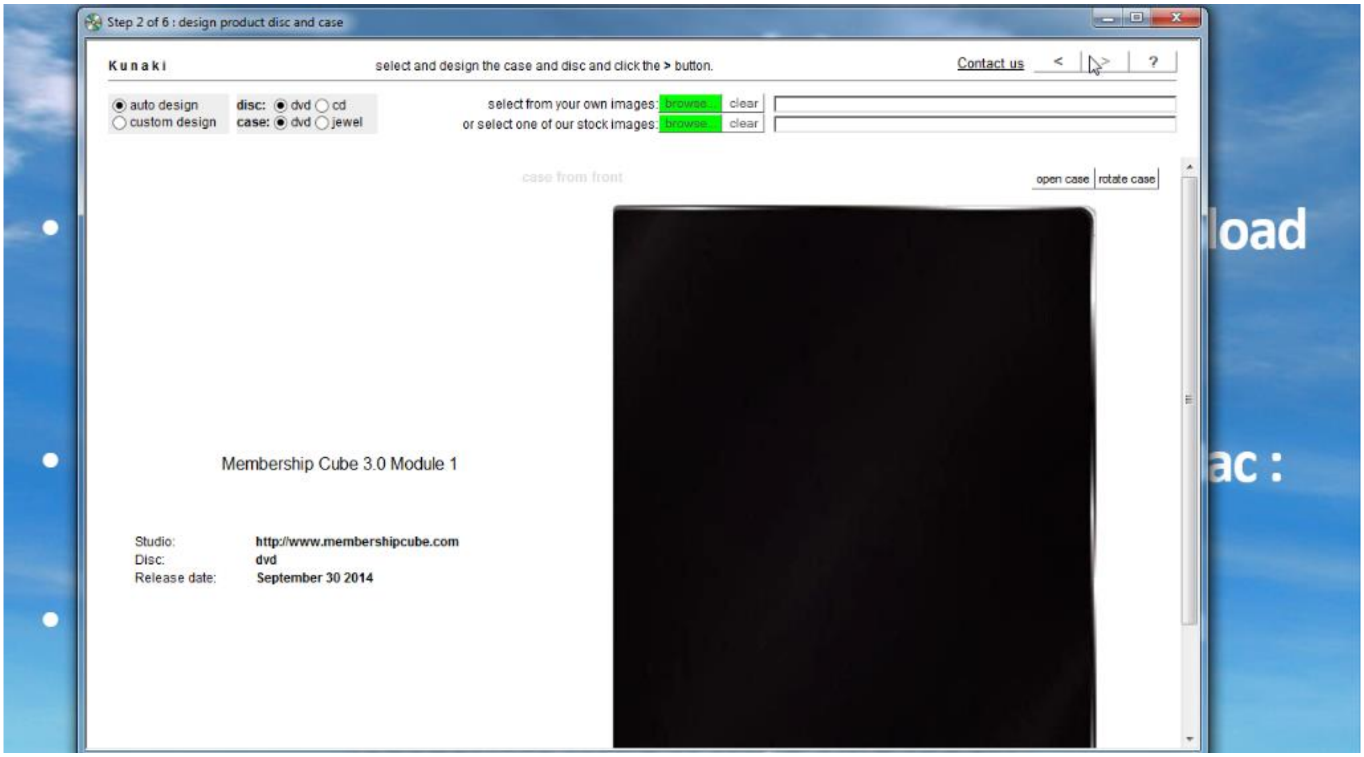


The green button is hidden on the top right of the program. You don't have to worry about this page just this top right corner there's a green button. Click that and choose what is it. We'll upload a video.



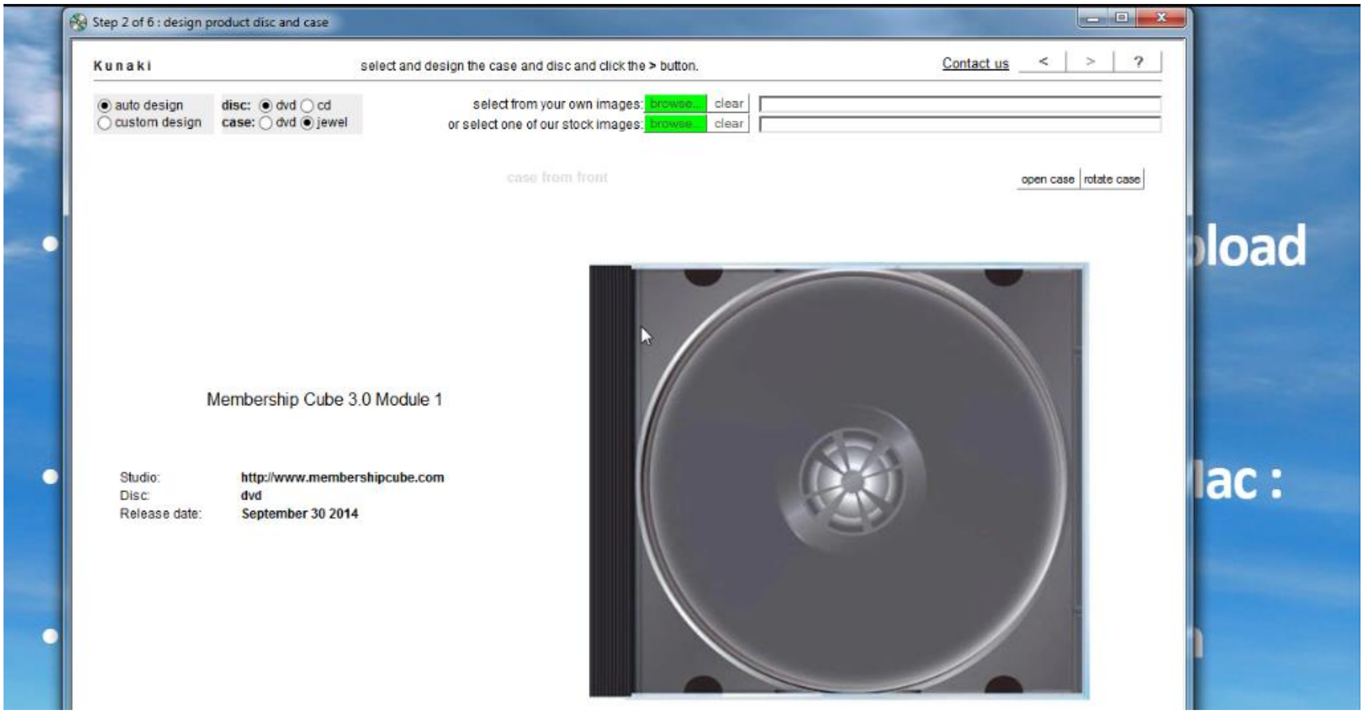
Only fill in the bolded parts. No one will see any of this. You're the one shipping out your disc. Go from top to bottom because see how it says product type audio or video. If you switch that it will blow away anything below that. The first thing you do is product type audio, all fill in the title and then the studio. You don't need to fill in anything else.

Ignore almost everything. The title is Membership Cube 3.0 Module 1 and for the studio, enter your URL such as www.membershipcube.com. We don't need to fill in anything else. Click the green button.

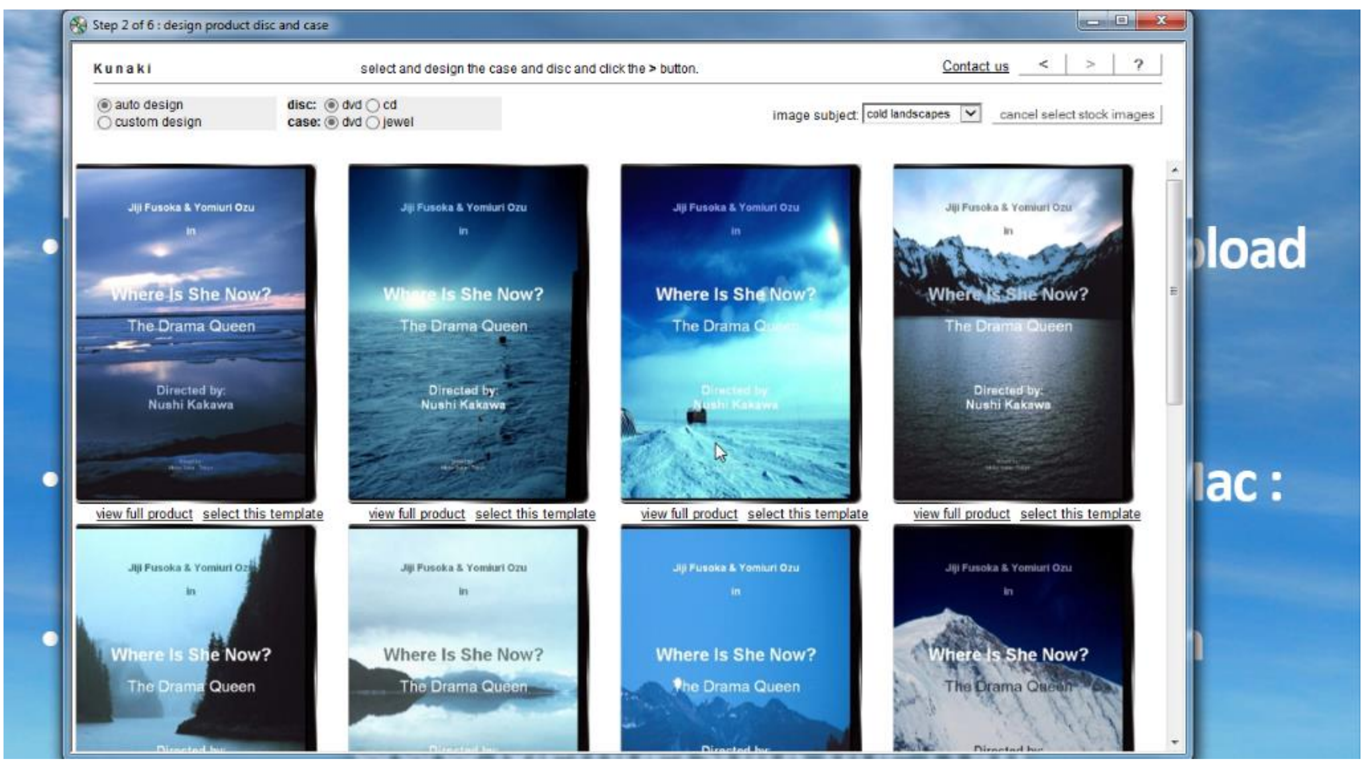


They can make something that looks halfway decent and they will print out those two things. They'll print out the title of this disc and then whatever you put in for the studio. In our case, MembershipCube.com. They can give you something which is like a solid color and then their text printed on the case. This part is the case the disc goes into and then the print on the disc itself.

If you want to have one of these made, use Fiverr.com. I need a Kunaki cover and just tell them if it's a DVD or jewel case. The jewel case is this that you've probably seen. We like to use the DVD cases, big plastic folders so people put them on their bookshelves and keep them.

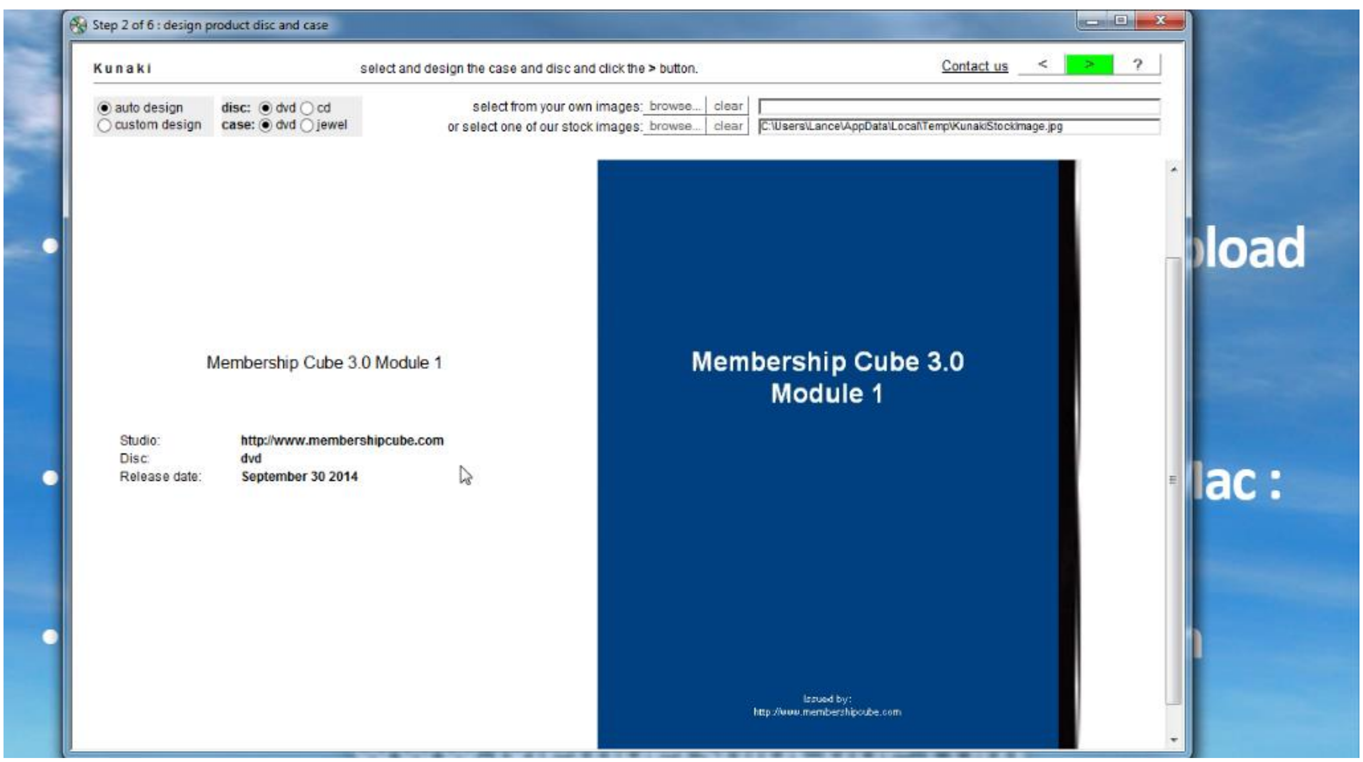


Custom design looks like if you have your own graphics, one of our stock images. Most of them look terrible. If you want the picture of the iceberg and the text blends in with the photos.

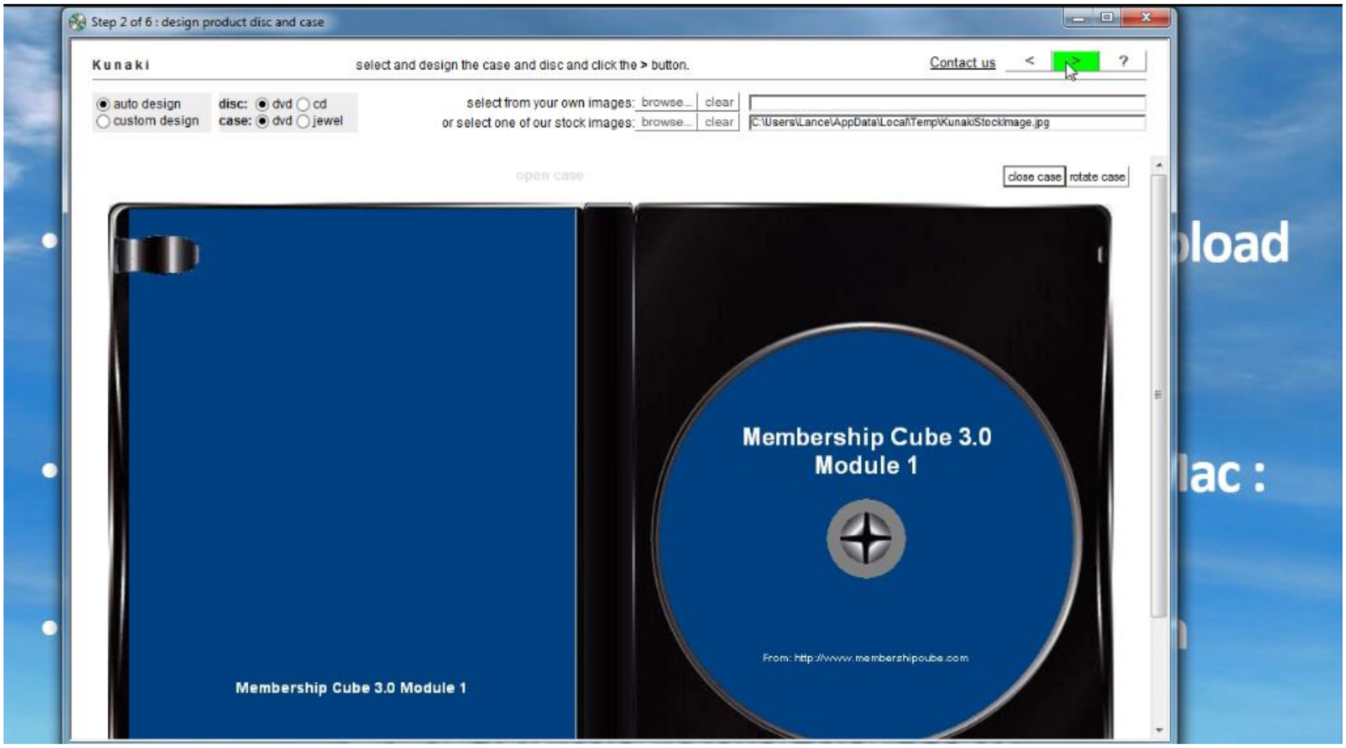


I only use the solid color. The other designs don't look great. Choose solid color, there's a dark blue option.

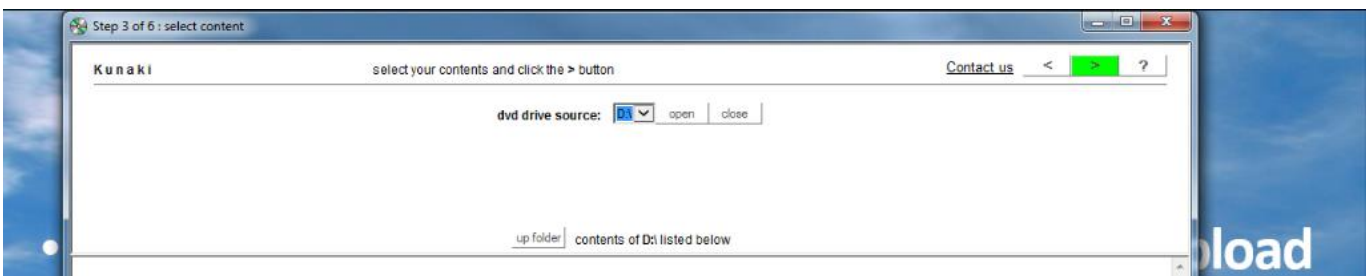
Those are the two colors I use because it looks little homemade but it will get you by.



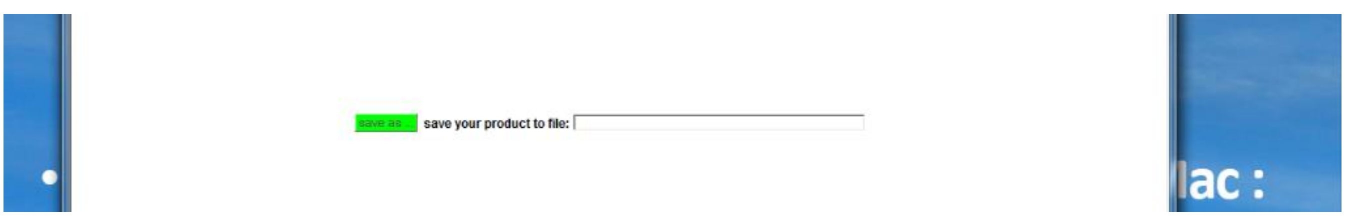
You see how to fill in the name of the disc that you put in the previous screen and issued by membershipcube.com is the studio.



Custom Design would be if you happen to have your own artwork but keep it simple for your purposes. Other design select or stock images, solid color and then find something that's like black or dark blue. Rotate the case. That's what the back looks like, that's what it looks like when it opens up. That's what I'm getting.



Once you're happy with that, click the green button. It asks what your DVD drive is, mine is D. There's nothing in the disc and then once you insert the disc you just click this folder or once you put in the disc click the button that says upload to Kunaki and it sends it up there. Once it's up there you'll have it inside of your account that you can order or sell whenever you want to.



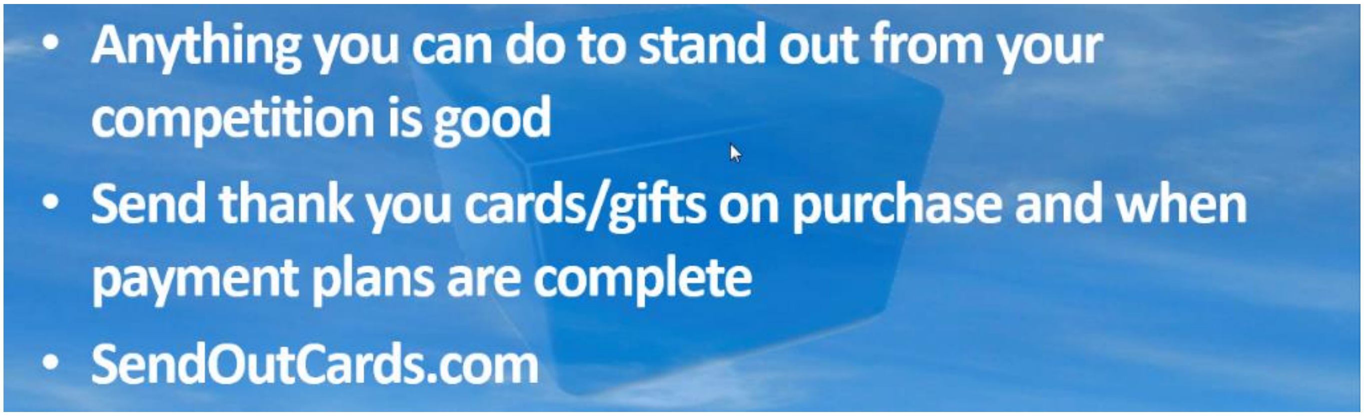
The weird thing about this is the first time you're doing it you create your account in this program. Click through everything and it will say Create Your Account. The only way to create it is in this form. You can't even use their website to do it. Kind of a weird thing but now that you know it that's fine.

The first time you're doing this I know you've been worried about your account or you're just worried about getting the program installing on your computer. You read your DVD, title it. Figure out what it's going to look like and go and create the account within that program. Once you get that disc created in the directory. They'll ship you your own copy for free so you can try it out.

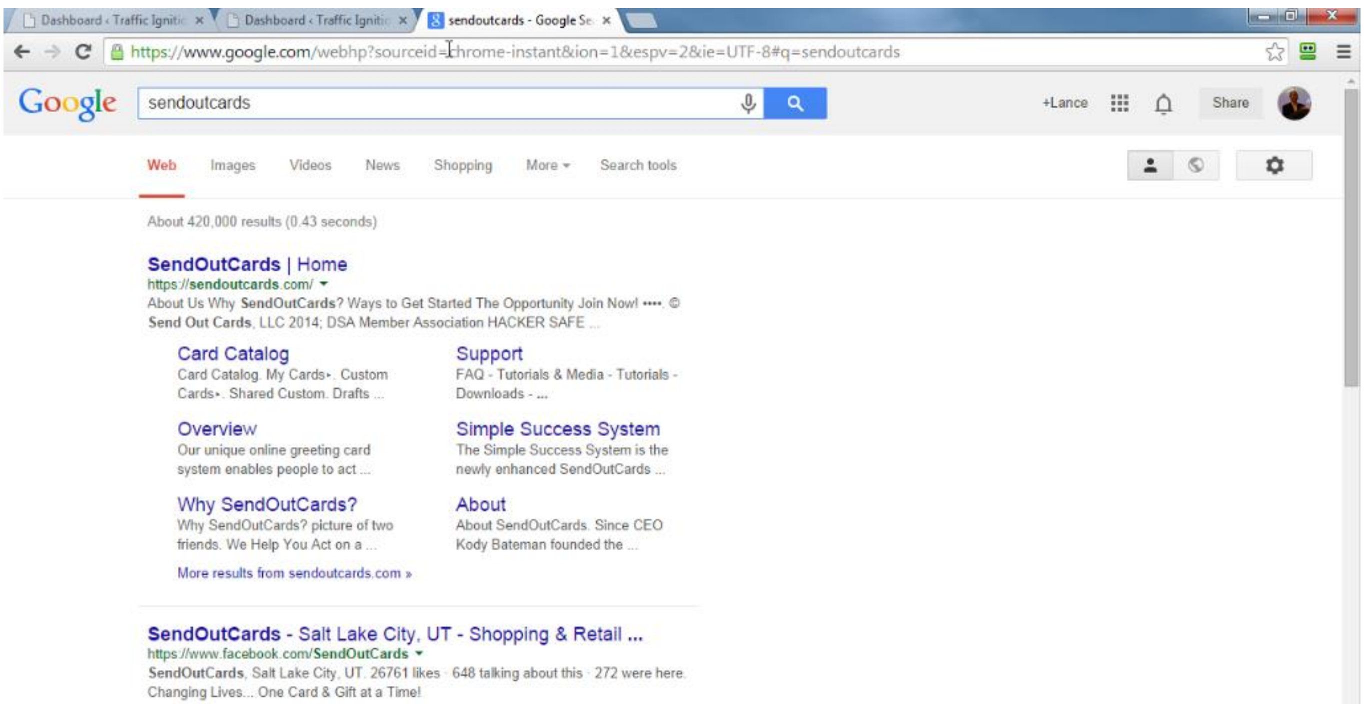
The most important thing is navigating the site in order to create an account to it. It's always new customer and then click here down at the bottom. Click here to download. Their links don't show up too well. Start up that program. Insert your DVD and then it'll send it to them. We'll show you in how to manage users and make those orders.

Cards & Gifts: SendOutCards.com

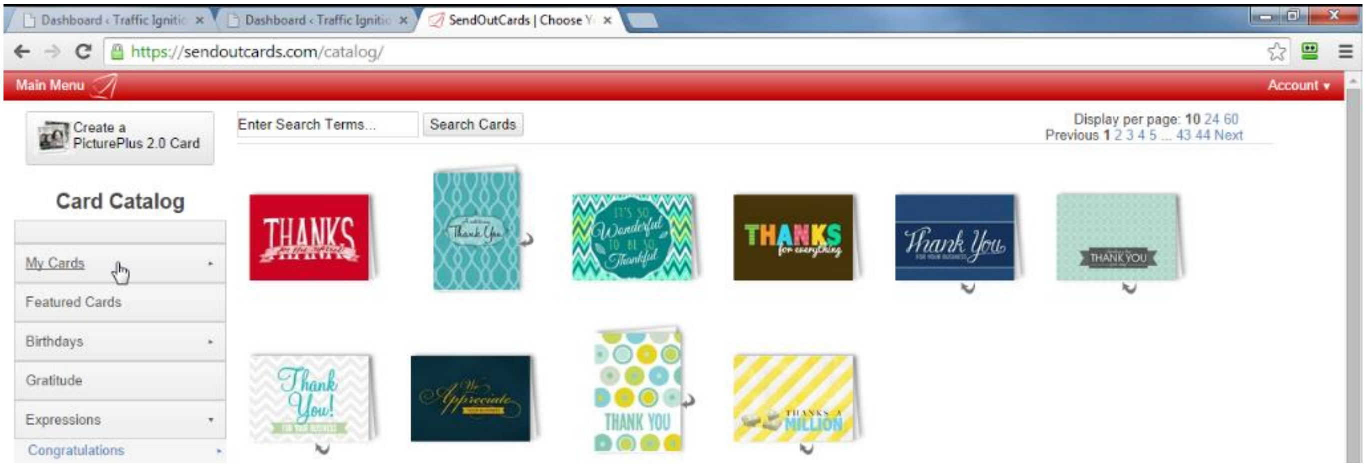
Send thank you cards and gifts to your customers to stand out from your competition.



We'll send the thank you card and sometimes gifts when they purchase. Many times we send another gift when they complete their payment plan.

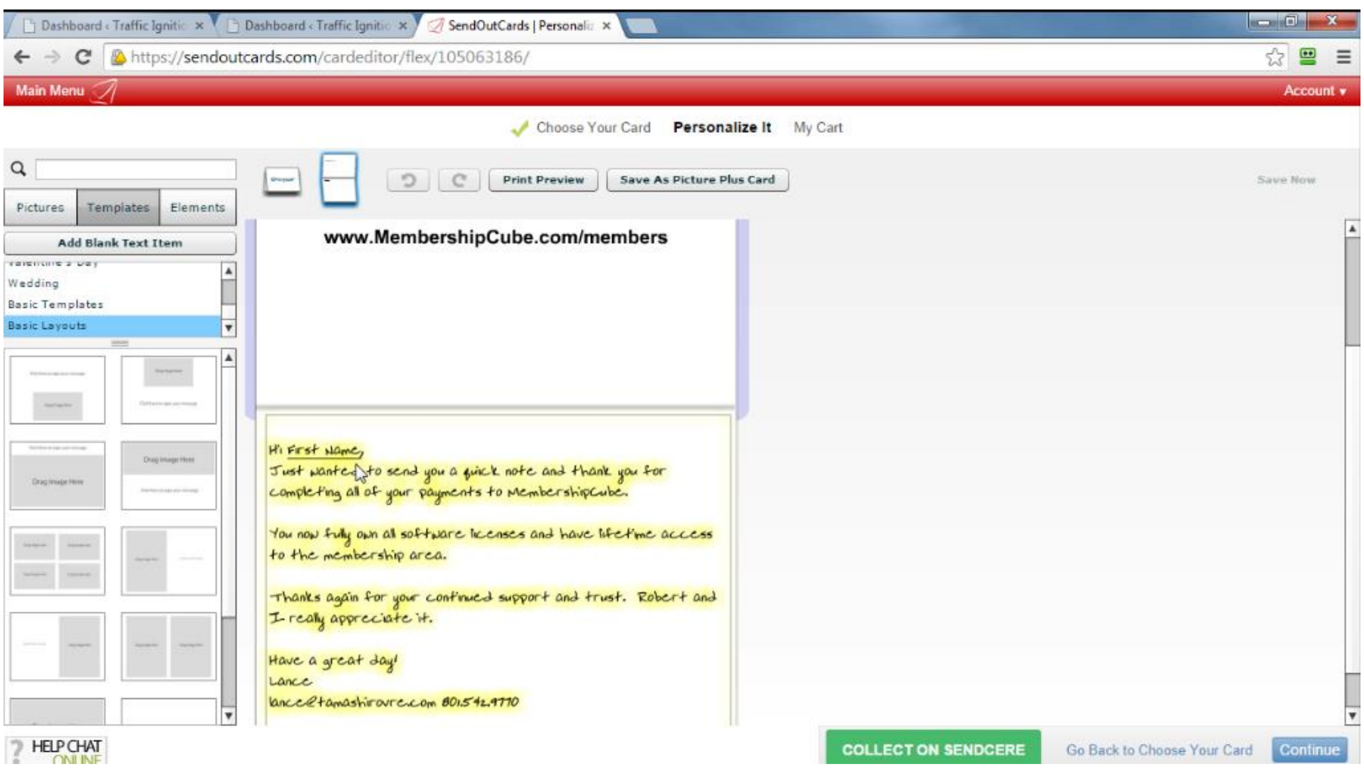


We use a site called SendOutCards, or DoubleAgentCards.com. Login to your account. Once you have your account, go to cards and then create a card. They have premade cards. If you wanted to send a quick thank you card, choose one.



If you're going to send thank you for purchasing from us. You pick a card. Pick what size. What it also allows you to do is, it allows you to create your own custom cards.

They call it picture plus cards and what it does is it creates a card with whatever picture you want. Whether it's your logo from your website, whether it's a picture of you with the person, whatever it is. You can see like Christmas cards on here. It's a picture of our family with the card on it. We also create these cards with our website logos.



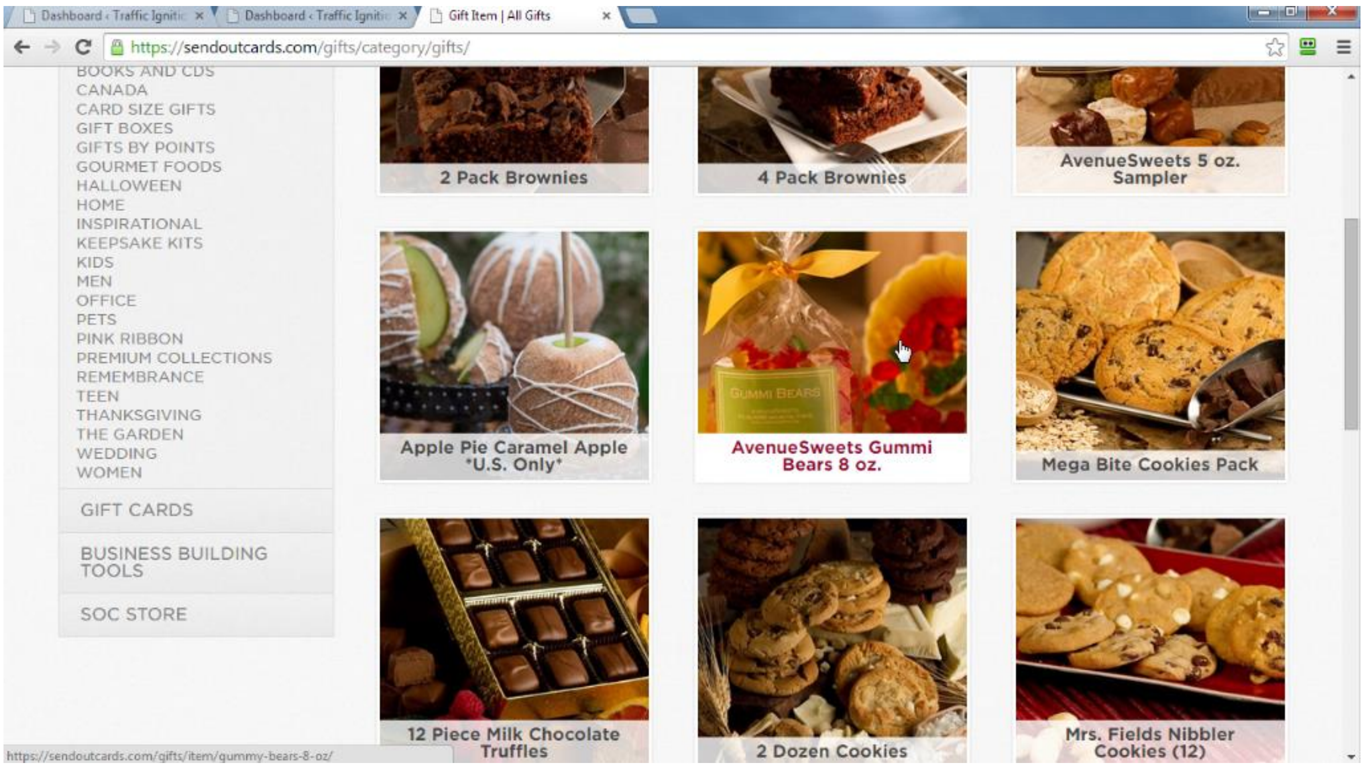
The inside says Hi, First Name. This works like an autoresponder. I can create the card and then send it out to a list of people. It will automatically click those names in for me if I want.

When I do create a card we put our URL at the top and then it says Hi, First Name. They'll import in the first name of the person I'm sending it to. We wanted to send you a quick note. Thank you for completing all of your payments to Membership Cube. You now fully owned all software licenses and have lifetime access to the member's area. Thanks again. We really appreciate it. Have a great day.

This is in my handwriting. They'll do a handwriting sample. You don't have to do that if you don't want. Then to purchase it, you do this continue. If you want to send out that card you could do that fine.

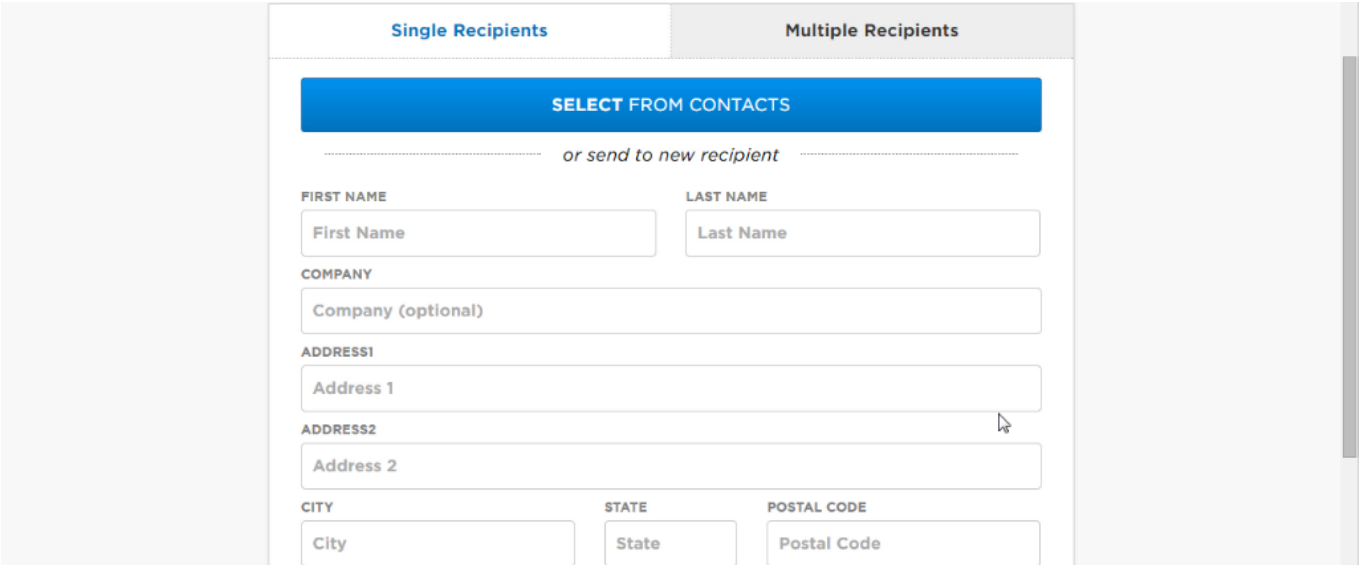
Add Gift to Order. They literally have anything you could imagine. They have from food. They have some card shop. They have gifts for pets. They have gifts for your office.

I send brownies or the gummy bears. I'll start sending caramel apples.



If you send the gummy bears it says 15 points. Add to Cart, I'll view my cart. I have this card and a gummy bears and I can go to check out. Enter the return address, our address.

Go to the next step. You can send these out one at a time or you can do multiple recipients that you can add in from your contact list. We have all of these contacts. We can select the people we want. You can create lists and manage your contacts. Then you send them out.



It costs $7 to $8 to send a card and a gift depending on what you send out. That was the one that we send out after somebody completes their payments.

We also have cards we send out at the beginning. We also have this other card here which is what we send out to people when they make the purchase. This one says Hi, First Name. I just wanted to thank you for your support and to congratulate you on your new membership to Membership Cube, one of my favorite trainings that we have done. I'm excited to watch your progress to the challenges. Please feel free to contact us with some information.

You can send out one at the beginning, one at the end and really stand out. It's another way to stay contact with your buyers especially in a continuity site. Getting somebody to buy from you the second time is easier especially if they get a CD, a thank you card, or brownies from you. You become a better buying experience than your competitors.

We use three different services. The items come in three different shipments. That's the way it is. We have yet to find one single place that does all three of these things well.

Sendoutcards is the best one for cards. Kunaki is the best one DVDs. Lulu is the best one for manuals. It's always cheaper than anywhere else and cheaper than if you were to do this on your own.

WP Kunaki (Address Collector)

We add to the offer and increase the price. We sold something for $97, added the physical component. We bumped the price a $100 bucks which also increases our profit. We've created some physical items. Manuals, DVDs, your CDs, the send out cards, gifts and thank you cards.

Collecting and managing addresses used to be hard work. We used to mail out to PayPal addresses. Most PayPal shipping addresses are out of date.

WP Kunaki allows us to collect our user's addresses and phone numbers. It notifies us when they entered in their correct information or they've confirmed the information. We know when we can send something out we'll get an email that somebody's confirmed it. Or what we can do is do it in bulk and I'm going to show you how we send out in bulk or how we do it as the emails come in.

You have this in your member's area. Go Membership Cube and your WordPress dashboard again this is in your member's area once they purchased from you. If you go to Membership Cube WP Kunaki and what we'll do is go to export tab. When we're on the export tab, it gives us all of our users information (addresses) and lets us keep track whether we sent them out DVDs or not sent them out DVDs. Go to your member's dashboard, your member's area.

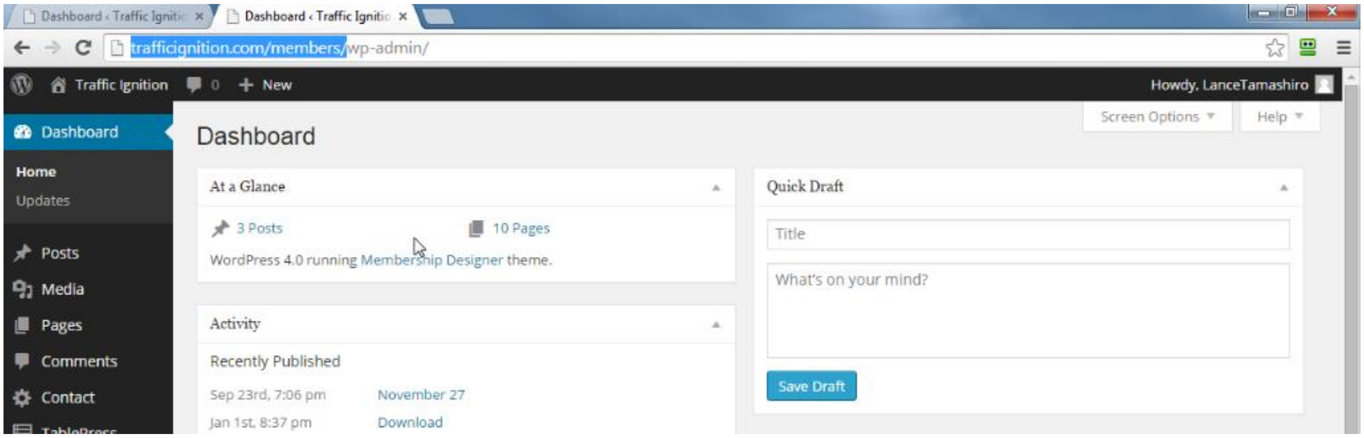
We like to have a look at the address before sending it on in Kunaki. When someone pays in PayPal it collects the address. That's the best guest. When they login, a pop up appears saying we think this is your address click the button and confirm that or put in your own address and a lot of times they'll update it.

Every now and then someone will enter in a fake address. When we send out DVDs and a book that costs $20 to $30, we don't want to lose that money. If Kunaki sends out DVDs to bad address, it's gone. It won't be shipped back.

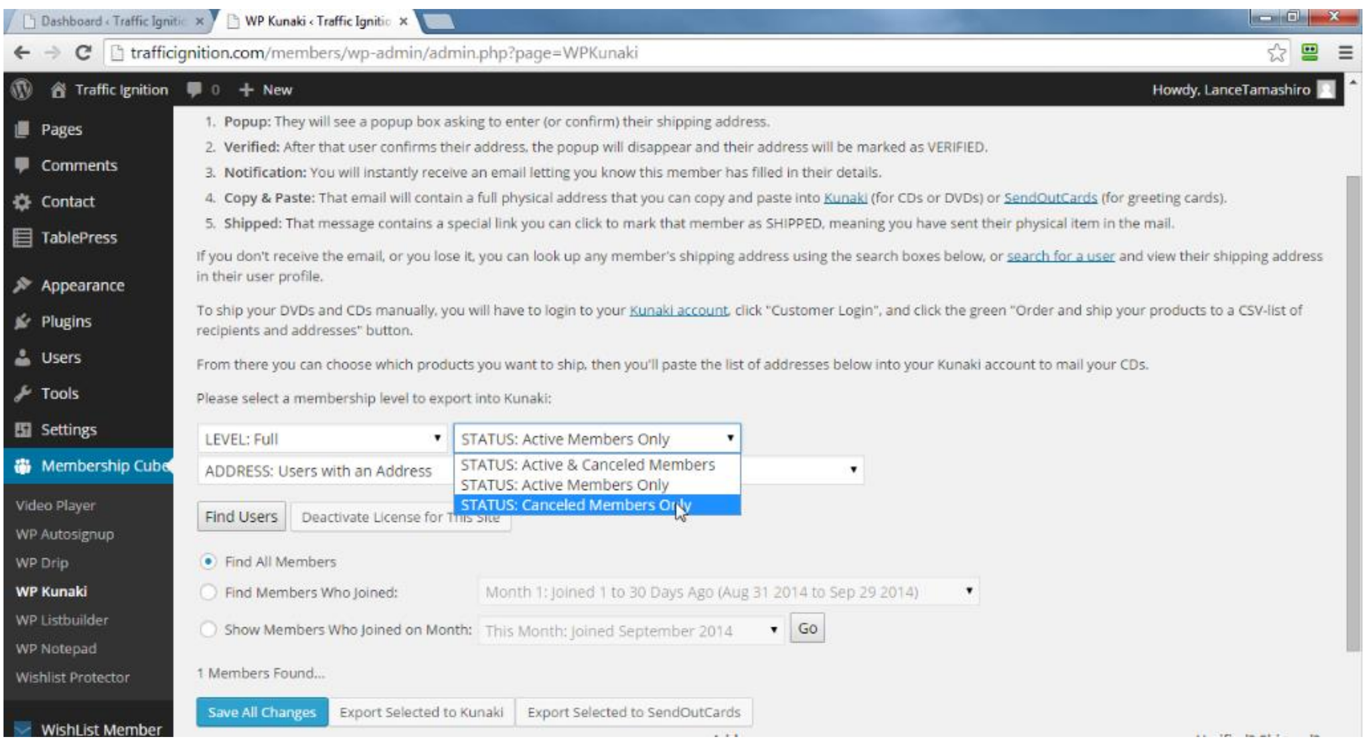
If you send it to a bad address in Kunaki, you don't get a credit back. You don't get the DVD shipped to you. You just get charged and they're gone.

You don't want to send out the thank you card on the day that they buy. You might want to do that every Friday morning or something. Get several these orders piled up and then in bulk send out the send out cards and send out the disc. That way if they buy and they get this thank you card two weeks later or three weeks that reminds them to go back and do it or reminds them to buy your next thing.

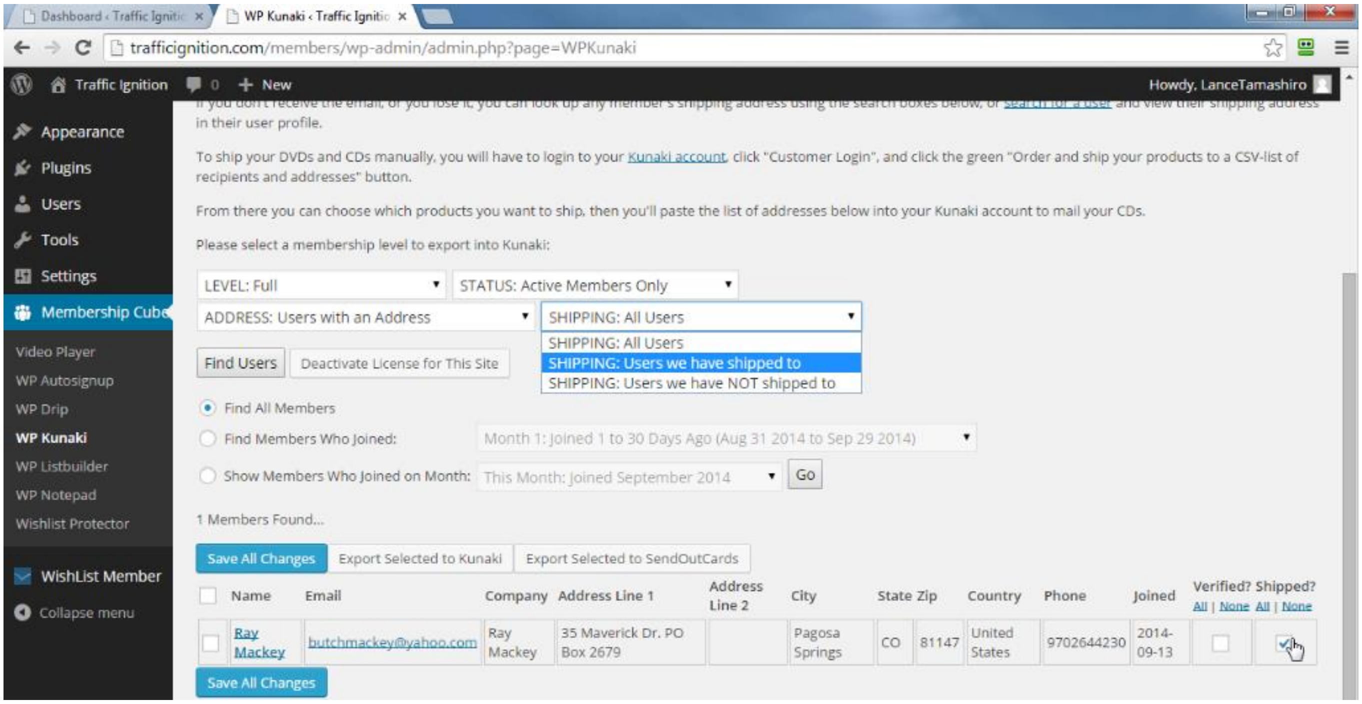
We like to do these things in batches. Pick a day (Wednesdays) and send these out.



Go to Membership Cube and WP Kunaki in the member's area. Make sure you're in the Export tab. You have export/import setup. For now we need to be in the export tab and we have all kinds of things down here.

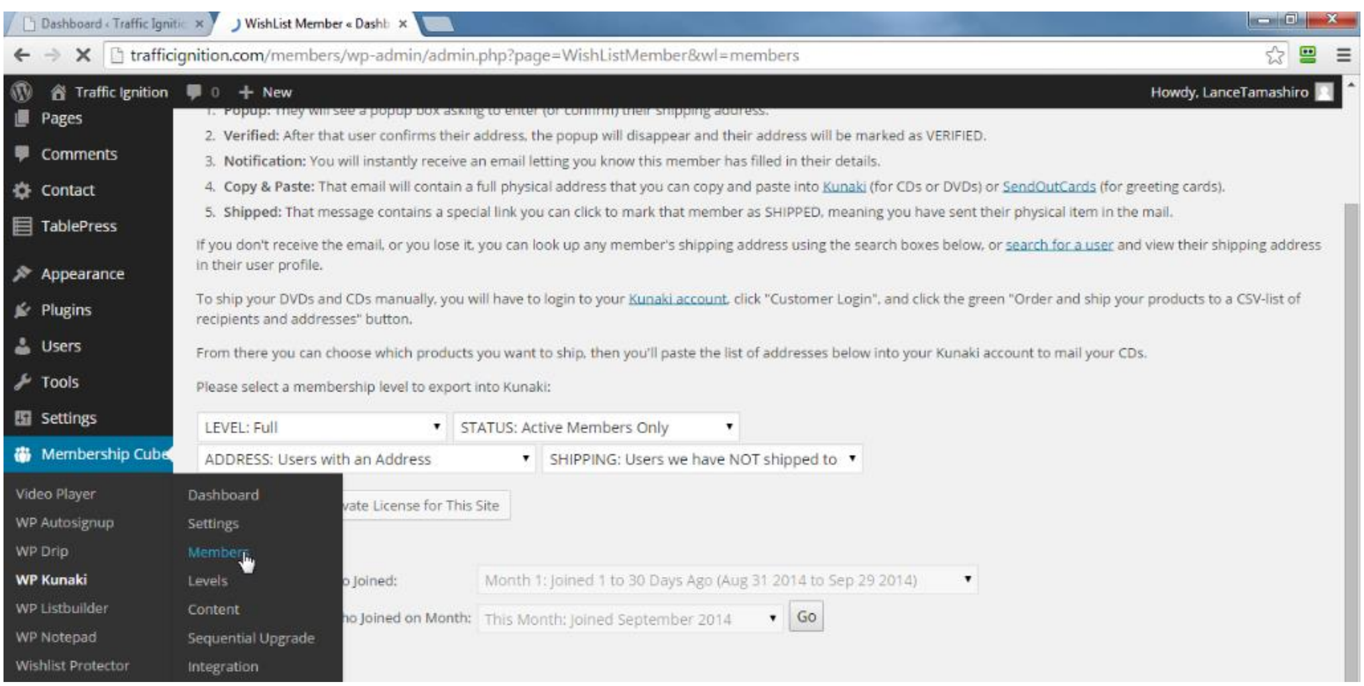


We setup our Free level, Full level, Platinum level, and Silver levels. If we wanted to send things to people on a certain level, we could select that level, such as the Full level.

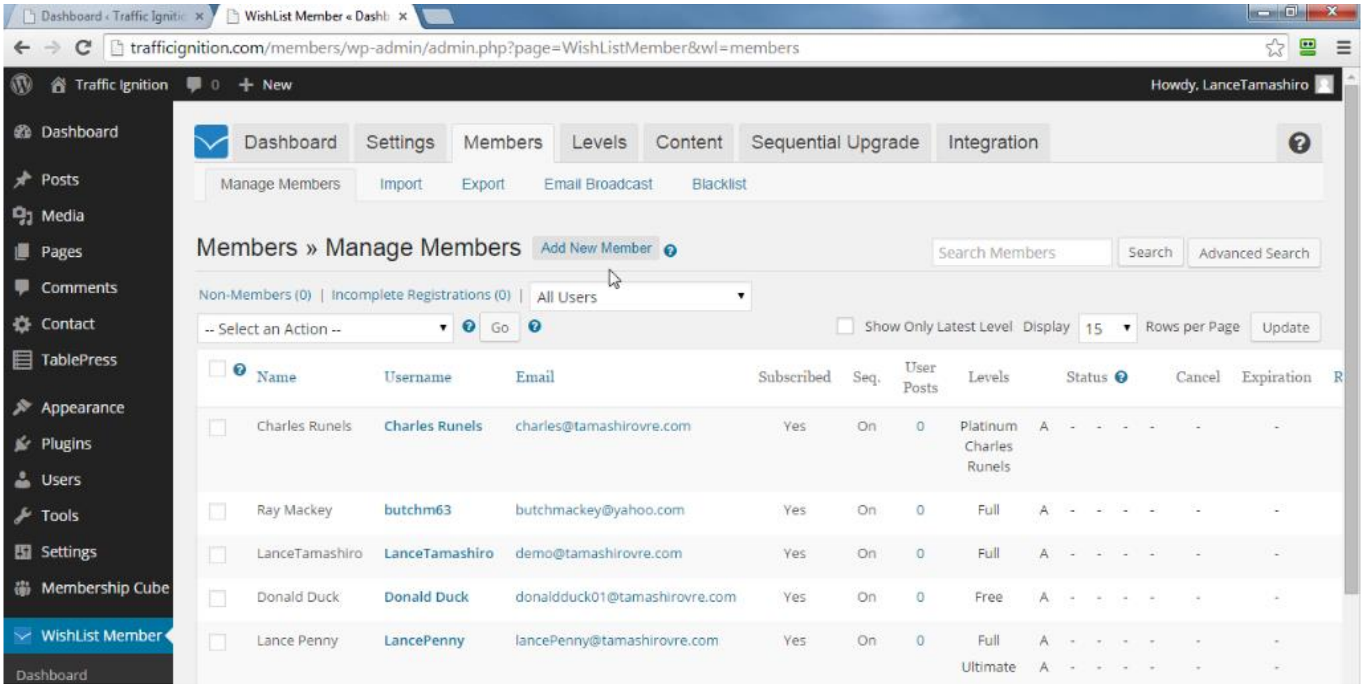


Someone already joined. Let's check active and cancelled members. Cancelled members only if you want to mail to reactivate them, or active Members only. Somebody filled in their address.

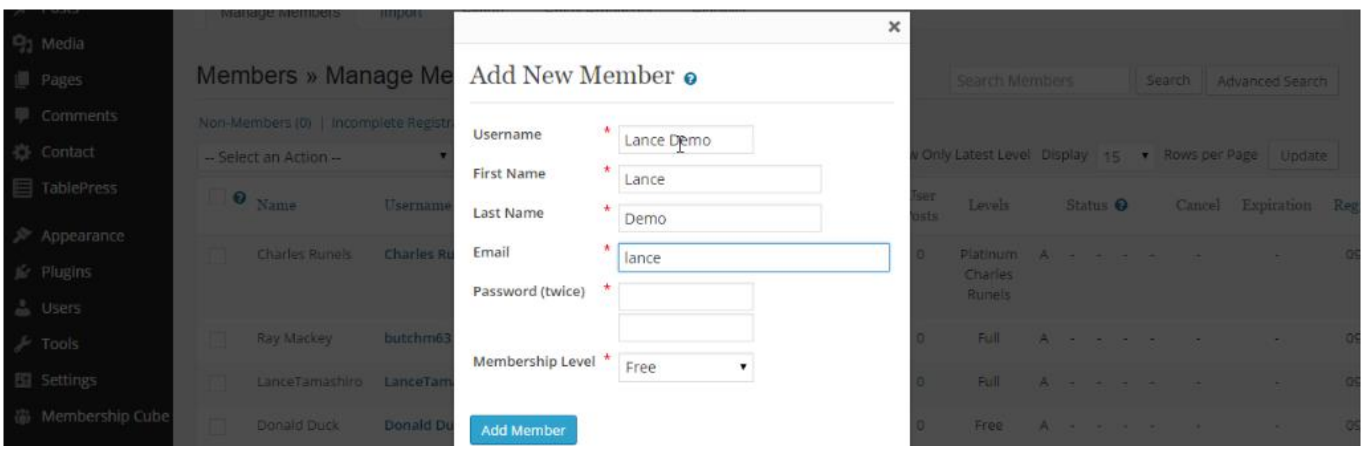
We have an address from PayPal but what if we said users without verified address. That person goes away. There's nobody that's verified their address yet. Choose Users With An Address. We could say we've shipped to this person. We could search for people on the Full level that we haven't shipped anything yet.



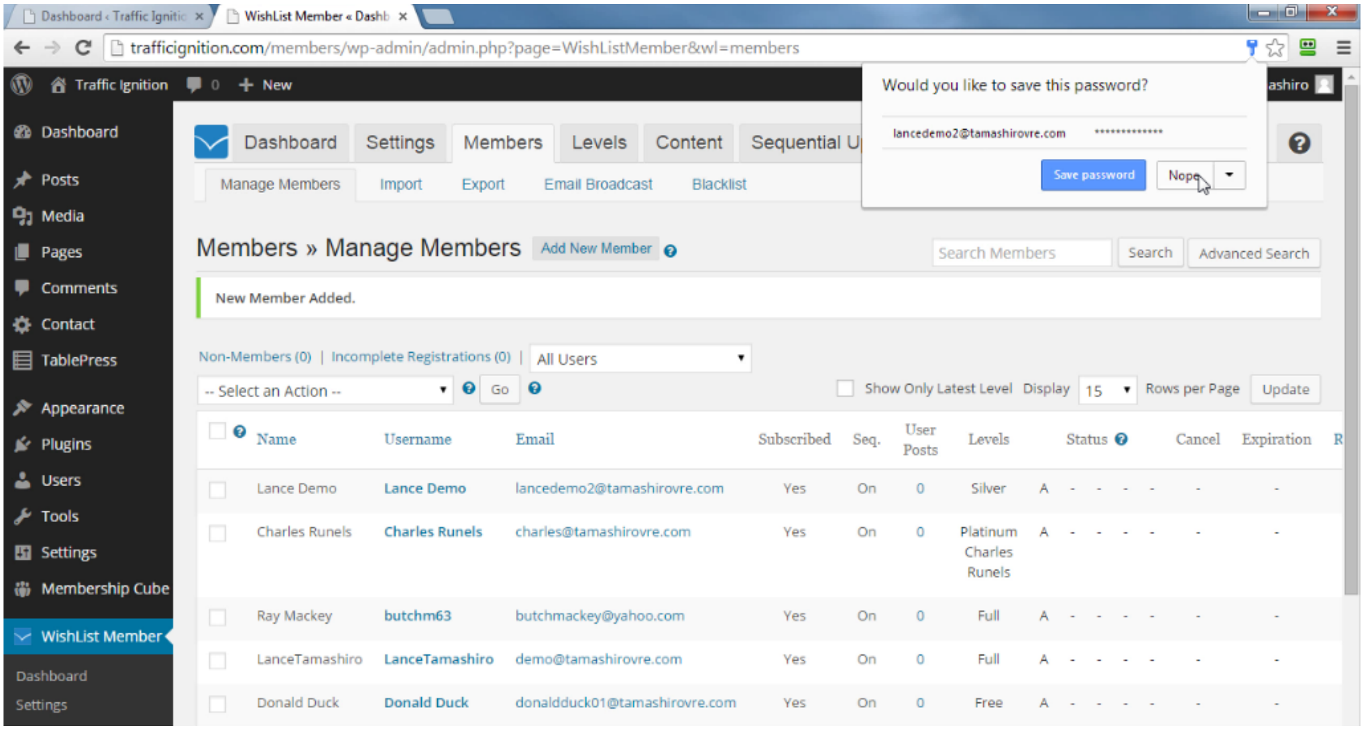
Manage your users from this one place.



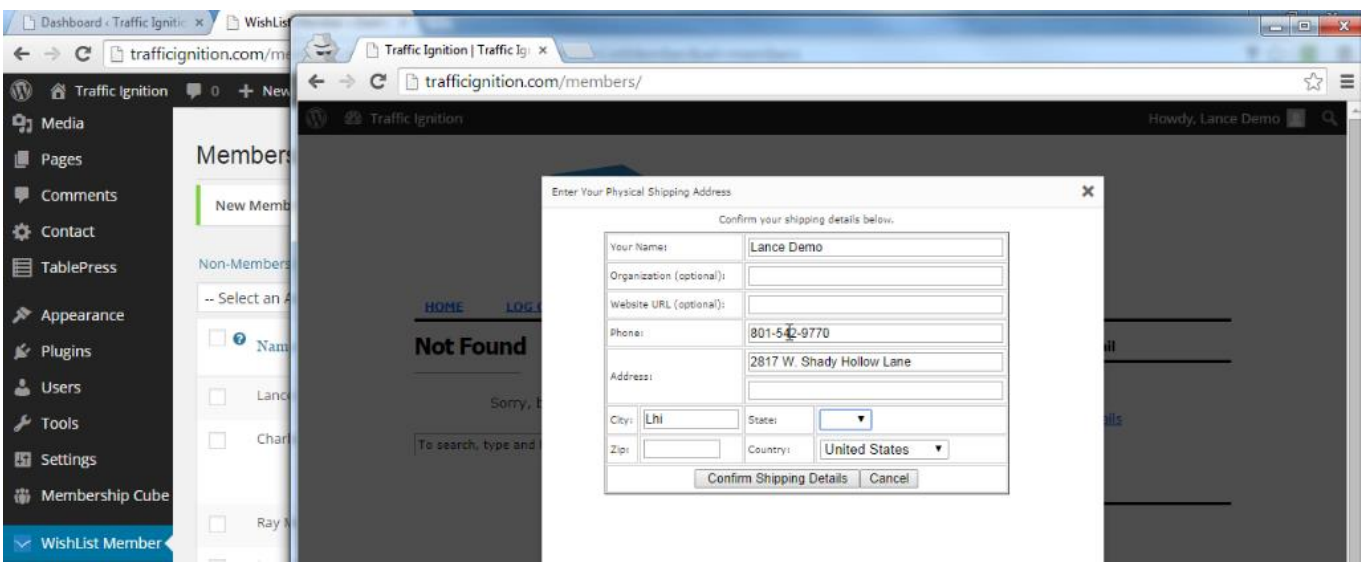
Let's setup a user to see what it looks like. Wishlist Member, Members, Add a Member. I'll name it Lance Demo.



This would be as if somebody came and purchased. Let's say this person is on our Silver Level. Add the member.



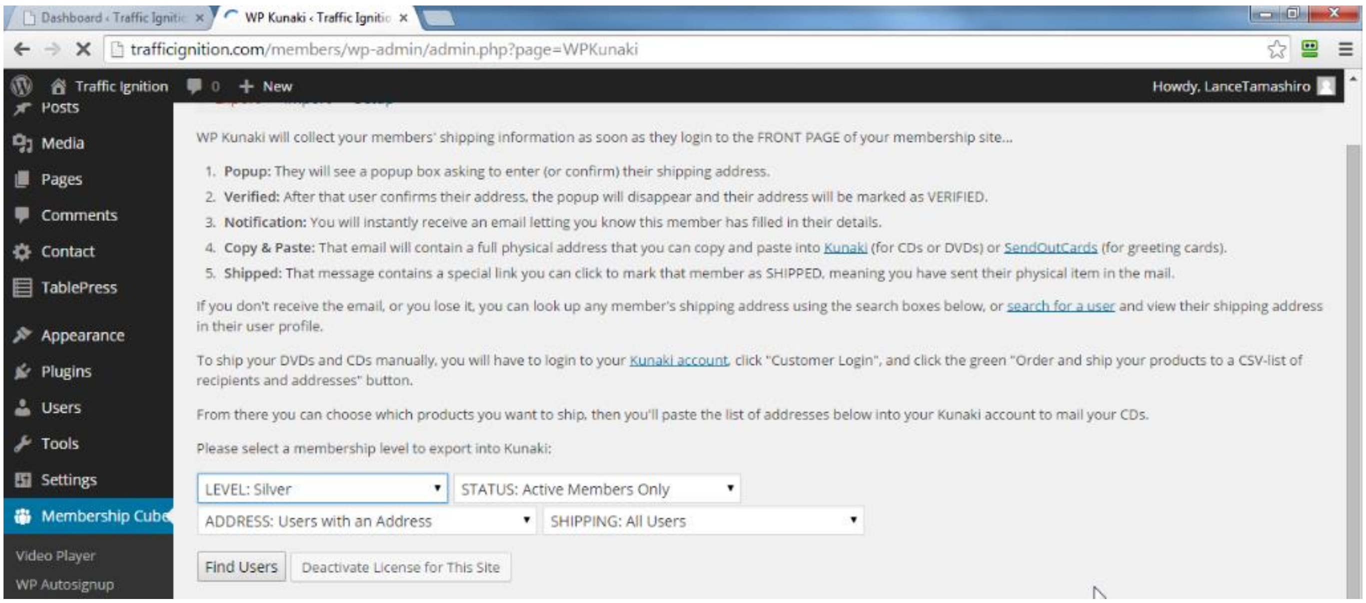
We have our new user on the Silver Level. Do this in a New Incognito Window so we can keep both of them open. I go to TrafficIgnition.com/members and login with that user. Watch what happens this time when I login.



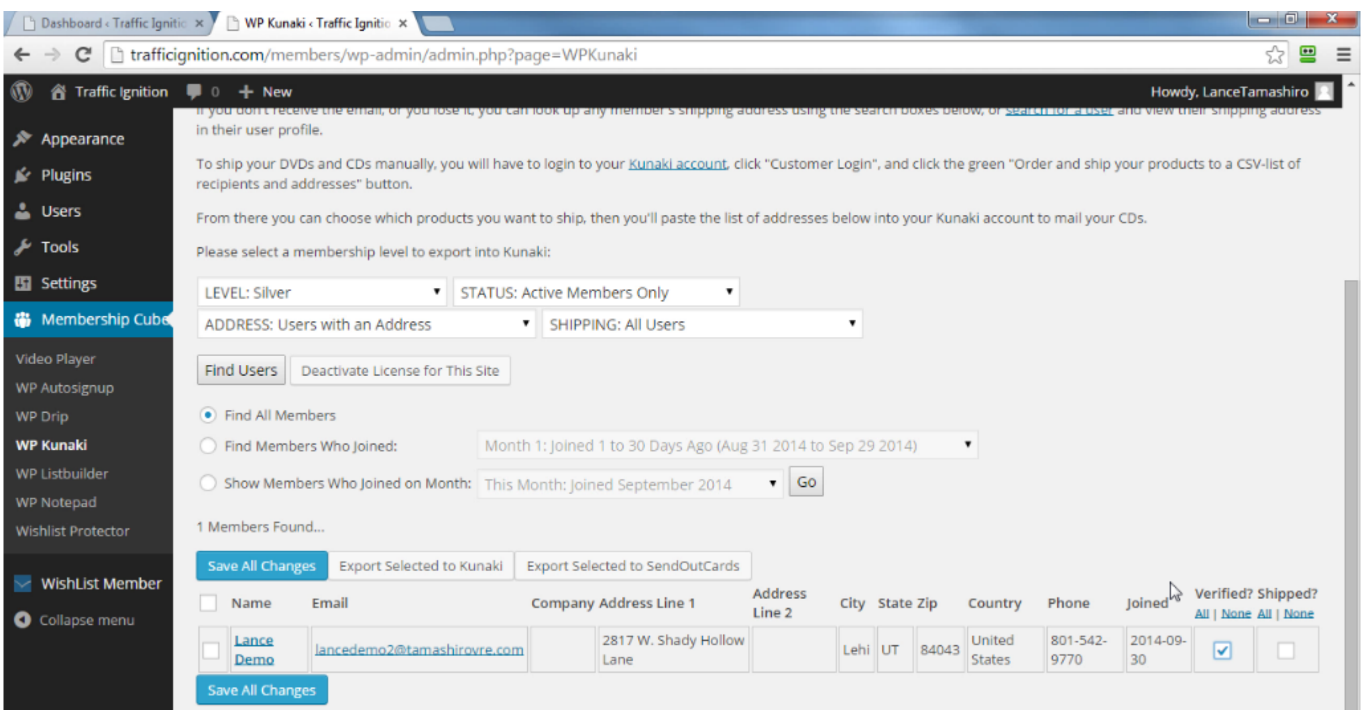
When I login, enter your physical shipping address and it asks for all of this information from me and every time that I login this will show up until I confirm my shipping details. I can fill this in. I can put in my phone number here and we can do an address here and do a city. Then I confirmed my details and now that will never show up again okay until I clear all my people's verifications.

In our back-end, go to Membership Cube, WP Kunaki. I can choose users on the Silver level. I have this and do you see what's different here? This one says that I have verified my address. As long as this is checked then I won't see that pop up. This user won't see that pop up again.

If I uncheck it and save it like maybe it's been a year and I want to get everybody's address or I want to see who's logging in and send them an update. If I uncheck all of those and these all will list out as many as you have then it will start popping that up again.

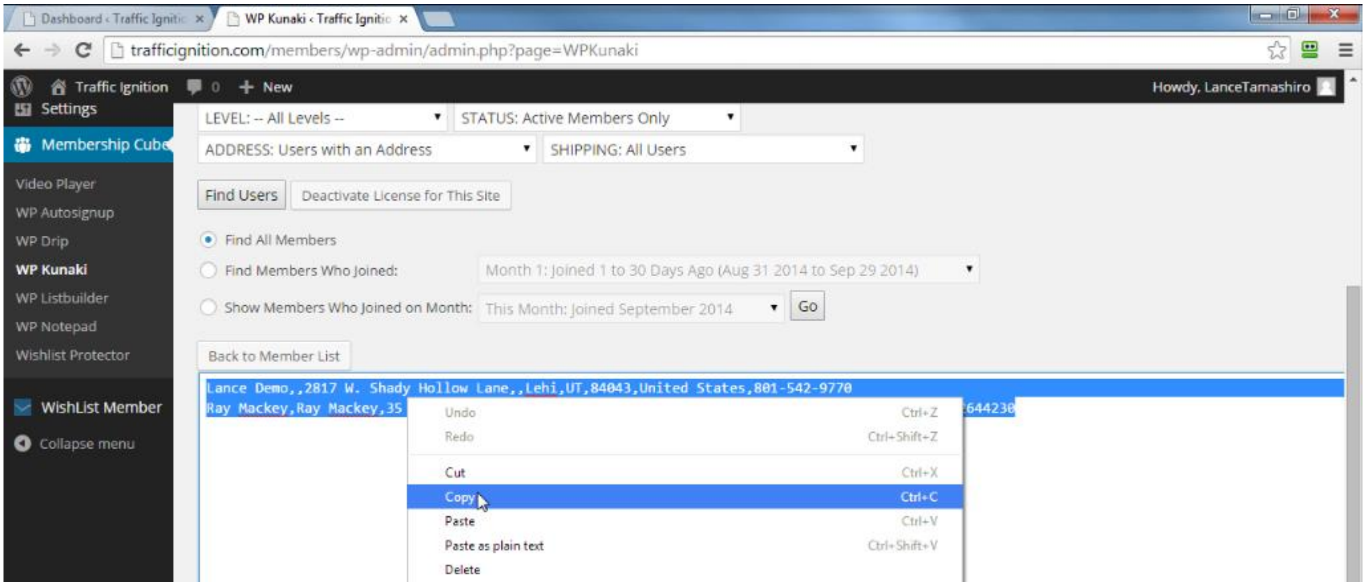


If export to Kunaki or export to SendOutCards I can have multiple people.

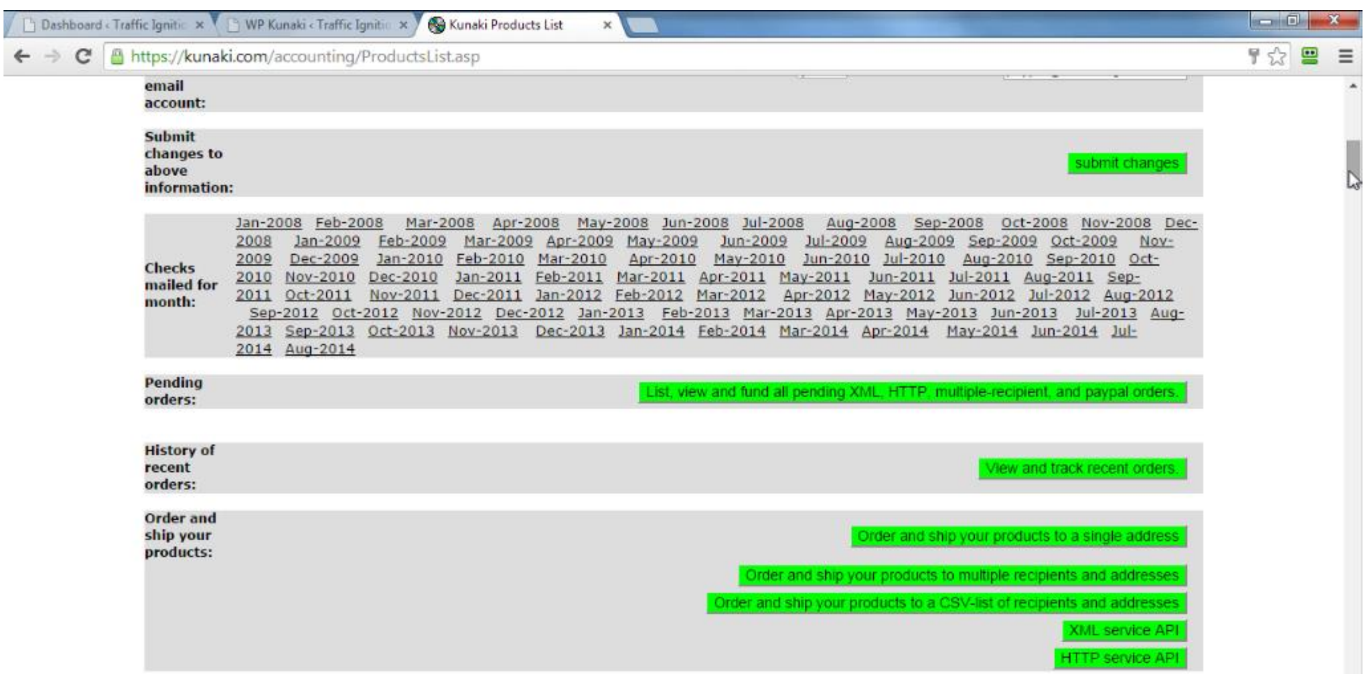


Let's show all levels. We can choose everybody who joined within a certain date. Everybody that hasn't been shipped to yet. Click export to Kunaki.

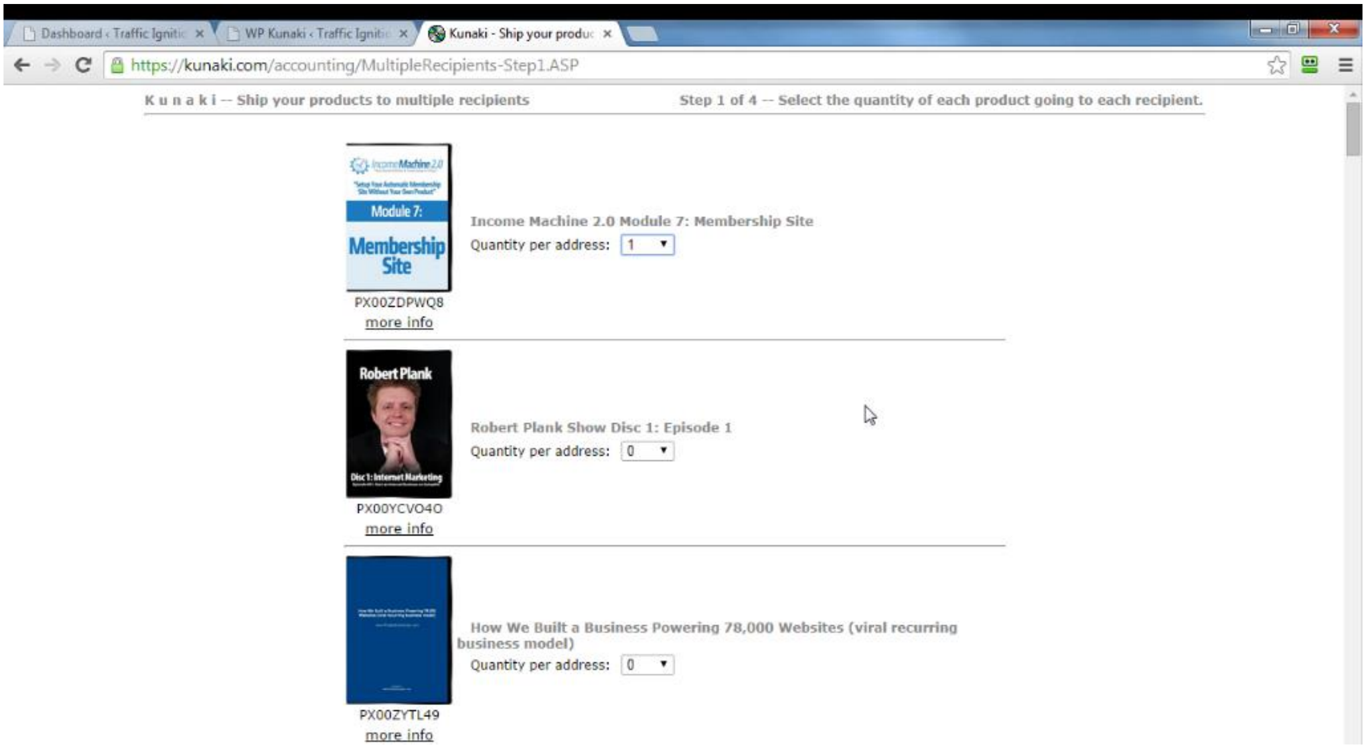
It's going to show us all the list that's ready to import in for us. We'll highlight these and it looks real funny but watch what we can do. If we highlight that go back to Kunaki.com and we can do our customer login.



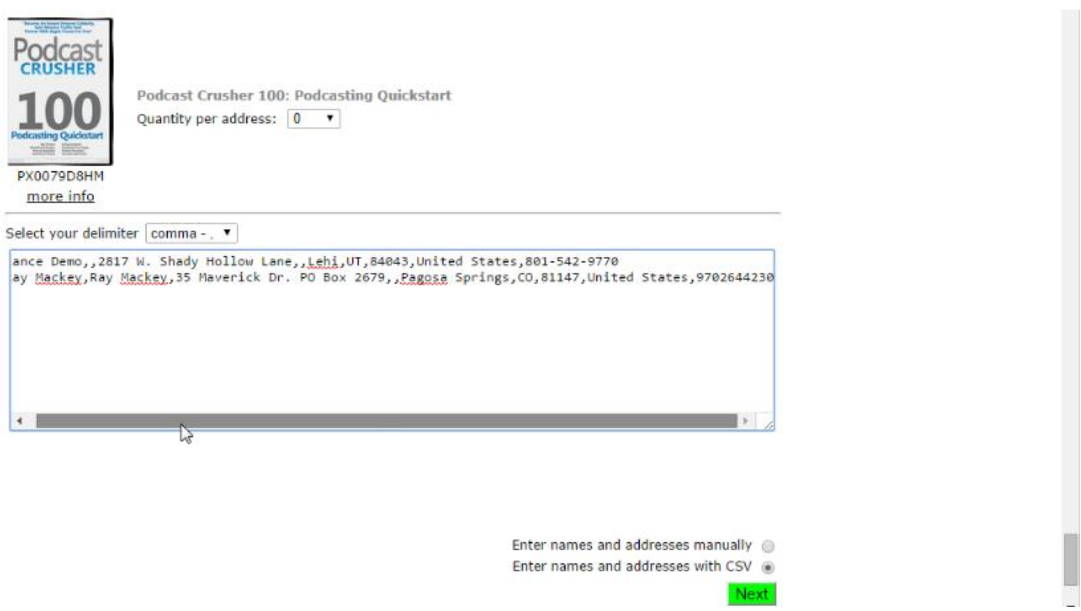
Look for the Order tab and ship your products to a CSV list of recipients and addresses. Click that and we have the discs we can send out.



I want to send out Module 7. I want to send out Module 8. I want to send out Module 6 for Income Machine.

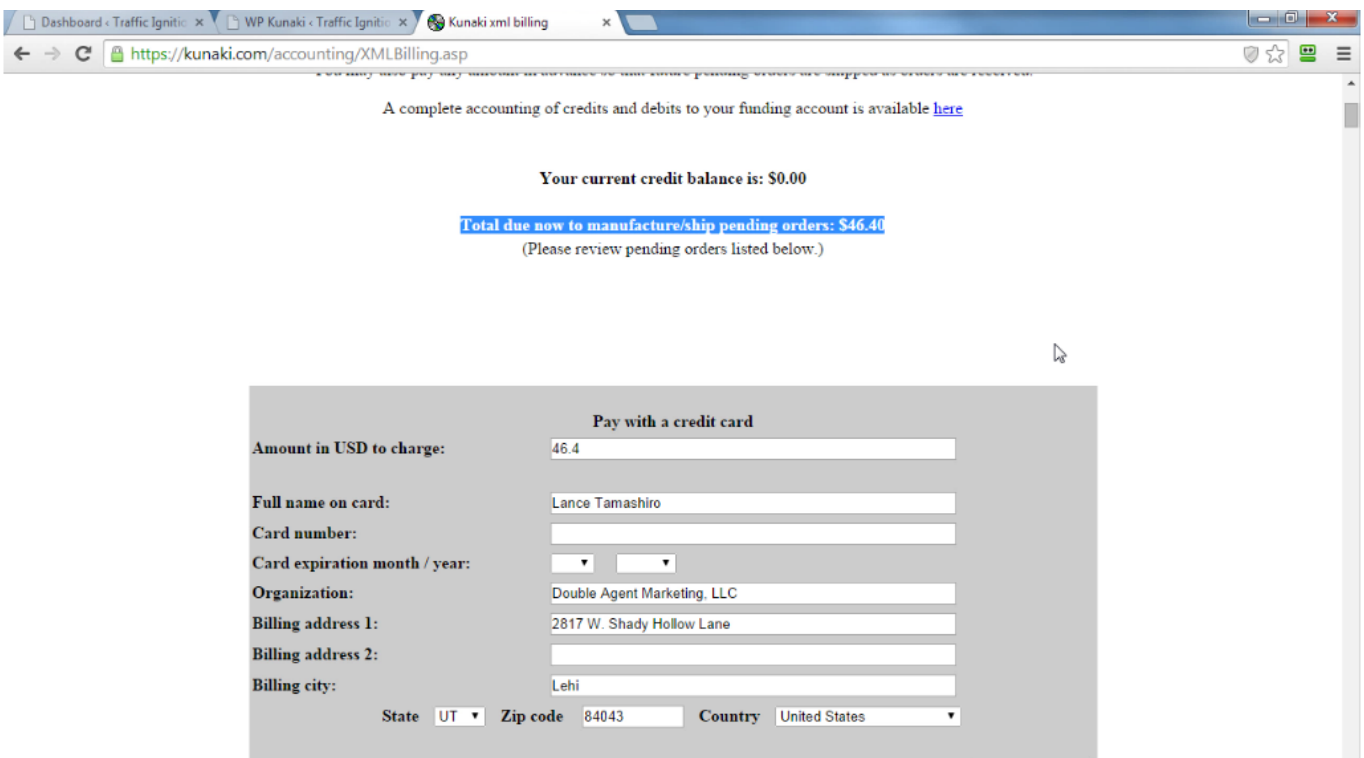


There are eight modules. This is the best part. You go down to the bottom and you want to switch it to say enter names and addresses with CSV. I don't know what that is.

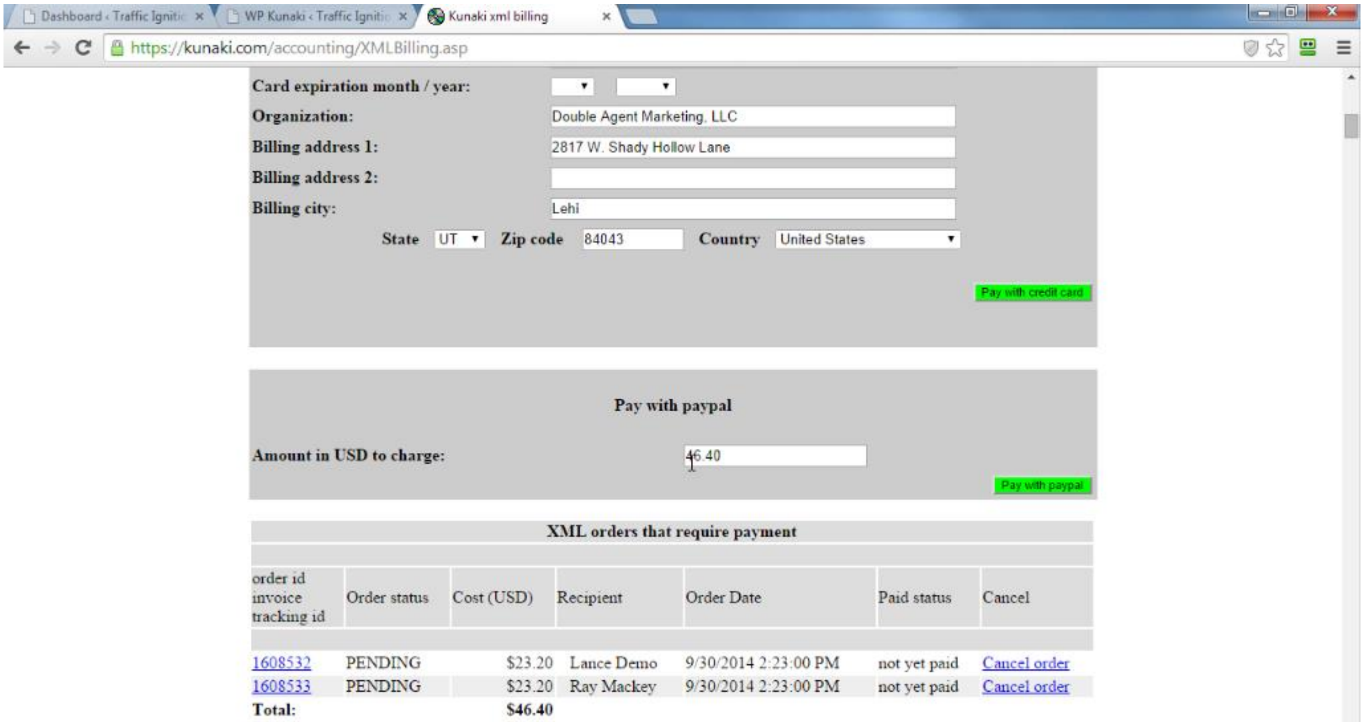


It gives me some information and I highlight everything. Click the link and now I'm going to paste this in. It's going to send all of these people that we filled out the disc that we've selected.

Paste it all in. Click next and Kunaki says you're going to send it to all of these people. Click next again and there you go. It says order accepted and after on the next screen it's going to ask us to pay, if you pay for it they automatically a package of all of these discs out to all of these people.



Once it's been shipped to, you can simply go back to your user levels inside of Kunaki and click the button that says shipped. There we go. We saved these shipped and now what we can do is anytime we'll be sending out cards, we just look for people that have not been shipped to. You can manage who's has and doesn't have the physical item. You can send it all out one at a time that way or in bulk that way.



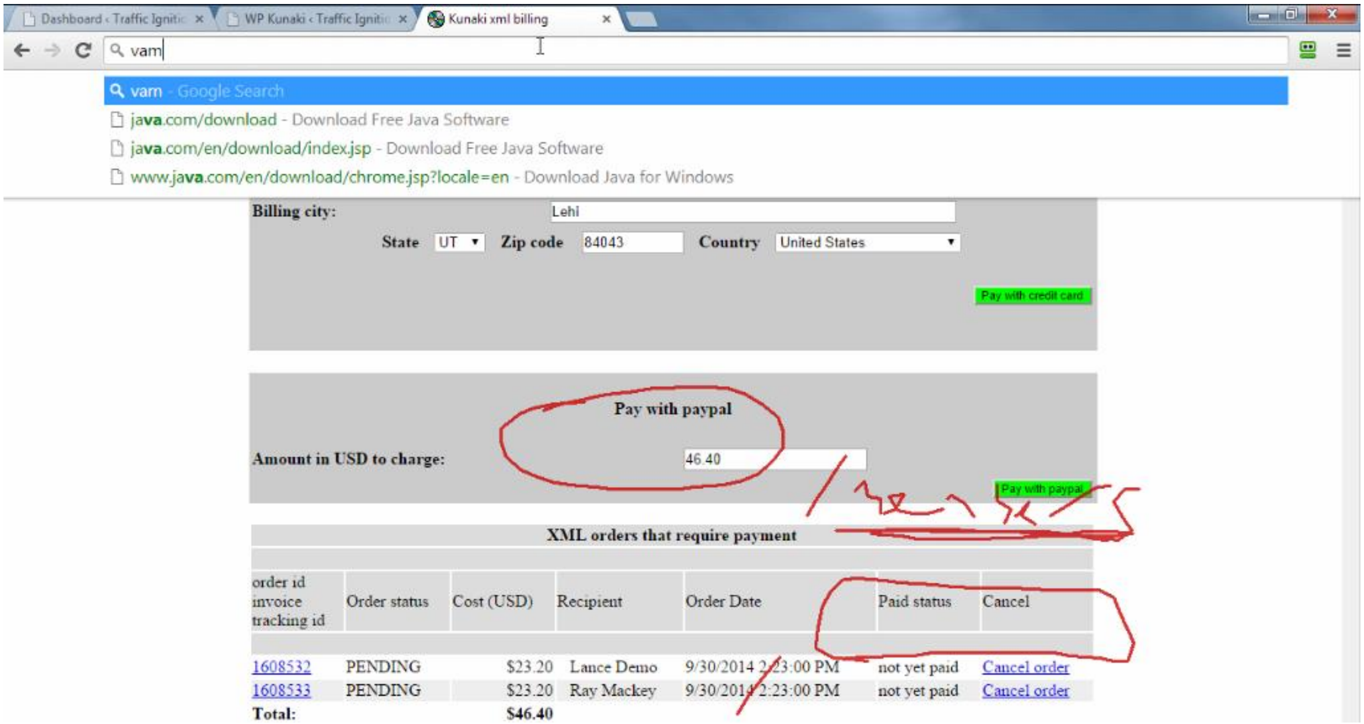
It shows if we've shipped or not. It's up to you to decide what "shipped" means. It might mean you send a SendOutCards and that's it. You might send a Lulu manual or Kunaki DVD's or some combination. You decide what "shipped" means.

With Lulu you enter in each address. There's no a bulk upload like with Sendoutcards and with Kunaki. That's the only caveat when you login to Lulu. It's the order process that we showed you at the very beginning. It doesn't take that long to put them into Lulu.

You can manage, send out, create and ship physical products. We think you should at the very least be sending a thank you card or a gift. If you're not yet to the DVDs and the manuals.

When you paste it in bulk like that, Kunaki verifies the addresses are valid. After verifying, they'll say, now you owe $20 bucks or something and then these discs won't be sent out until you pay for them.

They show the orders that are ready to go, but they won't actually ship until you pay $46.40.



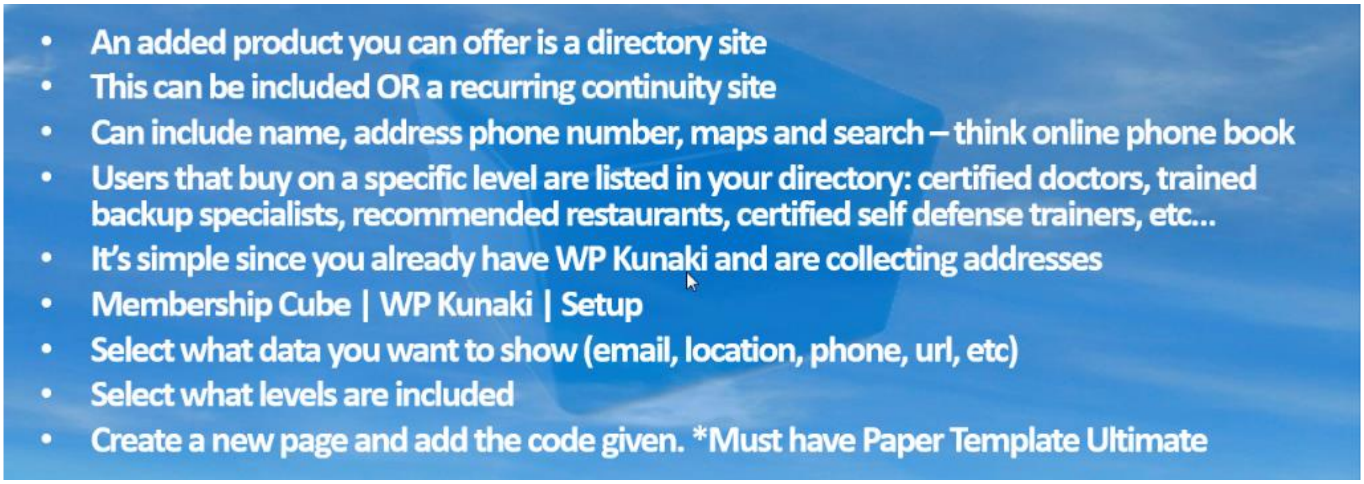
They're still pending. If you dumped in a 100 addresses then you can make sure that you didn't screw it up. You just be like okay these are all good.

Since I'm sure that these aren't going to junk addresses because if they're bad then I won't get them back. We can pay the amount we owe. If you pay with PayPal you have to type the amount manually. You say my total there is $46.40 but I can put that in, pay with it. All done.

Pay with a credit card or PayPal. After you pay, the pending orders are now "processing." That's how you know they're getting done. You need some kind of physical component with anything you sell.

Directory Site

Now that you've mastered manuals, CDs, thank you cards, and address management, WP Kunaki let's you to run a directory in your site. This is an added benefit you'll offer with your product.



You can include this as something that they get when they buy or even neater is making it a recurring company new site. We've paid thousands of dollars to be listed in different directories as a service that certain providers recommend for us. You can include this as a one time or have the recurring site.

If somebody's paying you over and over every month, you don't want to be in charge who's paid up or not. You don't want to have to manually add and remove people from the directory.

The directory site can include the name, the address, the phone number even maps and the search if you want. It's like a full online phonebook of people that you recommend in whatever ways you perform. You can set users on a specific level or on every level of your site are listed in the directory. You can have doctors which is where these all started for me. Certified doctors.

One thing we could do with Backup Creator is having trained backup specialist that we have put through a training course. You can have restaurants that you recommend. You can have people that are certified defense trainors, whatever it is you can list these people as fully recommended or certified by you.

It's simple because you already have WP Kunaki setup. You already are collecting addresses. All you have to do to setup these directories is go to Membership Cube, WP Kunaki.

This time you're going to go to setup tab. When you get to the setup tab you're going to select what data you want to show in your Directory. That might be the email, the location, the phone number, the URL, whatever it is you want to show. You select what levels you're going to include in your directory. The Free level if you're going to have a free directory, the silver, the full whichever level somebody needs to be on but not only on, active on.

If somebody pays they are active on a level but if they cancel or they don't make their payments or they refund, Wishlist Member automatically marks them as cancel. If they're cancel they would not show up on the directory. If they stop paying they're automatically removed.

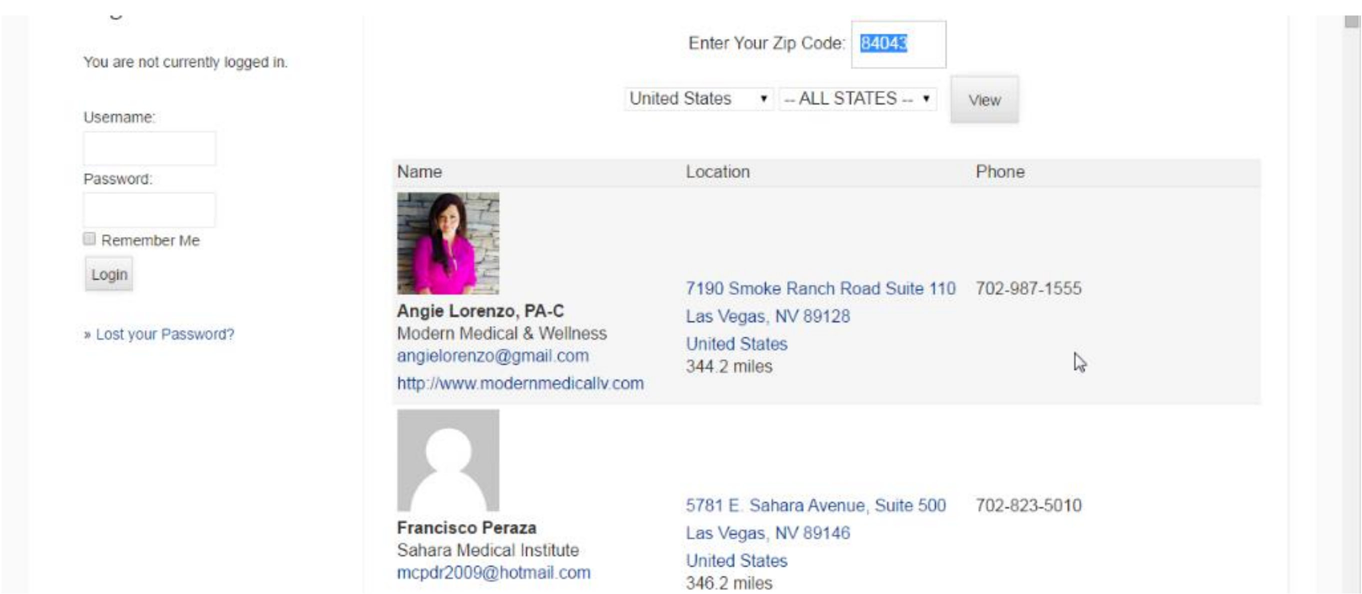
You select what active levels are included in the directory. Then you create a new page called Directory. Add the code in. You need Paper Template Ultimate on your site where you're making your directory.

The directory does not have to be on your membership site. It can be on any site that you want as long as you have Paper Template ultimate on that. We'll show you exactly what we mean here.

For what we'll be creating today is we have Kunaki in the back-end. WP Kunaki is in /members. When they joined that membership site they confirmed their address. Then we'll have Paper Template which we rarely do have on front-end, the root. That way even though people will be a member in your backend, their information shows up in the front-end.

This is one of our Platinum student's websites. It runs this model. He's selling a book. I scroll to the bottom and I don't even know this is a button to click to buy.

He has two audiences: Physicians or Find a Provider, which leads to a directory. It's going to ask to use my location. Once I click Allow, it automatically enters my zip code and it shows there's nobody in Utah. Look at these doctors.



In this directory, I can search by State. I want all doctors in California and it lists them. The closest you might see this one's 521 miles away from me. This one's 510 miles away from me.

If people added other countries they automatically show up inside of the site as well. This is all managed based on what your member's addresses are in you directory that you're going to show. If there was nobody in the

United Kingdom, this would not show up because there is somebody in the United Kingdom this shows up. It all happens without you having to do anything at all.

Everyone listed in this directory paid this doctor a $100/month to be in this directory, every single month. They have links to their websites. They have contact information.

It tells how far away I am but I can click this and it automatically gives you directions in Google Maps on how to get to them. These directories are really valuable to people that are looking for information. You can control how much of this information is shown inside of your directory.

This is a membership site that gets these other doctors business. Of course they want to show the phone number, address, URL. We are in a membership site that lists people who have membership site training. In that case we don't need to give someone our physical address in the real world. We don't need to give someone our phone number. We do want to display our website.

If you were to have a directory of say certified developers. If we said well if you buy Backup Creator we'll put you on the listing of someone who'll back up someone's site for them. Then in that case we would want to have an email address or you would want to give them the ability to put URL in for someone to fill out like a contact form or something to get that process started.

It's depending on which kind of site that you would want. If it is relevant maybe you would want to have their physical address or maybe just phone number or email, URL.

If I'm looking for somebody in Arizona, you can find that. If I'm looking for somebody close to me which there wasn't or by zip code. All of these people gets listed not by priority or how much they paid but by how close they are and where they are inside of there.

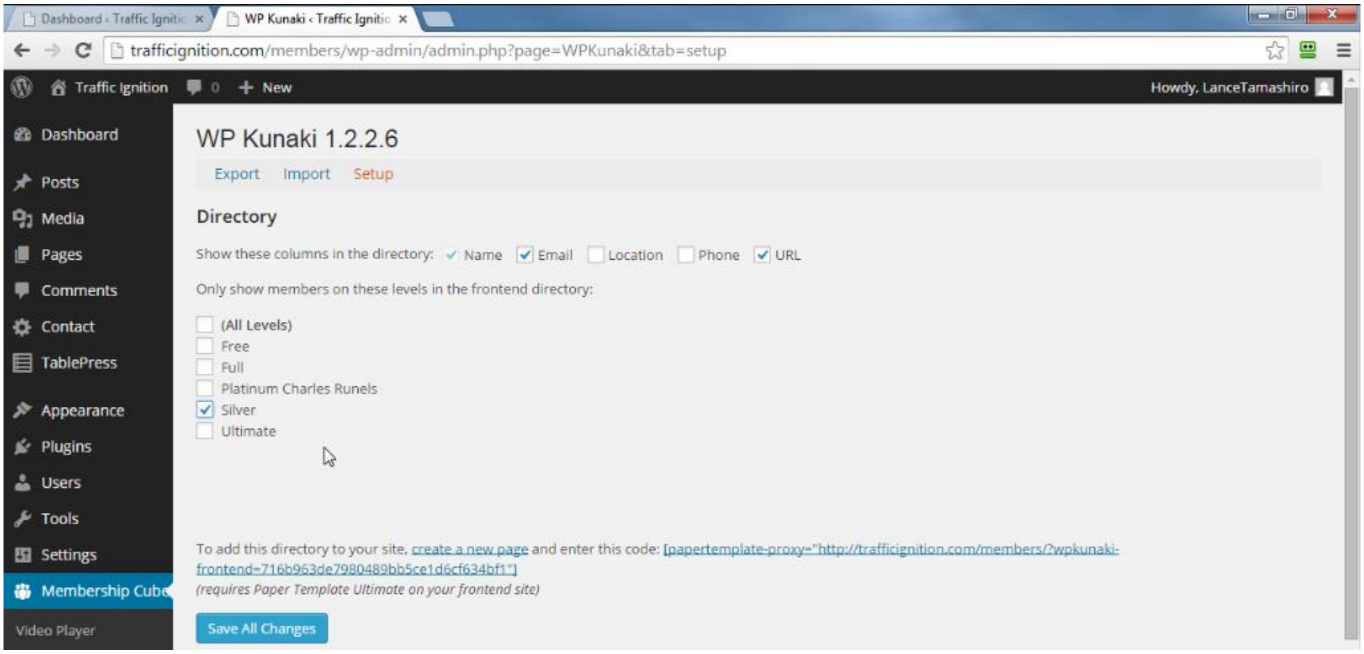
You can do this again with all kinds of things. If you think about restaurants, if you're a restaurant critic or certified developers or back up people who are in this case actual doctors. These are actual doctors that are certified to do this vampire facelift procedure and what this doctor does that owns this procedure is he advertised this and gets on the media so that people see this procedure. If they want the procedure done they end up on this website and then they go "I can find some doctor to get it done" and they know if they're a certified doctor or not in this particular procedure.

How do you create this? If you're in your member's area, WP Kunaki must be installed. Go to the setup tab. Once you go to the setup tab, this is super simple to do.

Choose what columns you want to show on your directory. It has name, email, location, phone number and URL. Let's say I don't want phone number and I don't want location.

Unless you say I want to list everybody or you can say only people on my Full level get listed, how about only on my silver level because that's my Continuity Program.

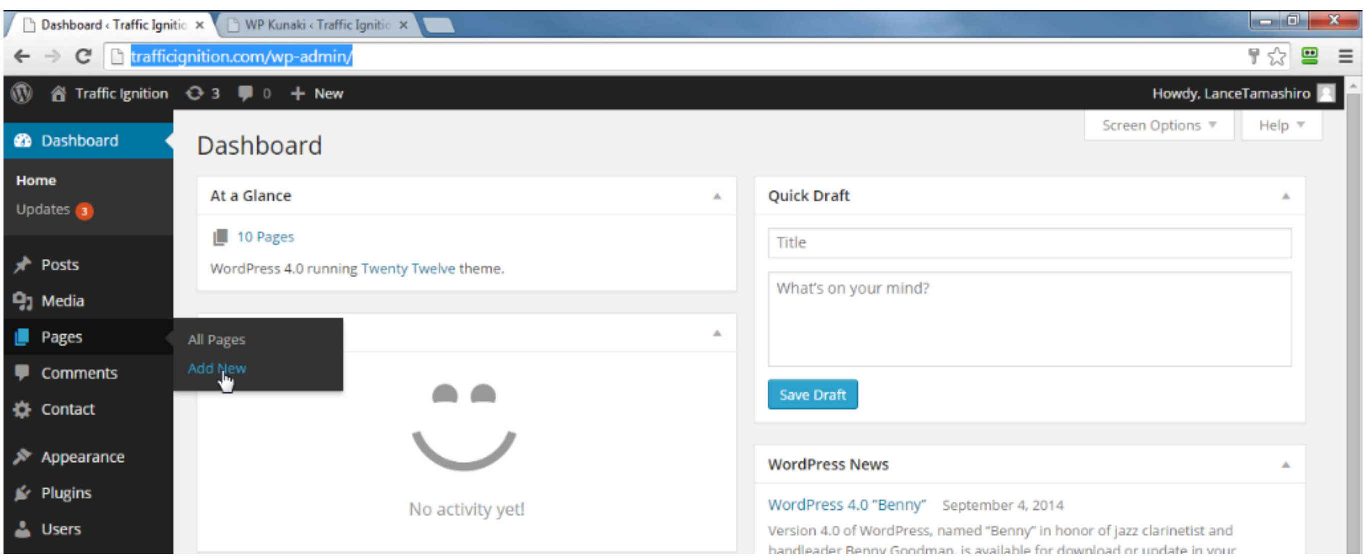
As long as they're paying, they show up. As soon as they cancel, they're removed.



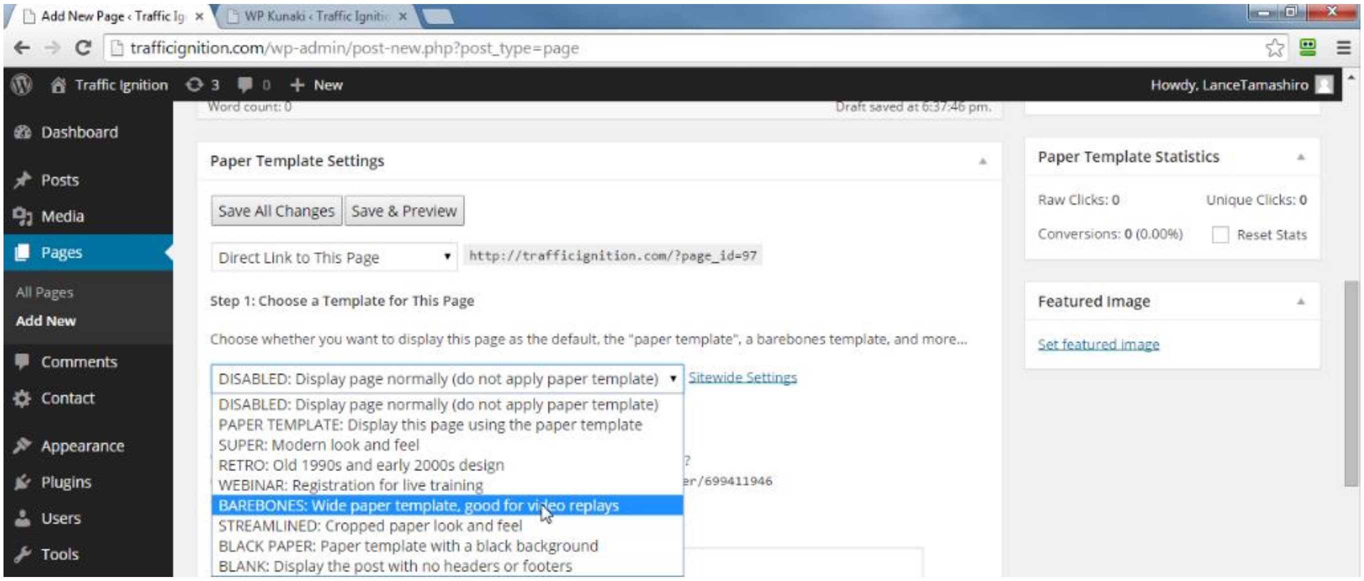
Select your levels and what information you want to show. Click Save All Changes.

We have our site. It's setup for email and URL. We'll show all levels. It says enter this code. What I'm going to do is click this and it's going to bring it up. I'm going to right-click and copy this code. Click OK. All I have to do is put up that code on a Paper Template page and my directory will show up.

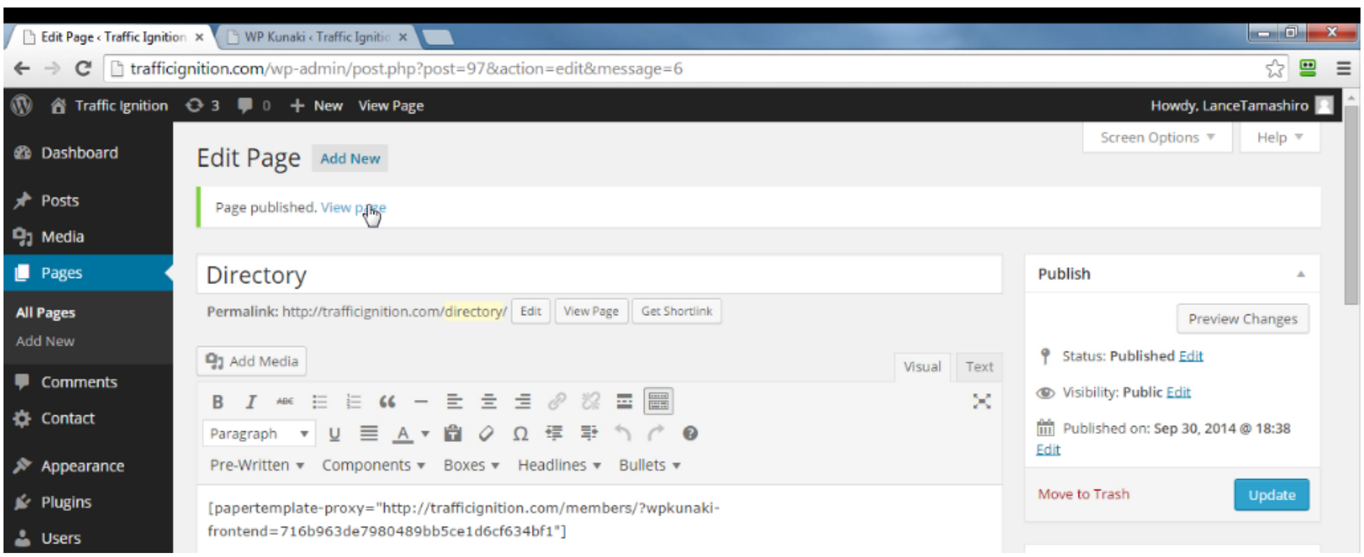
Let's say we want our directory on our front-end site. We want the public to see it on the front-end.



We'll go to our front-end site, the root URL. Pages, Add New. I'll make a New Page and call it Directory. I'll right-click in and paste in the code. Whatever this does, I don't know. I'm going to paste it in and what I want to do is go down to the Paper Templates settings. It says it's disabled so do not apply the Paper Template.

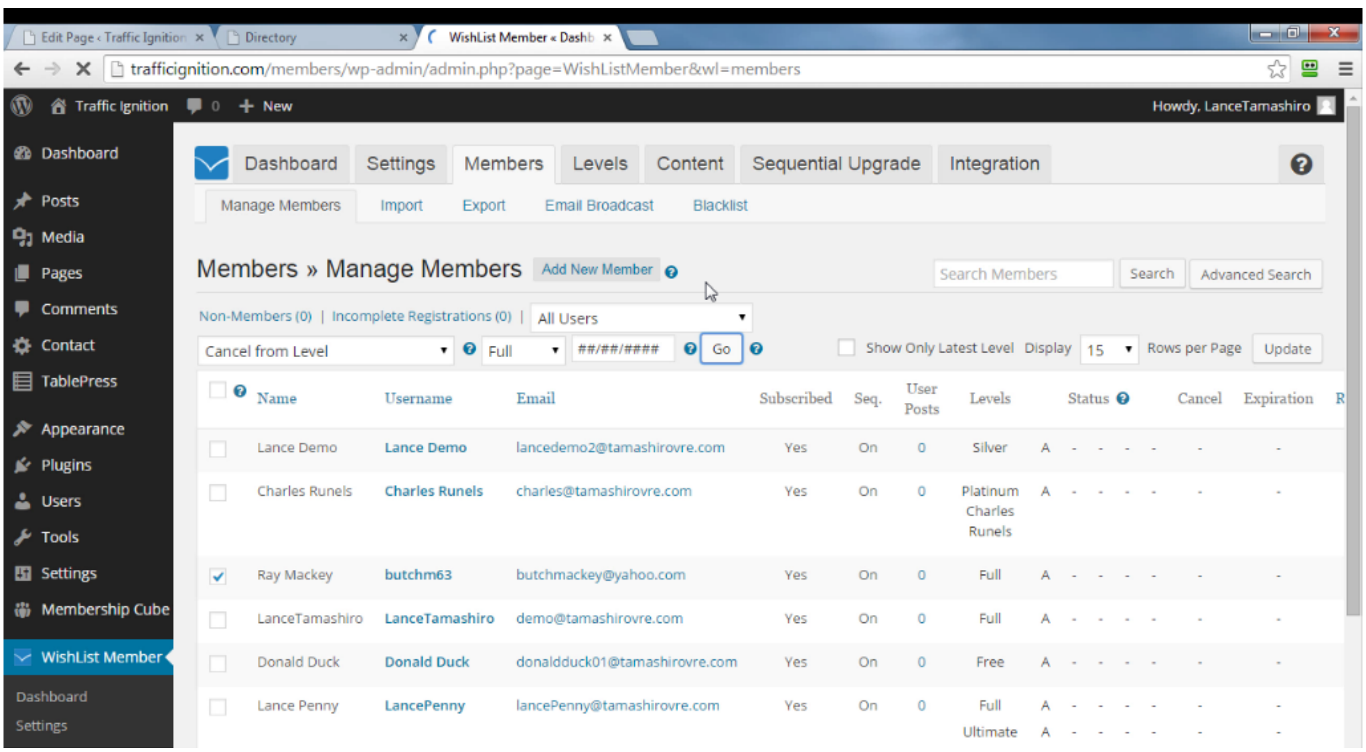


I'm going to apply the barebones template to this because I want it to be the Paper Template. I don't want navigation or anything else such as barebones. Then I'm going to click publish. I'll right-click where it says view page and you can see if you ever wonder where your directories at. It's at TrafficIgnition.com/directory. I'm going to right-click and open this in a new tab.



We have first the name. We have the person. Let's say and now here's something else it's called. It's going to show up if this person's in Colorado. I'm in Utah. It automatically shows up.

What if somebody stopped paying? Go back to our member's area. We can simulate that by cancelling somebody. We'll members. We'll go, "How do we do that?"



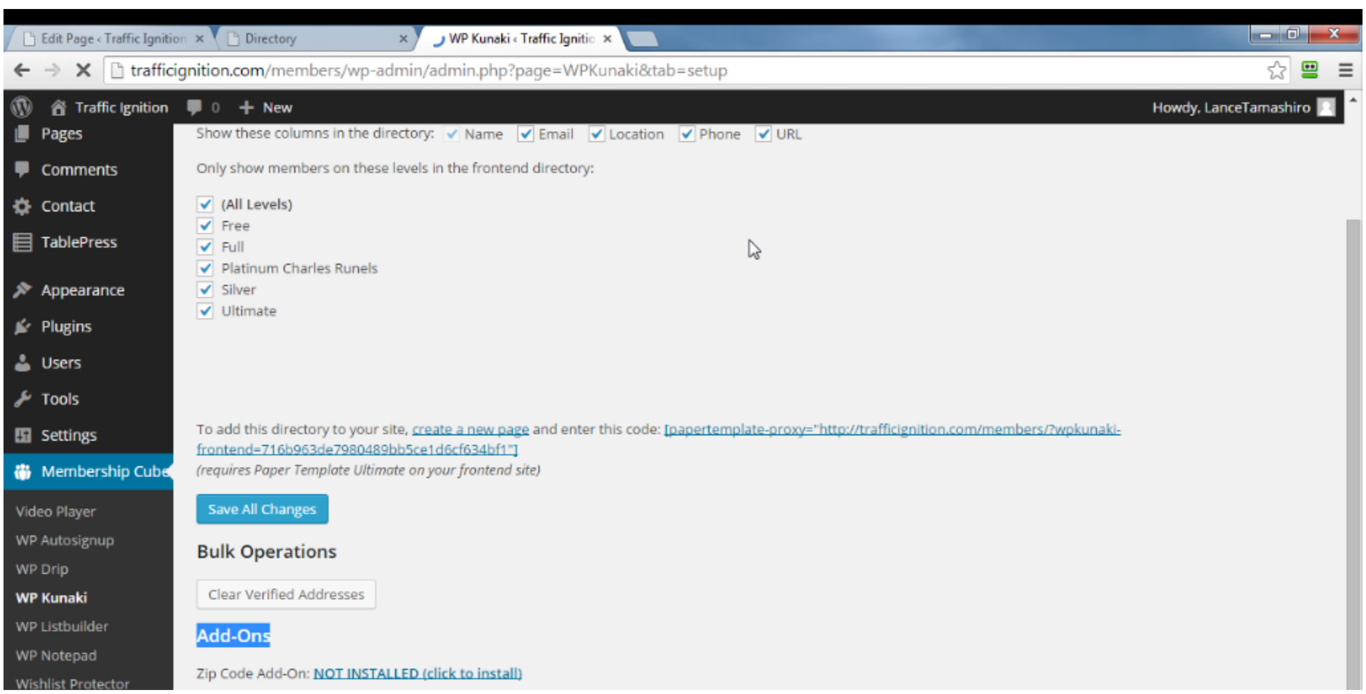
Cancel from level "Full." Click "Go" and refresh our directory. That person shows up.

What if we want more information? No problem. Go to Membership Cube WP Kunaki. We want to go to the setup tab. It says load. We'll go to the setup tab and let's add more information that we want to show.

Our directory currently looks just a list of email, URL but we want to add in location and phone number to save all changes. When we reload our page, we didn't have to change anything on our page. We reload it and it shows up. We even have a map built-in.

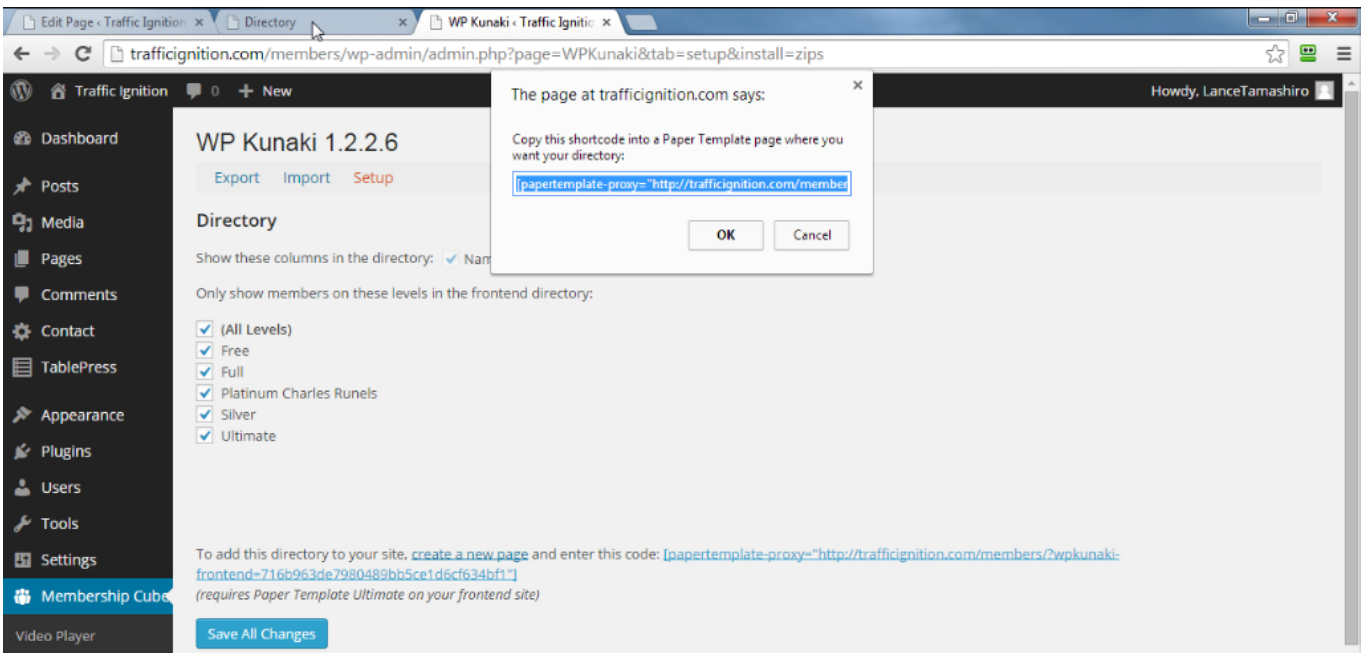
If someone is active they show up when they filled in their information. They show up when they're not active or not filled in their information. They no longer show up in the directory site.

We don't have that zip code search. Visitors can find certified doctors or specialists close to them.

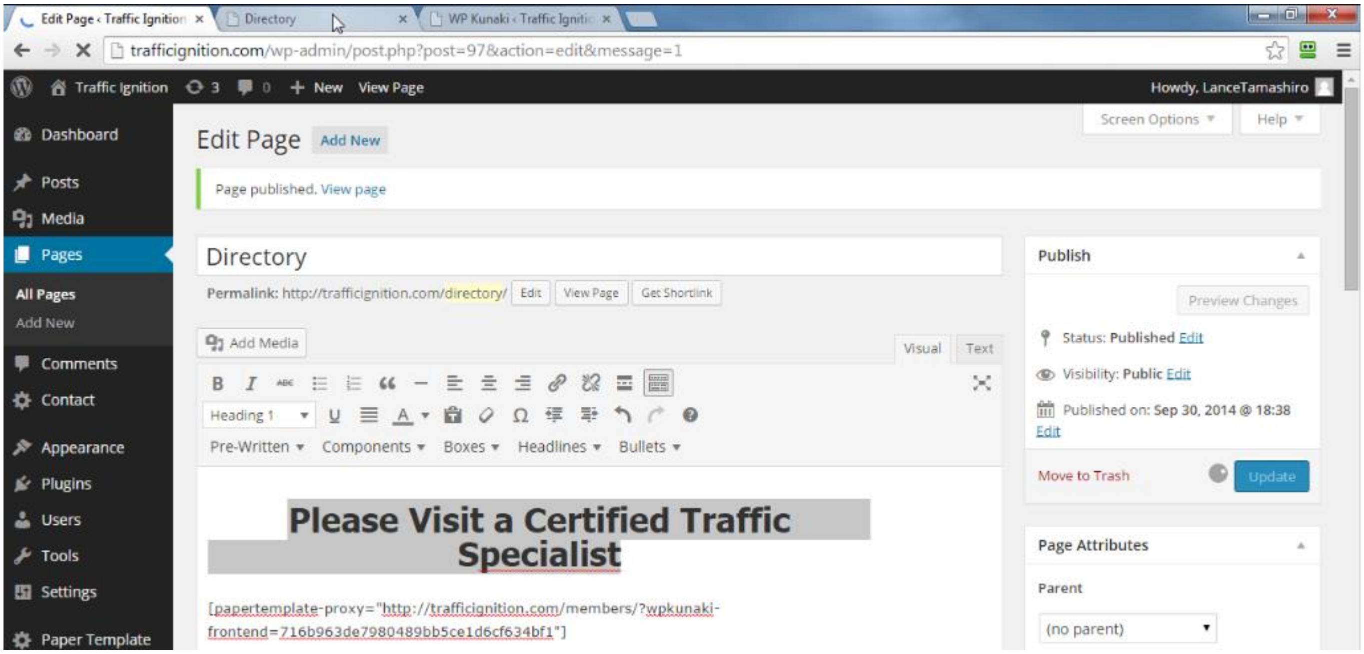


Go back to WP Kunaki, the Setup tab. At the very bottom it says add-ons and there's the zip code add on which is not installed. Click that. Are you sure you want to install the zip code add on? Yes. This will grab a whole list of zip codes and match them up. It's also going to add the functionality. Then it can ask people whether they're mobile or on the internet about adding this.

We have zip codes installed. When we reload, TrafficIgnition.com wants to use your location. This also works on mobile. We'll Allow sharing of our location. It's going to figure out where I'm at and list things by what's closest to me. You can see it showed up with how far the distance is.



In order to do this, all you have to do is go to your membership site where you're collecting addresses. Go to the setup tab. Click this code and add this code to any Paper Template site that you have.



Some people have this blank thing showing up here and some people have actual picture showing up. In order to get the pictures to show up, your members will have to add a picture using the same email address to a site called gravatar.com. Like the site that we showed you when they login to the member's area after they're on the level where they're listed in the directory, there's a note that says go to this URL, gravatar.com, and upload your picture using the same email address. Once that email address is listed on that site, it will automatically show up with their picture right there.

This page looks a little bare but you can add whatever you want. Click "Edit Page." If you want to add your own headline or anything, add it above that special code.

We can add anything we want. "Please visit a certified traffic specialist." We can add anything we want on this page. Then we'll do our heading one which go shows up according to our Paper Templates. Reload the site. They know what they're looking at.

Add whatever text you want around the actual directory itself. Today, you played around with physical products. How to get them created, manage addresses, how and what to ship, how to create directory sites. We want you to create your physical and directory sites.

In the member's area, answer what physical type of product will you add to your offer. What are you going to add to your sales letter? You're going to add a cd, a DVD, an audio CD, a manual. What is it?

Who will create the artwork for your product? Will it be you or you get that outsourced? Will you create a directory for your site? Finally, what time and date will your physical product be live?

Go to the member's area at membershipcube.com/members. Login, go to Module 7: Physical Site.

What will we add to our offer? A DVD and complete guide. We'll outsource it. Will you create a directory for this site? Yes. We'll have this done by Friday 8:00 PM EST. Create that physical product and add it to the sales letter. Setup a directory site.

Module 8: Retention

This is one of the biggest areas where people mess up with their membership sites.

You now know how to build every type of membership site you want, from a single payment site to the free list building site, fixed-term site, even a continuity site.

Retention strategies. There are a lot of myths and things that people throw around out there. What we'll show you today are not these tricks, but what works from real world experience. We hear a lot of things. There are models from "Sell them the product, then never talk to them again", to "Sell them the product and talk to them every single day."

We'll show you something that happens right in the middle and it will work in any type of place. Give people a reason to continually login to your site. You also want people to get results with what you sold.

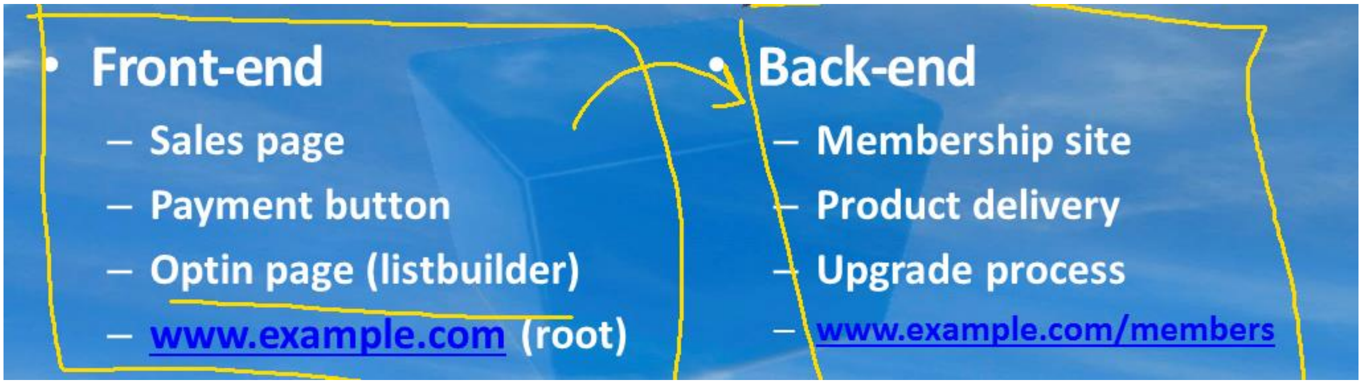
Once you get results from somebody, especially compared to your competitors, then all of a sudden it's easier to sell your continuity programs, it's easier to sell follow-up products and it's easier to sell them over and over again. We'll show you these different retention strategies that we use. They will be a little bit different than probably what you've heard of or been told before, but they work.

Retention (keeping people in our site and re-selling them) is a huge chunk of our own strategy.

We've heard about things like people saying, when someone joins your site, like a fixed-term site, and they only make two payments and drop out. "Give them a discount, give them something to make up, give them a gift." All these things are silly, they are a lot of work and when we try to do the things the simple way then we end up making more money than if we tried these convoluted things. Imagine that.

What We're Building

We have been building two different sites: the front-end, which is where people sign up, where you have anything that is free content. If someone goes to your sales letter, they don't have to pay money to see that sales letter.



Then they can click and get to the paid part, to the back-end. They can go to the front-end opt-in page and they can go and sign up for something for free and get into the Free level of your site. We were building these two different and separate WordPress sites. Your front-end at the root, at the .com, and the back-end at the /members folder.

It doesn't matter if you're enhancing your single payment site, your continuity site, or your fixed-term site. We'll make more money with the existing members that you surely have, using these common sense techniques. You don't have to do anything crazy with trial offers or rewording them for signing back up. Most of these techniques are simple, like an email sequence, so once someone joins your site, they reminders of what they paid for.

We'll have these discussions about getting people buying again or getting people moving again. In a lot of your cases, even if you're in the situation where if you only had 10 or 100 members and you wanted them to pay attention to you again, open your emails and buy things from you, or attend your webinars, more often than not getting them to login and use the thing that they bought. That on its own is enough to get them starting again.

We've talked a few times about some of the things we do, like for example when we put videos in our membership sites, we don't make them downloadable. Someone has to login and use our membership site. They don't go to a download page and save it on their Desktop for later. They have to login and use the site in the way that we want them to.

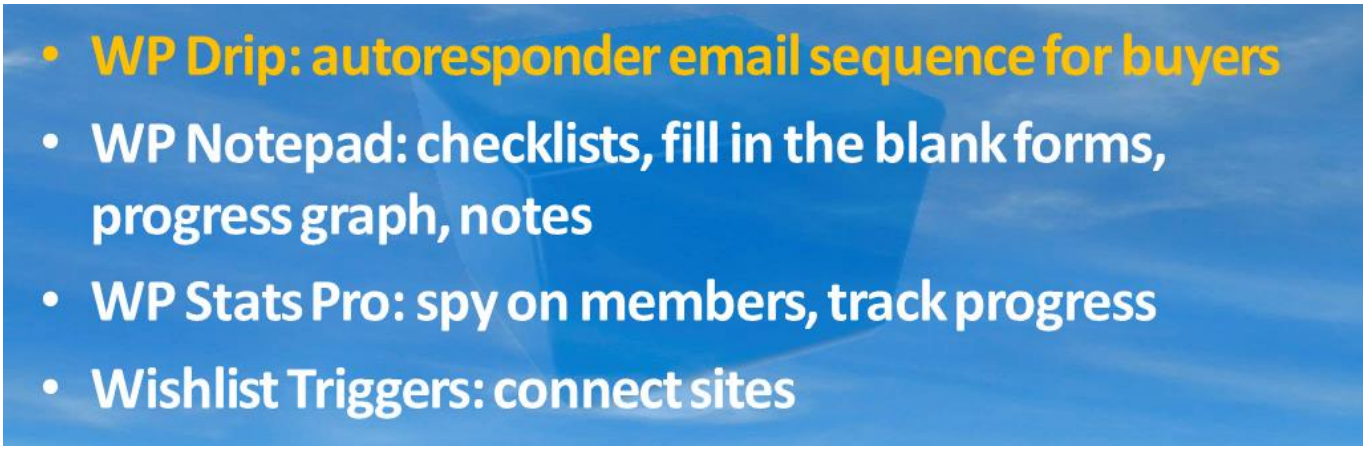
You could have a Word document or a PDF document, and have a checklist. Something extra-special about them having to login to your site to get something accomplished.

In our case, we have a product called Make a Product, which is an outsourcing course. In order to go in there and use it in outsourcing, they have to use our forms, they have to check off our checkboxes. We could make these things downloadable. It's better to have them login and use the thing that is what they've paid for.

These are retention plugins. We'll be showing you WP Drip, where it creates reminder emails for you. When someone pays you money, they are reminded to come back in and login. We'll use WP Notepad, which is a little while before, we'll be using that plugin to make fill-in-the-blank forms. We'll use the tool called WP Stats Pro, to spy on our members and see where they click and how long they stay on different sites.

Retention Plugins: Drip, Notepad, Stats, Triggers

This advanced tool called Wishlist Triggers, which allows us to connect sites. For example, if we have two different sites, if they buy this whole course, they get this little level as a bonus, then now these sites will be bridged. We have our Couching program. If they join the coaching program, they get access to this site and this site and this site, we can make them automatic, using this plugin called Wishlist Triggers.



Instead of using tricks and games, we'll use four plugins: WP Drip, WP Notepad, WP Stats Pro and Wishlist Triggers.

Anything that I download to my computer almost 100% of the time gets lost into nowhere land.

I don't know where it is. One thing that I always do remember is how to get to Amazon if I want to buy something, how to get to Facebook when I want to see people's pictures, how to get to Make a Product when I need a transcript. Having these online tools as a website. Think about your usage patterns. I'm sure that you'll find that you always log back in to certain sites when you need to do things. You never can find something when you print it out or when you save it to your special folder on your computer.

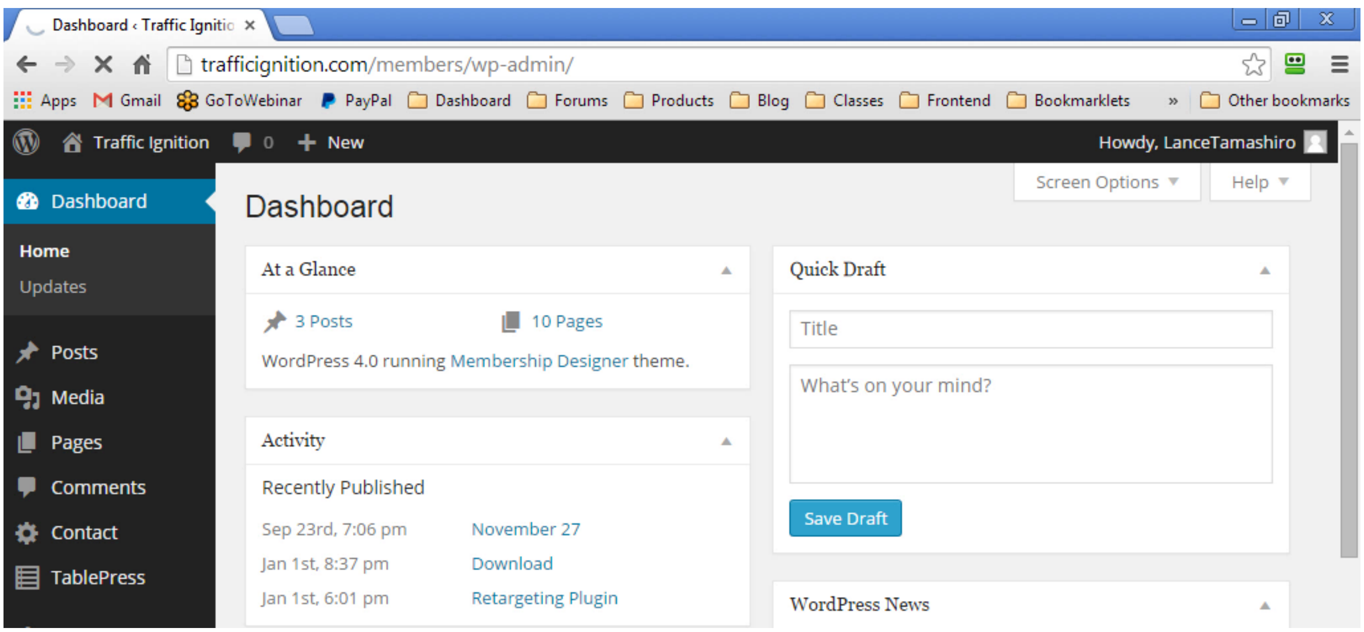
An online checklist is more useful than a PDF. You can check it off, you can see it move, you can fill in the forms. That was a huge break-through for us in our sites. The big thing, especially for our non-software sites, having those fill in the blanks form, having those checklists, changed our online business. Really think about how you can add some of these types of things into your particular product and you'll see a huge increase in retention and in people using your site.

Let's get people using our site. You have the front-end and the back-end. Login to our back-end, by now you should know how to do that in your sleep with your eyes closed. We'll go to TrafficIgnitions.com/members and when we load that, there should be a place for us to login or we already are logged in. We want to make sure that everything is up to date, because we update these clones and these plugins all the time.

Check for Updates

We'll go to the WordPress Dashboard, so you add wp-admin if you can't get in, go to Dashboard, Updates and we check any plugins or themes that are out of date and Update. Go to our Dashboard here, to make sure we have the latest WP Drip, Wishlist Member, and other plugins.

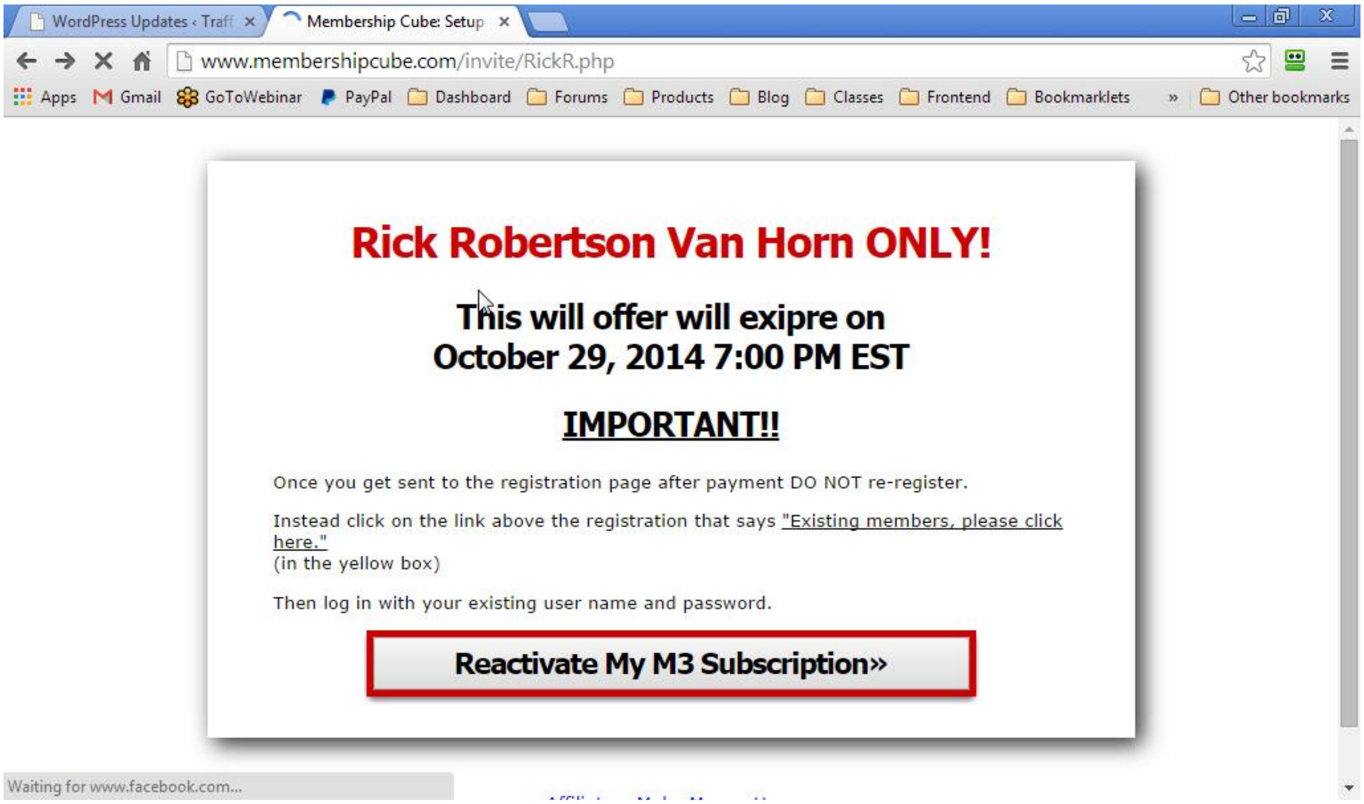
Dashboard, Updates. In a second, it will tell us if we are up to date.



50% to 70% of cancelled members sign back up to our membership sites, depending on the course. After a while, we get people that will pay four or five payments, they'll pay 18 or 22 payments and then, all of a sudden, their payment starts bouncing. At first I thought that doesn't make sense. Why would somebody pay 70% to 80% of what they need to pay for the course and then quit. What we found was that a lot of times, because you are setting people up on auto-recurring payment plans, is their credit cards. When you get a new credit card, even during a payment plan, if they get a new credit card and the expiration date changes, your payment will now fail. What we started doing was following up with this reactivation page.

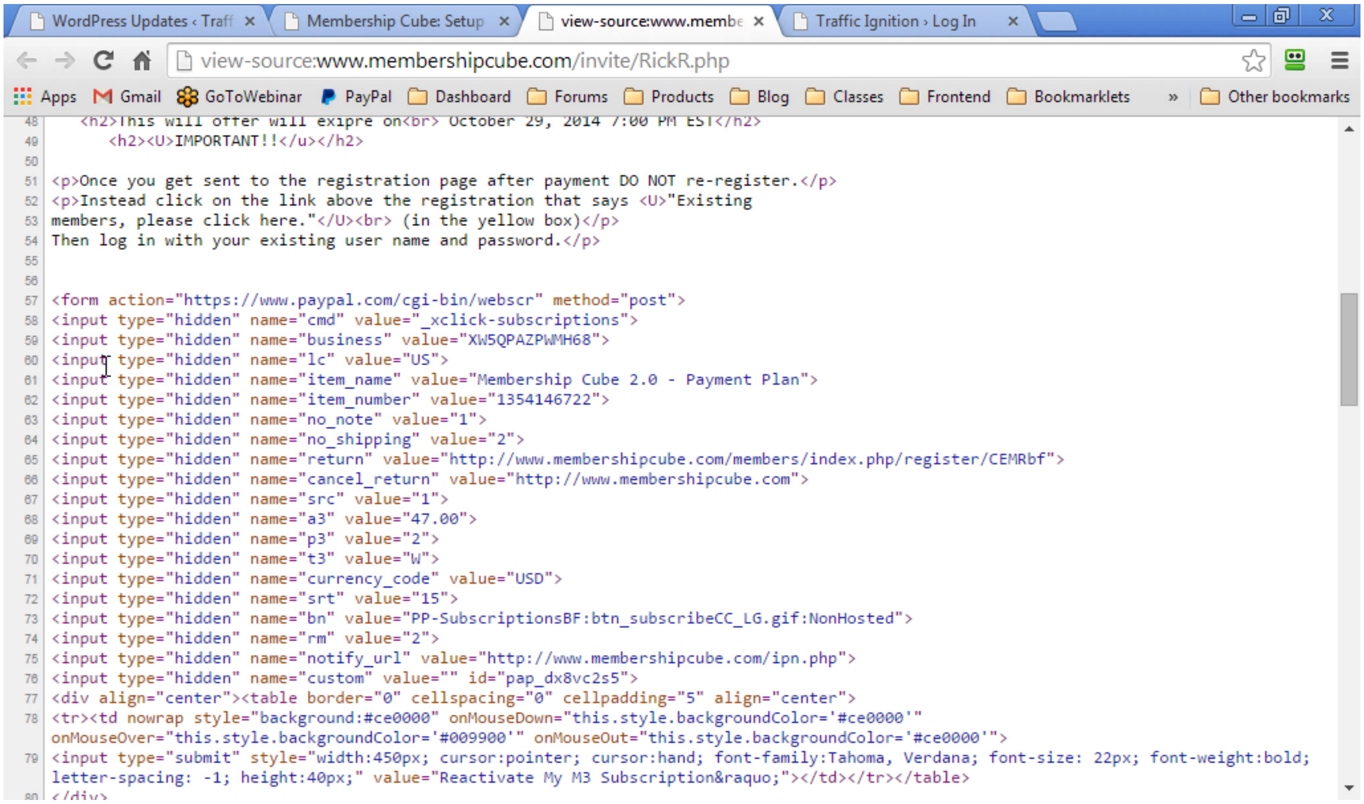
Reactivation Page

To show you what this reactivation page looks like, it's as simple as this. It has your name on it, it says here is when it will expire and then has these words that once you get sent to the administration page, do not re-register. Do this and it's a button for them to click over through to PayPal and to get back on a payment plan with the number of payments remaining.

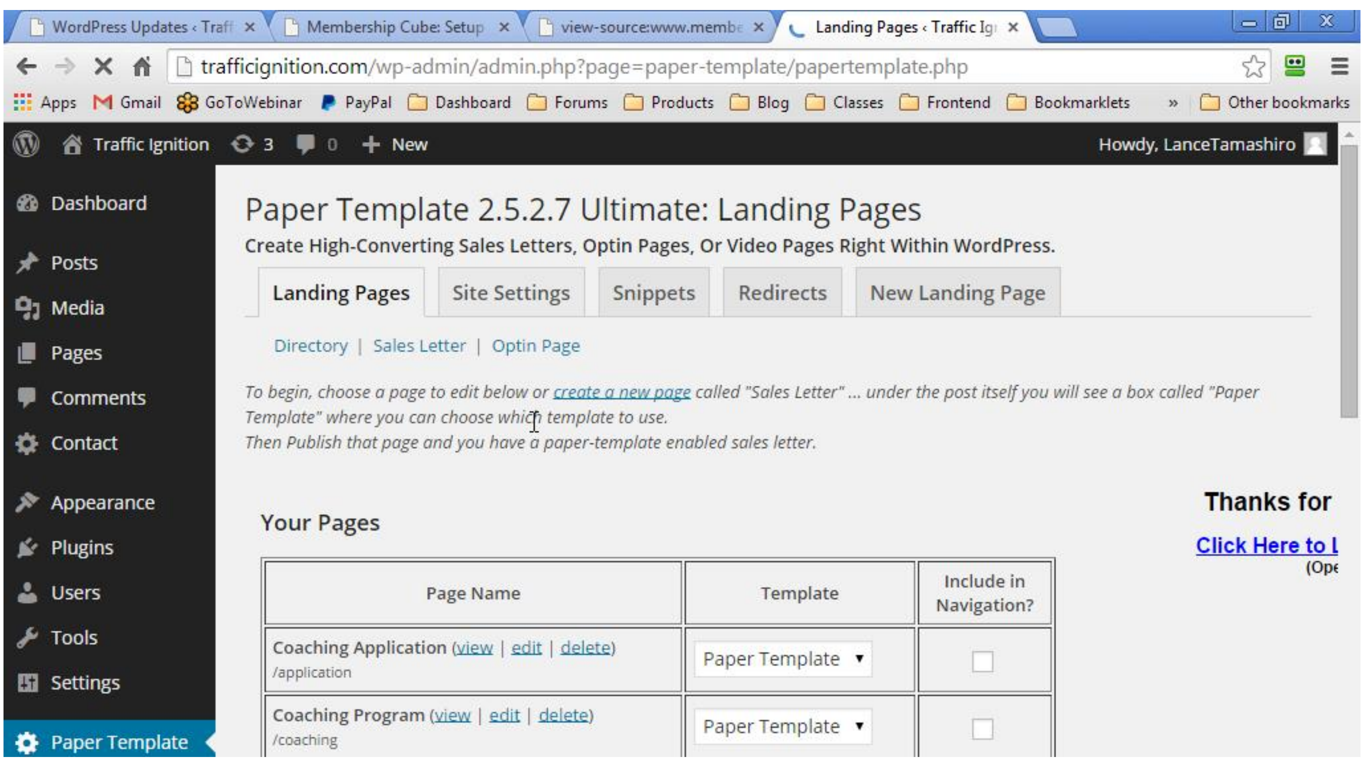


Maybe they have one or two payments left. That would be a button to finish off if they have I don't know how many payments in their subscription. To make a page like that, it is pretty simple. We have our back-end and our front-end. The back-end is where the members are stored and the front-end is where we present things for the people to buy.

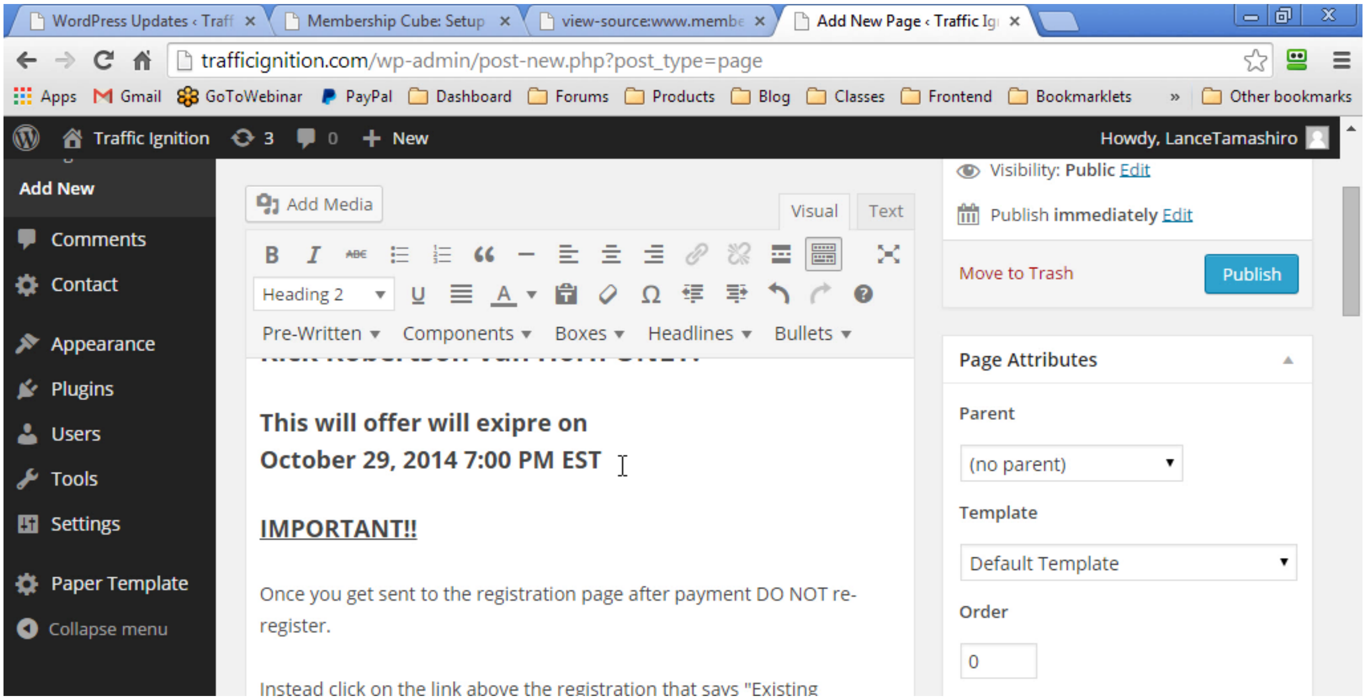
We could login to our front-end. Here we have the back-end, the /members, everything is up to date. If we'll login to our front-end, which is TrafficIgnition.com/wp-admin. In a way, this is a mini-sales letter.



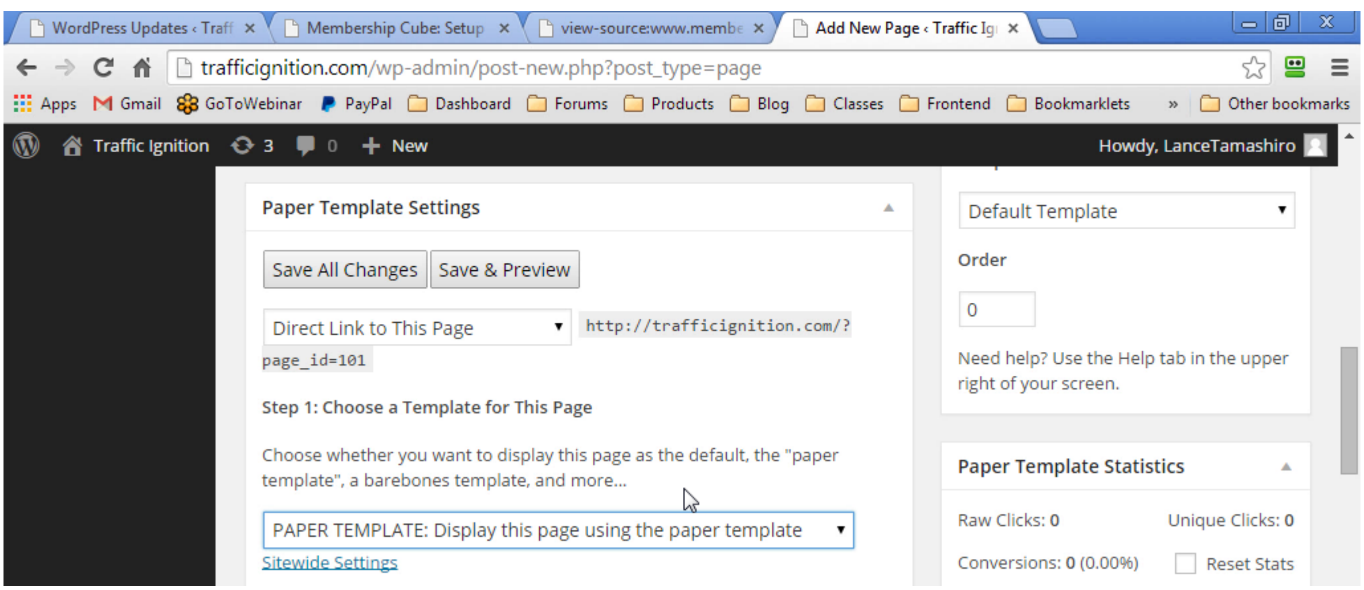
This will be a webpage which is the same Paper Template kind of page, but it doesn't explain the offer, it doesn't do anything, it doesn't give them a gift for signing back up. It is just they can click a button and that's it. By doing that alone, like I said, Lance, 50 -70% of people will be signing back up there.



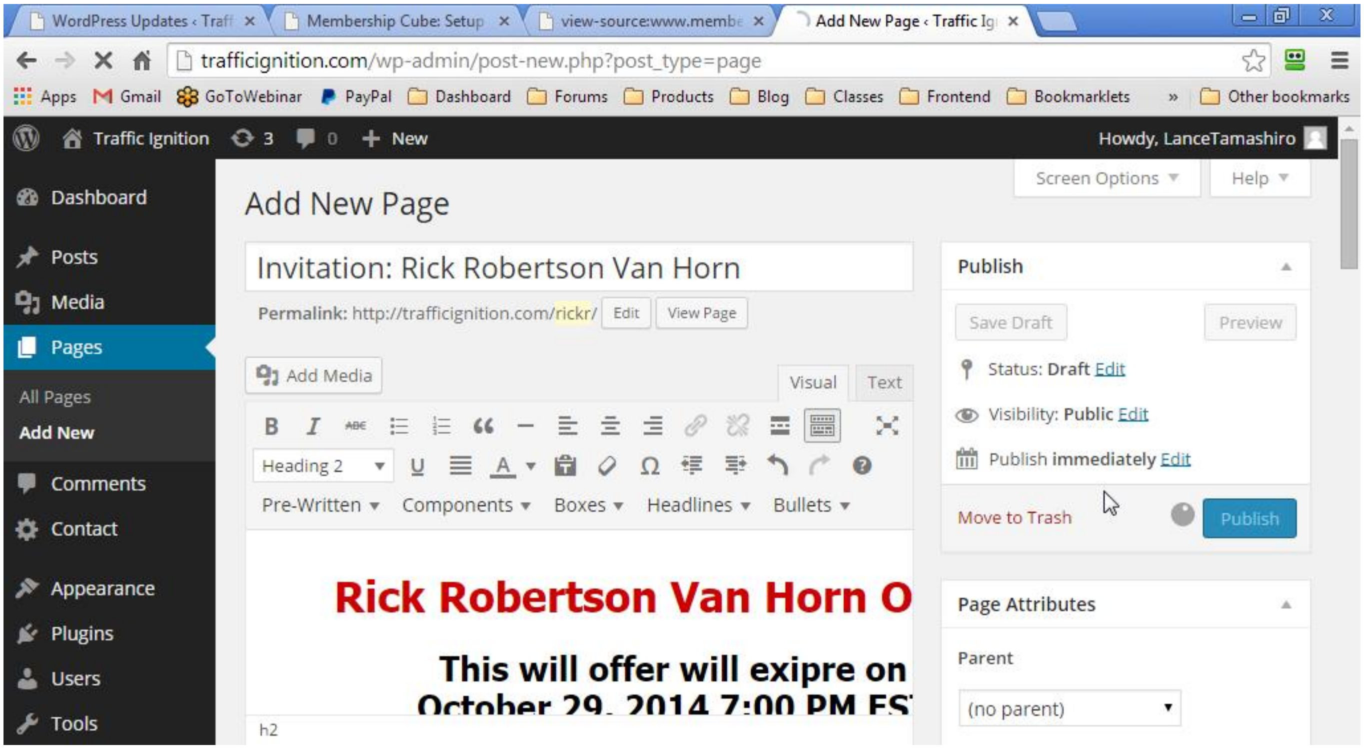
Go to the front-end and make a new Paper Template page and use this exact wordage. In the Call to Action area, we create a button. We don't have time to create a whole button now, but we create a button and paste this part of it right there in the Call to Action area. I will log back in into the front-end. Here we are. If go to Pamper Template, in our front-end site, we can see that we have our coaching program, our directory. Create a new page.



To keep it organized, we say Invitation with the name of the person. Add their name so that it's clear it's this is for them. A deadline is important, because this way they won't save the webpage and come back to it later. We can say that we'll make this a Paper Template page. For the Call to Action area, we'll have this button. Paste that in.



Then we can say this will be closed on the day and the time. This will end on October 29th at 7.00 PM Eastern time. To make this short enough, we'll say this is for Rick R. Then we publish this.



We are making miniature sales letter just for this person. The page expires in two weeks, so that they have enough time to see it. They're already a member of Membership Cube. They can click this and sign back up.

Edit the page, enter the name, deadline, instructions to not re-registering, to apply this to their existing account. We shorten the address here, so we can put this and an email, then we paste in the payment button in the Call to Action area, give it a deadline and all we really do then is take this webpage that only they will see and give them an email saying, "Here is how you sign up."

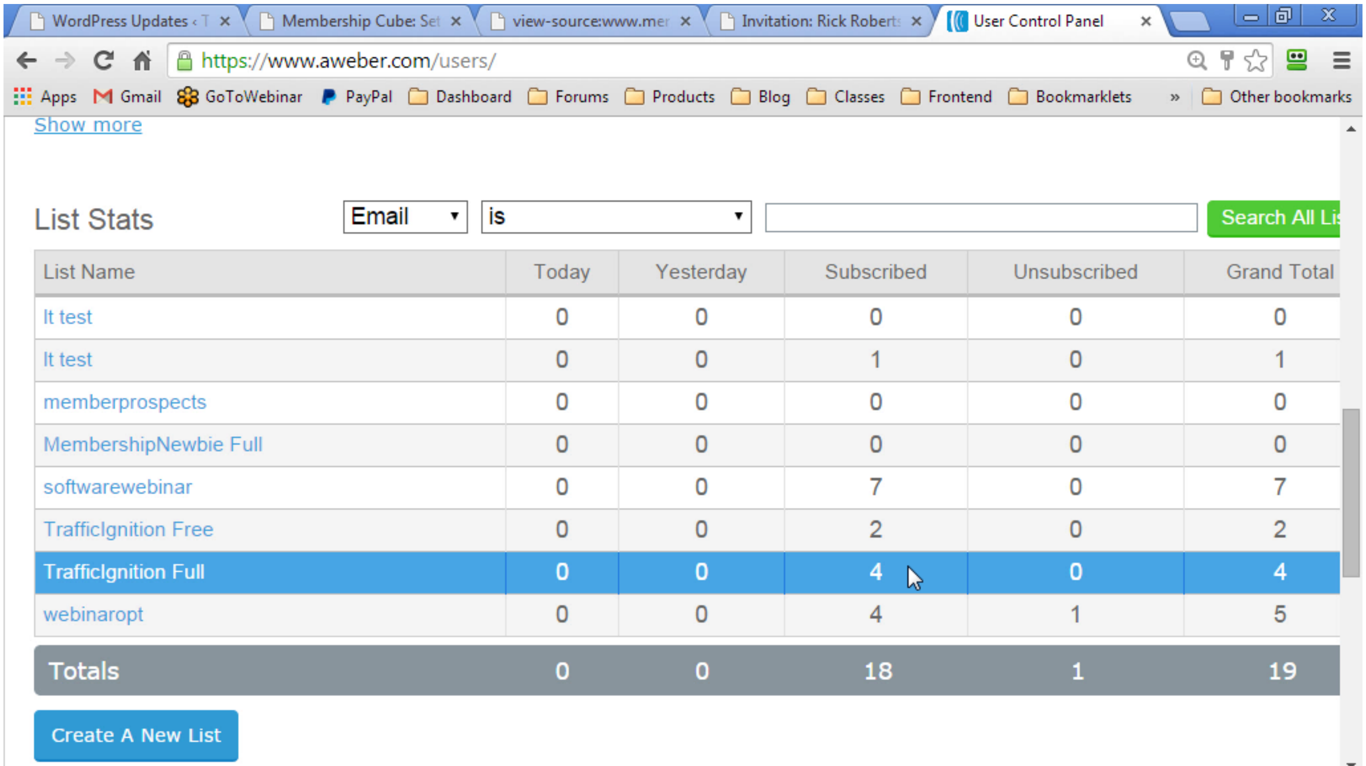
When the average person cancels their recurring payment it's usually not their decision. It's like a credit card expired or they've updated their card and that canceled the subscription or a number of other things.

Most did not want to cancel. We've had people who don't recognize the charge, things like that. By having this opportunity in front of them, 50% to 70% of them are signing back up and getting back to our membership site.

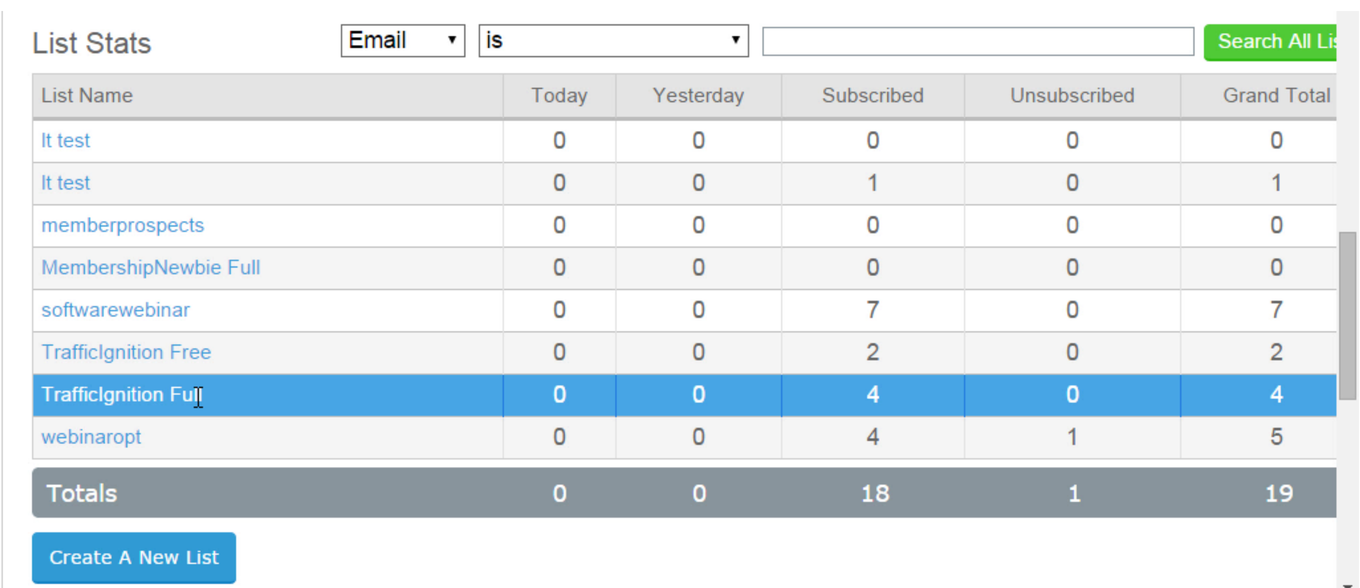
We were blown away by how easy it works. Don't put the cart in front of the horse. You might not have a lot of recurring members. Focus on what's going to make the most money. We've had hundreds of members in our fixed-term sites at one given time. If several of those people cancelled, it would be worth the five to ten minutes to make a couple webpages with a link to sign back up and to get those people back into our site.

Speaking of things that only take 5 or 10 minutes. Login to Aweber.com where you build lists of email subscribers. We can have a thing where if somebody comes to our Free website, our free webpage or opt-in page, we can get all these people on our site and getting our emails and our follow-ups and all these different things.

What we also like to do is if someone joins one of our courses, we don't necessarily want to nag or overload or bombarding them, but we do want them to login at least a few more times. We want them a small tangible result, like something setup from our courses, because then we will stand out from anyone else.

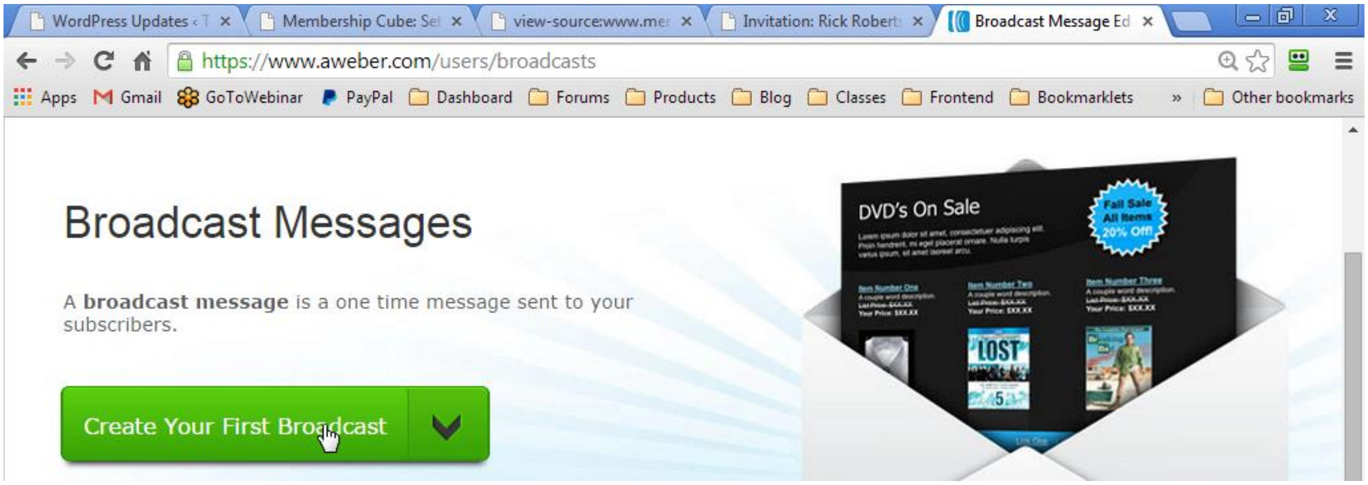


We used Aweber and throughout this course we've made a list of subscribers. One is Traffic Ignition Free. These are people who have not yet bought from us and they go and sign up and they get this multiple-day e-course. Then we have this other list, called Traffic Ignition Full.



When people join our paid membership site, they're now on this email list. We haven't sent them anything yet.

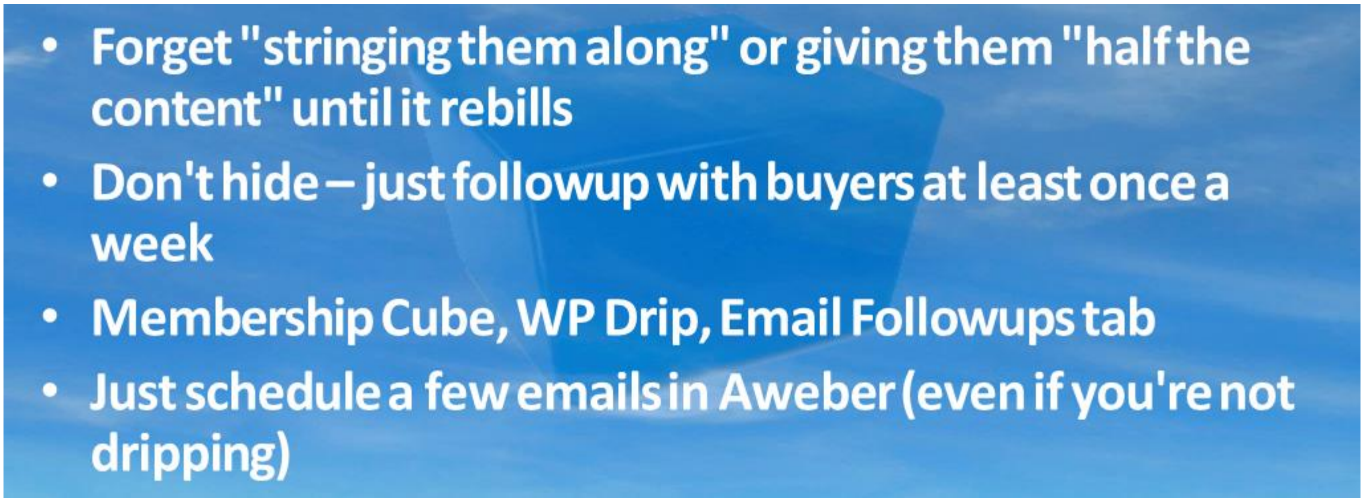
If we send a broadcast later, we can go to Messages, Broadcast, type whatever we want and send it to all or just one of our lists. Send a simple email saying, "Remember that thing you bought?" Get them to login a couple days later. That stands out from most people.



We're not talking about stringing them along or giving them half of the video and waiting for them to login again to get the other half. We're not hiding. Have you heard of this, when people say, "Get them to pay you $1,000 and then never contact them ever again." If they remember that they paid you money, they'll login and use what they bought.

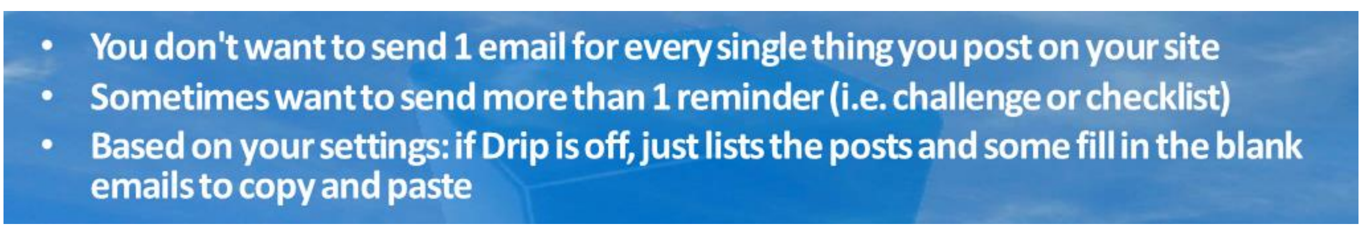
WP Drip Emails

There is a middle ground there, where once a week, follow-up with them every once a week or so. It is built into WP Drip. You have this in your single site clones. Go to Membership Cube, WP Drip and the Email follow-ups tab.



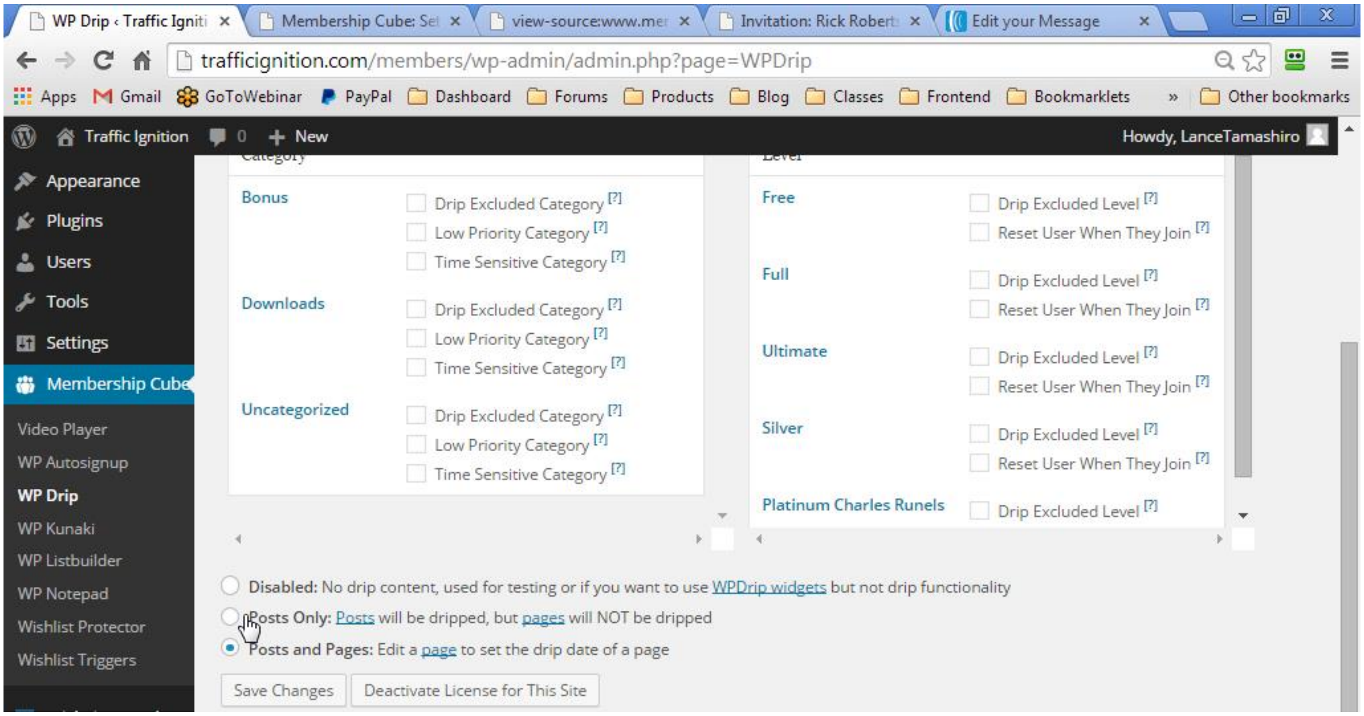
Fill in these quick reminders to check out this post or that page. It doesn't send out the emails automatically, but it gives you some choices of what to copy and paste into your Aweber autoresponder. This is the Follow-up Generator.

Don't send an email every single time you post on your site. What if you have a membership site with 50 different posts? You don't want to send 50 different emails, because they're going to login and see what's there. I like to send more than one reminder.

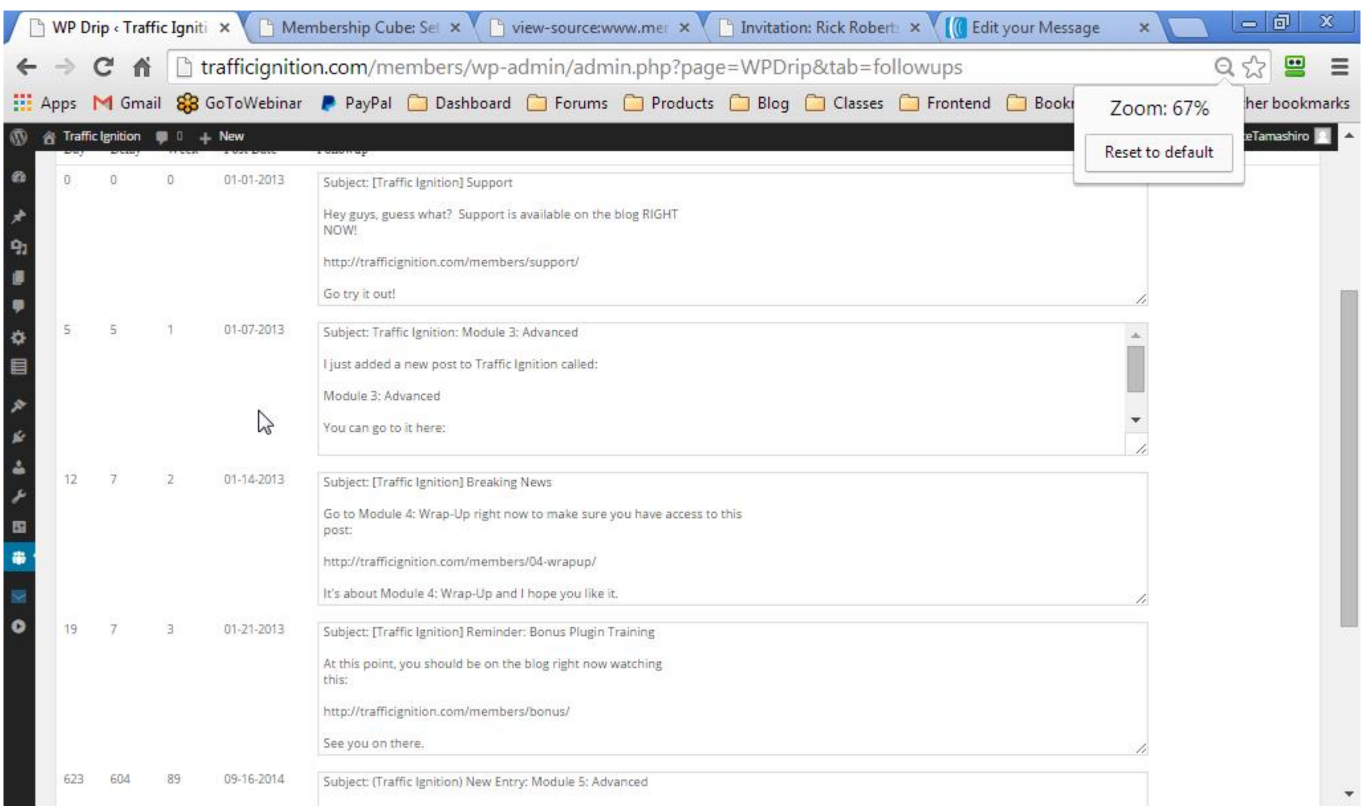


On any given week, if we have a recording of a certain Module or of a challenge, I'll remind you 3 to 5 times over the course of a week. Once a day. Every time I send an email, more people will login. More people use the challenge and checklist.

This is based on your settings. If you remember, if go to TrafficIgnition/members, or your site/members, everything is up-to-date. Go to Membership Cube, WP Drip. If you remember, this gave you the ability to give all your content up-front all at once or drip out your posts. If you had a simple site, you can drip out your posts and pages.



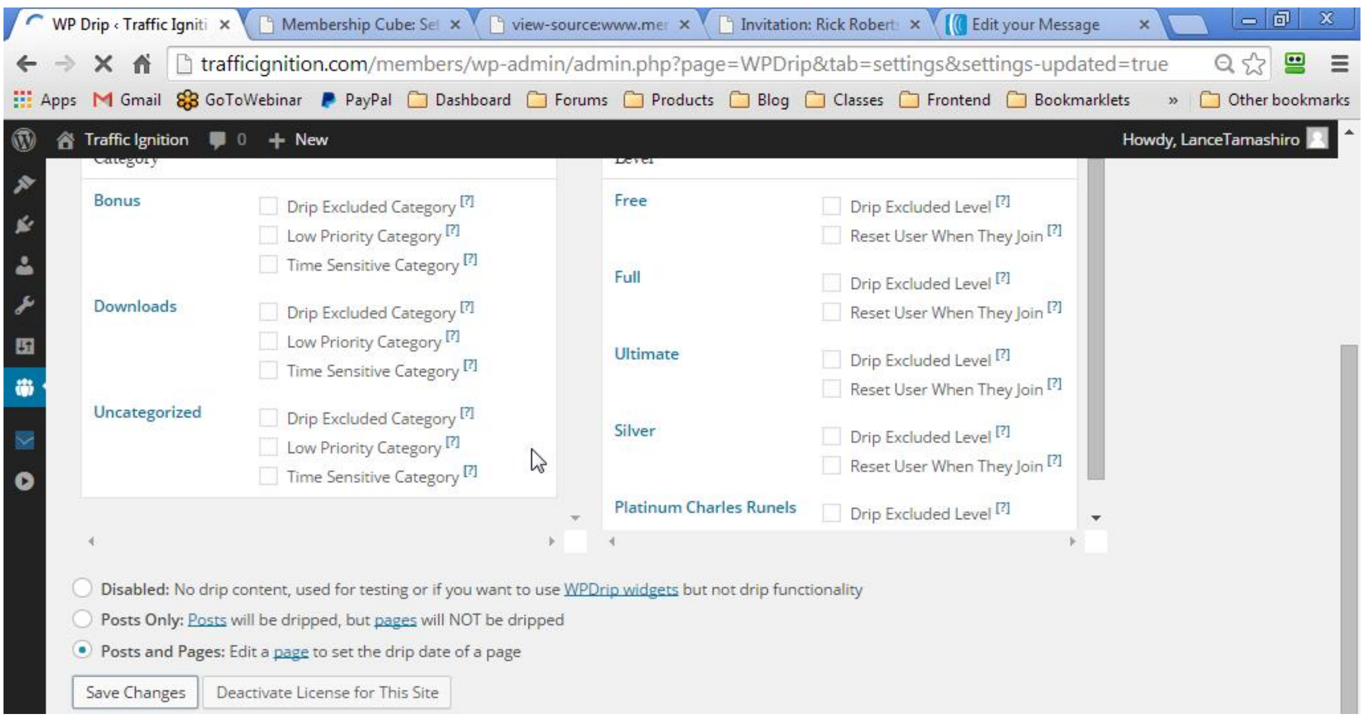
This email follow-up generator is based on your settings. Go to Membership Cube, WP Drip and you can give everything away instantly or drip your posts or drip your posts and pay. Based on what you said here, we can go to this Email Follow-ups tab. It will give us a list of reminder emails that we could send out. We wouldn't necessarily want to send out every single one of these.



I'm not sure if we want to remind them that we have a Support link. If we have this Module 3 video that comes out after 5 days, they might have bought our course and had access to the first two modules and forgotten about them. We could remind them that we have Module 3 ready to go.

We gave you the subject line to put in here and some text. You see how we mixed it up. It appears like human-like where it's never the exact same email. Then people will open different things. This one says: Traffic Ignition calling, this has it in brackets, some of them say Reminder or New entry or the day or things like that. These are all things that we could possibly put into our Aweber sequence.

It is based from what it is that we drip out. You can see how this says, you should set this up on so that Day 19 after they buy they get this sequence. Or you could look at it as 3 days after the last sequence or however you want to do it. If you go to the WP Drip settings, let's say we turn off the Drip. We can say Drip is disabled, which means that everything is delivered instantly.



If we switch back to the list of the follow-up emails, we won't have any of that waiting until this date to send it out. It will say, here are your posts, here is a reminder. The date of the post is listed for your own benefit.

Copy & Paste Emails into Aweber

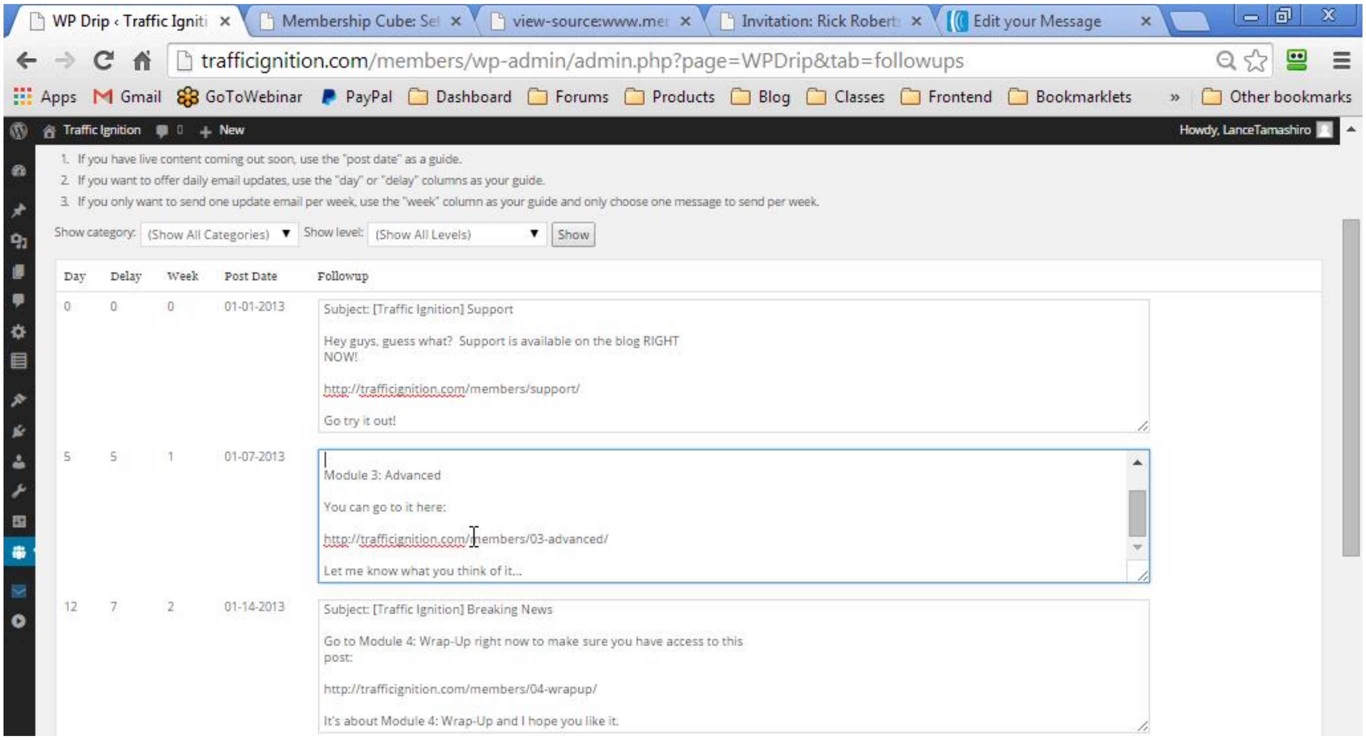
You might have people teach email marketing and they'll say, get them ready and prep for this and other email. The only thing that really works for us is to send them some reminders. Remind them of the different things they could login and use in your membership site now.

If you set posts to drip, if you set posts and pages to drip, then it gives you some emails to send here and there. It's up to your own judgment to decide what to load up. The important thing here, the thing that trips a few people up, is let's say you have a ton of different posts and pages. When they first sign up, they get access to multiple posts. Does that mean we'll give you 10 emails in the first day? No.

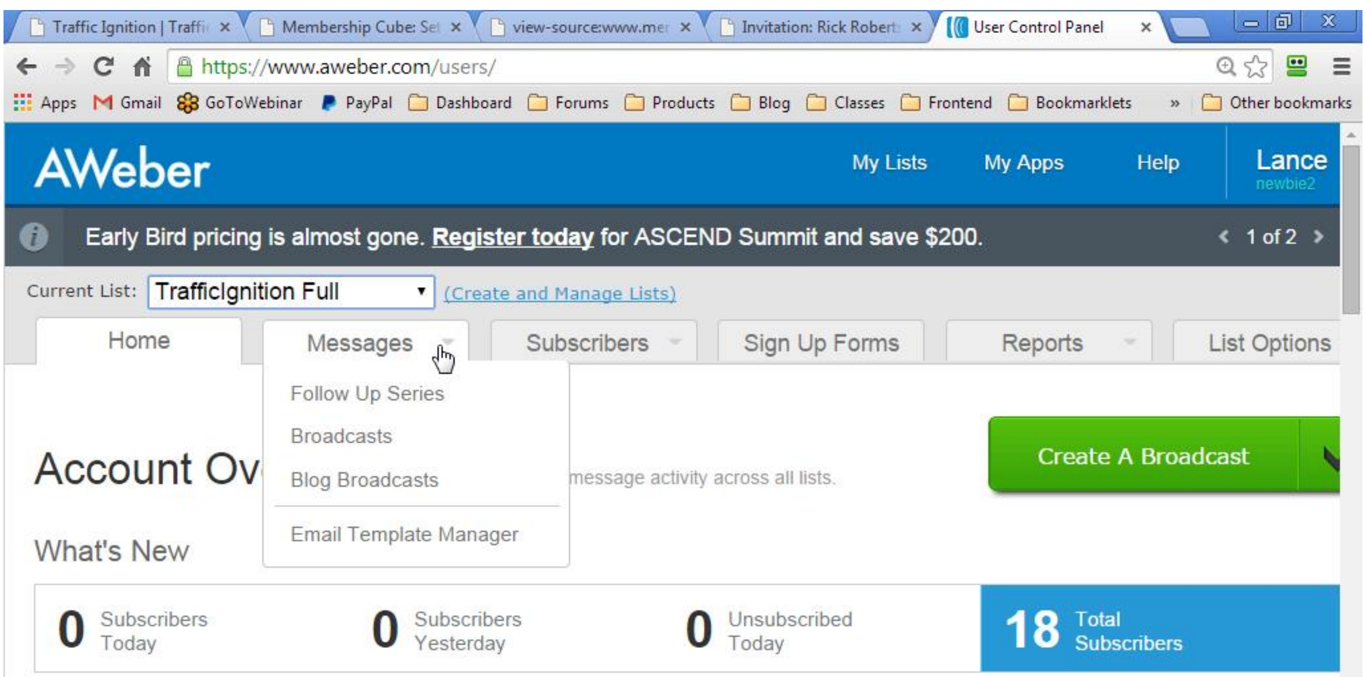
There is a reminder for Module 3 and for the Support page. What about Module 1 and Module 2? What this does is it only gives you one email to send in a given day to your subscribers. Let's say you have a day when 5 different things come out, there's only one email reminder. We don't want you to send 5 emails in a day.

When email marketing is concerned, anything is better than nothing, even if you send the sloppiest and poorly worded email. All you need in the email is, "Here is a link to click on." "Here is a thing to go login." We're not talking about selling them or anything yet. It is just, "Here is something, go and login."

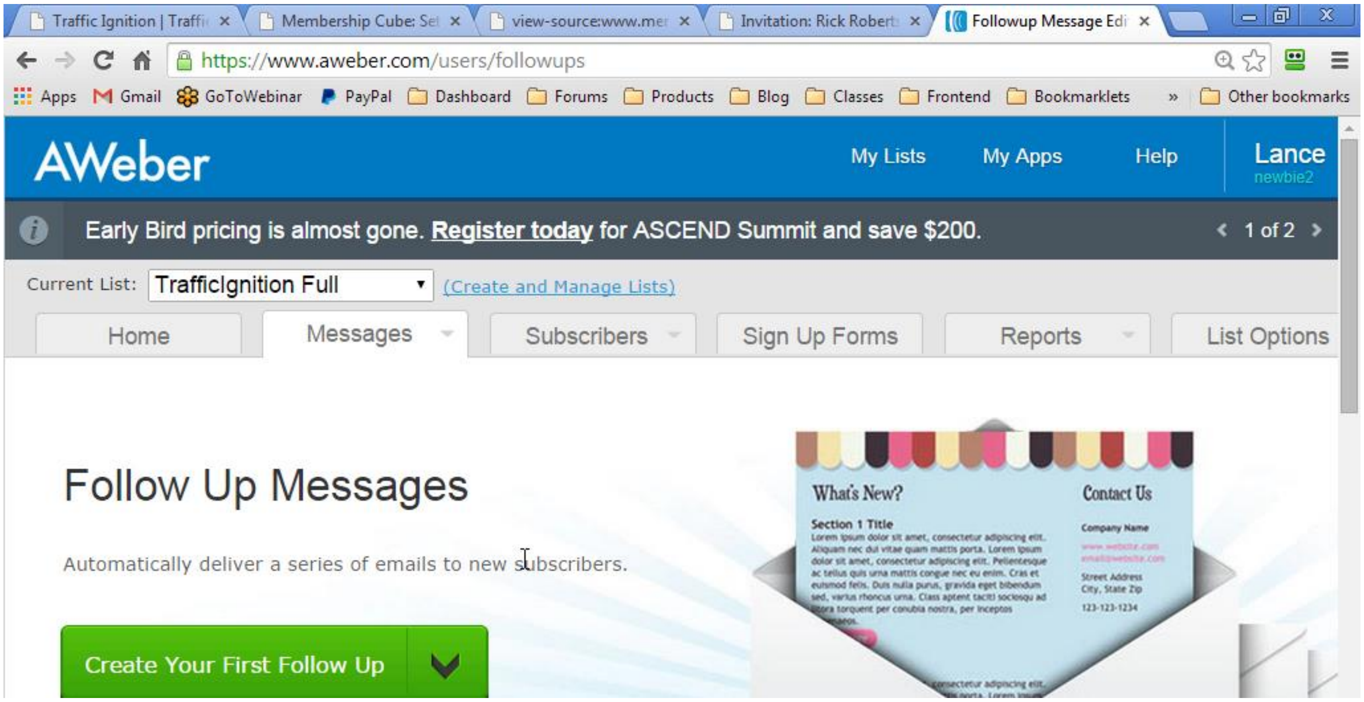
We'll be using Aweber for this. We login to aweber.com, we'll choose our Traffic Ignition Full list. That's the only trick about Aweber: when you use it, there is this Current List at the top.



Be sure you're using the correct list. We're editing the Full list. We can then send out this time sequence. Someone joins our membership site, they pay us money, their address is added as a Traffic Ignition Full subscriber. Over the course of the next few days, they get these emails dripped out to them.



Go to Aweber and select the Full list. Go to Messages, Followup Series. Create our first follow-up. It's a giant button so you can't miss it. Then we'll put in a quick welcome message. "Welcome to Traffic Ignition. Thanks for joining. Here are some things to look forward to. Login here."



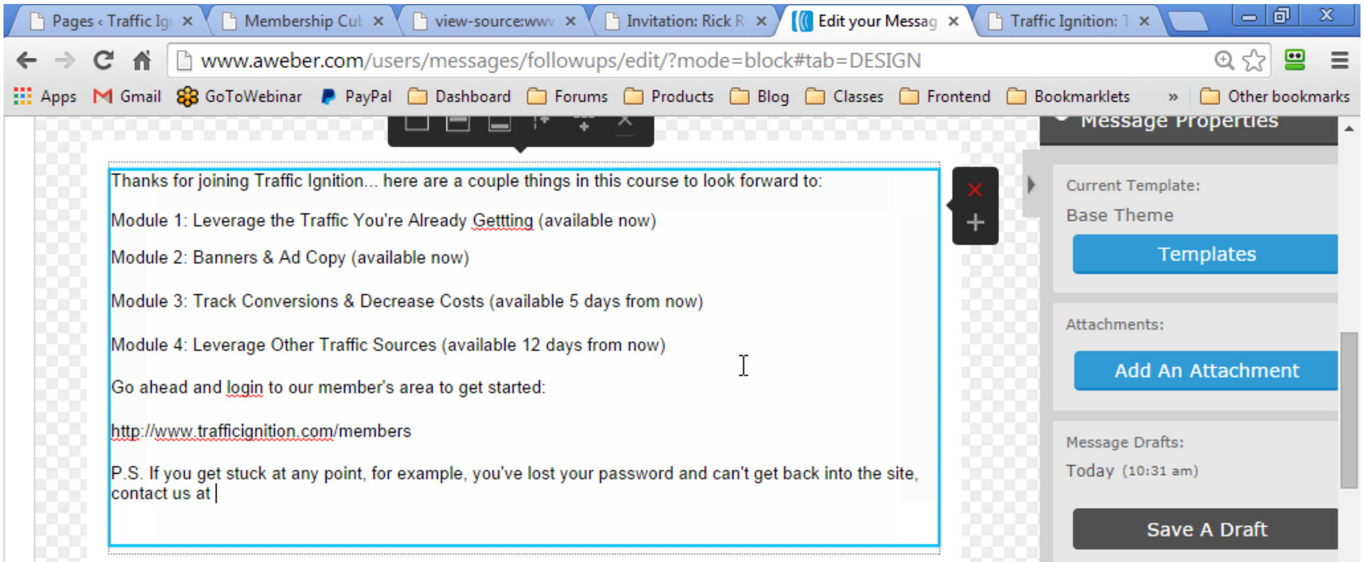
We're talking about three sentences at the most. It should only take three minutes. It's not about giving them content in the email. Give them a link to click. Aweber will say you can save and exit. That will be your welcome message. They pay you money, they join and they'll get an email from PayPal saying, "You paid money." They'll get an email from Wishlist saying, "Here is the information you need to login." Then they'll get an email from us, saying, "Welcome, here is what's coming up in the next few days." Let me show you this.

Add a place to get support. People want to know if the way to get support is by responding to the email. In that welcome email, let them know if you have a Help Desk, add that URL in, so people know how to get help.

We can do that in the welcome email. Aweber.com, we login, we choose Traffic Ignition Full and we can go to Messages, Follow-up Series. Broadcast is if you want to send the email right away, the Follow-up Series is the sequence. They get on our list, they get a certain email on Day 1, a different email on Day 5, that kind of things. Messages, Follow-up Series. The only thing we need to click is this Create your first follow-up. Click that one.

Keep it simple. Welcome to Traffic Ignition. We clear this out. We can say: Thank you for joining Traffic Ignition. Here are a couple of things in this course to look forward to. Where will we find a list of things from the course? You've already wrote that sales letter. It's fine to plagiarize yourself. You can go to TrafficIgnition.com, go to that sales letter.

We can paste this in. I don't like all this formatting. We can select it and say, I want to strip out the formatting. Here we go. We had to select it here, right-click and Copy, go back to Aweber and paste as plain text. That way, we get this the way it is. We don't want to put the price next to this. We can say: available now.



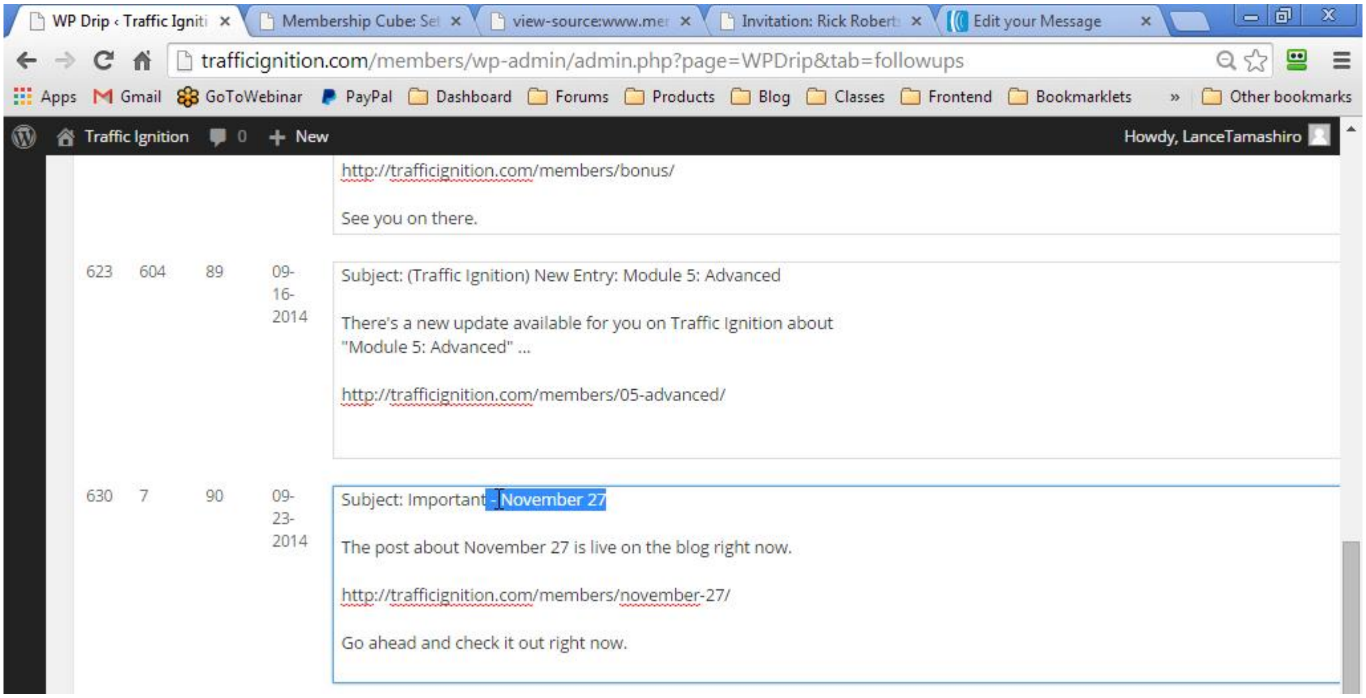
Go back to our Dashboard. We can go to Pages and Drip will show us when each thing comes out, goes live. We can say Module 3 comes out in 5 days, Module 4 comes out in 12 days. We can say "Available 5 days from now, available 12 days from now. Login to the member's area at TrafficIgnition.com/members."

"P.S. If you get stuck at any point, for example you've lost your password and can't get back into the site, contact us at our Help-desk at support@TrafficIgnition.com." I think that we need to make this a link. I can select this, click the chain link, take this email to the chain link.

People geek out about why you can't send text or HTML emails. Go with the default. Your email welcomes them and explains what content is available. They don't need to wait five days to get to the "good" dripped content. If you have WP Notepad setup with a checklist and an assignment, they won't finish that in 5 days.

Or maybe they will if they're watching like they're watching TV. If they're watching it to use it and increase their business, it's going to take them 5 days to get through these first two modules anyway. We don't want to overload them, we want to give them these things as they come.

Type a subject saying welcome, a body saying here's how you login, here's how to contact us. Then we can go and click Next. I don't care about tracking clicks or not. Save and exit. That's our welcome message. Once this loads back up, you'll see that when someone pays us money, joins our site, gets on our Aweber list, they immediately get this email saying Welcome to Traffic Ignition. It's hooked up into your post-sale follow-up sequence.



No one else follows up with them a few days later. Go back to that Messages Follow up Series and be sure that we're still on the Full list and we can use WP Drip and grab and pick and choose some of the messages that it writes for us.

Aweber asks how many days after the previous message should we send this out. Membership Cube, WP Drip, Email Follow-Ups, we gave you two different numbers, because different email systems do it differently. Aweber spaces things out based on how many days since the previous message. This message is on Day 12, but the delay is 7 days after we tell them about Module 3. That's why there are two different numbers: one is for the total cumulative days number and the other one is how many days since the last time we talked to them.

First Followup

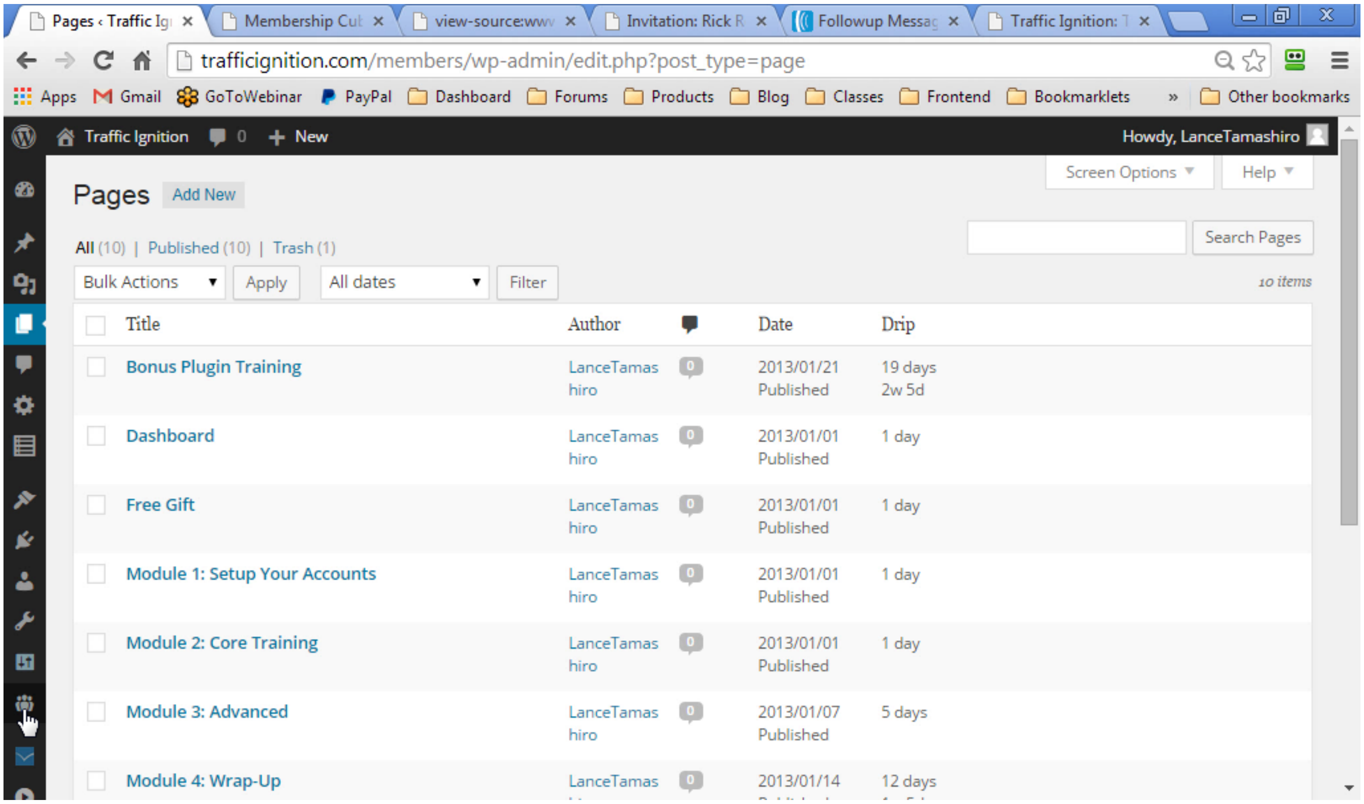
These numbers don't have to be exact. It's better to be a few days behind. If you say, they'll get this email on Day 5 or 5 days after the previous one. If you send this out after a week or after two weeks, fine. It's not going to make a difference, as long as when they get this email, they can click it and there is something there.

We can go back to Messages, Follow-up series, it will take us back to this page. Then we can say we have this initial email, we click Create a Follow-up. It's almost the same thing. Type a subject line, and a body.

The only difference is when we click through, it will ask us how long to wait, what's the delay going to be before sending this out. Don't worry of matching it up exactly. If anything, send it at least a day after the content goes live. Keep it simple: add one message for now, one week a follow-up. You don't need to add it for 6 months as it's not going to make that much of a difference.

That initial email and one follow-up makes a huge difference compared to having nothing. Don't worry about any of the email marketing tricks or about selling them something else. Just get them to login. If they login, you have links to your other products, they'll find whatever else there is that you want them to buy from you. Don't worry about selling them on something else for at least a couple of week after they've bought.

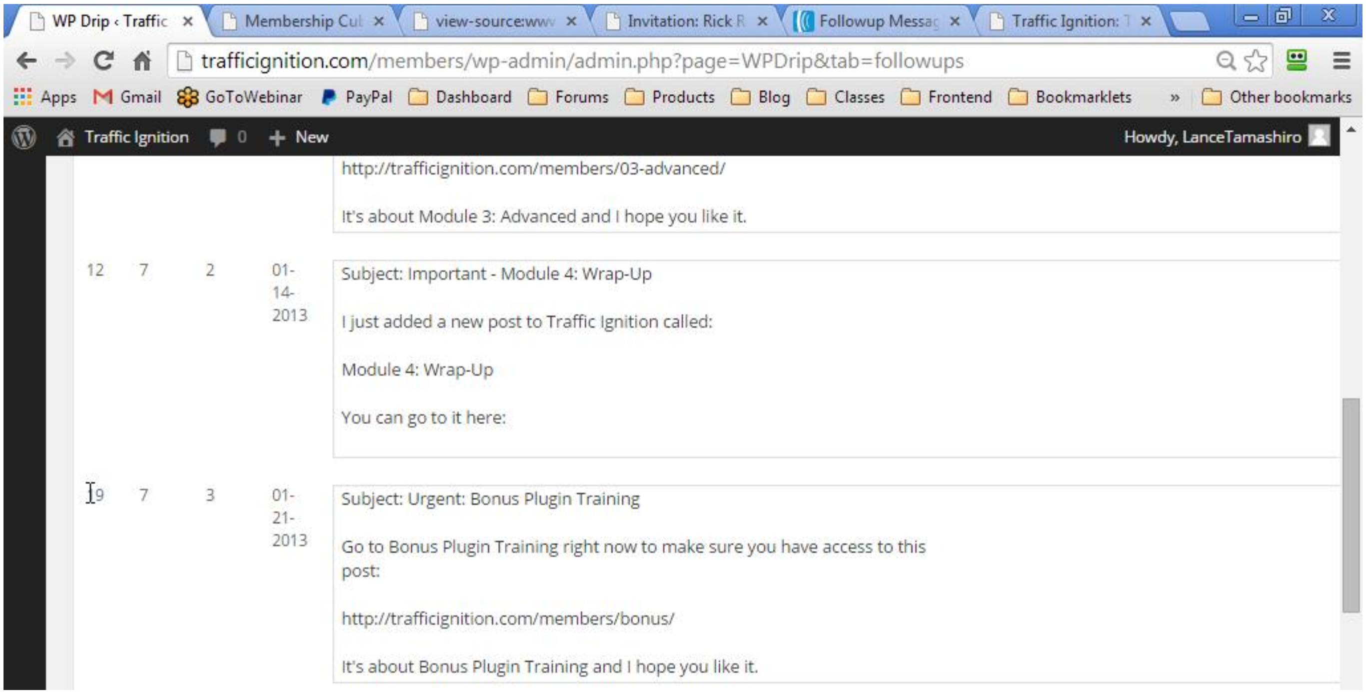
Go to Aweber, we set Message Followup Series, Create a New Followup. I don't know what to put for my subject, I don't know what to put for my body. WP Drip to the rescue.



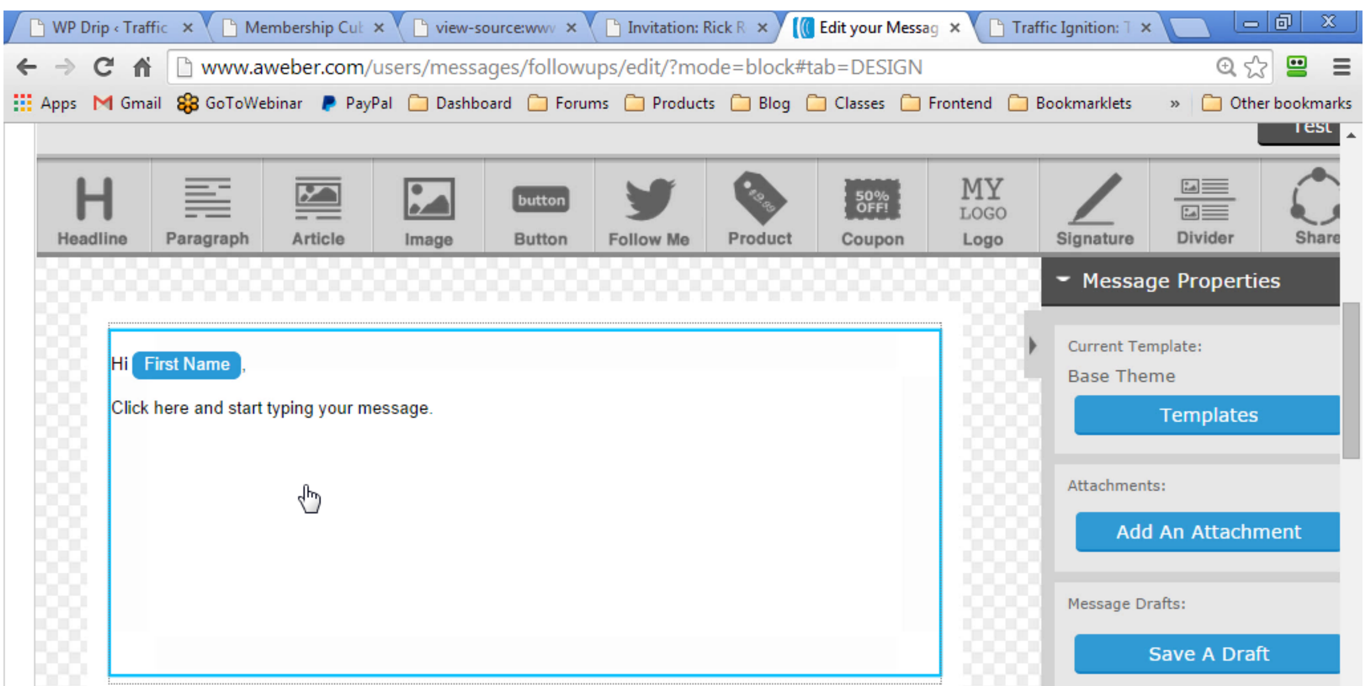
Update Traffic Ignition. That's our subject line. I highlight the subject part of it. Then we'll go to Aweber and paste it right in. I like to mix and match this, and it's better not to say something like Module 1, Module 2.

We'll enter the name of the site, set the importance, it will say Urgent. It's better to mix and match the subject line than to have something that is always the same. For the body, even the URL is right there, so you can right-click and copy, go back to Aweber.

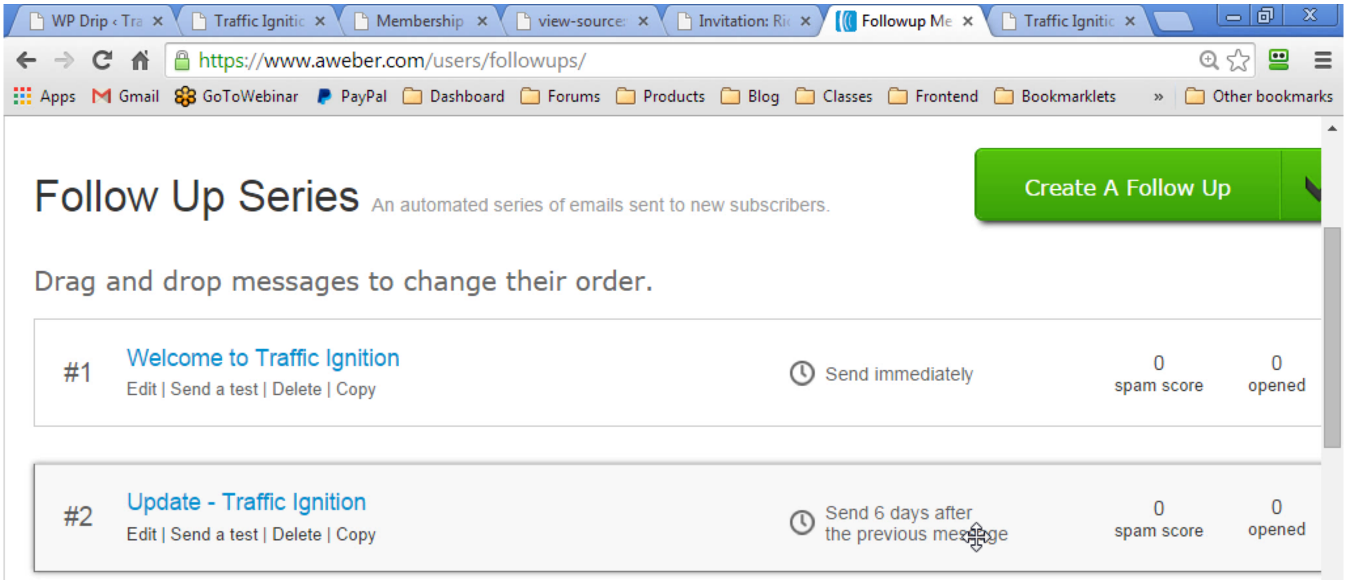
Right-click and Paste as plain text. Maybe the spacing is a little weird. You want to make sure this link is clickable, so I highlight the link in the body and click it. They can click the exact link. Let me grab he subject, right-click and Copy, put it in the subject line. How long to wait before sending them this message?



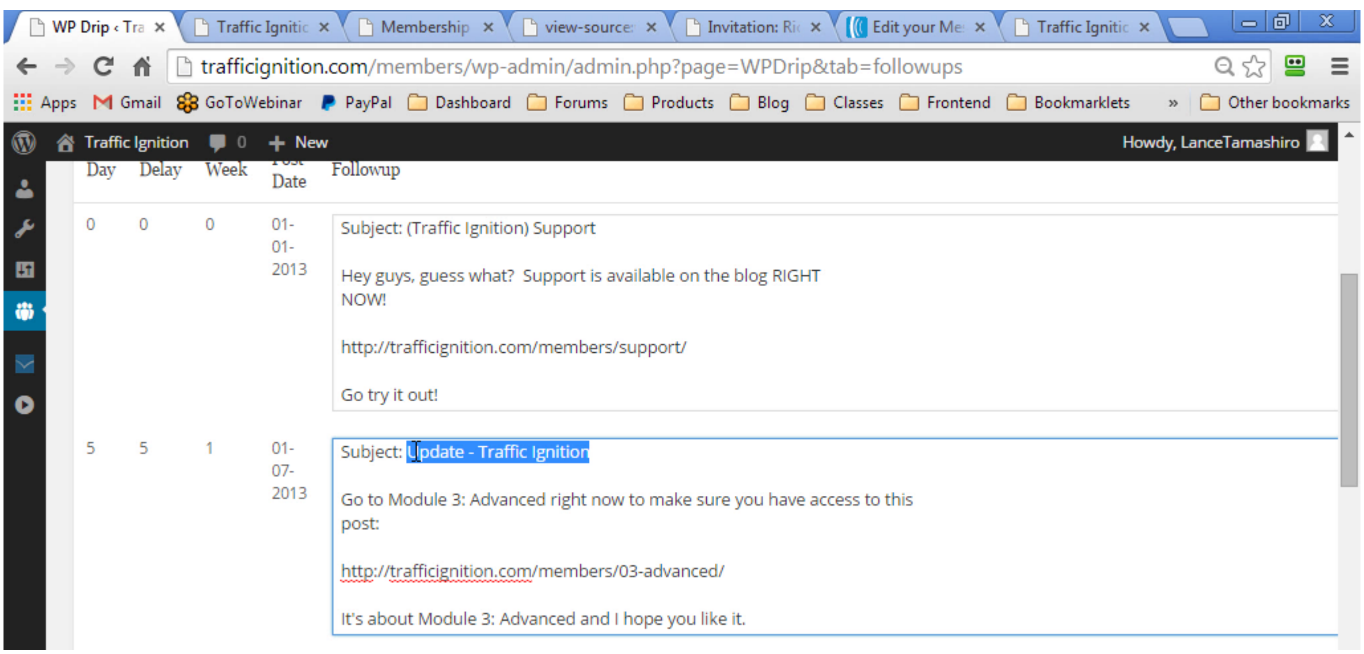
This will be 5 days later. Let's make it 6 days, to be fine. I don't care about what time of day. Tracking clicks, might as well, Save and Exit. Wait for this to finish. I am not sure I have saved the other one, but we'll see what kind of sequence we have. Just by having those two emails, that alone will get people... Yes, you see what happened here? For some reason, I had this half-saved message. We don't want that, because look what happened. They'll get the welcome email and it will wait three years sending them this and then that.



They'll get this immediately and 6 days later they'll get the reminder to login again and check out Module 3.



We went to Aweber and we put in our welcome message, then we put in that first follow-up, which we grabbed from the WP Drip, Follow-up generator, go to your sidebar, go into the Membership Cube area, WP Drip, then the Email Follow-up tab. Then it will jump out different reminders, so you can grab the subject, grab the body and choose from the Delay how long since the previous message are you going to contact them.



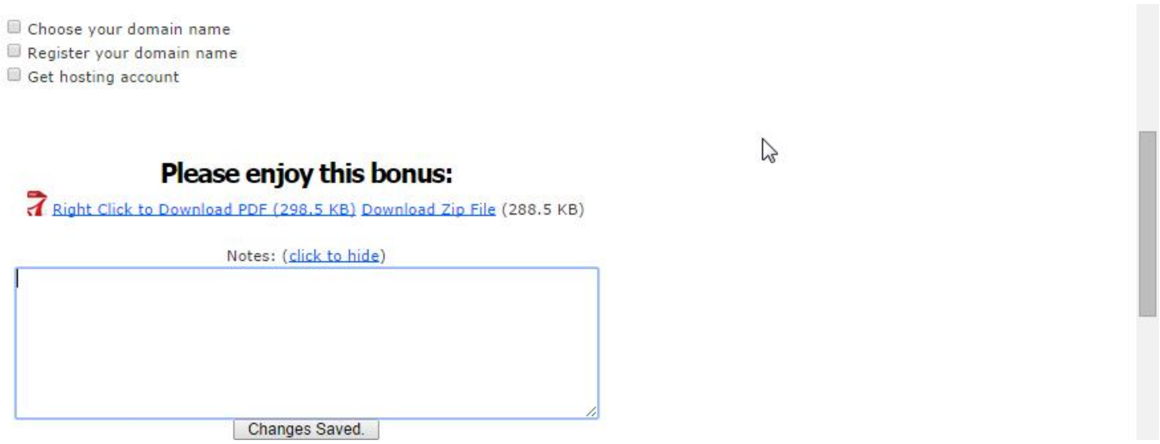
That's the first common sense way to get the people to stay on your site. Remind them what it is they've bought, remind them to login. Don't email them every single day, but once a week after they buy is good.

We send those reminders. Watching videos is fine, getting a report is also fine. It's easy if you take notes on your own training to make a checklist or a form or a way to track their progress. We'll be showing you Notepad.

WP Notepad

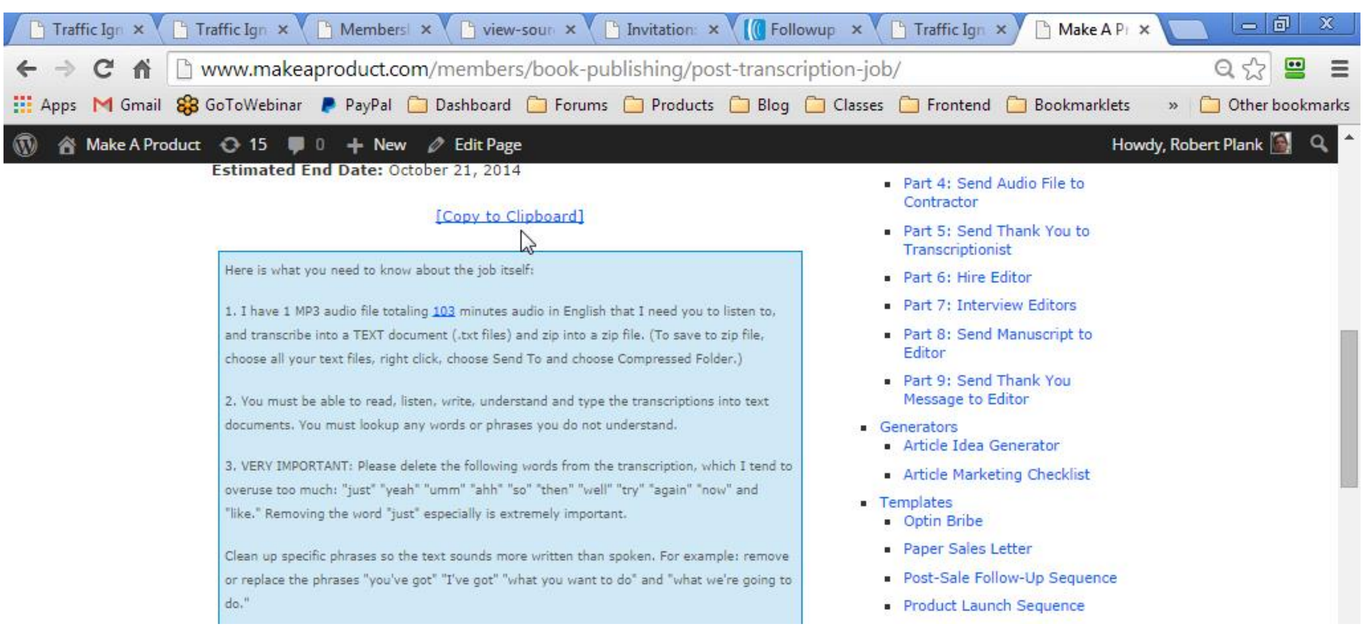
WP Notepad is an all-in-one plugin where members can take notes, they can check-off tasks, they can fill in the blank, they complete checklists.

You have WordPress site with note-taking area. You can save the notes about this video, this PDF or this PDF. That's unique to us and is stored in the site.

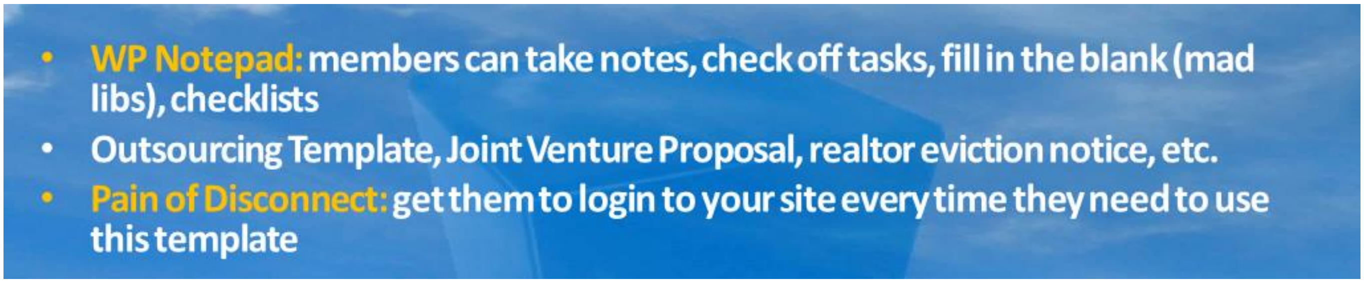


It also creates checkboxes and fill-in-the-blank forms. Let's login to our favorite site called Make a Product. We use our own site on a daily basis, when we post a job description to this outsourcing site, we want or need a certain task done.

Instead of having to write this scratch every time, I have a file that's 90 minutes an audio, fill this in, I need it by such and such date. Once I know what I want, I click Copy it to clipboard and take this exact form that is being generated for me, without me having to go, "let me open a Word document, open a text file and let me figure out what needs to be changed." If I need to update this, I update it in the site itself.

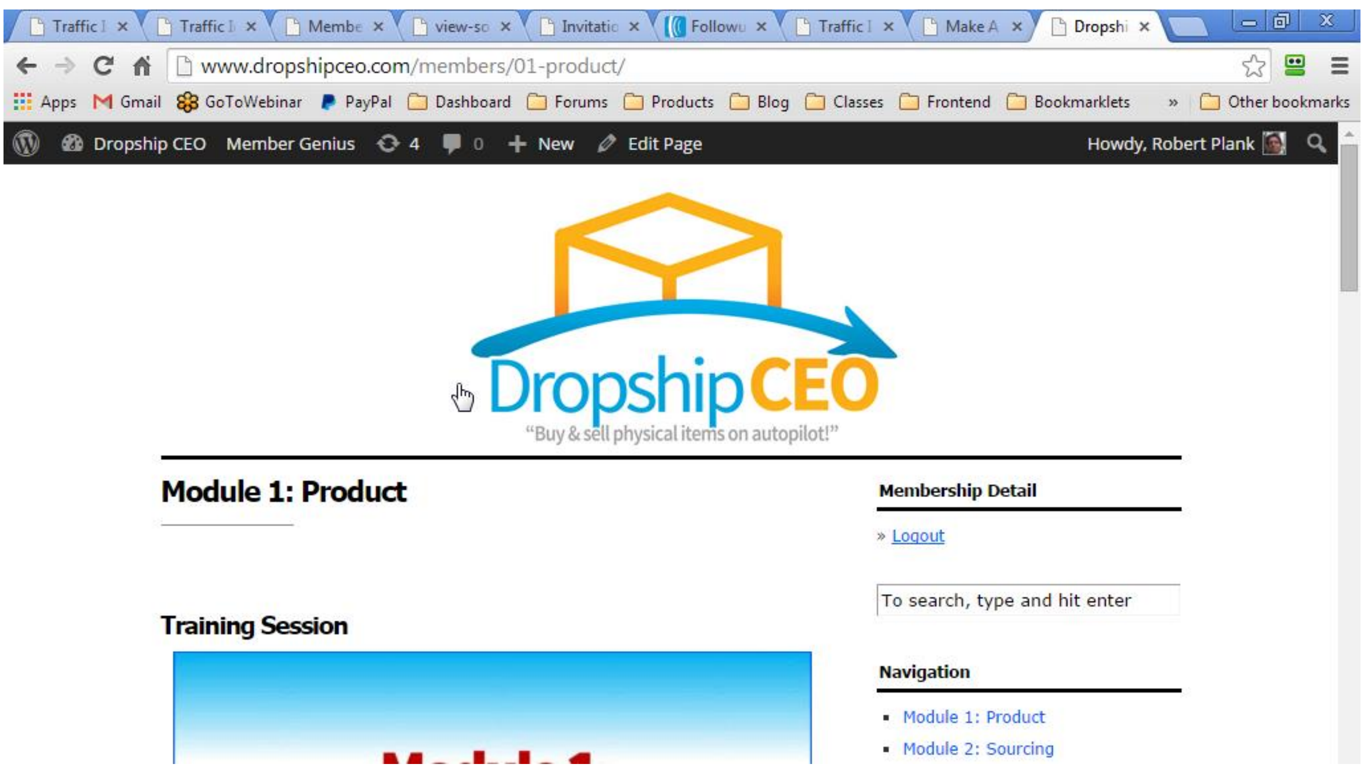


That is what you can do with fill-in-the-blank forms. If you're thinking about making something like that, an outsourcing template or if you want somebody to do a certain task, like a joint venture proposal or something that requires a form, like if you're teaching real estate, you can say, "Here is a form for serving an eviction order to someone." Or, "Here is a form like a rental agreement in the state of Utah" or something like that. You can make almost the same kind of thing.

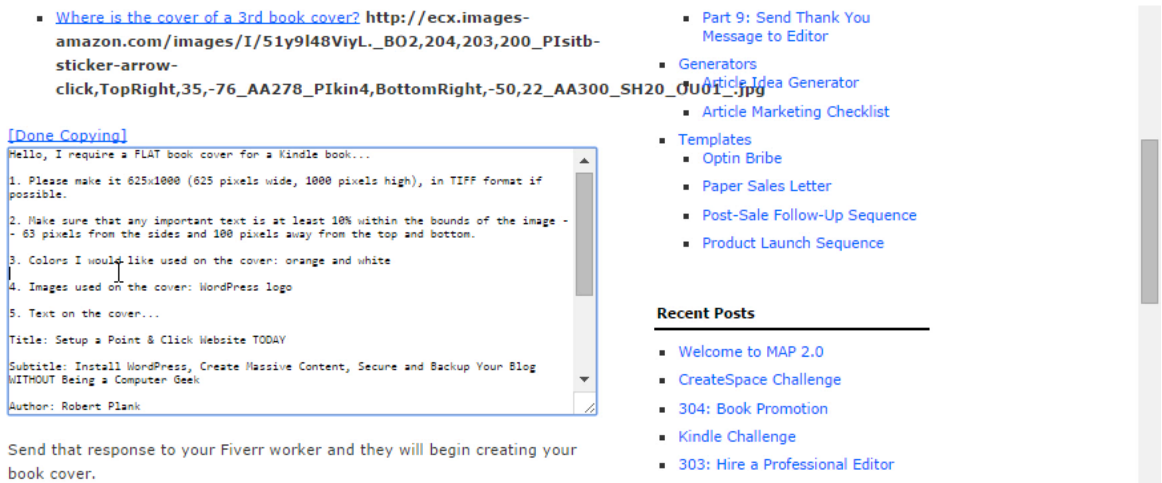


You have your template. People change text in the template and they can click a button and copy what it is and use it. Get them to login to your site to grab this. Don't just say, "Here is a thing to save into your computer." Put this in and, if it makes sense, put it next to the video or something. Put this copy and paste tool.

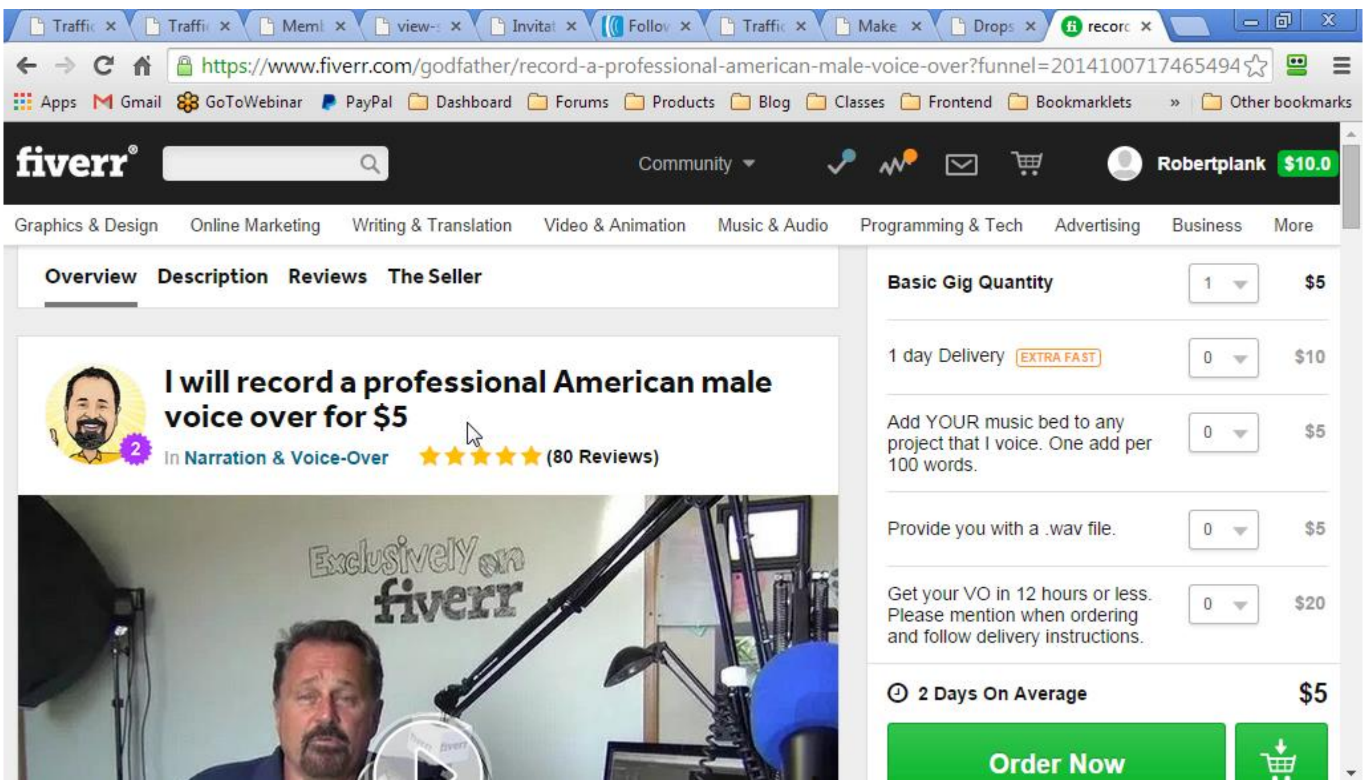
Dropship CEO is our course about selling on Amazon. Let's say if you want to contact such and such person, to get this certain thing done. We have our video and transcript. We'll say, here is a task you can do in this course. If you want a second Amazon account, the letter is already written. Change the one part that needs changing and copy this and I can use it as is, without having to fumble around and go and check my own notes.



If you told your members to send a letter to Amazon asking for another account..you'd be surprised how many people get held up on a simple step like that. They don't know what to type. Your students are newbies.



No one wants you to say, "Send an email to Amazon." That's hard for them, because they've never done it before. They don't know what to say. By adding these little things, your customers get better results. We added this because people asked, "What do I say?", "What exactly do I send to them?" We've sent them the exact things to say. The amount that people will progress through it will grow exponentially by adding this on the site.

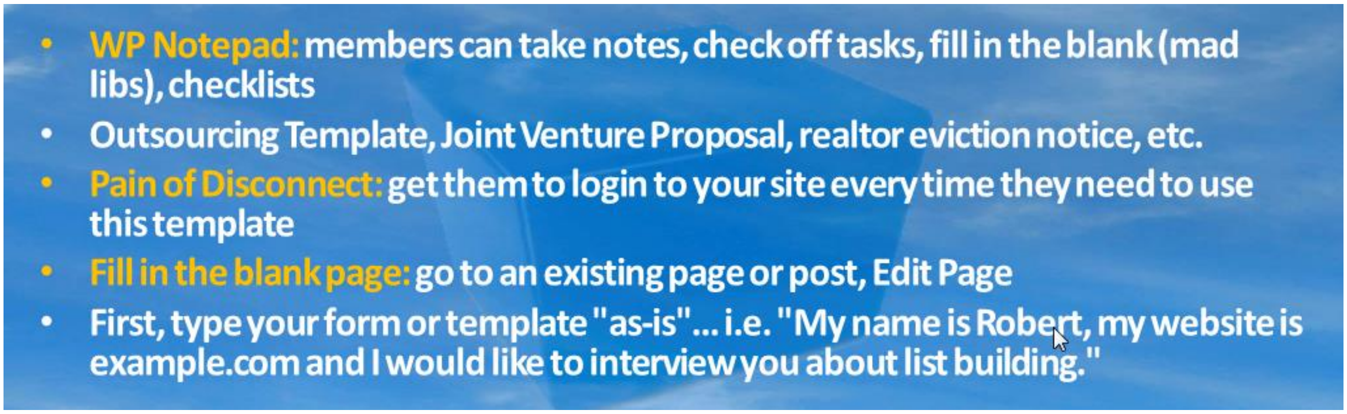


Our Make a Product course explains cover creation for a book. If you're paying somebody to make a cover for you, what do you tell them? We went and looked at the best to hire and what the people were looking for and said the ideal thing to send somebody.

"I'll pay you $5 to make me a cover for a book." Give them the sizes, I want this title, this subtitle, these covers. We have a template. Whenever there is a link, a blue underline, we'll say, if I want a cover that is orange and white, that's changed. If I go and find three different covers, I can change this, copy this and now this is what I give to that person.

This is a perfect example. You and I do go get a kindle book cover made, you did, "Lance, go get a cover made." Most people wouldn't know what size to make it, they wouldn't know that they need a main text and a sub-text. With this, nobody can get stuck, because we give them exactly what to tell the outsourcer in this case.

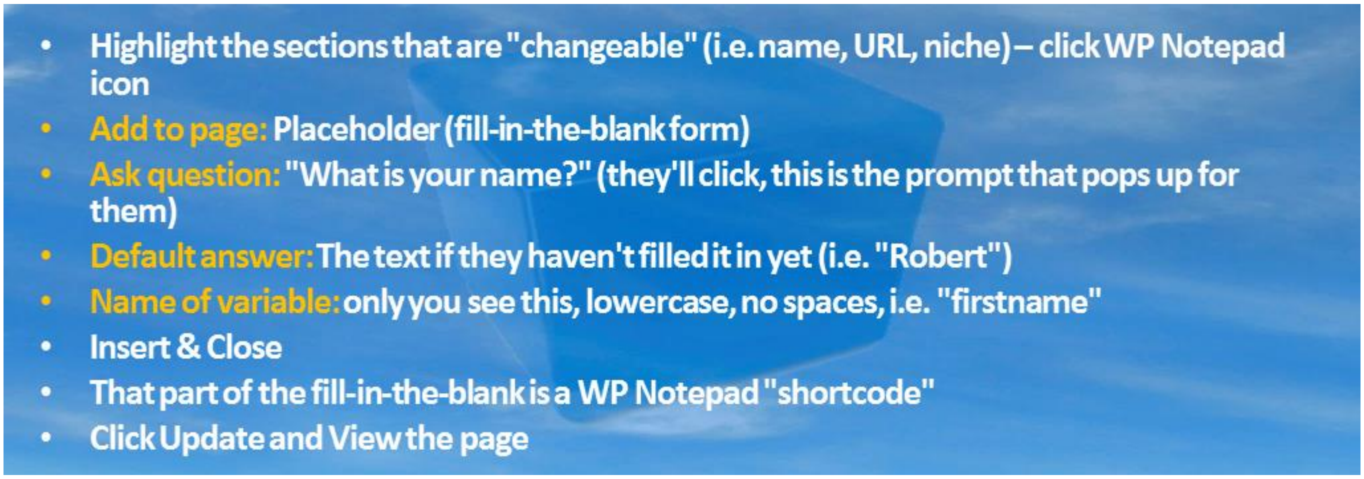
Let's say we found the top 10 most profitable things you can do on a job site such as Fiverr. Let me give you this template and you can change a thing or two, but more or less we give you the template, you paste it in. Can you copy and paste? Of course you can. Can you write a long letter? Maybe not.



If you sell a real estate course you could say: here's your classified ad to advertise your property. Change the city and address. One or two things will change, but 90% is made for you. That is a fill-in-the-blank page.

Fill-in-the-Blank Sections

Edit a page or a post and can click around and do a couple of special things. People will be able to change words and copy them. It is pretty simple, once you break down the steps that need to be done.



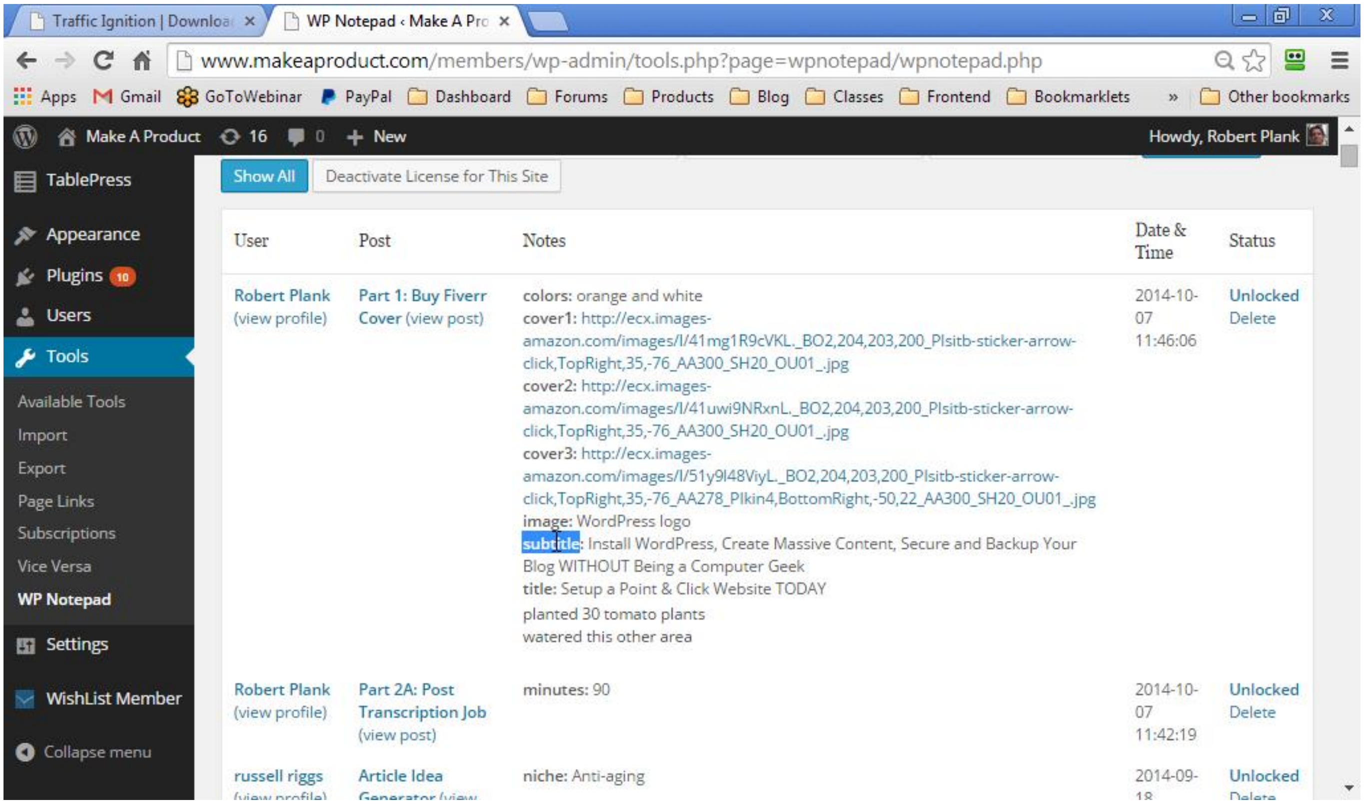
The first thing to make it simple is you type whatever it is you want, without worrying about what needs to be changed. For this one, we'll make a joint venture proposal. I can put a little blurb in the page or post saying, "This is my name, my website is example.com, I would like to interview you about list building." Just that on its own is helpful. We can spruce up the things you want to spruce up for WP Notepad. Let me get something on paper, because it is easier to edit than in the air. I'll close a couple of tabs.

We'll go to TrafficIgnition.com/members. If we'll say it like a part of this course, we'll say: one of the things for traffic is to contact someone for an interview. We can go to this Download post we have here, click Edit Post. Don't worry about making it clickable or so they can copy it. Add it to the template area as-is. Here is what we'll say: Joint venture template. I'll say: My name is Robert, my website is example.com and I would like to interview you about list building. We can say about the template, send this to at least 5 people per day. Then we'll put a heading on there.

We'll check out what's in here. We wrote a little bit about what we want them to do. There is nothing fancy yet. They can change the name. We have something on paper. We want to make this some kind of a fill in the blanks little form. We can go back and edit the post. We can highlight the sections that we'll be able to change. In this case, we'll have the name, the URL and there will be a WP Notepad icon. There will be some menus and we'll make this a placeholder, a fill in the bank form.

There will be a couple of things to tell them. We want them to say, when this pops up, it will ask what their name is, it will give an answer by default, it will say Robert if they haven't filled it in yet. Then we'll have variables so we can see what people fill in when they do this.

In our Make a Product course, look at WP Notepad. This person's name is Robert Plank and he's making a cover. We can look at this person and he is making a book on parenting teams. This person is making a book on another one. We can monitor even the answers they give for the fill in the blanks and when we do things like assignments, the challenges. We can see what people are working on.

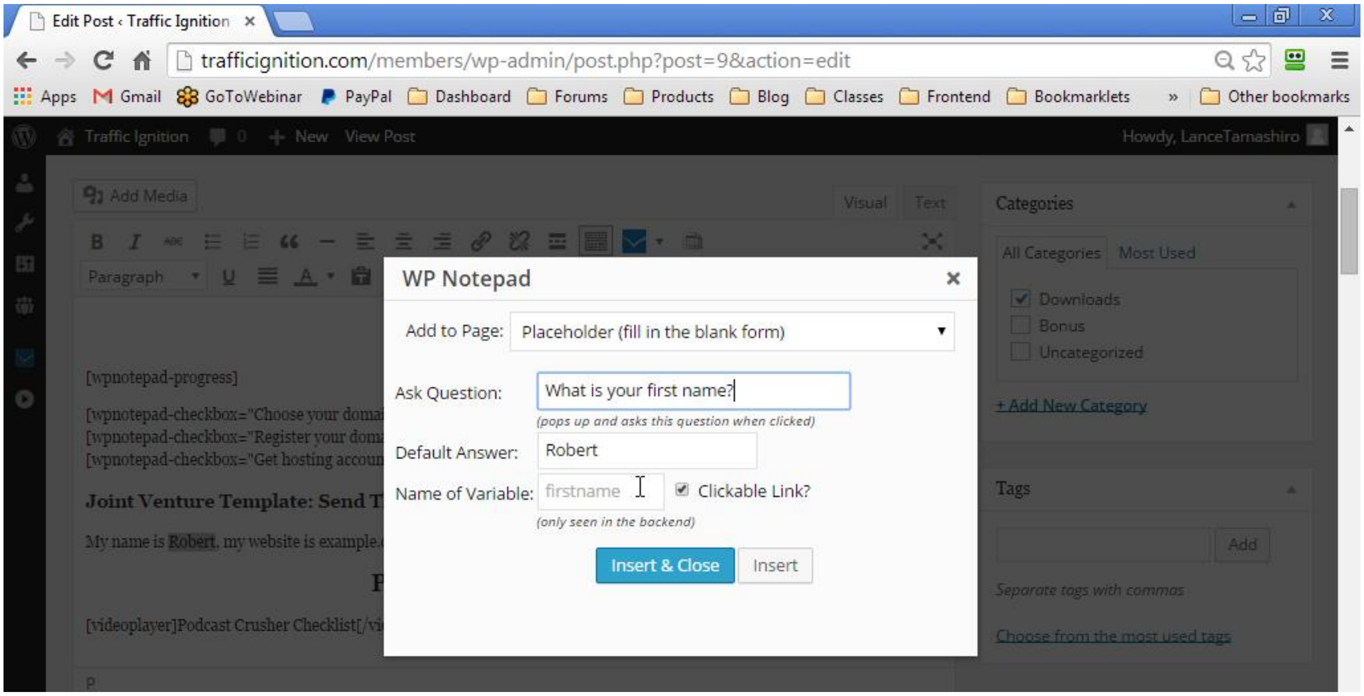


Switch back to our page. When you said about the variable, that's like Cover 1, Cover 2. It is the placeholder for the information they are going to put in. When we say about that variable, that's what we are talking about. It's Cover 1, and then what they enter in is that long URL. Or Image, and what they enter in is that. The variable is that part.

First name, URL, the color they chose, this is the cover. Here's what they're answering.

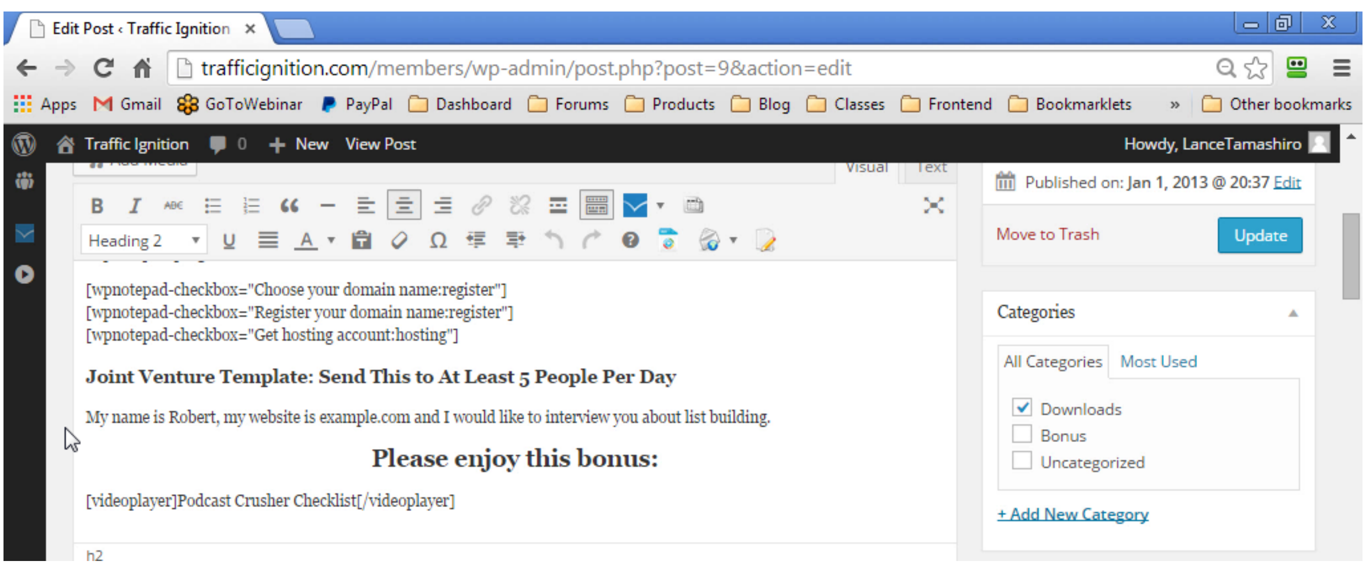
Then we click Insert and close and it will replace the text you have in there with this crazy long thing called the short code, which is fine. We'll update and view the page and try it out. I know that once you do it, it will be pretty simple. Go to this page that we set. Here is the thing that I want people to answer. My name is Robert, here is my website and I would like to interview you about this subject. Click Edit post.

There are three things to change. Once this Edit Post comes up, highlight the parts we want to change. We want them to be able to change the name from "Robert" to something like "Sylvie" or "Tom." We highlight "Robert" and click the icon. If it looks like there is only a little bit, there is this Toolbar Toggle, we click that and it drops down the rest of the icons. We're looking for this piece of paper with a pencil. When we hover over it says WP Notepad.

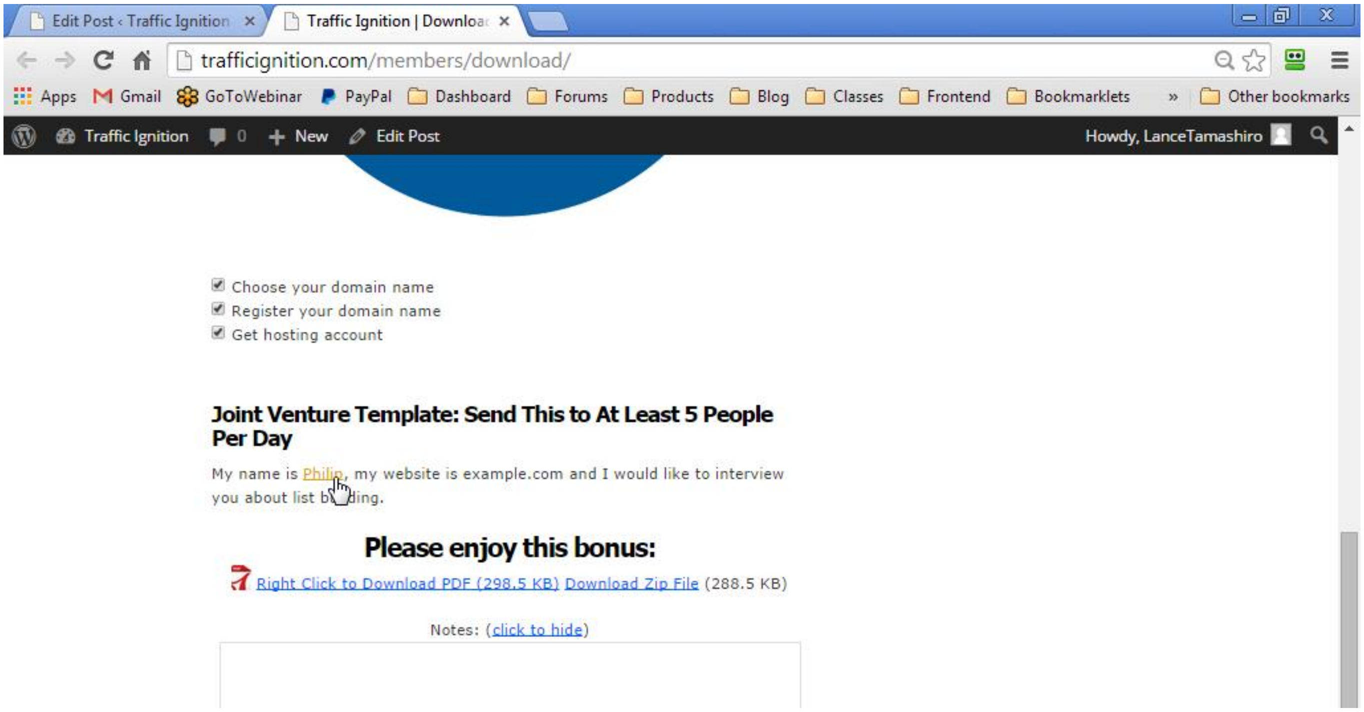


We highlighted the part that says Robert, that can be changed, click WP Notepad and this will pop up. There will be different things, but you want the fill in the blank form. When they click My name is Robert, we want to ask them what to answer. What is your first name. If they answer nothing, it will default to Robert.

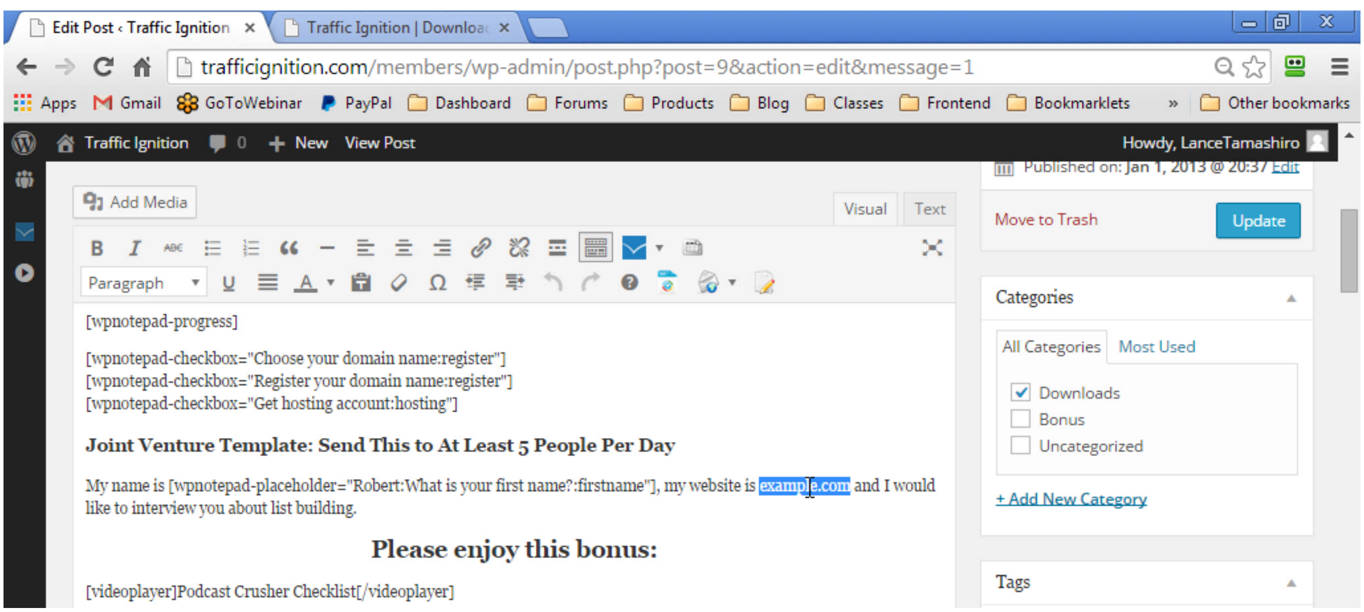
Call the variable "firstname." This one little section in the fill in the blank form will ask what's your first name. By default, the answer is Robert and then for our purposes, to see what people will answer in the back-end, it will be First name. Click answer and close.



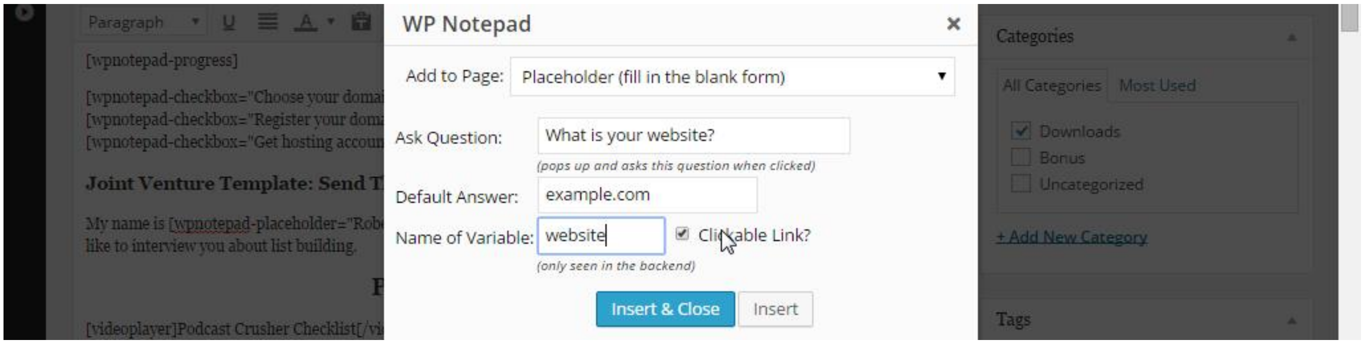
It puts all this weirdness in here, but let's update it and see what it looks like. We wrote our form, highlighted the one part we wanted, clicked on Notepad icon and made it a placeholder. We'll view the post to see how that looks. We login here and you can see now that it says My name is Lance, My name is Robert. Click this filler. You see how we added this little piece here, so we can change only that part.



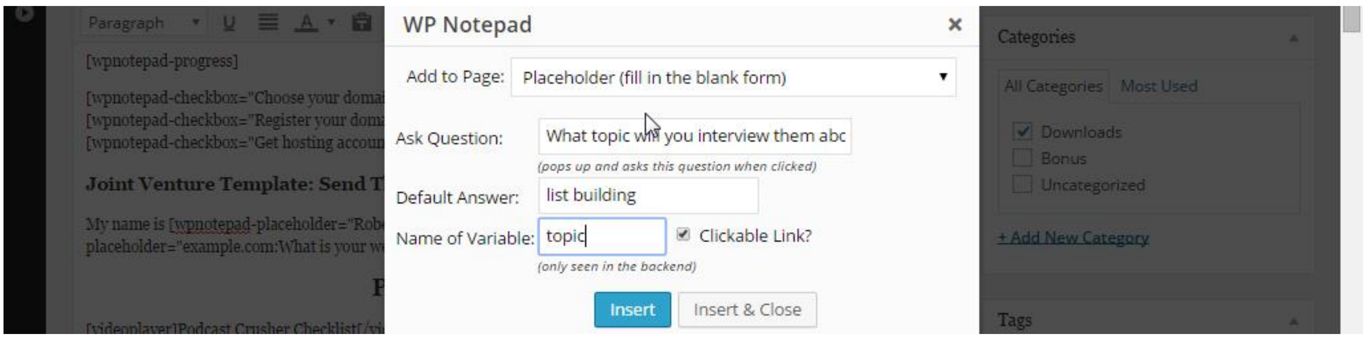
I'll show you how to do that for the rest of it. We'll do one little piece at a time, little baby-steps, to make sure that nothing breaks.



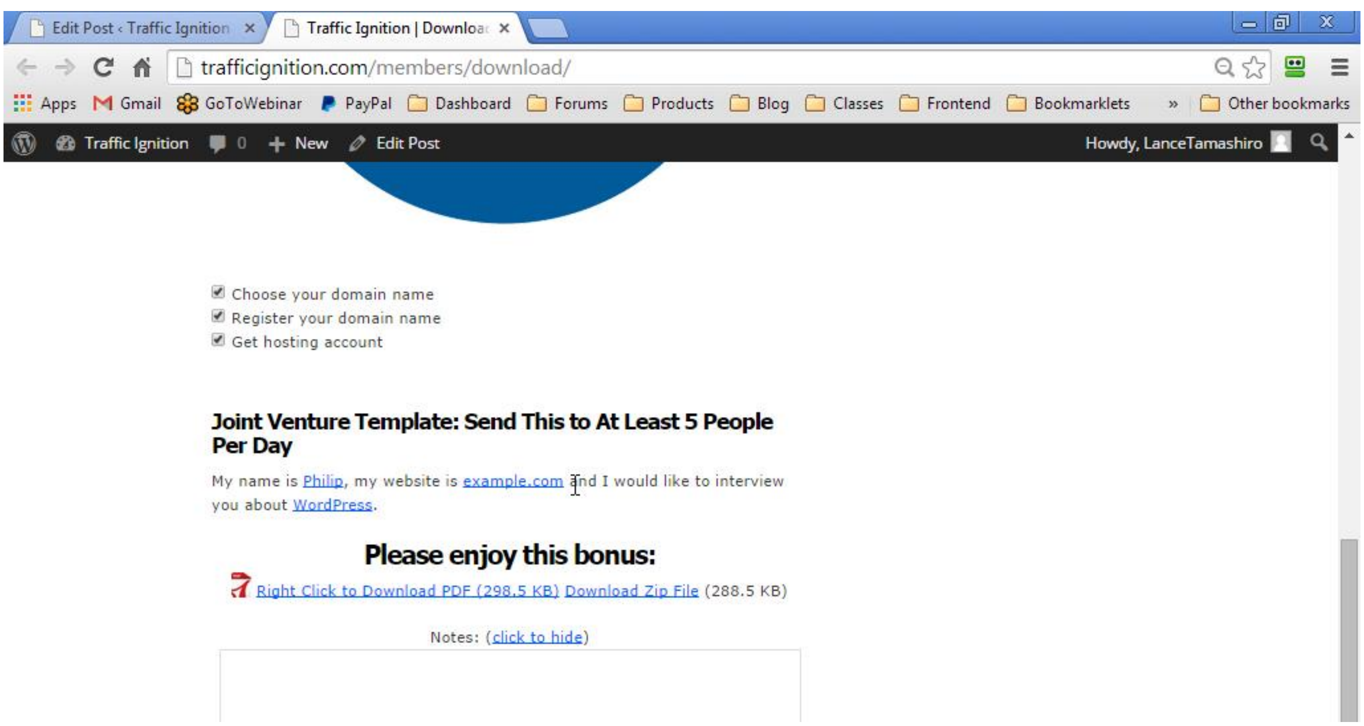
You want them to say what their website is. Highlight this part, WP Notepad and add: What is your website? If they answer nothing, it stays example.com, and we'll call this variable Website and yes, they can click it.



Update that, check out the post again, doing baby-steps. This is simple, but you can tell that if you had a more complex form or if you had an interview questionnaire, you can make these different areas.



I would like to interview you. They can change the niche topic from "list building." I'll highlight "list building", click WP Notepad and say: What topic will you interview them about? By default, it's list building and we'll call this Topic. Insert and close. What topic would you like to interview them about, and this will be Topic.



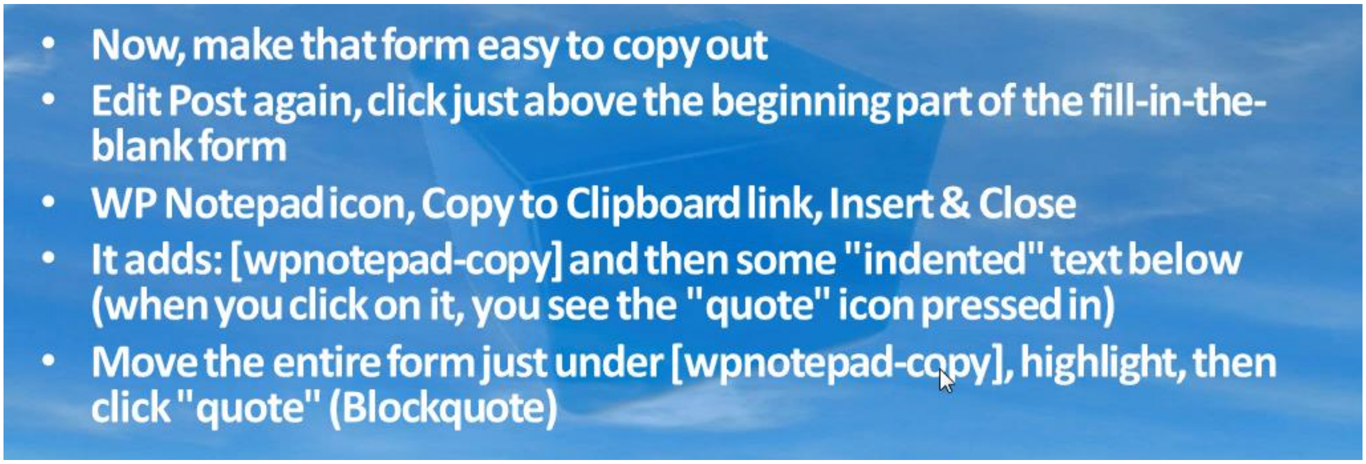
Refresh this and we should be able to change all three things. It seems simple to you, but, like I said, Lance, like that simple email to Amazon that's simple, or the things to tell to your freelancer. Once it's on paper it looks simple. If you have a blank piece of paper, you have no idea what to enter.

We can make this about WordPress. If you come back to the page later, these will all be here, they will all be saved as the last things that you put in here. You can come back and grab this at any other time later on.

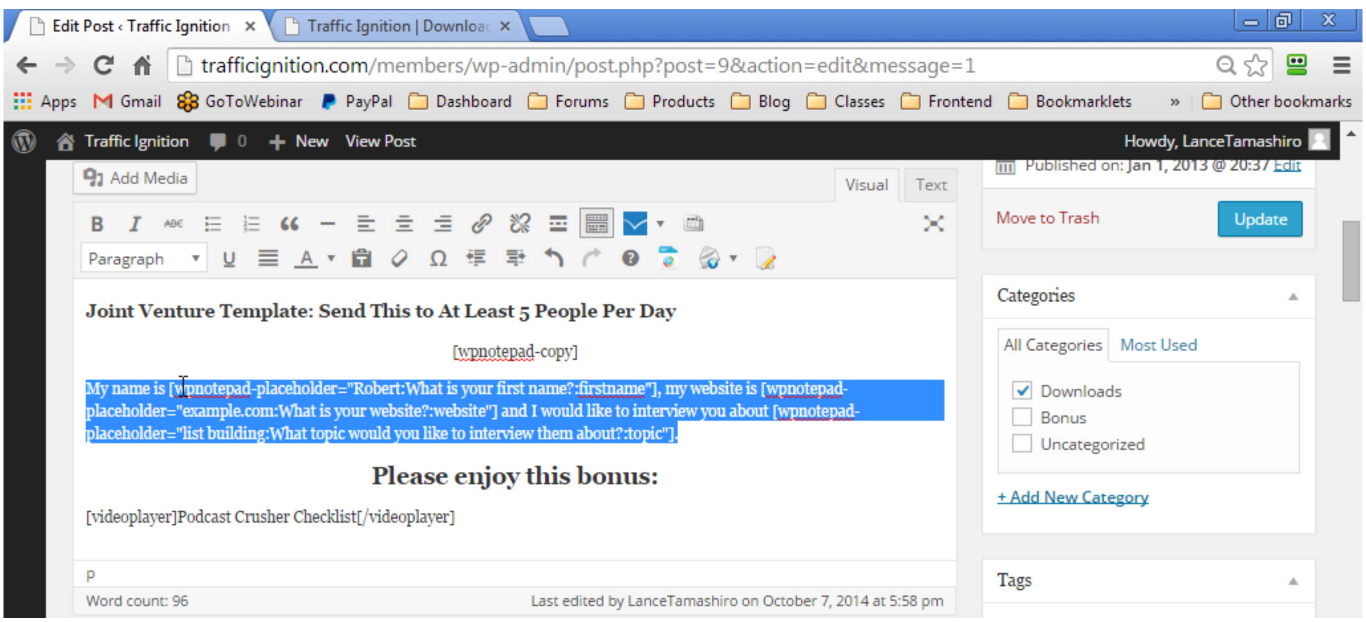
That is the fill in the blank part. You can make that as short or as long as you want. The final piece of this is to add that link where they can go and grab all this part of the form. That is also pretty simple.

Copy and Paste Form

We want to make this form easy to copy out. We'll edit the post and we want to find where the form starts. Then it will be the WP Notepad icon and this will be called a Copy to clipboard link.



We'll experiment and see what shows up there. It will add WP Notepad copy. The only part to check out is there will be some indented text bellow. By using the Quote icon, you'll just have to put the form underneath this Notepad copy thingy and indent it. I'll show you what that means.

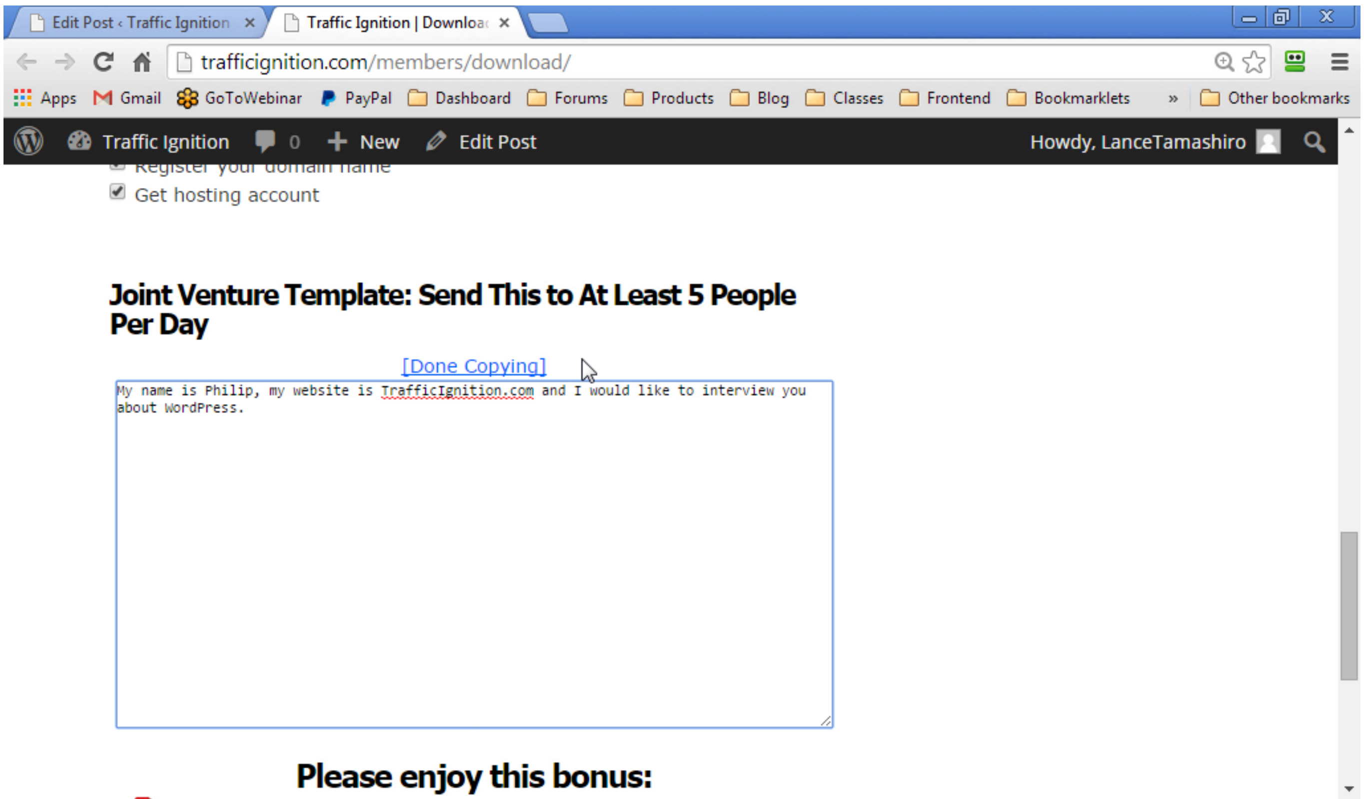


I'll click WP Notepad. I want a Copy to Clipboard Link. I can click that, nothing else to do, insert that. Is will add this WP Notepad copy, and see how kind of indented this text. In WordPress, when you want to indent text, all you want if click this Quote, called the blockquote, and it bumps it out a little bit.

Click Update and we reload to see how that looks to us. When this comes up, here it is. We bumped it out and it made it in a box. It has this Copy to clipboard. Click that.

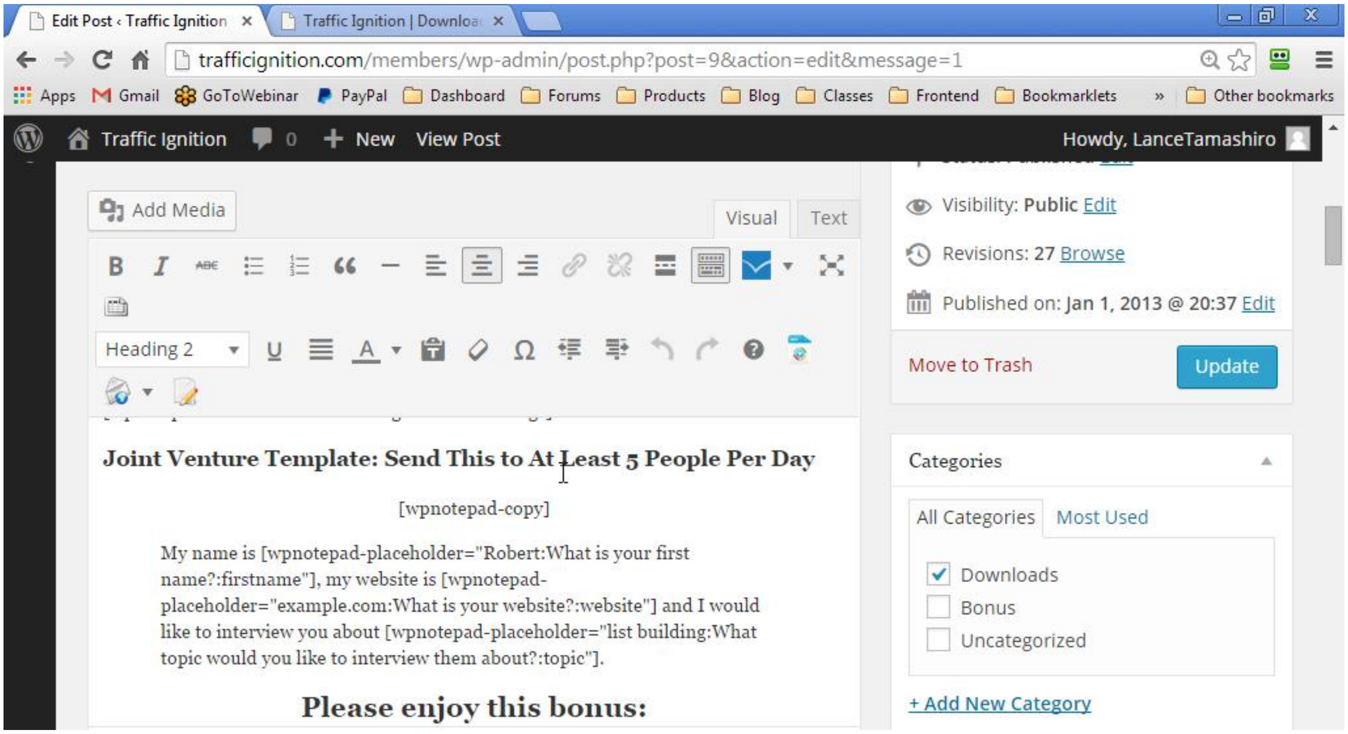
Anything that is indented underneath it is what we can copy out. If we make this centered, we can do that too. The important thing is that we have this Copy to clipboard. Anything that is indented, quoted, blockquoted, is copyable.

We don't want this part to be able to copy. We want the form to be able to copy. We can back out and say, here is the form that I want. It might be this piece or a whole long thing. We highlight the part we want and then click this blockquote. You see how it bumps it out. That's all you need to do. It's really important that is it under this Copy thing, the short code, and that you have blockquoted or indented the part of this form that can be copied out. Let's see how this looks. We will update and refresh this. They fill in their information. My website is TrafficIgnition.com, Copy to clipboard, and now they can copy it all grouped together.



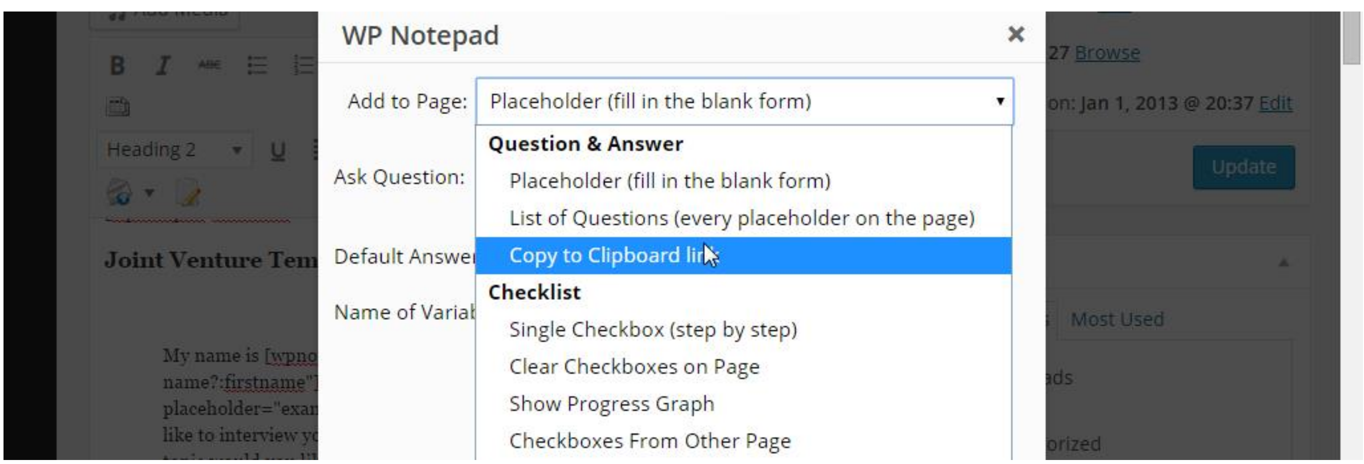
That Copy to clipboard feature is one of those touches that sets you apart from everybody else. There are a lot of sites that they give you a thing and tell you what to change, and you have to highlight it all. I don't know about you, but every time I do that, I miss part of it or I don't get it all, or my computer messes up or I don't know if I have it all. Having that feature plus making sure you get everything, the Copy to clipboard feature, that is something that sets you apart, that none of the competition has.

Once it's in front of you, it's not a big deal. If you didn't have this, you have to be like, let me copy this one part. It's such a time saver. If you ever want to change something, then copy it, change this again to Membership Cube and then copy it out again and it is exactly the way you need it. I've used this a ton of times, especially when you're hiring people. If there are different jobs or different names, then this one is for Robert, this one is for Lance, and I don't have to put it in a text file, and I can use only my browser anywhere I am doing.

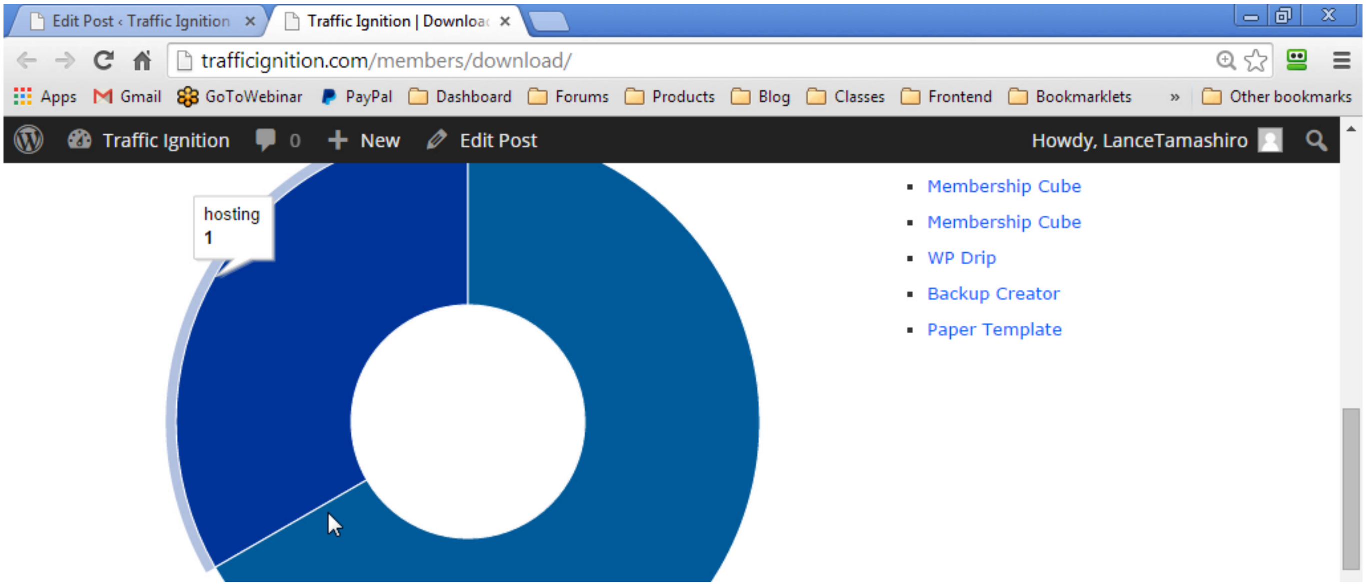


Those were the pieces for you to have the fill in the blanks form. First you type it out exactly the way you want it, then you highlight the part that you want to be clickable, and it's all about this WP Notepad icon. We make the placeholders we want, then once that part is done, we make it to Copy to clipboard link above it and highlight the the copy and paste form, then quote it or blockquote it.

It's all about baby steps. Make one little thing work and then build and build. It's become a site where people will login over and over again, they'll use it.

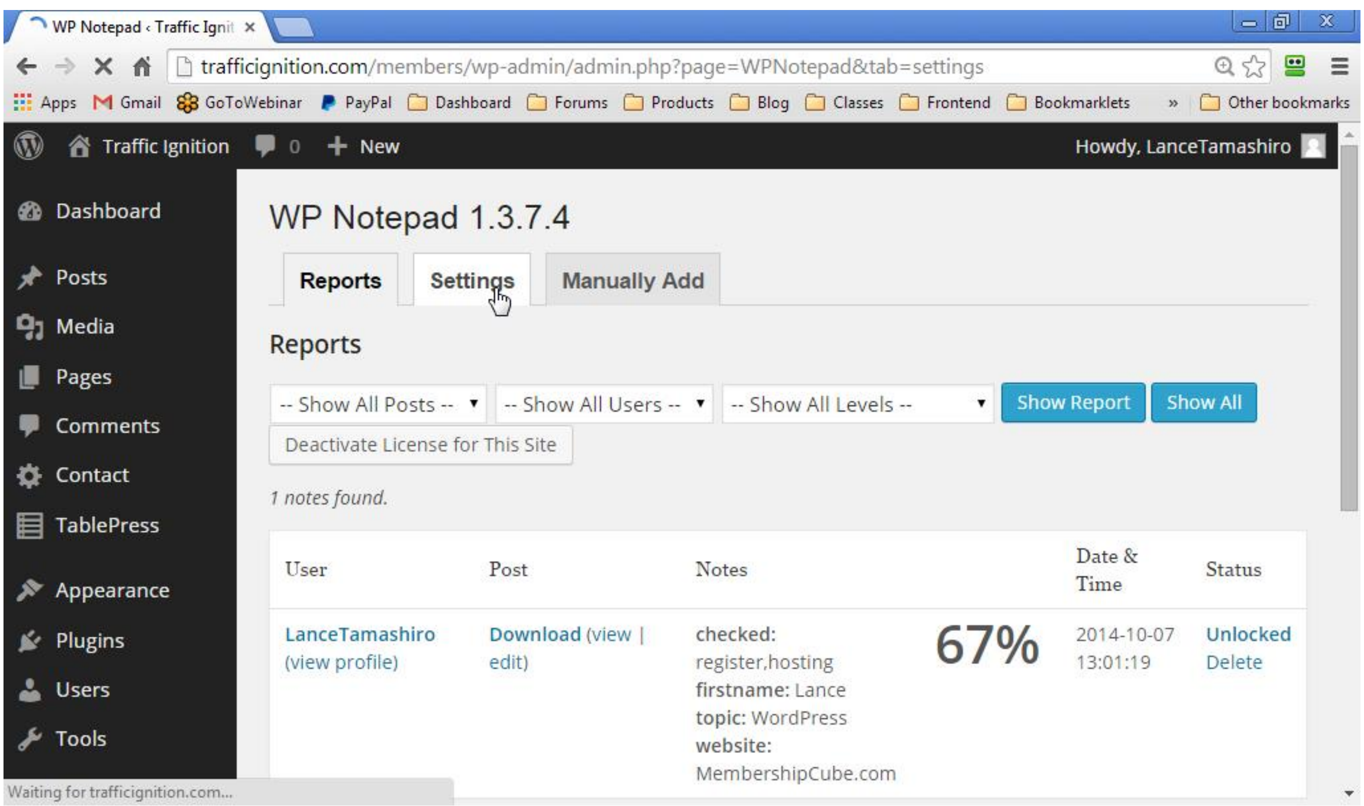


We make small tweaks to make our sites better. It's called eating your own dog food. We use our own sites for article marketing checklists for making our book covers. We've noticed that if we change this part of it that will help us, it will help everyone else and it will be better than all your competitors who are trying to get in. That's your form.



When people use this fill in the blank tool, you can spy on them and see how they are using it. To get to this part, go to Membership Cube, to the tab in your sidebar, WP Notepad, and there is this button that says Reports.

Go to Membership Cube, WP Notepad. In Notepad, there are a few settings that we almost never use. There is the Settings tab. I never really touch it, except there are some things that maybe you want to customize.

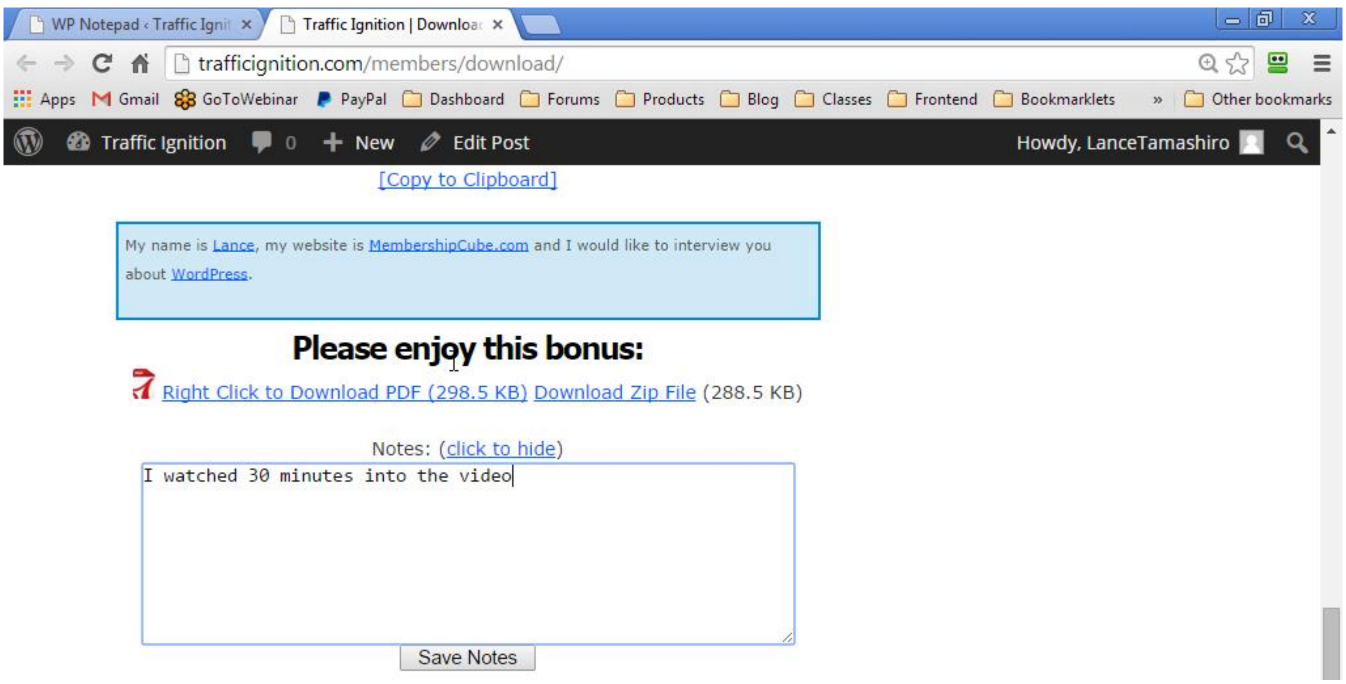


The place to go for Notepad is where it says Reports. If you go to the Reports, you can see: I've checked these boxes already, I've filled in for my template, my first name is Lance, my topic is WordPress, my site is Membership Cube. You can see how people are using the site and if they are using at all. If no one is filling in your form, maybe you need to make a reminder email for the buyers, that tells them specifically to go and use this form.

If they use this tool over and over again, if they use something every day and every week in their business, now their business depends on them having access to your site. If that is something they can rebuild, they will keep paying, because then their business will keep working.

Once you have a good number of members using WP Notepad, you can spy on them and see what people are filling out in those fill-in-the-blank forms.

That's the Reports tab. You can narrow it by user, by level, by the post. If you have different content, several users and levels, you can see what are the Free level people are entering. What are all the Full people putting in. Click a person's name and you can see all the fill-in-the-blanks responses from one specific person. The Reporting tab for WP Notepad and seeing the notes.

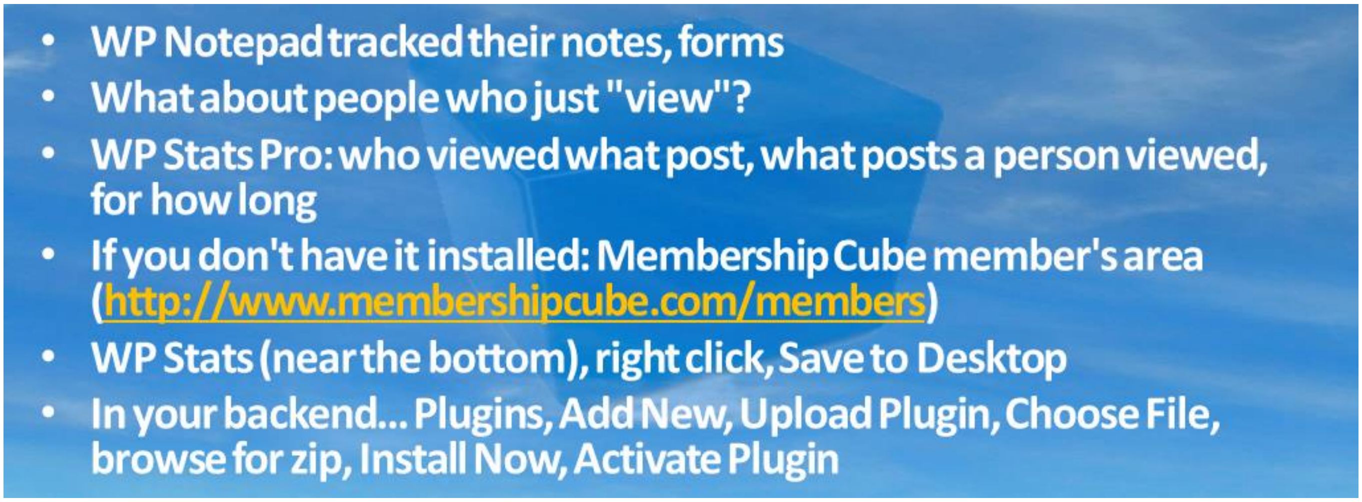


There is a note taking area. They can type their personal notes such as, "I watched 30 minutes into the video" and they save that. We can see not just what they've checked off, and not just what they've fill in the blanks, but also what they typed into that box. Give this a second. We can spy on any level of our site that we want.

That is in Membership Cube, WP Notepad, Reports tab. It will list not only what they've checked off as far as filling the blanks, but also what they type for themselves personally. Once people start using your site, now you can go back and play detective, to see what's working and what's not.

WP Stats Pro

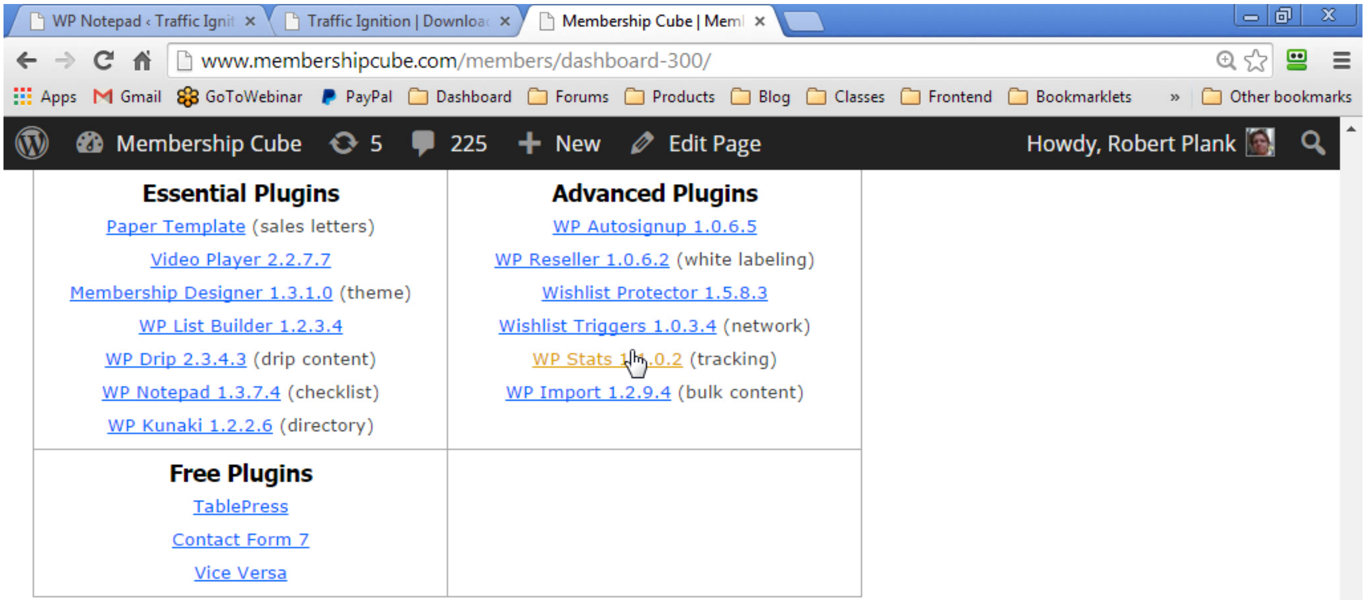
One of our favorite things for that is a plugin called WP Stats Pro. WP Notepad tracked that notes and what this person typed, about watching 30 minutes of the video. It checks all their notes and forms they choose to put in.



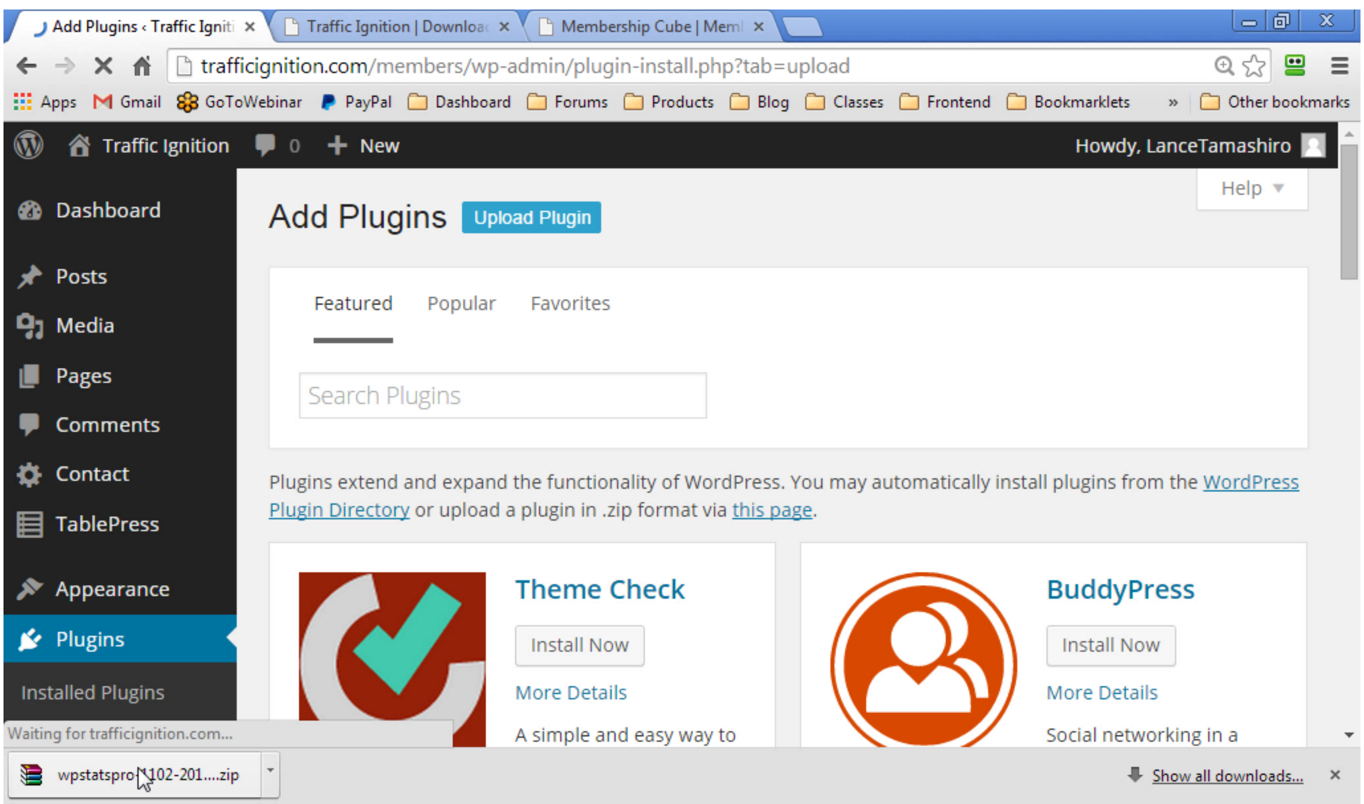
What about people who only view? What posts has Shawn looked at? Can I look at a certain post and see who viewed Module 2? Who made it that far? Use WP Stats Pro. It's not in your clone by default, but you can go to Membership Cube and grab that plugin, save it to your Desktop.

Go to Plugins, Add New, Upload Plugin. Choose File, Install and Activate the plugin. It looks like a lot, but you pretty much go to whatever the next thing is on the screen.

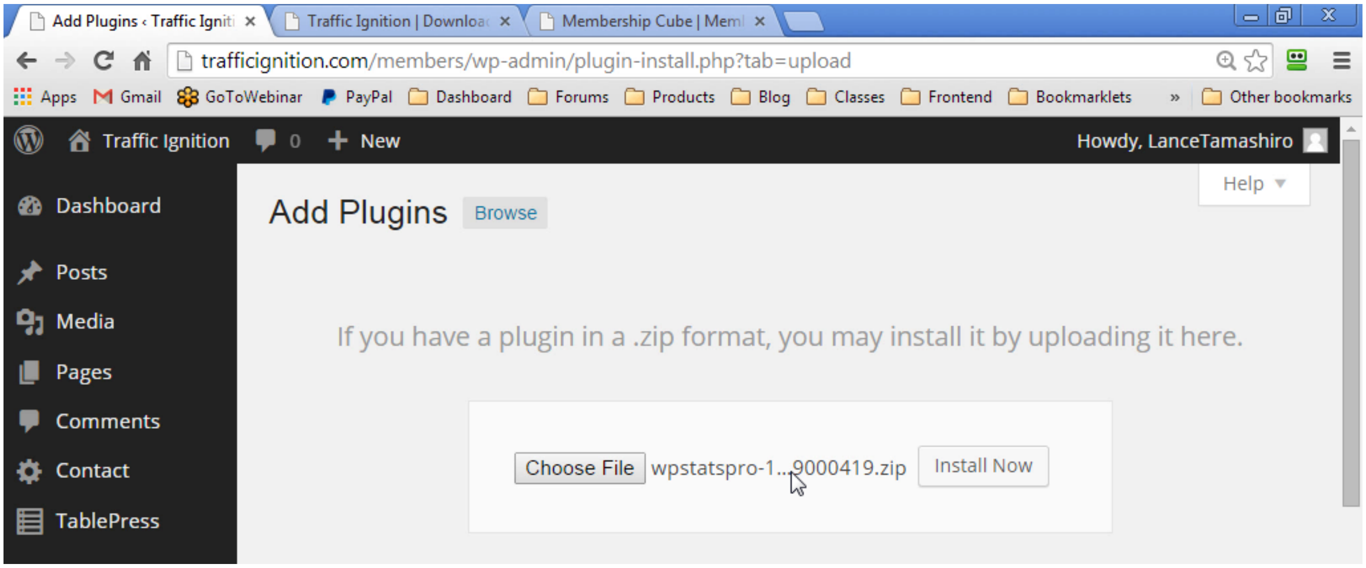
Grab it in our Membership Cube member's area, membershipcube.com/members, we'll grab the WP Stats Pro plugin. Once this comes up, there are two pieces: there is the modules, the training and things like that and then, down bellow, you'll see there is a list of only the plugins on their own. This will be one of those optional add-on plugins that you don't have to have on your site. If you have a lot of traffic and you want to see who is using what, we can scroll down at membershipcube.com/members. Here are all the modules. Go to the bottom and we can see that we have our plugins.



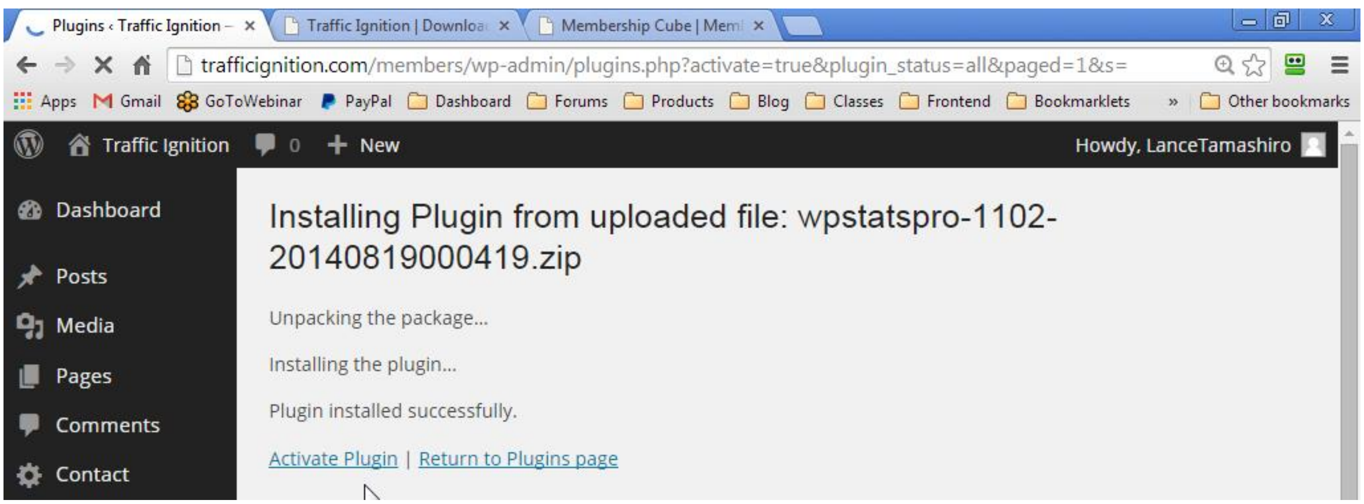
Grab the plugin for WP Stats, right-click, Save link as and I'll put this on my Desktop. Save WP Stats Pro. Go to membershipcube.com/members at the bottom, WP stats and saving the .ZIP file to our Desktop. Then go back to our back-end site. Plugins, Add new. Once Add new comes up, we want to upload the plugin. When that comes up, we'll browse to what we've saved on our Desktop.



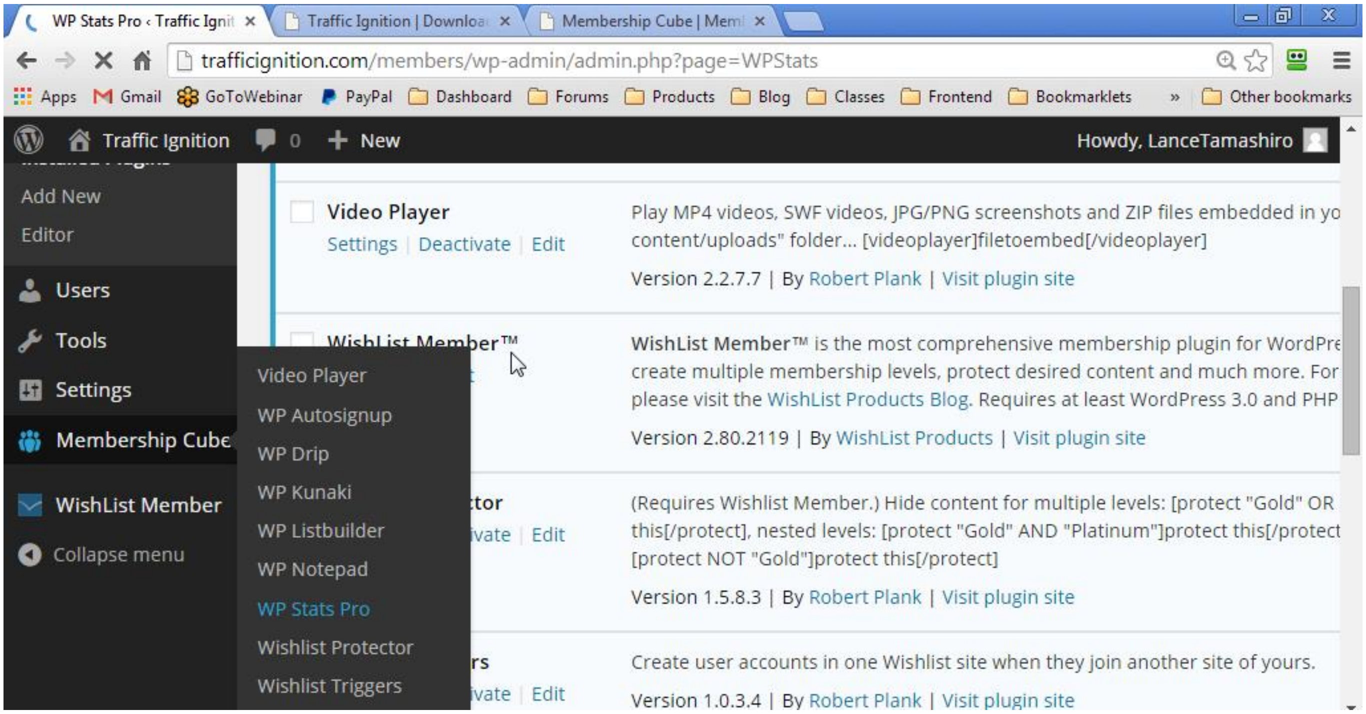
Choose file, go to the Desktop and there we go: WP Stats Pro. We'll put it there, Install Now.



Once it is installed, it will ask you to activate. Click Activate Plugin.

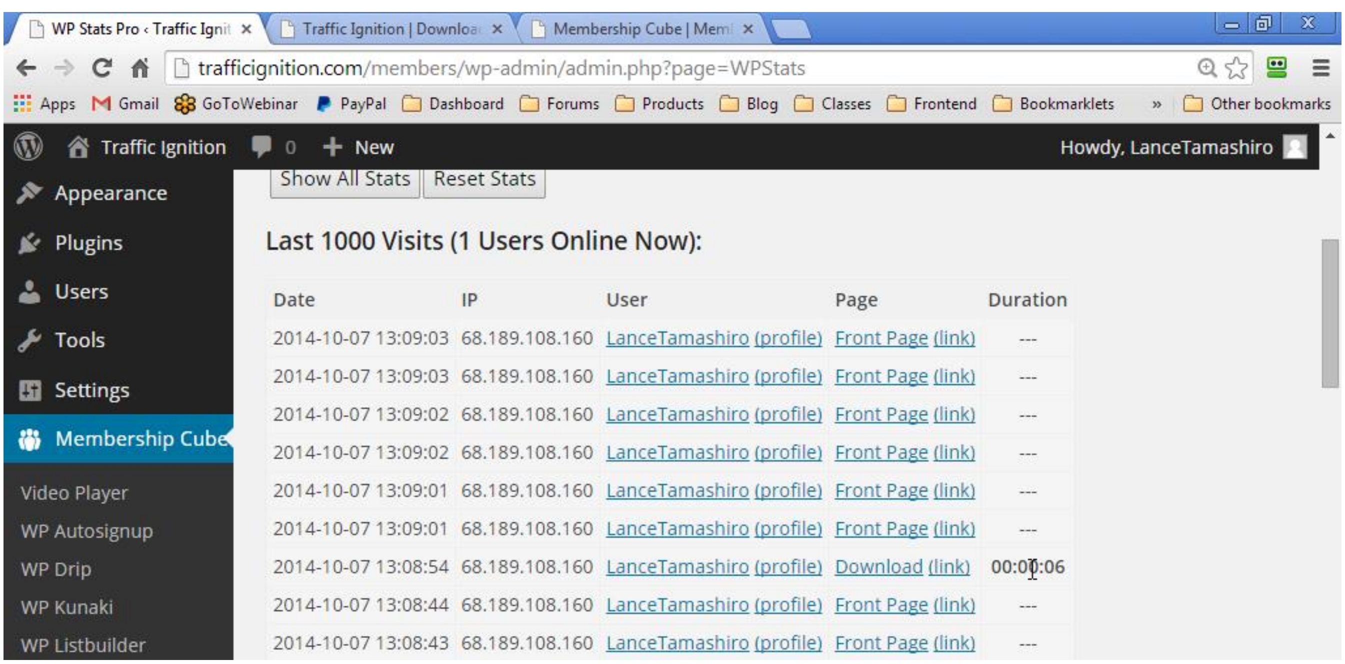


That's all there is to it. We'll add a menu in the Membership Cube tab for WP Stats. Plugin activated, we can go to Membership Cube. This is new, WP Stats Pro.



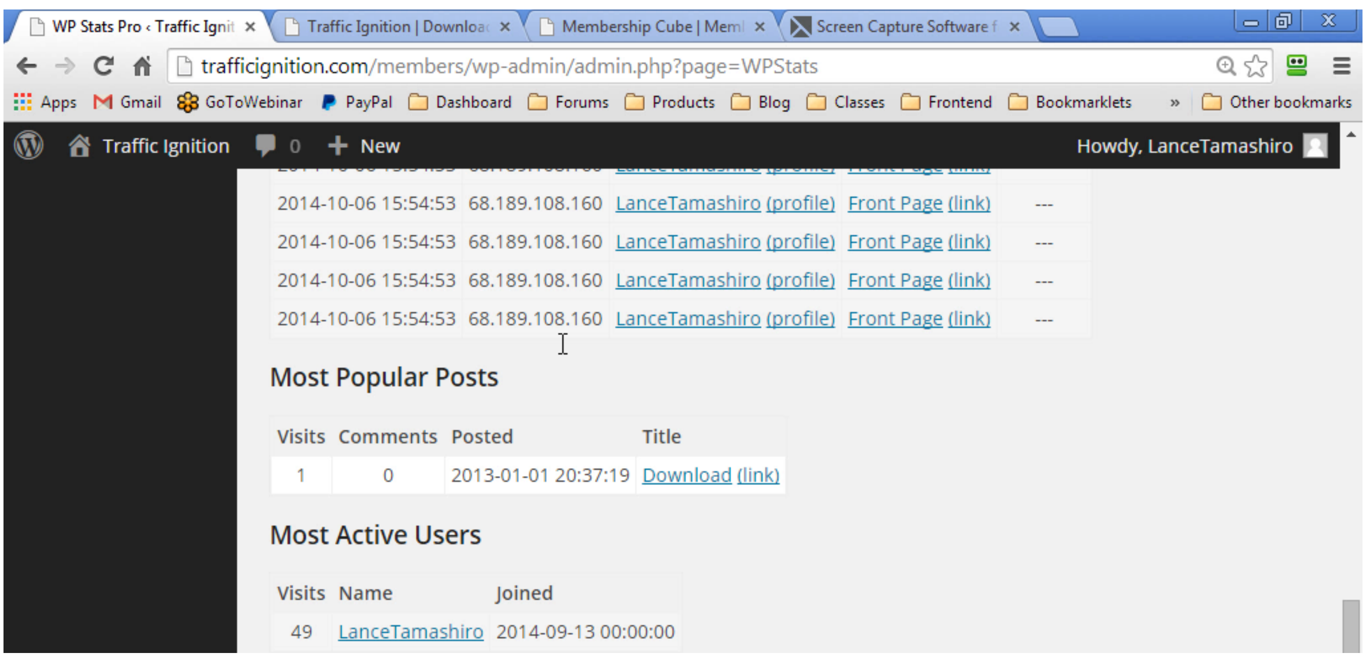
This will give us a list of what our members have been up to on our site. We check and see this guy Lance Tamashiro has been to the front page. I don't think he's been to any other page. If I refresh, we can see their IP address.

We can see this person has been to these pages in our site, like the Download page. Or we can do it the other way, and say I'll have a look at the Download page and I want to see who recently has been on these pages.



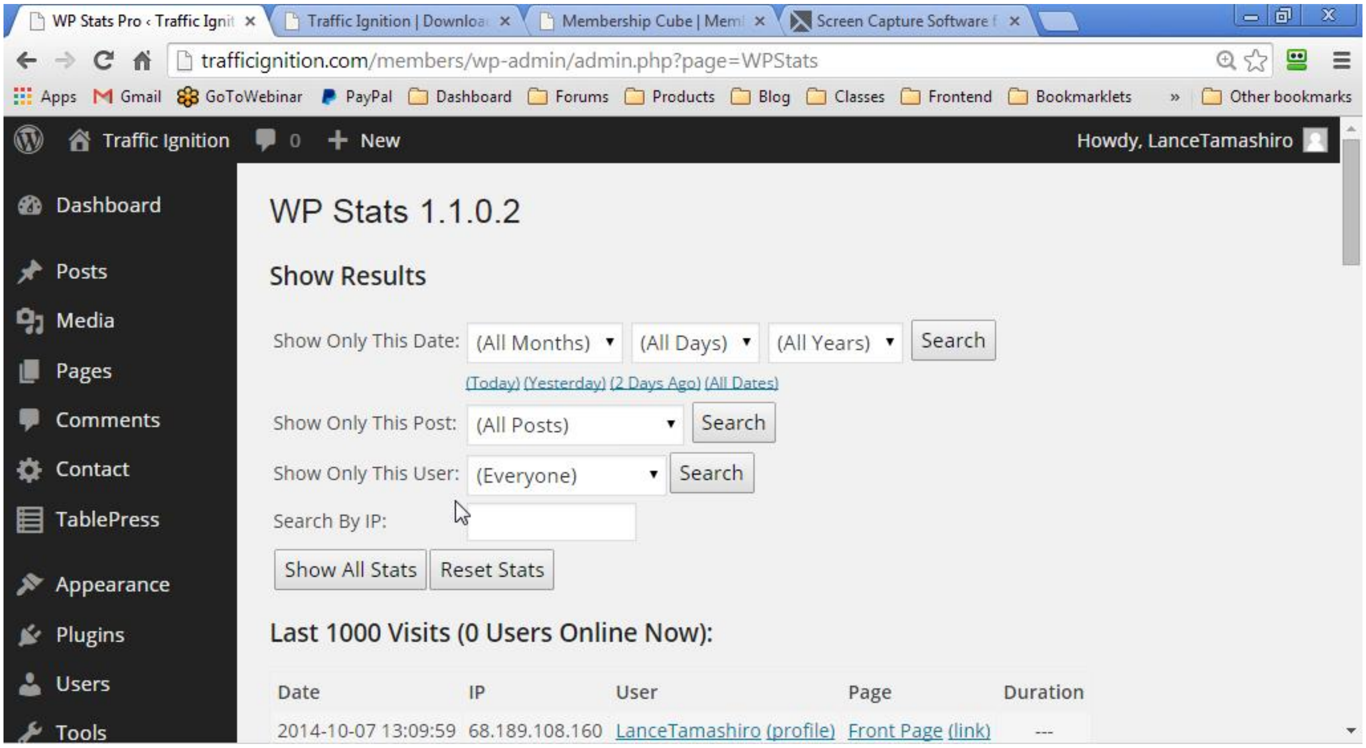
This person has been on the page for six seconds. You'll be surprised that some people may sit on a page for eight hours or two days straight. We can see if they go here and leave right away, we can see if it is longer, what's going on there. This is the WP Stats Pro.

We went to membershipcube.com/members, downloaded the .ZIP file, went to our site, and installed it. It adds "WP Stats Pro" to the Membership Cube tab. This lists the most recent visitors. You can click a member's name to see what they've done on your site. If this clock here is bolded, it means they're still on the page and I think it only appears after a minute or so. If they're on there for 30 minutes, it will be bolded. If they strolled through the page and left, it's no longer bolded.



What if everybody refunds or charges back? It shows the IP address, which is the caller ID for the Internet. If you're worried about that kind of things or if you get someone saying, "I didn't get access", then you can say, "Yes, you did."

We use a tool call SnagIt. This tool screenshots a part of your screen. This situation is rare but if someone says, "I don't have access" you can go to WP Stats Pro, select the person and see what they clicked on, see their IP address, which is good for credit card disputes or PayPal disputes.



On a more positive note, it's to see your most active users and your most popular posts. You can see who's logged in all the time. You can see if anyone has reached Module 4. That is WP Stats Pro.

We see what people are looking at, where they're spending time. I like to see the most active people.

I'll spot-check people and notice that one person is using a lot, I'm going to follow up with that person, with a phone-call or with a SendOutCard gift.

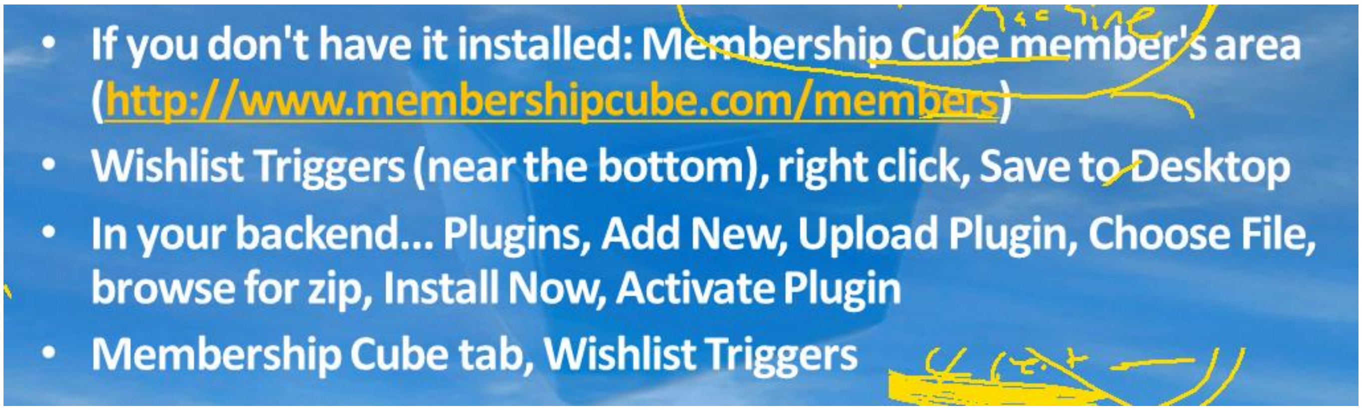
80/20 rule. I'll see who the most active people are. It doesn't take much effort. I don't analyze all this data, but I go real quick: that's interesting, this person is viewing quite a bit, I'll send him a gift. Stay in touch with the most active buyers.

Once this plugin is installed, you don't have to do anything else. By default, it tracks every user, every page on the site, that's all you have to do. Install it on the back-end, on /members. It's only for tracking your paid members, it's not for the sales letter, nothing like that. WP Stats Pro, install it in your /members back-end, that's it, nothing else to do. Once you get a few people on there, you can have fun narrowing down by what's the most popular post, if I look at last month or this month or if someone has a certain IP address, who they are logging in as, WP Stats Pro.

Wishlist Triggers

Wishlist Triggers is the way to link your membership sites together, or to make it so that if they join one site, they get access to some other piece. We used it if you've noticed in our course Membership Cube. As far as Membership Cube, you get access to a plugin of ours, called Backup Creator.

You make an account at Membership Cube and you also get an account on Backup Creator. We have another course of ours called Income Machine, which also uses these different clones and it works in the same way. You join Income Machine and you also get a complimentary access to Backup Creator.



How do you do something like that? What if you had your real estate course on buying and renting or in flipping a house or in foreclosures? If somebody joins this first site, and maybe given access to the whole thing, maybe a piece of this, you can use this tool called Wishlist Triggers and install this on both ends of it.

If you have more than one membership site, you can have multiple levels. You can have the same site in different pieces you get sold off. It doesn't always work out quite right.

You might have a separate coaching site and have your different courses. You can have your Wishlist sites all talk to each other. This is Wishlist Triggers, when you can add a member on one site and it copies or mirrors them on the other one.

It works the other way too. If someone joins Membership Cube, we give them access to Backup Creator. If someone then refunds or cancels membership Cube, then it also goes and cancels their Backup Creator.

We'll grab that Wishlist Triggers plugin from membershipcube.com/members. We'll save the .ZIP file from the member's area. Plugins, Add new, Upload Plugin, Choose file, Install Now, Activate plugin. Lots of steps, but pretty simple. Then we'll add an area in the Membership tab for Wishlist triggers. Let me show you.

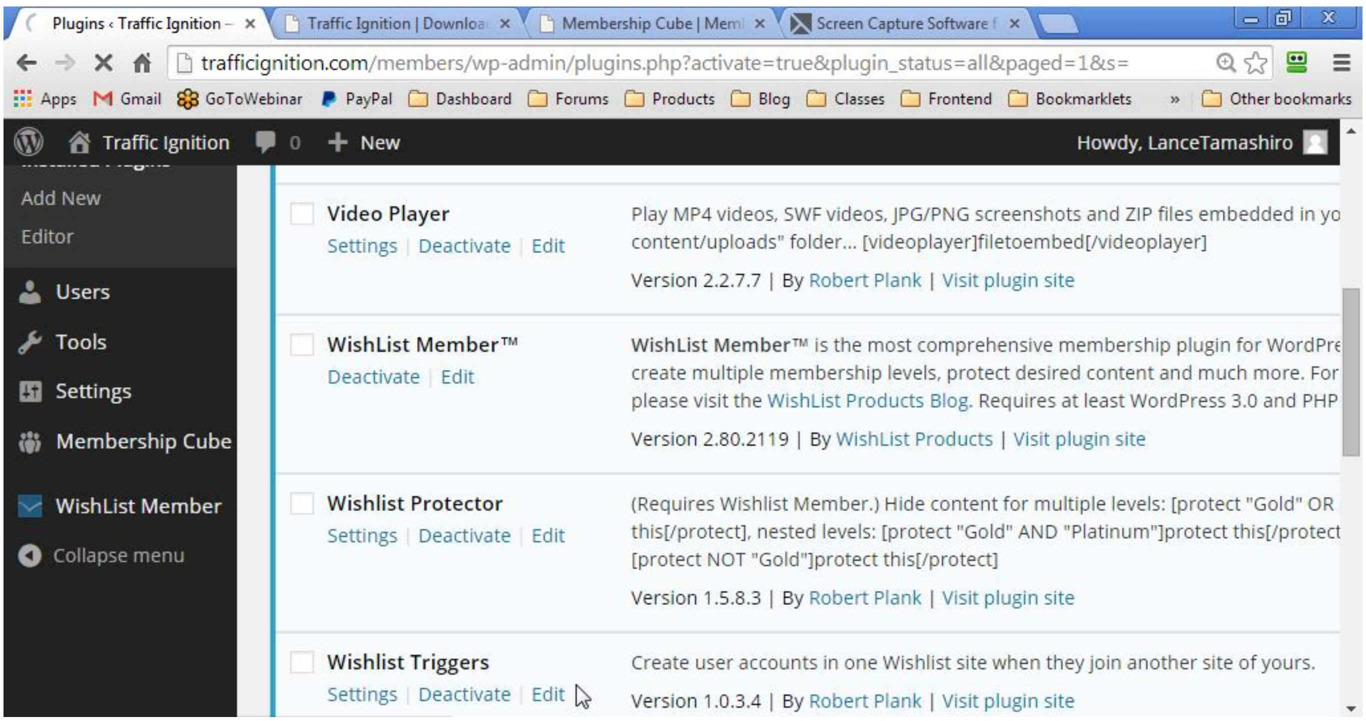
Go to membershipcube.com/members. At the very bottom, there are the different plugins. The one we're looking for is Wishlist Triggers to make a network of sites. Right-click, Save link as, save it to our Desktop

It's saving to our Desktop and that .ZIP file we can put it into our website. Go to WP Stats Pro. Plugins, Add New. Upload Plugin, Choose File. We've saved Wishlist Triggers, so we chose that, Install Now. Once that comes up, Activate Plugin.

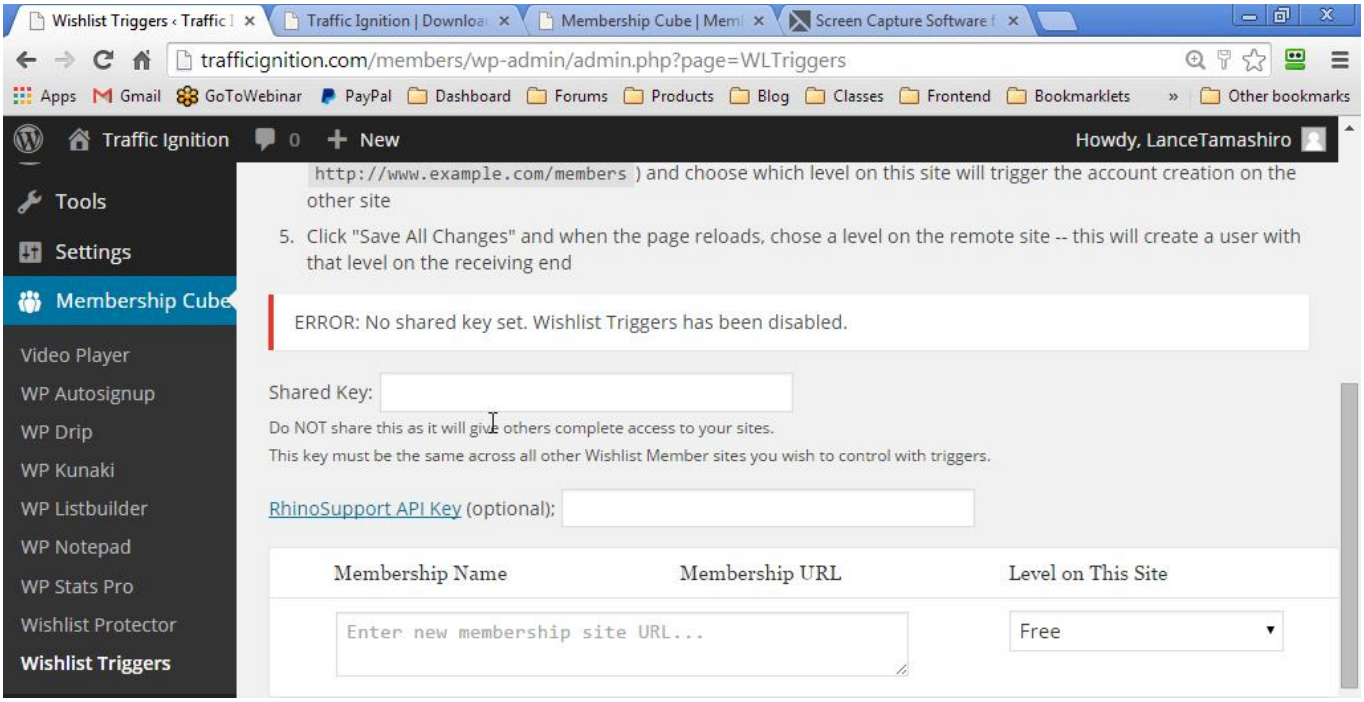
Save the file to our Desktop from our Membership Cube member's area. It's already on there. If you come across this thing, where it says the plugin is already there, go and click Plugins, here it is. Let me start over. I'll blow away the plugin and put it back on. Wishlist Triggers, delete.

We'll start from scratch by going to the member's area at membershipcube.com/members. Right-click and save the Wishlist Triggers .ZIP to the Desktop. All these plugins are in the Membership Cube members, at the very bottom. Plugins, Add new, Upload plugin. Once that comes up, we'll browse to the .ZIP file we saved.

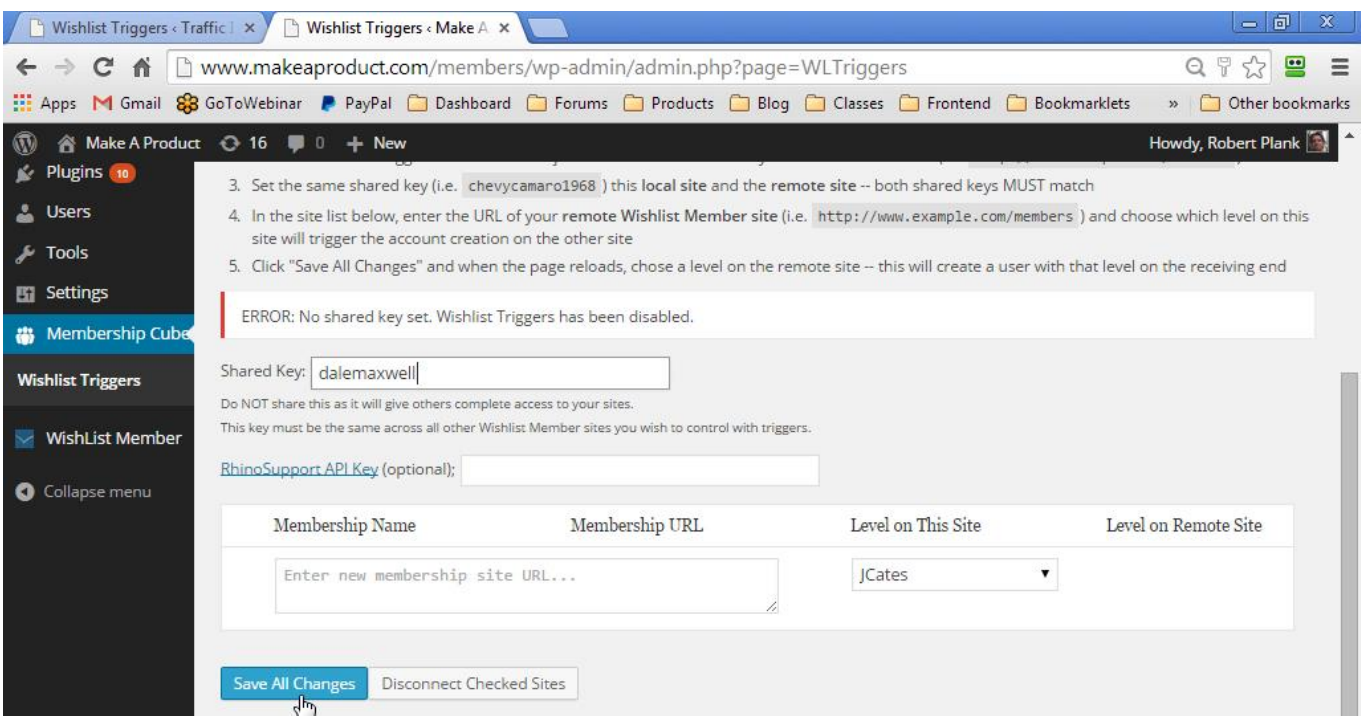
Choose File, Wishlist Triggers. Install Now. The plugin is on there, but we need to flip the switch on: Activate plugin. Once this comes up, it will add a new area in our Membership Cube tab. Membership Cube, Wishlist Triggers.



This only applies if you have more than one Wishlist Member site. You may have, let's say, TrafficIgnition.com. We could set things up so when somebody joins Make a Product, they also get Traffic Ignition for free, or something like that. Or if someone joins Membership Cube, then they get Traffic Ignition for free. We can do it any way we want. If they join whatever level on this first site, then we'll also go and put them on whatever level for the other site. We'll call these the source site and the target site.



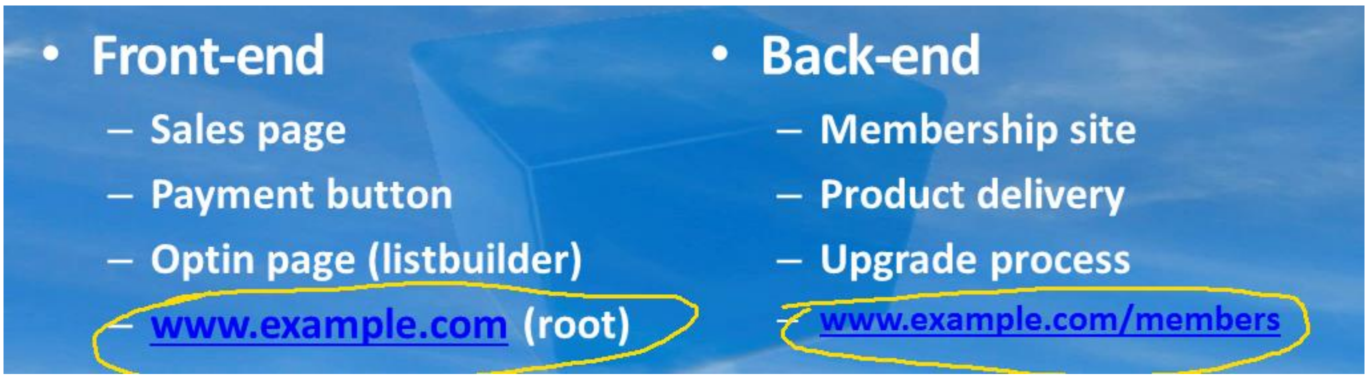
The important part will be the shared key. Go your Wishlist Triggers settings and there is the Shared key. Both sites have to have the same shared key. That way, when they join on one site, they get to the other site. If the shared key is different, it is not going to work. We have the "shared key", the same thing on both sites.



We'll go to the source site and we'll say that when they're added to this level, they must be added to Traffic Ignition. Let me do that. We have TrafficIgnition.com/members. Since we showed you Make a Product earlier, let me put that on there too. I'm at makeaproduct.com, and I'll go to Plugins, Add New, Upload.

This is an older WordPress, but it should still work I think. Let me put in the FTP details, Activate. We've installed the same Wishlist Triggers plugin on both sites: Make a Product and Traffic Ignition. The first thing we want to do is set the shared key to be the same on both sites. I'll say my shared key is delmaxwel, save changes. The shared key is delmazwel, save changes. If those keys were different, it ain't going to work.

To be clear, that key can be anything that you want. It can be anything that you pick, as long as it is the same. Potentially, you don't even have to own both these sites. What if you and someone else had Wishlist Triggers and you wanted to make it where when they join your site, they get access to the other site or vice versa. We'll go back to the source site and we'll put the target membership site. The thing to remember is you want the whole included /members.



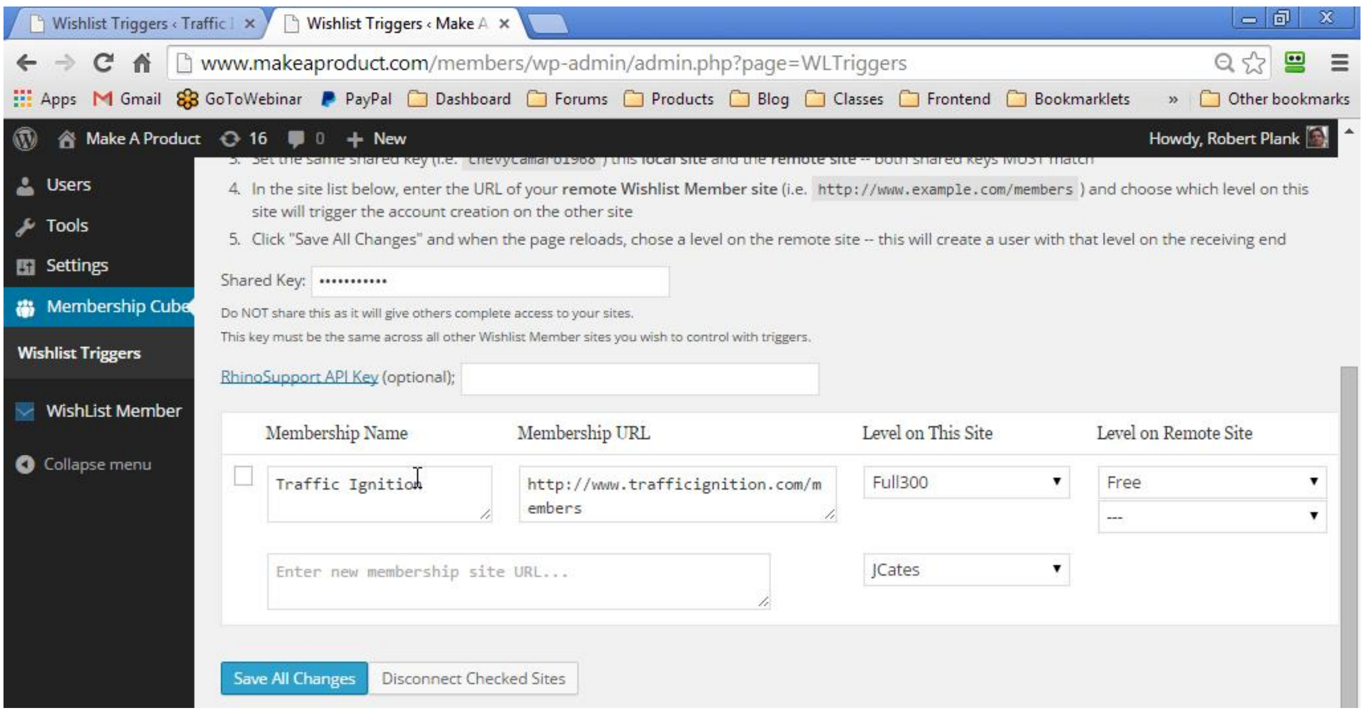
Going way back to the beginning, do you remember how we setup the WordPress site on the root? We don't want to add a member to that, that's our sales letter. Add a member to /members. I'll go to Make a Product and we'll say that when someone joins Make a Product, we want to also add them into Traffic Ignition / members. We'll save that and it will give us a choice of what level on the source site we'll use. We have these levels.

I might say that when they join this 300 level on this site, it will add them to TrafficIgnition.com. When that's done, we save the changes and it will choose for the remote site what level we also want to add them to. Go to the source site, enter in the URL we want them to be mirrored on. Source site, save changes.

The source site is the site they joined. When they join, they get added to the source site and then they are automatically added to the remote site.

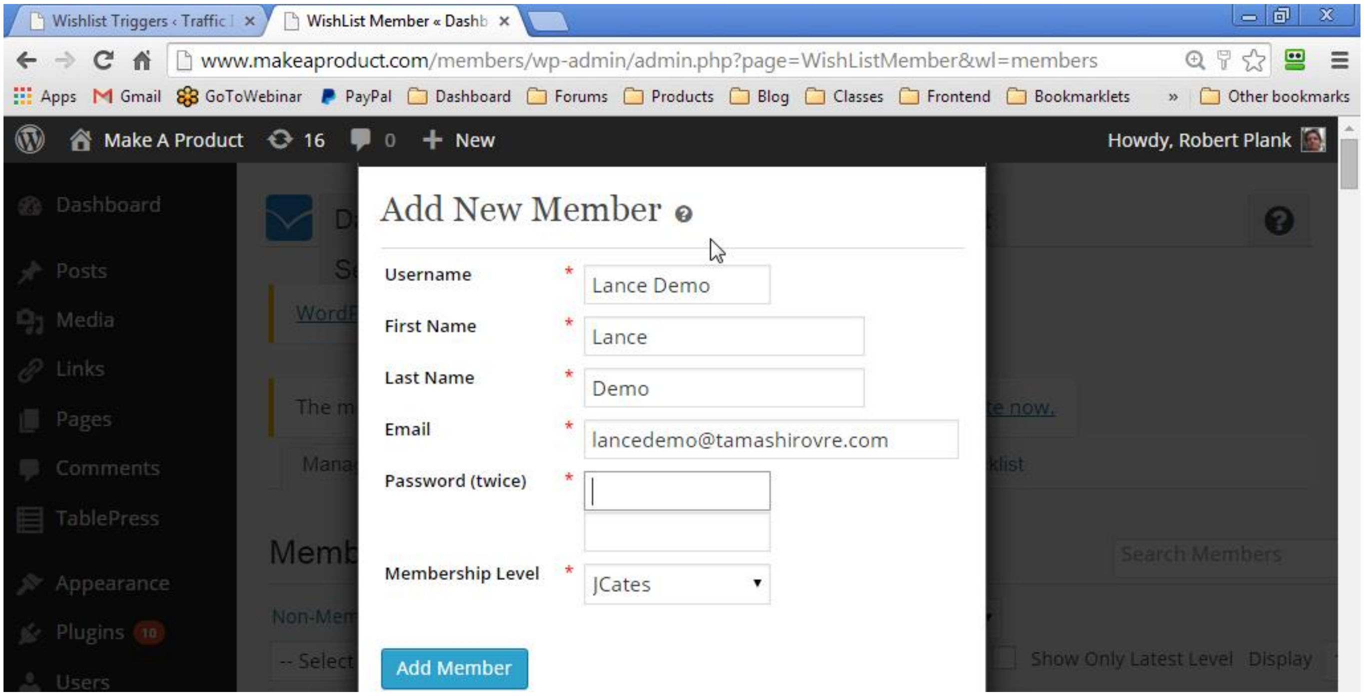
They join the source site and the remote site happens on its own. Then we'll test it out. We'll play around and we'll see if we add a member to the source site if it adds them to the other site. We can even see if they cancel from the source site if it also cancels from the target site.

We are at Make a Product and we want to see that when they join Make a Product Full 300, then it will also put them on Traffic Ignition. The shared key is the same on both. We'll say makeaproduct/members and if they join TrafficIgnition.com/members, save changes. All we did was we tied it to Traffic Ignition. We know the name of the site and we can see the level they're on on both sites. We want to put them on some kind of level.

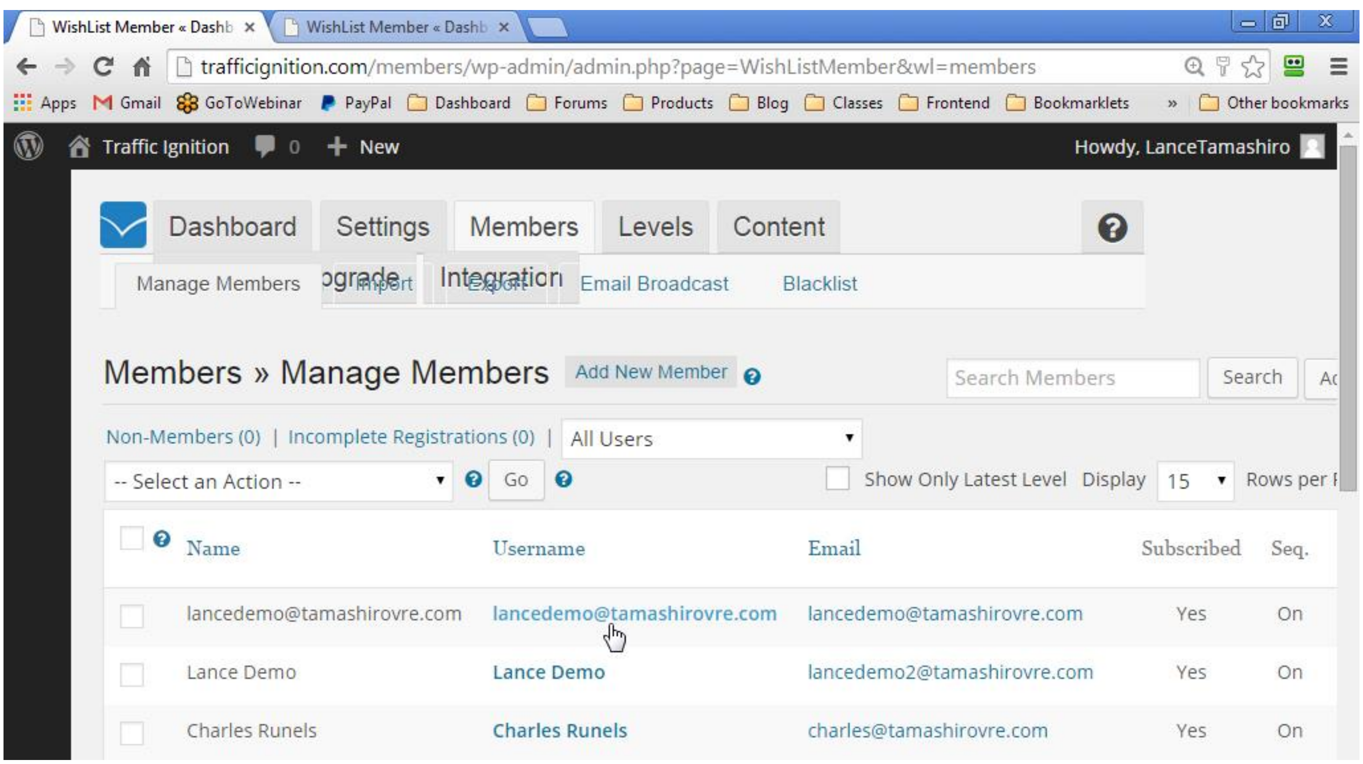


If we want to say they join Full 300, add them to Full. Let's keep it simple. As soon as we fill all this last part in, and we save the changes, now that's how we'll mirror it from now on. This is not going to apply to previous members of our site, this is only for the people moving forward. If someone joins today on Full 300, they get their account in Make a Product and it will also put their account on Traffic Ignition as well. Hopefully this works. I've never done a live demo, but I've made this thing already. I've chosen the level on the source site, typed in the remote site and once that is loaded up, I can see the level on the target site as well.

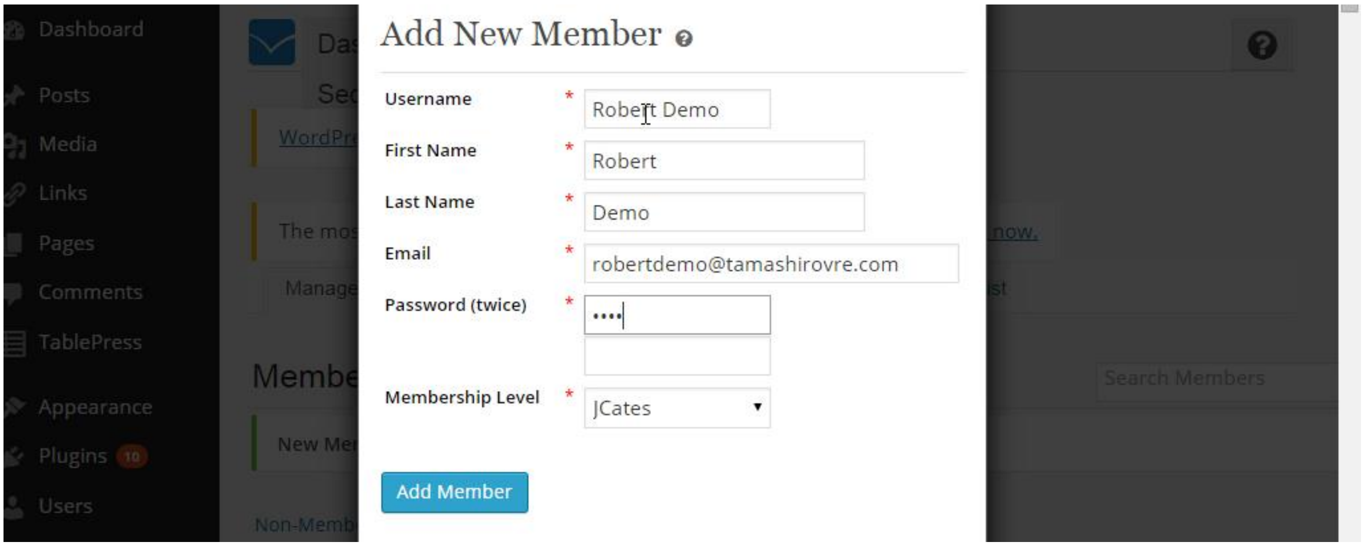
We'll go and test this out. When someone joins makeaproduct/members on Full 300, they are also added to traffic Ignition of Full over there. I go to the Wishlist Member, go to Members and to Add new member and we'll add the username lancedemo. Hopefully that's not taken. lancedemo@tamashirovre.com. I'll put in a password and the password will be the same on both sites as well. We said that when someone joins makeaproduct.com/members at Full 300, it should also go and make them on traffic Ignition. Hopefully this works, fingers crossed.



Add a member on Make a Product. Here is lancedemo. Go to our Wishlist Member for Traffic Ignition. The username "lancedemo" was already taken. Let me make a robertdemo, to make sure we're doing the right thing. Membership level, Full 300. We add a member on Make a Product and then it creates another copy of that member over in Traffic Ignition. Here we go, now it make sense. Robertdemo is on the Full level and it's active.

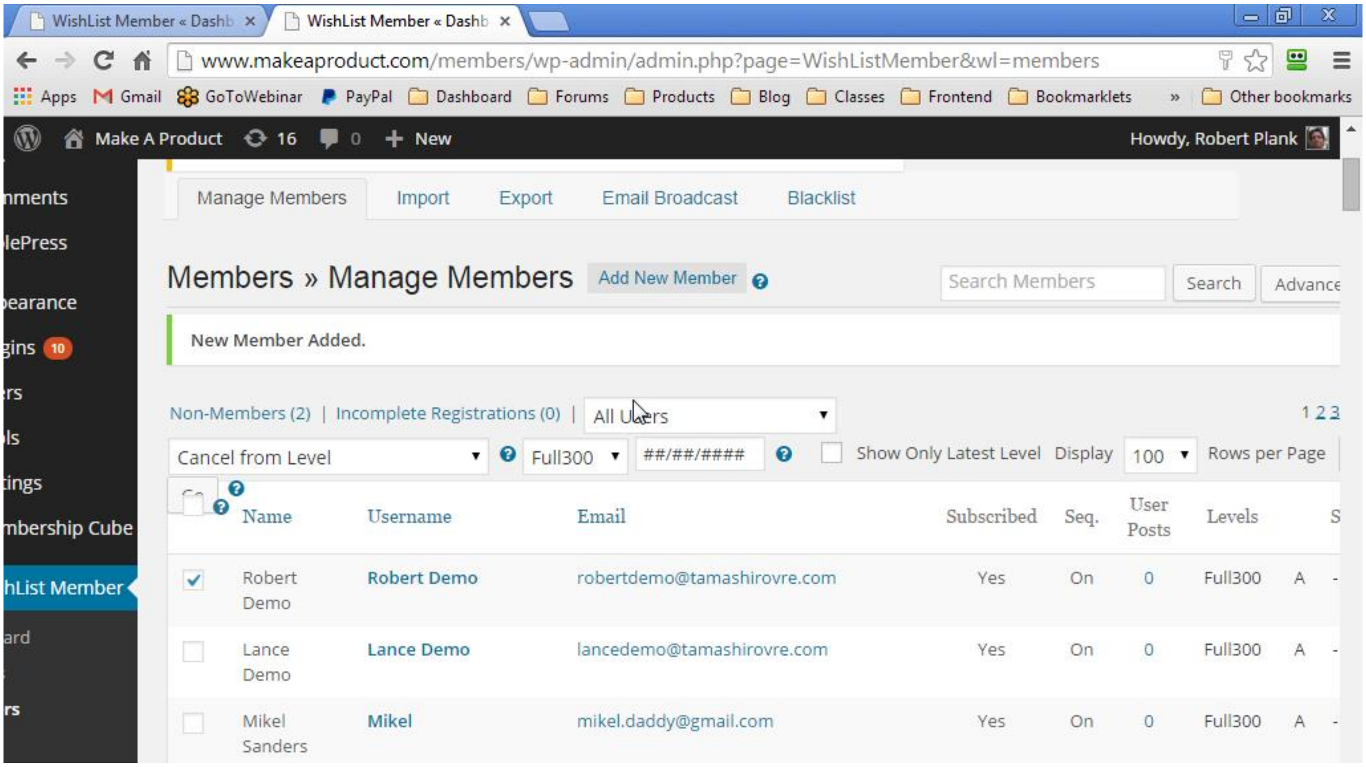


Let's find out what happens when someone refunds or cancels. Check the checkbox next to the person, we can say I want to cancel them from the Full 300 level. We can simulate if this person refunded or canceled. It shows an Update button and a Go button. Find the Go button. If the payment bounces and it happens on its own or if you do this manually, there is no difference. They're canceled from the source.



The user robertdemo, Full 300, C for cancelled. Check the target, Traffic Ignition, we refresh this and it might take a second or it might be instant. It's instant. Check that out: that same account on Full has now been canceled. If I uncancel them, it propagates over, it copies it over. The point is that we have Wishlist Triggers setup on both sites, we have the same key for both of these sites, and then we can create the "rules."

The rule is if the join Full 300 on this site, they're added on Traffic Ignition on Full. Potentially you can add 5 different sites, you can add as many as you want. You can make it where they join one site and it goes and it adds them to many different sites and it bridges that gap to whatever site you want.



They join a specific level on one specific site and it goes over there and, if they don't have an account, it adds it. If they have an account, it adds them on that level. It also works if the cancel or refund, then it will also cancel or refund them on the other site.

There are many uses for this. We use this when we're doing bonuses. We also use this for our Platinum program. When somebody signs up for our Platinum program, we don't have to go to every site and product that we own. It adds them.

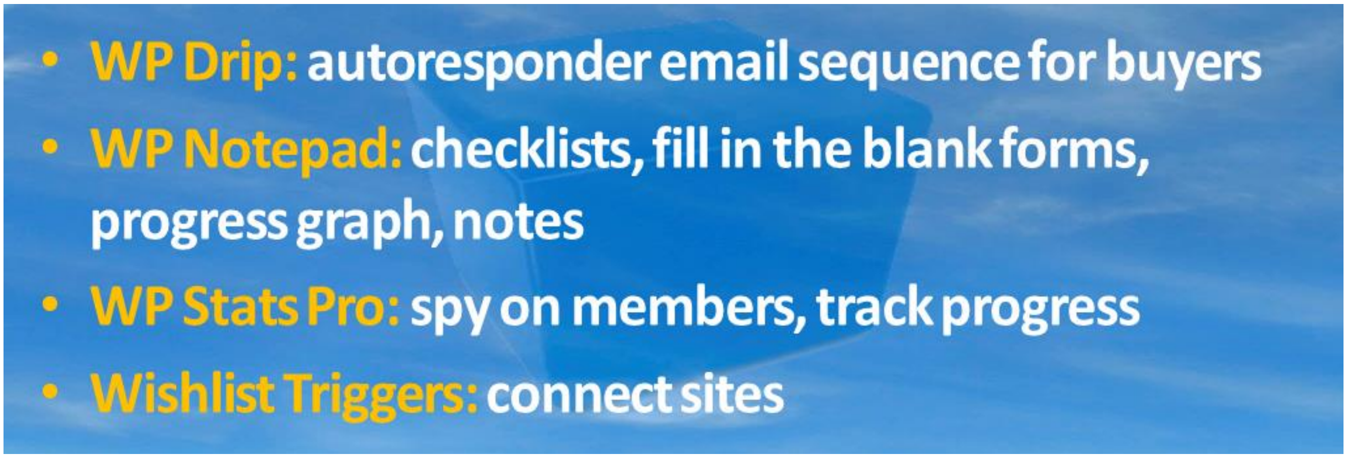
It's a great way to setup joint ventures. If somebody buys your product, I want to give them my product. In the past, people were always given that advice.

Joint venture with people, you go to them and say, Let me put my product in your download area. No. A better way, because you want to build your list, is I want to give away my product to all of your buyers. Set this up, now it's automatically handled for you. The bonus is you get to add them directly into your site and you don't have to give up control of your product.

There's no coding, just click around and it's done. Out of all the possible ways to increase retention, keep people coming back, all that kind of fanciness, there's not much to it.

Use WP Drip to write the buyer emails for you and say, "Hey, you know that thing you bought? Log in again and check out the Module 3. Log in again and check out this checklist. Come on back in and use the tool that we have for you. Use our checklist, use our fill in the blanks, go and write some notes."

Once they do those things, you can check out what they typed in and see how they are using it.

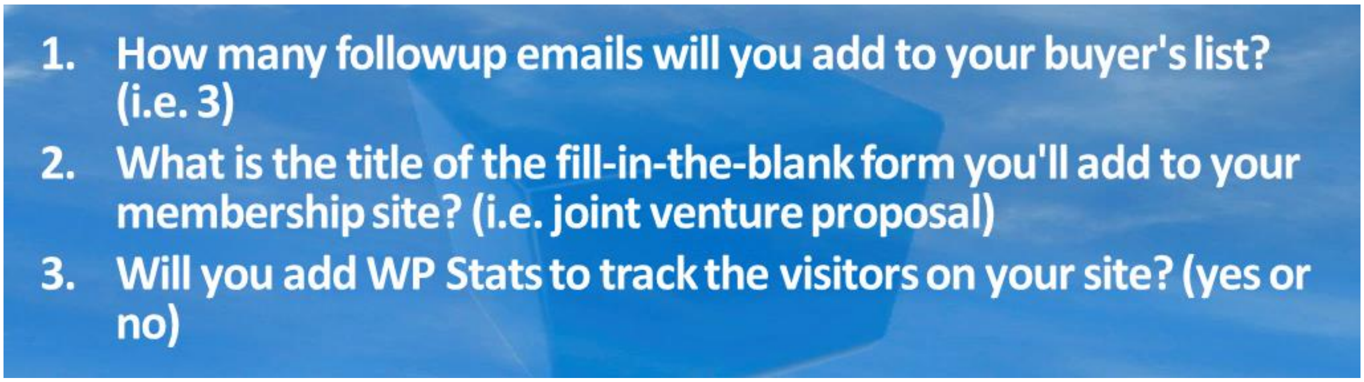


You can use that in addition with the WP Stats Pro and see now everything. You can see when they're logging in, what they're doing, what they're viewing, if they're viewing posts and not filling anything in, then you can check out the Stats and the Notepad and see what they are doing. Then you can use Wishlist Triggers if you end up growing in the future with more than one site. The trick is to have Triggers installed on both ends, to have the same shared key on both ends. You can add you little rule and say, when they join this level on this site, now it copies that person on the other end.

We want your sites to make you money for years to come, not just one-and-done deal. We want these sites to give you some recurring passive income. That means if people buy from you and login and use this repeatedly.

Physical Challenge

This is the easiest challenge in this whole course. Tell us what you're going to do. The first question is: How many follow-up emails will you add to your buyers list. With Aweber, you login, go to your Full email list, go to your Messages follow-ups and copy from the WP Drip Follow-up emails area a couple of emails to get the people to log back in again.



Then we'll ask: can you make a fill-in the blank form? A simple joint venture proposal or an outsourcing template. What kind of template or form are you going to add to your membership site, using WP Notepad. You don't need to make it yet, just have an idea of what kind of worksheet can you put in there, where they click something and maybe change their name on it and they can copy that and use it. What's going to be the title of that fill-in the blank form?

A yes or no question: do you plan on using WP Stats? If you do, grab the plugin from our member's area at membershipcube.com/members. Training is at the top, plugins on the bottom. You don't have to hunt around for links or whatever. The latest and greatest version of whatever plugin you need, it's at the bottom of that Dashboard, including WP Stats Pro and Wishlist Triggers. Yes or no? Are you going to use Stats or not?

The final question: will you use Wishlist Triggers? Go to membershipcube.com/members, grab the plugin and install it on your site. How many follow-up emails? Fill in the blank form, Stats, Triggers.

The plugins you need are at the bottom of the page. Scroll down to the Module 8 retention module, you go there and we have the questions you want to answer.

How many follow-up emails? Three. What will be the fill-in the blank form? Joint-venture proposal. Will you add the WP Stats? It takes two seconds. Then will you add Triggers? Yes, we'll do that. You fill that notes, the four things, that's membershipcube.com/members, Module 8 Retention.

We'll see you in the 9th module, we'll answer all of your questions, tie up all your loose ends, now that you have this whole system in place. You have your single payment site, your product, your sales letter, your Free level, fixed-term, continuity, physical site. Whatever kind of site you have, now you can retain those members.

Module 9: Wrap-Up

You have the tools, the knowledge and the know-how to build any type, not only membership site but any type of product delivery system, or continuity program.

That goes from giving things away, which would be your entry point or list building type of product to your low end single payment products to your fixed-term sites (multiple payments) to all the models for a continuity site, that's coaching or monthly membership with different types of content all built-in.

They are the same thing. They're structured slightly differently, the content gets added a little bit different but all of this confusion that happens in the marketplace, because you're in Membership Cube, you know what they're really talking about.

You can build it all and built it all effectively and build it better than any of your competition. Robert, we covered a ton in this, there's a few loose ends that we wanted to clear up today but I think the big takeaway are keep it simple, build it because you can always make it better.

Separate your front-end and back-end. You'll have smoother system and you won't run into the issues many people will sell you solutions for that aren't really problems.

The tendency is to put the cart before the horse or do things in the wrong order and create problems of things that aren't quite yet problems. Some of the things we'll show you today are things like how to white label different parts of your site, how to host your videos on Amazon S3 and they're all things... This is more or less the advanced module and it's not even going to get that advanced but our attitude with our business is if something's not a problem or if doing some action isn't going to make us a significant amount of money extra, it's not worth doing.

In a lot of things that you've seen us doing Membership Cube is we setup the front-end and the back-end. We do that because that's the easiest way to do. Could you in some potential world have an all in one site where everything's all taken care of, in one place? I guess but in the real world it's doesn't really make sense. We look at things like having videos in our membership site and the way that we've shown you is to self-host your videos. If it gets to the point where you get slammed with so much traffic and you have so many members, great, that's a good problem to have. You have all these people paying you money.

We've shown you how to use email marketing service Aweber and if you get to the point where you have so many free subscribers and so many paid subscribers that you have to pay Aweber more money to get up on the next service level, that's a good problem to have.

That's the attitude that we have to keep things simple and as low tech as possible. If we hit the bottleneck or if we start to fill the capacity then we do these other things, maybe we'll pull out another level and make another offer, make another sales letter and get another new traffic source but our attitude the whole time is to get something up and running, working now and then if there are any problems don't create the problems but wait until those problems become problems.

We listen to other people's podcasts, we watch other entrepreneurs, I'm not even talking about entrepreneurs in our space but entrepreneurs in all different marketplaces. The one thing that I always hear as a constant message is that all people that have become successful, whatever success means with their business to them have all followed that same path where they get rid of the perfectionism. The perfectionism is what stops them from moving forward.

What they thought was perfect when they were starting was so far off base from what they ended up with at the end. That shortcut between getting over the hump between maybe where you're at and where you want to be, I think, at least for me and all the people that I study that have become "successful" always do that thing of, "What's the next thing that I need to accomplish? It may not be perfect but let's have the big picture in mind but let's just worry about what the next problem is, the net thing I need to overcome, the next success that I need to have."

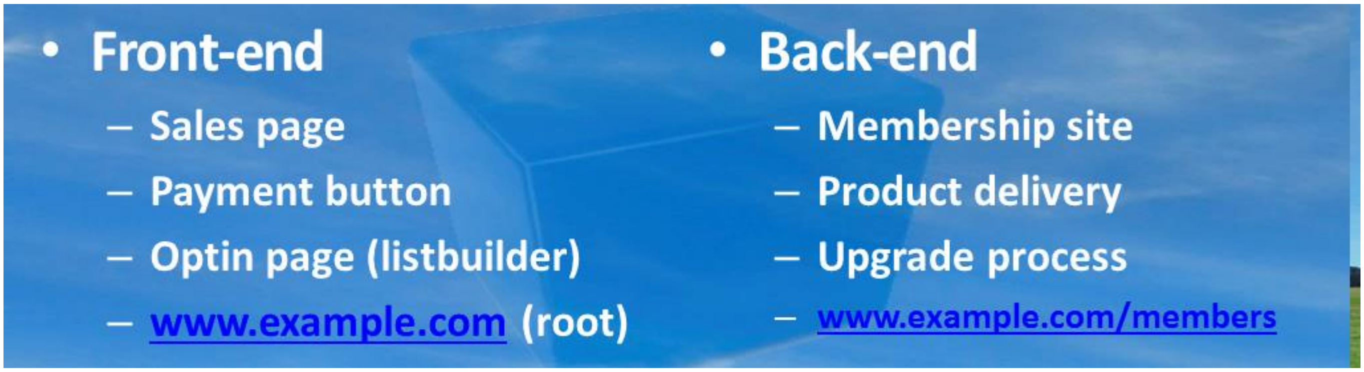
Why worry about having a dedicated server when I have nothing to sell yet? Let's worry until I max out that server and then it's a good problem to have and the cashflow to move to that next level. It also makes sense, that's when spending money to make money really comes into play.

If you're in a position where you need an $800 a month dedicated server, hopefully you're making more than $800 a month at that point. If you're not, it's funny because you can live on the smaller server then. All these little problems that we work into our head about, "I don't have a helpdesk yet" Well, do you have anybody emailing you there yet? Good. Problem's all work themselves out and they remove roadblocks for you to build into the business that you want to have.

We created two areas of our site: the front-end, which is the .com, which is the sales letter, the opt-in page, basically the public part of your business and have /members site which is the back-end, where you have anything that requires registration. Someone might go to an opt-in page, register for free, now they have an account in your back-end. Then they might see an upsell link in that back end, click that and go back to your sales letter and buy and then they go and apply that new thing they purchased to their account.

What We Built

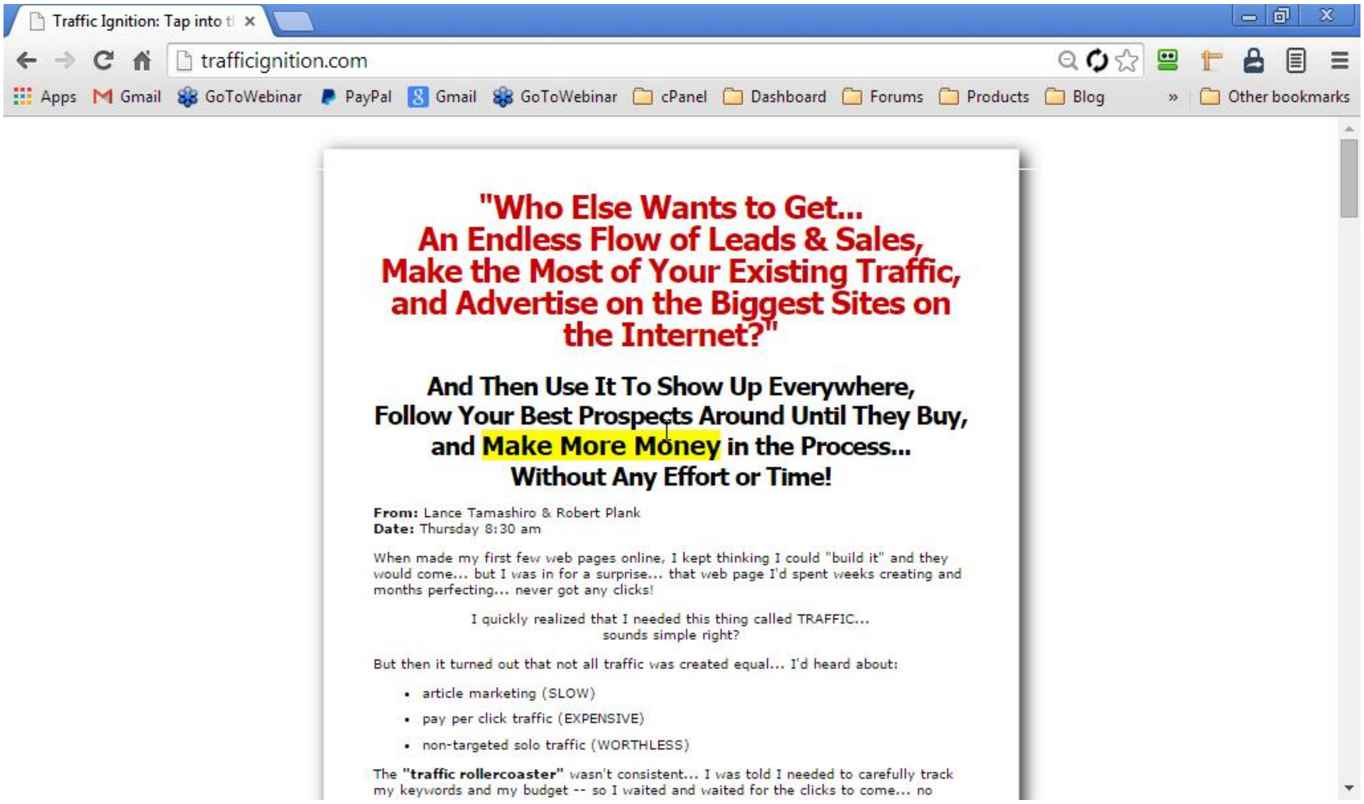
We have TrafficIgnition.com/members. This is our back-end. If I click log out I lose access to the paid content. Log back in and it's back. Go to TrafficIgnition.com at the root, what do we have? We have the sales letter, white piece of paper and there's a button to buy.



At the moment it's a fixed-term button but, I can't stress this enough, we see a lot of people who get crazy as far as setting up all these different WordPress sites. We'll see people like, we have the root and in that root there's a page called free. I can setup a third WordPress site in a folder called free and we say don't do that, it's in this course. We have the front-end which is the .com and then when you login you can create other pages.

We also have a WordPress site at /members and we can create different levels, different pages in /members. I can't stress that enough there are only two WordPress sites in Membership Cube. There's /members and there's the root. If you say, "I need some totally different site" that's a new domain name, that's a new .com name but I don't know how many years we tried so many different ways.

There's something about keeping things more or less the same, pretty much the same membership area, pretty much the same sales letters that when we do something new, we don't have to think as much or any thinking that we put into it goes into, what's the headline going to be, what's the price going to be, what modules are going to be in there. That way it frees up that extra brain power and we don't have to think, "Where's the sales letter again? Where's the member's area?" The sales letter is at the root, .com, the members are is at /members.



Speaking of the front-end, back-end and the sales letter, we'll jump to the 1st question. I'm not sure if you have the question in front of you but people are asking about, when you have the sales letter and you run ads to it, things like ClickBank or Google Ads they have the right to say, "No, you're not allowed to advertise with us."

If you put out a Facebook ad about a dating site and Facebook says, "We don't allow dating sites" you're not allowed to advertise on that site. Google AdWords is specific, they have a lot of weird rules about what is and what isn't allowed. Things like these white piece of paper sales letters, these are allowed but they have a bad reputation about what Google Ads allows.

What happened with lead generation and AdWords traffic? Google came in and Google slapped everybody.

They banned marketer's AdWords accounts. People said, "It was because of this site." No. If you're using Google for lead generation, specifically for AdWords, not for Google search but for AdWords, their policy says you are not allowed to advertise any site whose sole purpose is collecting personal information from the person that clicks on it.

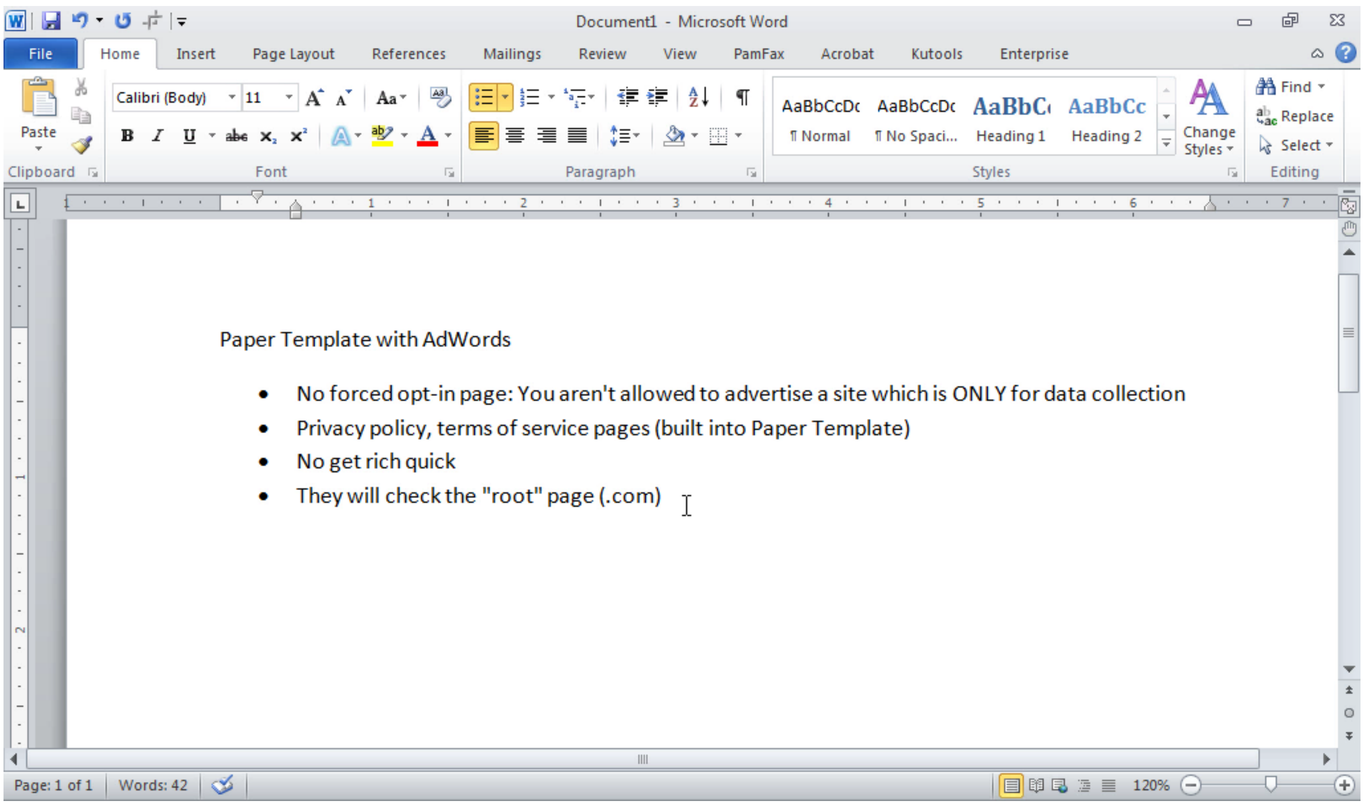
That's it. It doesn't matter whether you're using Paper Template as an opt-in page or whether you are using any other plugin or theme, you are not allowed to advertise any site that is strictly for data collection.

Is Paper Template AdWords Compliant?

Everybody's always looking for a loophole, but that's what the policy says. You cannot advertise a site which is only for data collection.

Then they have some rules about... To get around the data collection, people said, "Create a 4-page site, a 6-page site." It doesn't matter if you have a 100-page site where all you're doing is trying to get an opt-in, Google will ban you and will not let you collect data from that.

It doesn't matter what you're using, no page that is specifically for an opt-in. You cannot do that through AdWords.



There's another rule that says you need a privacy policy, you need a terms of service policy, you need all of these things and that is built in to Paper Template. The short end of the answer is that you are allowed to advertise your sales pages. If you think there's an issue... I know that they don't want "get rich quick" which is why Robert and I, we are in the training software, training business. You might need to make another page that is different than that but at the end of the day the answer is Paper Template, like any other template on the market or any other thing that you see out there is compliant with AdWords.

Whether what you are doing is compliant is a whole different issue. If you have any questions, my stance with Google especially because they don't ask questions, they ban first and then they ignore you later is that, if you have a question about your site and if you think you found the loophole, you haven't found the loophole but send in a help request and ask if it meets their guidelines before you advertise the site. No website whose sole purpose or main purpose is data collection, no "get rich" or "make money fast" type of sites, you need privacy policy, terms of service policy, all the things that are built into the Paper Template in order to advertise on AdWords.

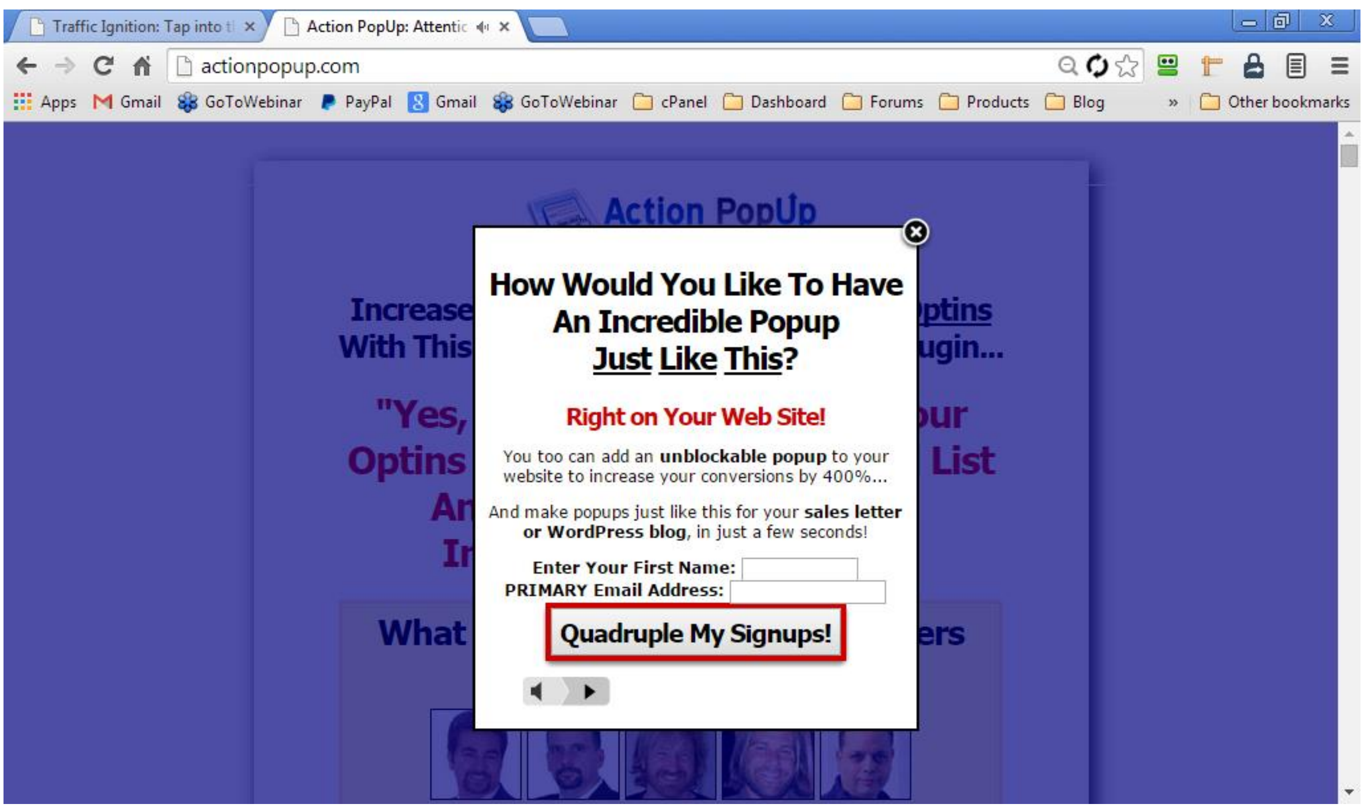
Google lists their terms of service, their legalese. You'll drive yourself crazy trying to figure out what's a data collection page, what's a terms of service page. The other thing that's a little frustrating is some people realize that there are other so-called AdWords rules that they don't tell you about.

One of them is that they will check the .com, the root page. What that means is, one of my sites that was blocked from AdWords years ago is a site called Action PopUp and it has a popup on here. What Google doesn't want is they don't want someone searching around, they don't want someone doing a Google search saying, "How to raise your content?" and someone goes and clicks on a link and then they don't get the answer. Google wants you to say, "Here's the answer right there. Buy this." Or, "Here's the video." They don't want someone to go through the extra steps.

They also don't want someone to click over and see a pop-up or click back to Google and get popped-up again and people thinking, "Why is this site Google putting up pop-ups for me?" They don't want that.

I had this pop-up at ActionPopUp.com I said I want to advertise on Google AdWords but I know I can't have pop-ups so I'll create another page, I'll create ActionPopUp.com/google.html.

I'll just take this exact page with no pop-up and everything will be great except for the popup. Google checked the.com, the front door. It had a pop-up so they denied it.

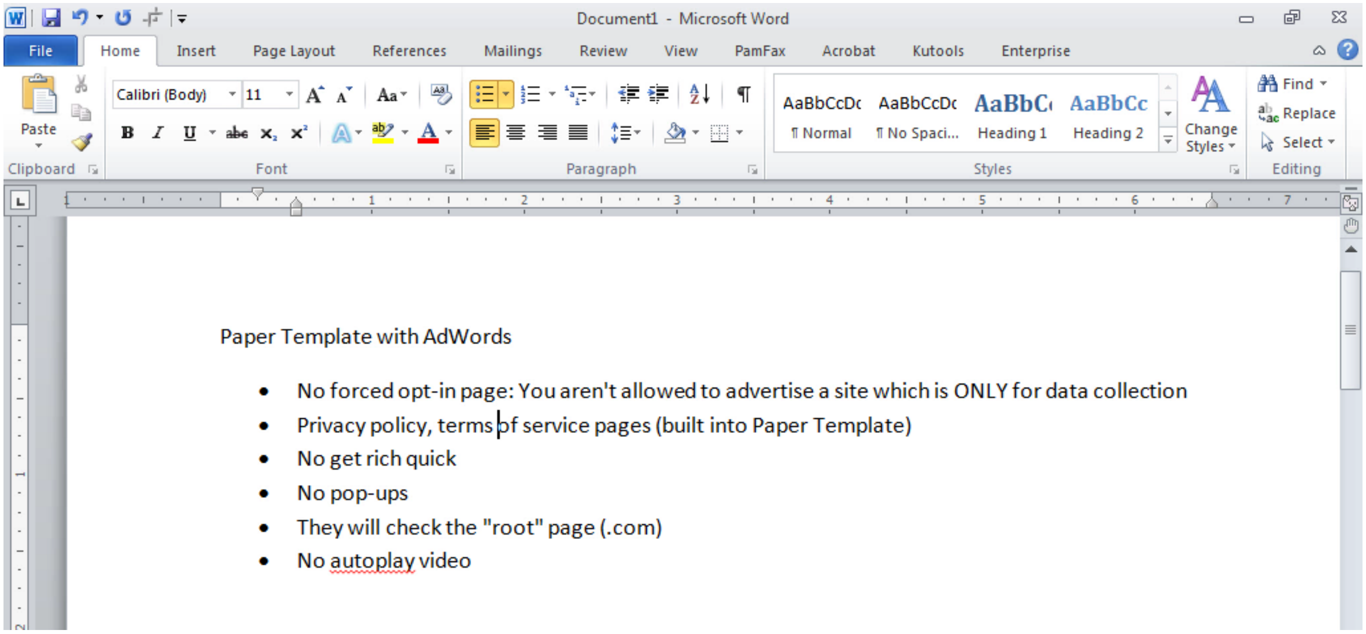


If you think you're being clever and you're having pop-up on the front door of your site and you advertise something else, Google will check that as well. The only other thing is no autoplay video. Something else that we found out the hard way... We don't advertise Paper Template on Google AdWords. If you go to Paper Template, the video plays on its own and they don't like that but for some reason they're fine with you putting a video on there and have to click the play button to play it. If you go to Backup Creator, I think at the moment that's the way that we have it.

You get a slightly better conversion rate if the video autoplays but that also gets your banned from AdWords. More or less that's pretty much what I would say the checklist for you there. It's fine to have an opt-in page but that can't be the focus. If the opt-in was an afterthought, if you had a page like where you had a video information and then if they wanted opt-in that's fine but you can't force them to opt-in in order to get the answer they're looking for.

No pop-ups, make sure the .com page is compliant as well, no autoplay, no "get rich quick" and those legal pages are at the bottom of Paper Template built in when you make a page like that. That way people can click around and they're not stuck on that one page, they can see the other things.

Google's business is: when someone searches for something, they get the answer to it. It's not to send you traffic, it's not to have certain keywords, people go to their site, they type in a question they have, Google's in the business of providing the correct answers quickly.

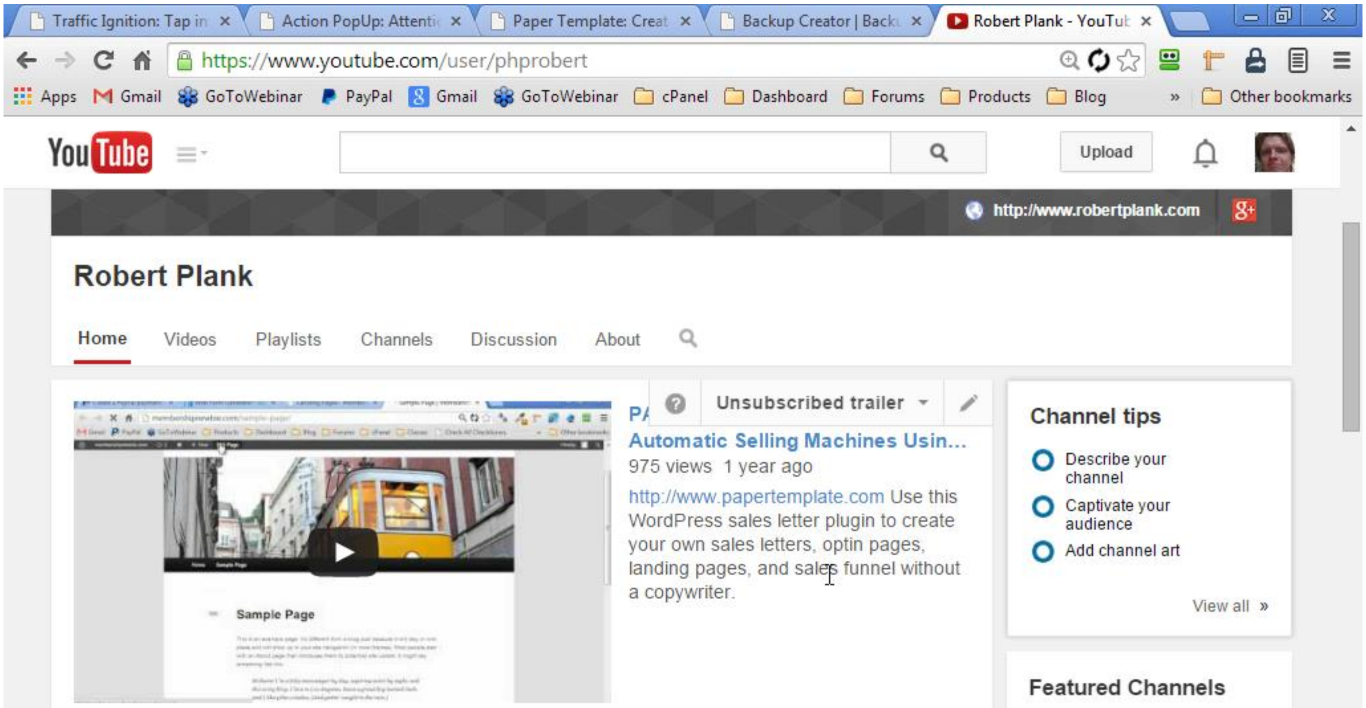


If somebody types in whatever words or phrase you're targeting in AdWords and they see your ad on top because you're bidding on that and they click it, do they easily, quickly and clearly get the answer to what they were looking for.

That means videos and audios that autoplay are out but if they come to a page and you say opt-in to get the answer, you didn't give them what Google promised their customer they'll get, you're going to get knocked out of there. You can still sell a product, you can still ask for an opt-in.

Don't rely on one source of traffic. If you use Google Ads, great. However, any paid traffic is fickle. If you're doing paid traffic, get some AdWords rolling, get a handful of sales every week, get some Facebook rolling. That way you're not relying on Google to make the rent.

It's easy to geek out about video. You only wanted sell your course on losing weight, and the next thing you know you're buying a green screen, 3-point lighting, a GoPro camera, trying to figure out H264 video. Instead, just use Camtasia. If you don't have Camtasia but you have a smartphone, iPhone, or Android, those will one-click upload to YouTube.



If you have a video of yourself in front of an iPhone, that's better than nothing. Our attitude is, even though the way that we like to do things is have the video self-hosted, if all you know how to do right now is put a video on YouTube, that's great because then you can take that video and put it right on your sales letter, right on your Paper Template. It'll look fine, it'll be totally the way that it can be.

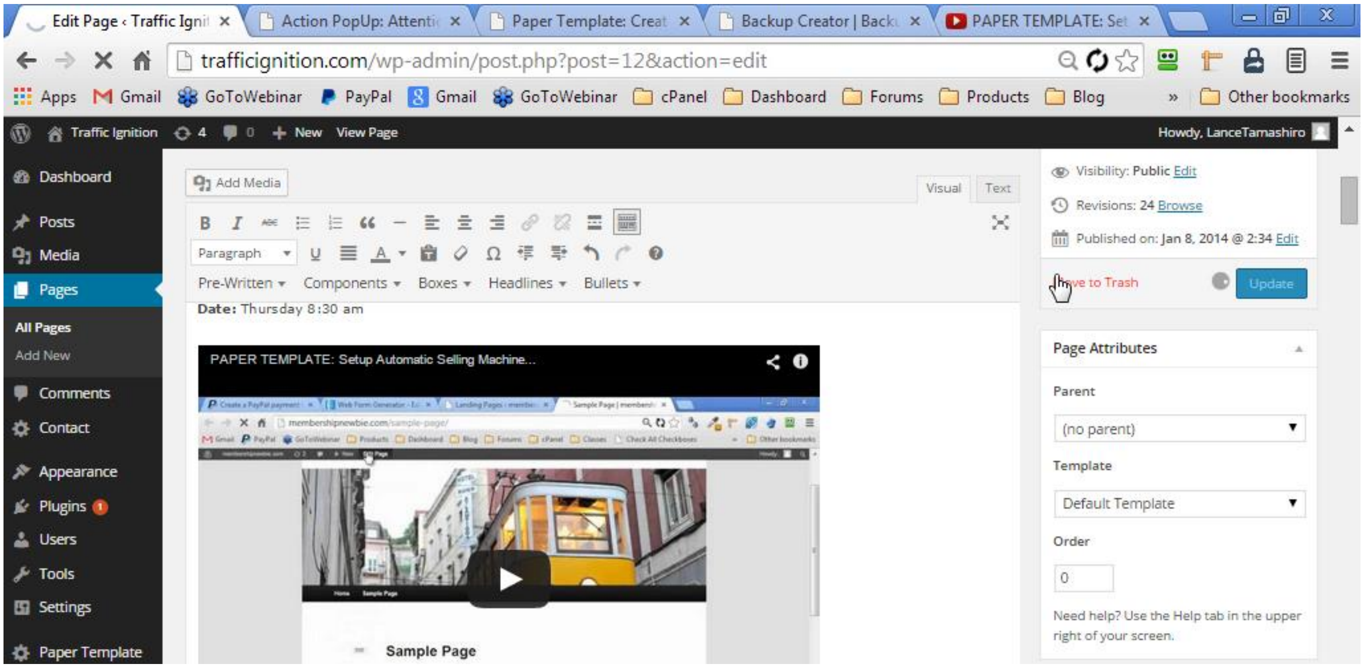
YouTube is easy. If you have a smartphone you can one-click upload or one-tap put it on this site where they will host your video for free. Camtasia and Screencast-O-Matic both provide a one-click upload to YouTube.

Don't worry about hosting the file or encoding. Record your video whether it's iPhone, Camtasia, Screencast-O-Matic, click the button, upload to YouTube. With YouTube, you can grab the link at the top so you have your video here. We can right-click and copy the link on YouTube, then you can go to your sales letter. This is the .com.

If we need to login, we do /wp-admin. We are saying TrafficIgntion.com/wp-admin... Once we're in, it should be a matter of pasting this YouTube link right there on the sales letter.

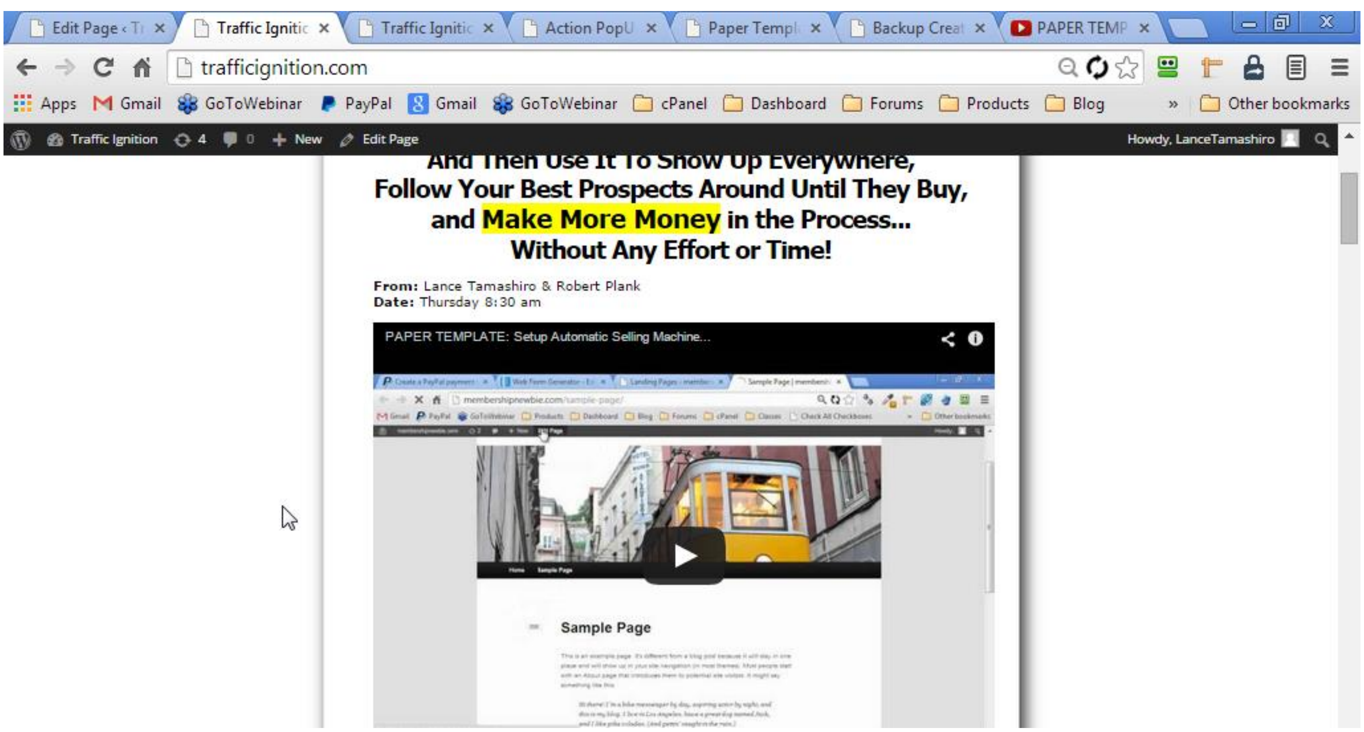
We have our sales letter and now that we're logged in we see the bar at the top. Go to Edit page, find the place we want to put it. I'll just put it on its own line, right-click and paste this plain text. Add a Video Player there.

There's your video. If you go back to YouTube you can customize the size, share the link and get the size you want. There's a way to make it automatically play. When you use WordPress and Paper Template, you only need to go to YouTube, find the video you want, copy the "share link" exactly, edit the page, paste it in and you have a video player.



We show you at the very beginning of this course how to self-host your own videos but this is a great option if you want to upload them to YouTube and let them host them.

Amazon S3. People say, "I can't host my own videos because I'll get so much traffic that I'll get shut down and it's not going to work fast. I'll need all these caching programs so if people want their videos hosted on S3 or on YouTube." There is an easy way to put your videos on YouTube and at the same time use them on your sales page.



We'll show you how to do this on Amazon S3. 99 percent of the time we upload like in the earlier modules through Video Player right on our server with our MP4 file, we host it there.

You don't need to pay for anything extra in most cases. Self-host it and if it becomes a problem, fix it.

Do we need to host these on YouTube or S3? Keep things as simple as possible. When problems arise because WordPress updated, something happened with a different plugin and we have a conflict, it's simple and easy for us to troubleshoot that and find out where the problem really lies.

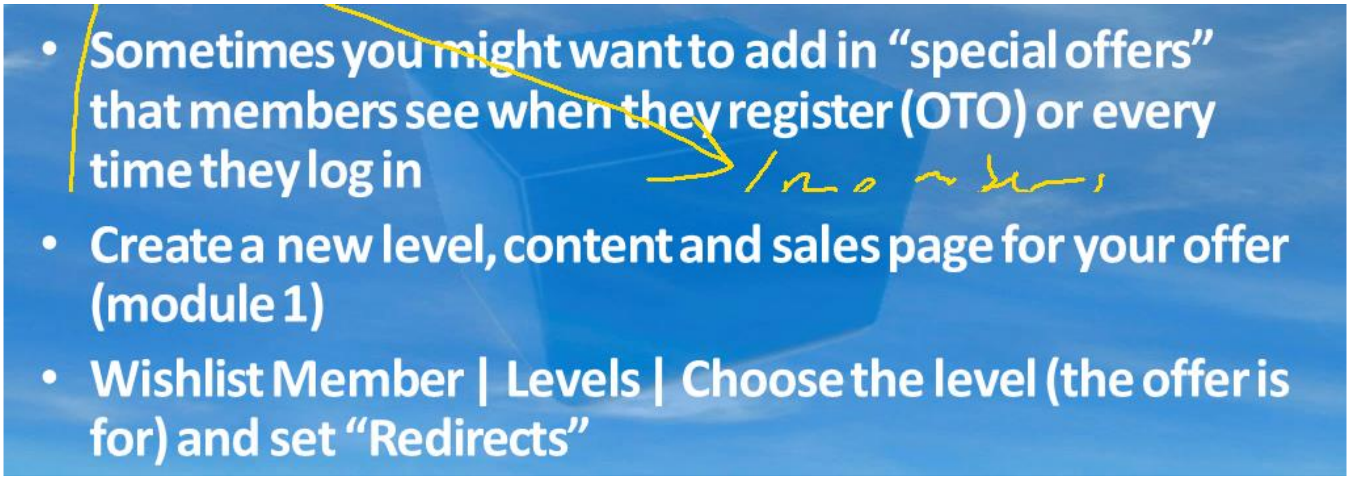
There's no reason to geek out, especially because we do our best not to geek out so why should anyone else? Makes sense to me. Speaking of not geeking out, to the next thing that has a easy boost of income for us. This is something like a new door that's been opened because you now use membership sites, are special offers. The thinking is, if someone logs into a site of ours, say Backup Creator and that's a WordPress backup plugin...

People pay $7 or $47 a year to use this plugin. What if we give them an offer when they log in? What if when they login we say, we have this other plugin called WP Import which allows you to pile content into your site. You're someone who builds sites or someone who uses WordPress, here's this WordPress plugin that will allow you to build up these sites very quickly. That's the idea of Backup Creator backing up and cloning is putting up a site fast.

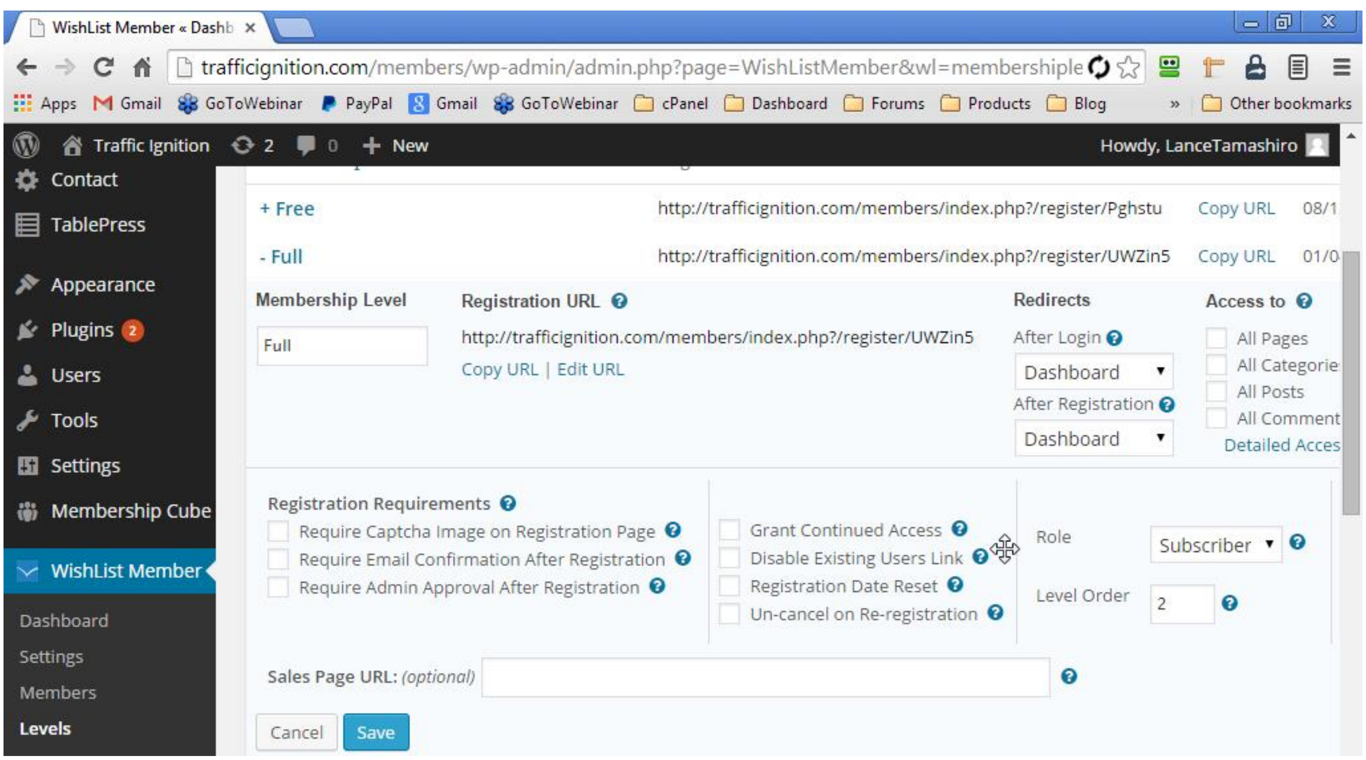
We say, "Here's this other tool which allows you to add content, pages, posts, and articles quickly." 7 dollars.

Special Offers

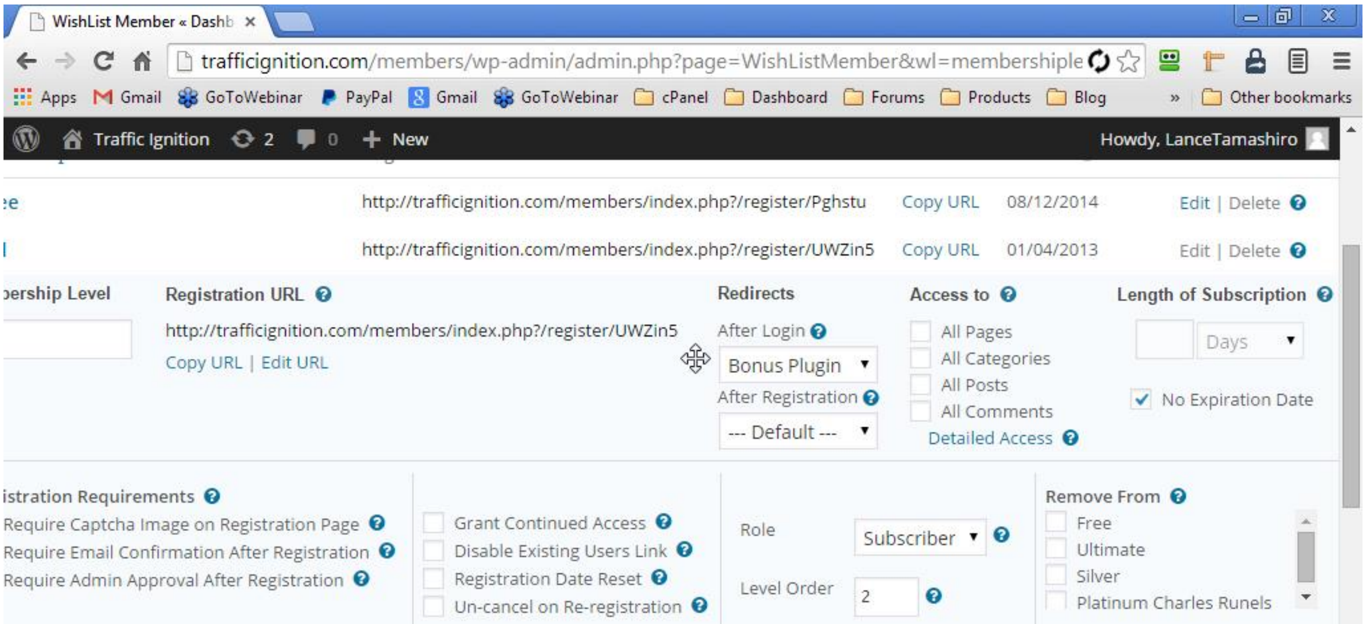
We're not saying, "You bought this for $7, how about this for $1000?" We say, "Here's something else, just $7" By putting these low ticket, I don't know if you want to call it bait or something but these low ticket offers really gives us an extra boost in our income.



There's something else too about giving people this offer when they login. This is a one-time offer or special offer and the idea is when they login to a site like Backup Creator that it says, "Wait a second, here's this other thing that you can get. Either you can get it and add it to your account or say no and continue logging in."

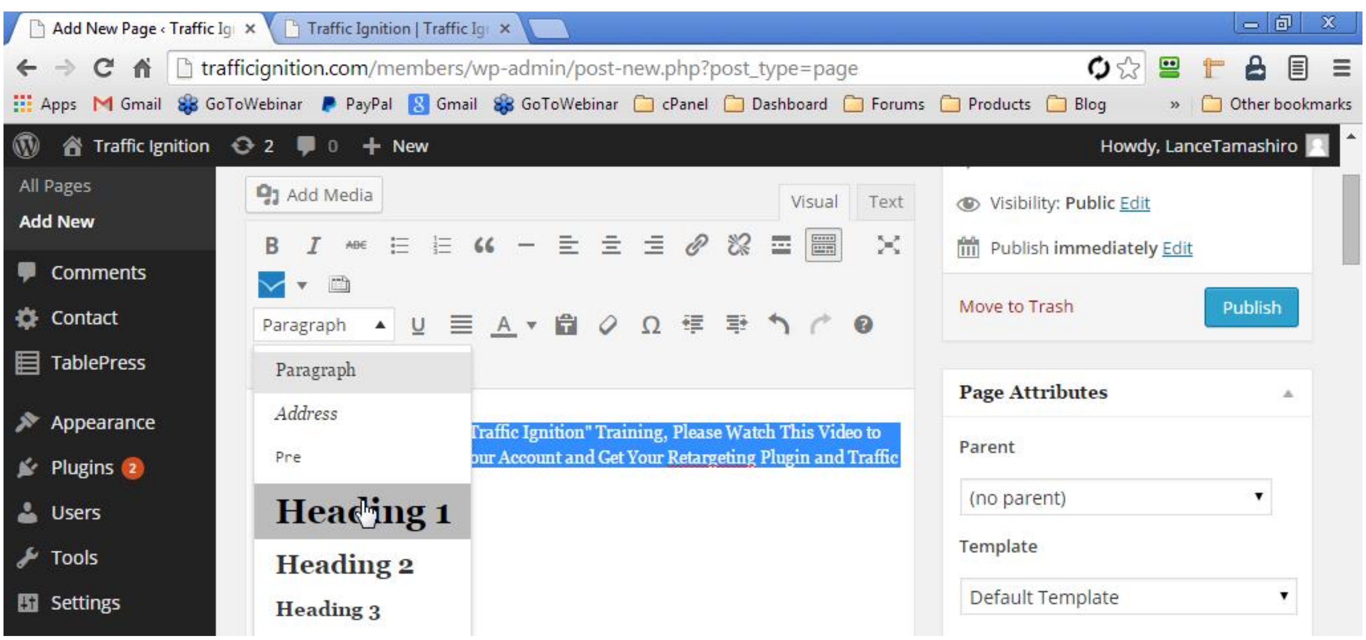


There are two ways you can go. One is that it can be a product you own or a product that you bought rights to and you can setup a new level, setup a new download area. This need to be a product that you own. All you're doing is showing them an offer when they login. You can send them to, you can put in the sales page of the other offer and have your affiliate link as the button that they click to send them over to wherever.

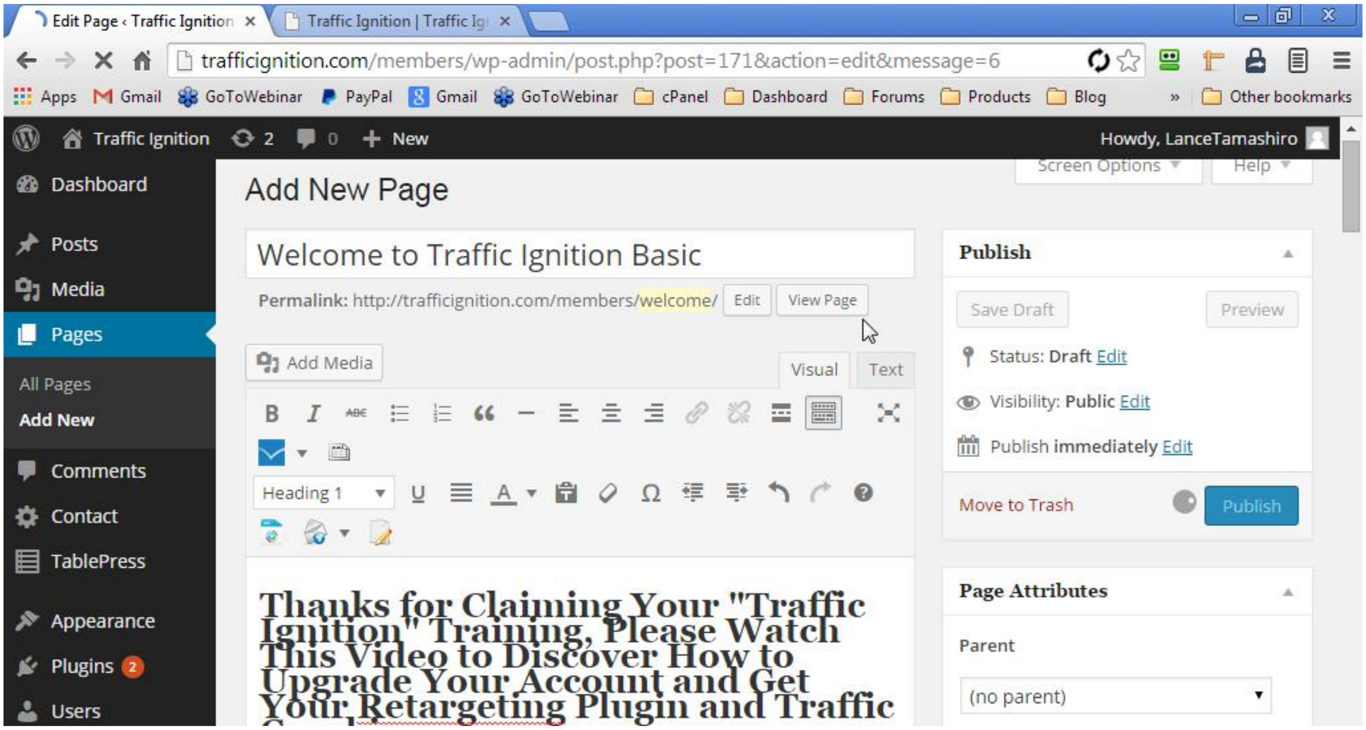


You can literally use this as an offer for anything, whether it's your product or not. All you have to do is add a page into WordPress but you can set it up a as a true one-time offer so the only time they see it is right after they register their account into your system or you can set it up to show them every single time that they login.

This doesn't have to be your own product, although you can buy rights or you can create a product. It can also be anybody's product where you have an affiliate link.



The worst possible scenario is that 0% of people buy this extra upsell, this product of yours or this affiliate link of yours, then you're in the same position you're at right now. We don't like to pile on too many special offers and one-time offers but it can't hurt to say when someone goes and logs in they click through this one extra page where they can get something else. We'll even show you how this looks in the real world. We have our Backup Creator site.



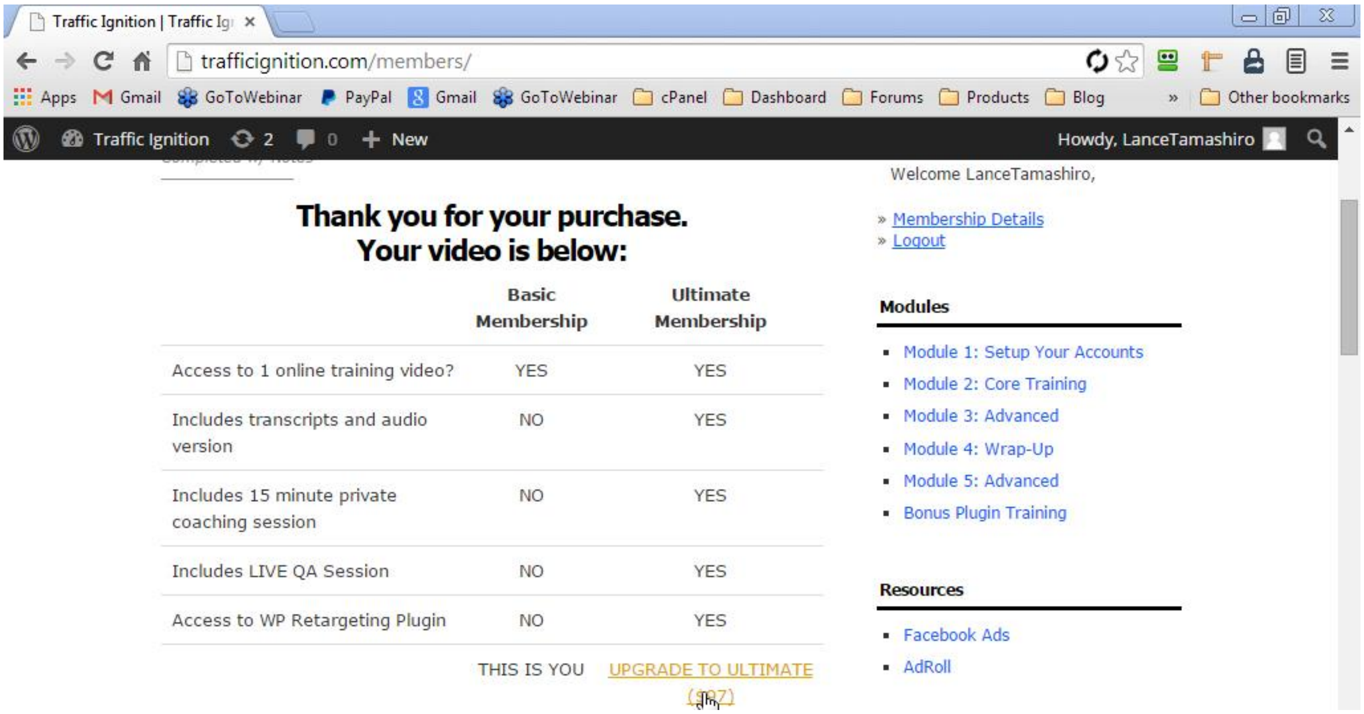
We set this up the exact way we show you, like we've been showing you this whole course we have the front-end at BackupCreator.com, the back-end at BackupCreator,com/members.

If someone logs in or buys, they login to the member's area by click through our offer. It's really simple, there's a headline, there's a video, if all you knew was YouTube you can stick a YouTube video on here and there's a button here where they can click and this is a PayPal button, or they can say no and this is a link when they click through this takes them to the member's area to get the thing that they asked for in the first place.

Do I need a plugin for this? You don't need anything more than what we already give you in Wishlist Member. The logic behind this is that you can have an after login page. By default, what happens? Someone logs into /members and the default page. In your Wishlist settings, you can set a login page and you can create this upsell page. This upsell page is going to have your headline, your video and a yes button or a yes link to buy, after they buy it sends them to the member's area. It's going to have a no link to say no, thanks and it'll send them to the member's area.

There's a couple of different pieces there but it's like beforehand they were sent right to the member's area and now we can create a upsell page, we'll say after they login, send them to this upsell page and they can say yes or no. If they say yes, they pay us money to get added to that level but they're then sent back to the member's area. If they say no, they go right to the member's area.

We're putting up this little roadblock in between then logging in and getting the thing that they bought. In a second, we'll go under our Wishlist settings, we'll create a new level, we'll create the download page for that level and we'll create a little bit of sales page for that. Go to Wishlist Member, Levels, choose the level and there's an area that says Redirects. When they login to this level, they're sent to the page we're about to create.



Go to TrafficIgnition.com/members because we said the front-end is the .com, the back-end is /members or the membership site. I'll go to the dashboard here. If you go to Wishlist Member levels, you can see different levels that we've created.

There's a plus sign to click. Pop it out and you'll see a "redirect" option. Every time somebody logs in, we can send them to this page and they have to click through this page in order to get to the rest of the site.

We can also set this after registration page so there's something different. This is what you're talking about where if we said, "I only want to show this offer to them the first time that they buy. I don't want to bug them every time they log in" then we would set an upsell page to this after registration page.

They bought, they get their account, they see this page for the first time. If we wanted to say every single time they login I want to show them this upsell that's where the after login page comes into play.

After login is every single time they login, what do you want to show them and after registration is only when they create their account, only that very first time when they create their account, will they be redirected. During the course, what we did was we always redirected everybody to the dashboard or to the main download area. Instead of sending someone directly to that download page we want to throw in a one-time offer or a special offer.

We already have an upsell for Traffic Ignition. We already make our basic and our ultimate so why make things any more complicated? Let's make the one-time offer, the ability to get into ultimate or not. Go to our dashboard, let's take this one step at a time here.

Go to Pages, Add New and apply protection. The way I like to name my upsell pages is call them, "Welcome to..." whatever it is that level's called. "Welcome to Traffic Ignition Basic"

We'd put a headline in there. We have this "Welcome to Traffic Ignition" and then we'll say, "This includes coaching, Q&A, retargeting plugin..." We'll say, "Thanks for claiming your Traffic Ignition training. Please watch this video to discover how to upgrade your account and get your retargeting plugin and traffic coaching."

We have that page. How do we make this a headline? We highlight this, change this to heading 1 but we want this to be a Paper Template page... Let me see how it looks because I don't think we have Paper Template on here.

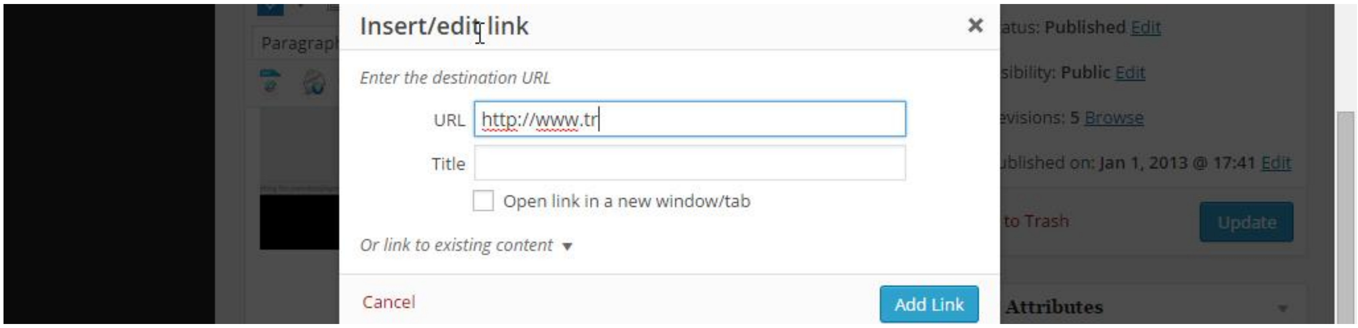
In a lot of cases we'll use the same member's area we have. We can make a one-time offer... In Membership Designer, let me show you what we have here. We'll call this one "Welcome." Let me make sure that we have the content protected, we'll make sure that... I'll publish this, take baby steps and see what we have. "Welcome to Traffic Ignition Basic"...

We went to view the page and clicked back over there when you go to the page site and it says the page isn't there. What the heck? I know the page is there, I just set it up..." We're dripping it out. They're not going to have access. The reason why it's not there is you're not going to have access to it for 650 days. That's where, if you see this issue come up, it's in your drip settings.

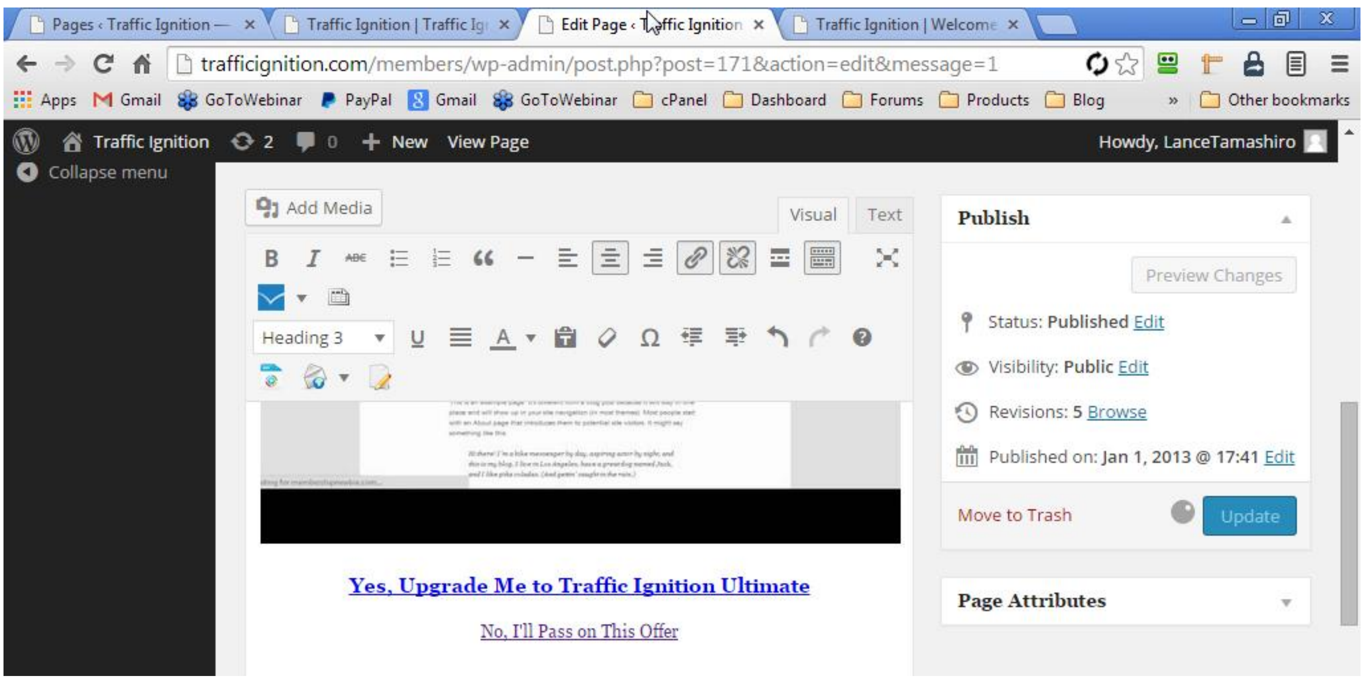
The easy way to fix this is Quick Edit. Our content starts at January 2013. We'll set this all the way back to January 2013. Let's refresh. It's going to work. We have a few little things to clean up. Let me try changing this to heading 2. There's a couple of things that I want to do, baby steps.

We want to take out the comments area, we want to make the headline look okay and we want to remove the sidebar if possible and add in a video and a link. A few quick things but we take baby steps and say, this is getting me closer to what I want this to look like. Maybe I'll center that, that's a little, minor detail. I want to remove the comments, we'll go to Edit Page again and we'll do those little baby steps. Click this heading 2, I'll center that. I don't want the comments to be on here so we can find...

The next thing is, sometimes the comments area, you can't adjust it... We have Drip, Notepad, Wishlist Member, nothing to do with the comments. They have this hidden thing up here that says Screen options. We drop this down and they have Discussion. Screen Options, Discussion, Allow Comments. Uncheck Allow comments. That hide the comments area. We don't want people to be able to leave comments there. They login, it says, "Here's what I have for you" and all they can do is click yes and no.



We'll view the page again and we'll see what we're inching closer to. Check that out, we have no comments, we have this headline and we can put in a video. Since we were talking about YouTube, the video I have handy is a YouTube video. We can grab something quick, grab this video, right-click and copy, go back to the page we're editing and we'll right-click and we'll Paste as Plain Text. Edit the page, go over to this area here, go down, go right-click and Paste as Plain Text. It looks like the video will be here. We'll see what we're inching closer to. We should have a webpage with a headline, with a video.

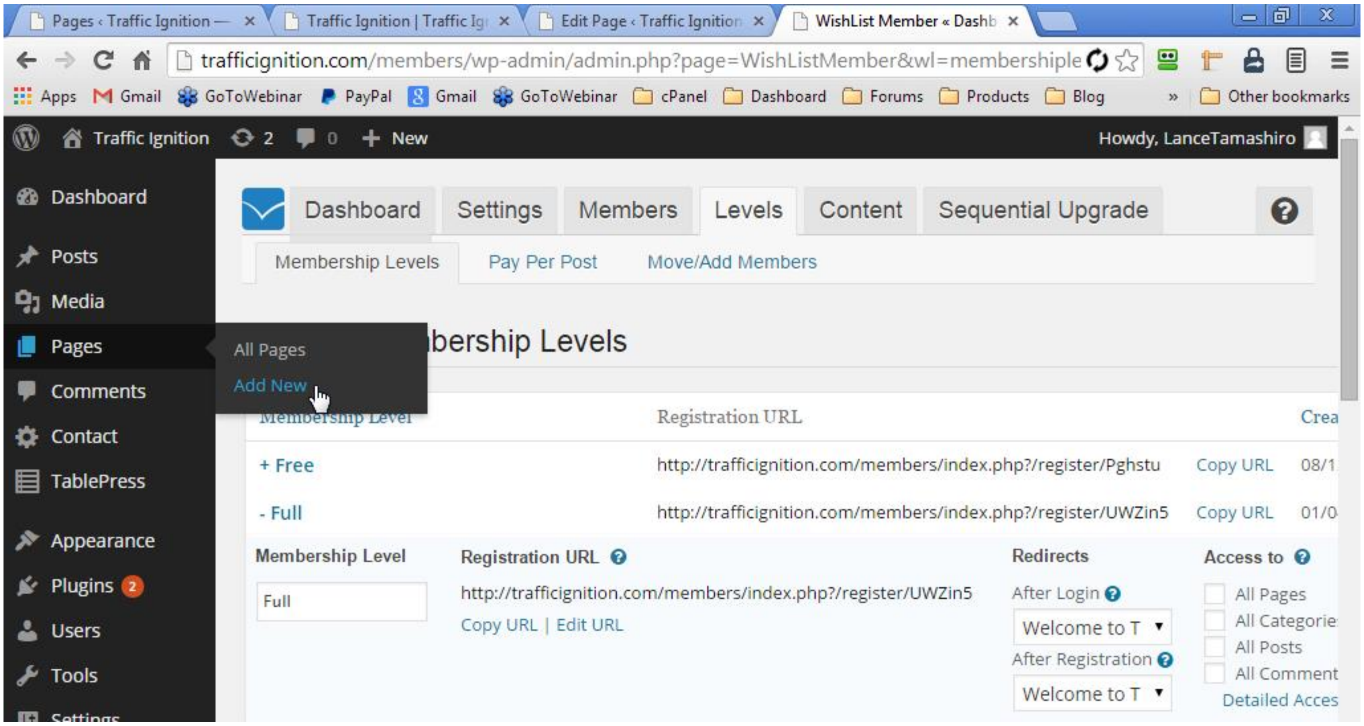


We want something underneath it. We want to say, "Yes, I'll claim this offer" or we want to say, "No, thanks" The next thing is pretty simple. We can go to the bottom here and we can say, "Yes, upgrade me to Traffic Ignition Ultimate" or, "No, I'll pass on this offer" We want to center these and make these heading 3. Don't even worry about the links yet, we'll get to that in a second.

We're inching forward and seeing if it looks okay or if we screwed. We a "yes" link and a "no" link. Highlight, make the "Yes" text giant. "No" is printed in tiny text.

What will these links be? Highlight this and click the chain link, this will be TrafficIgnition.com/members. We don't want to open it in a new tab we want to send them right to the front page of our site. Click Add that, that's our No link. How do they buy? I'm glad you asked because we have this link we made all the way back in Module

1 where they can click this button to buy from us. Find the link we want, right-click, Copy Link Address, go back to edit the page, go to this Yes link, click that and we'll paste that in.



What we ended up with is a page, "Welcome to Traffic Ignition Basic" Here's the headline that says, "We want you to watch the video..." We have had these one-time offer pages we've tried having big, long sales letter but it seems to work better if there's a simple video here that explains everything that's on there. Then they can click, "Yes, upgrade me..." which sends them over to PayPal, that takes them to the checkout page and after they buy this will redirect them back into the member's area. If they say no, it sends them right to just the /member's area.

There's a couple of other quick things that I want to do. One is, if possible I want to remove the sidebar. You can do that using Membership Designer.

Go to Page Attributes, Template. We can choose the Default template or the One-Time Offer template. If you set this to a one-time offer page, there's nothing else on the page other than what we show you. The before picture is we see the sidebar but if I do a refresh on this, there should be nothing else on the page.

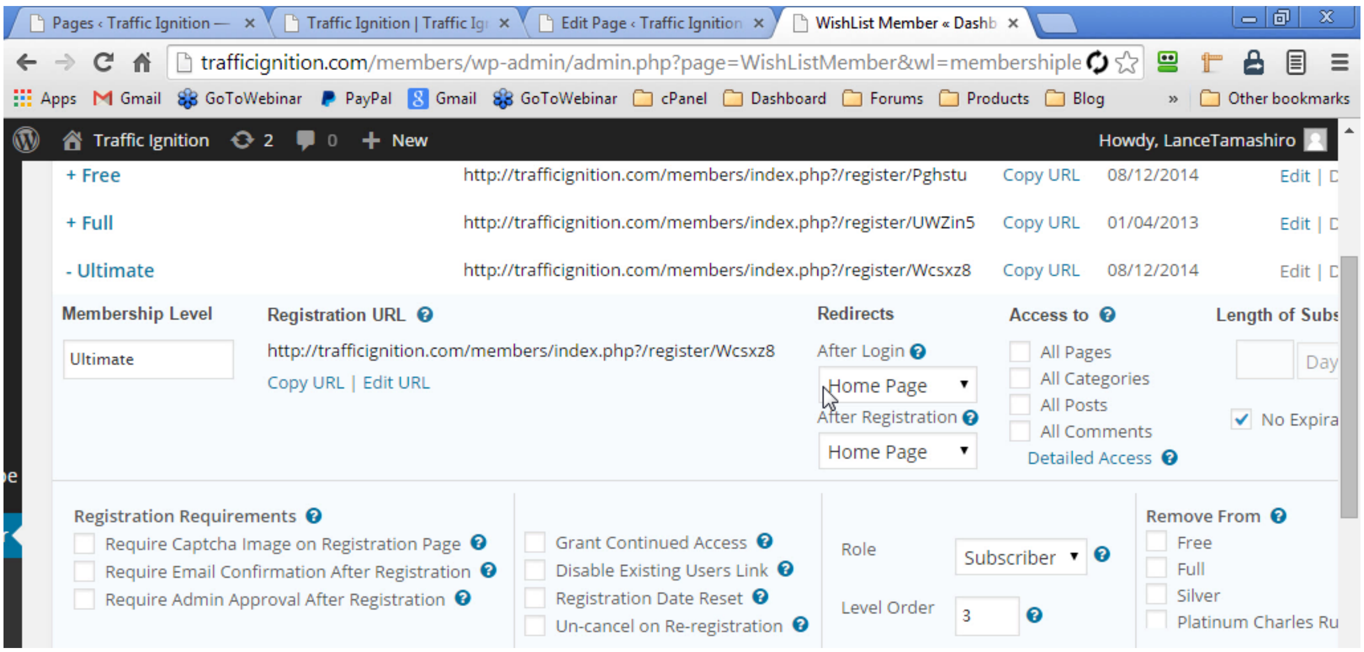
People login and it's very clear. In order to get down to say No, they have to at least look at this video. It's starting to come together. We made this page which is when they login, there's nothing else to do. They can't even click the sidebar, they have to watch this video and say "Yes, please" or "No, please" We're almost there. We have to tell Wishlist to drop them off on this page when they login, here's how we do that.

Go to the dashboard, Wishlist Member, Levels. Pop out that Full level and say, when they login send them to, "Welcome to Traffic Ignition Basic" and if we want to show it to them every time, we'll set both of these to Traffic Ignition Basic. I know what's going to happen to some of you. If you make your upsell page and you don't see this list, you might have made a post. You might have gone to Post Add New but it's very important that you make this as a Page.

Go to Pages, Add New and it'll show up in this list of the pages that you've created.

If someone buys or logs in and they're on that Full level, they'll be shown this upsell page but then, I know what your next thing is. You say, "If someone then does buy, I don't want to keep showing them the thing that they bought" No problem there, that's where we use the Level Order.

You can set different things for different levels. The higher the number the higher it ranks. We can say the Full level is rank two and the ultimate level is set to level two. We can say the ultimate level outranks the Full level.



If someone logs in under the Full level, they'll see "Welcome to Traffic Ignition." The Full level, gets sent to the upsell page, because the rank is 2. Then go to ultimate, pop this out and we'll say the rank here is rank 3 but after they login, we'll send them to the home page. If they're on the Full level, it'll say, here's the thing to upgrade to but once we're on Ultimate, this outranks the Full level and they'll no longer see that upsell page.

They will be on both levels it's going to use the login page for the one with the higher rank.

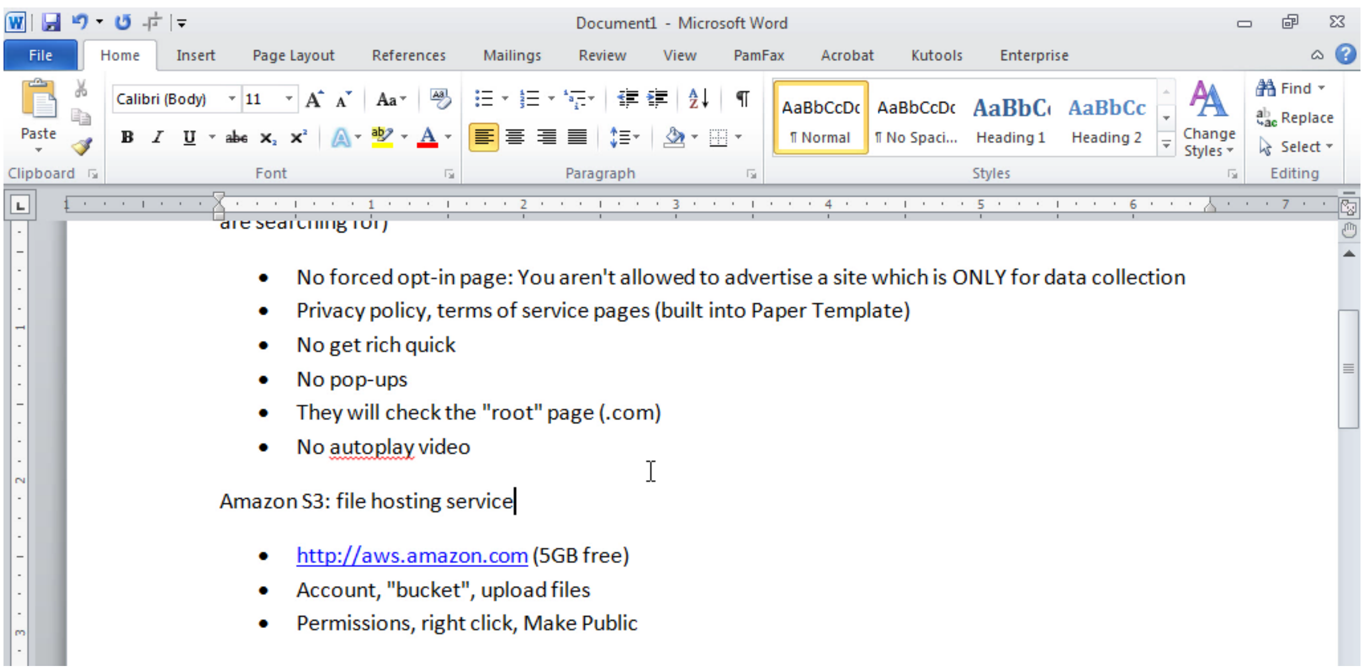
You end up with all the pieces in place. You have the page with nothing else on it to do other than to say Yes or No and it keeps showing it until they upgrade. Nothing's stopping you from finding another offer to show just to Ultimate. As long as they keep logging in they keep seeing things that they can buy. It's low tech once you have the pieces in your head but it doesn't require an extra plugin, just changes to your Wishlist Member settings.

Go to Wishlist Member levels, redirect and you set for that level to send them over to whatever that page is. Important that it's a page not a post, and they have access to it which means if it's on a drip the drip is available the very first day.

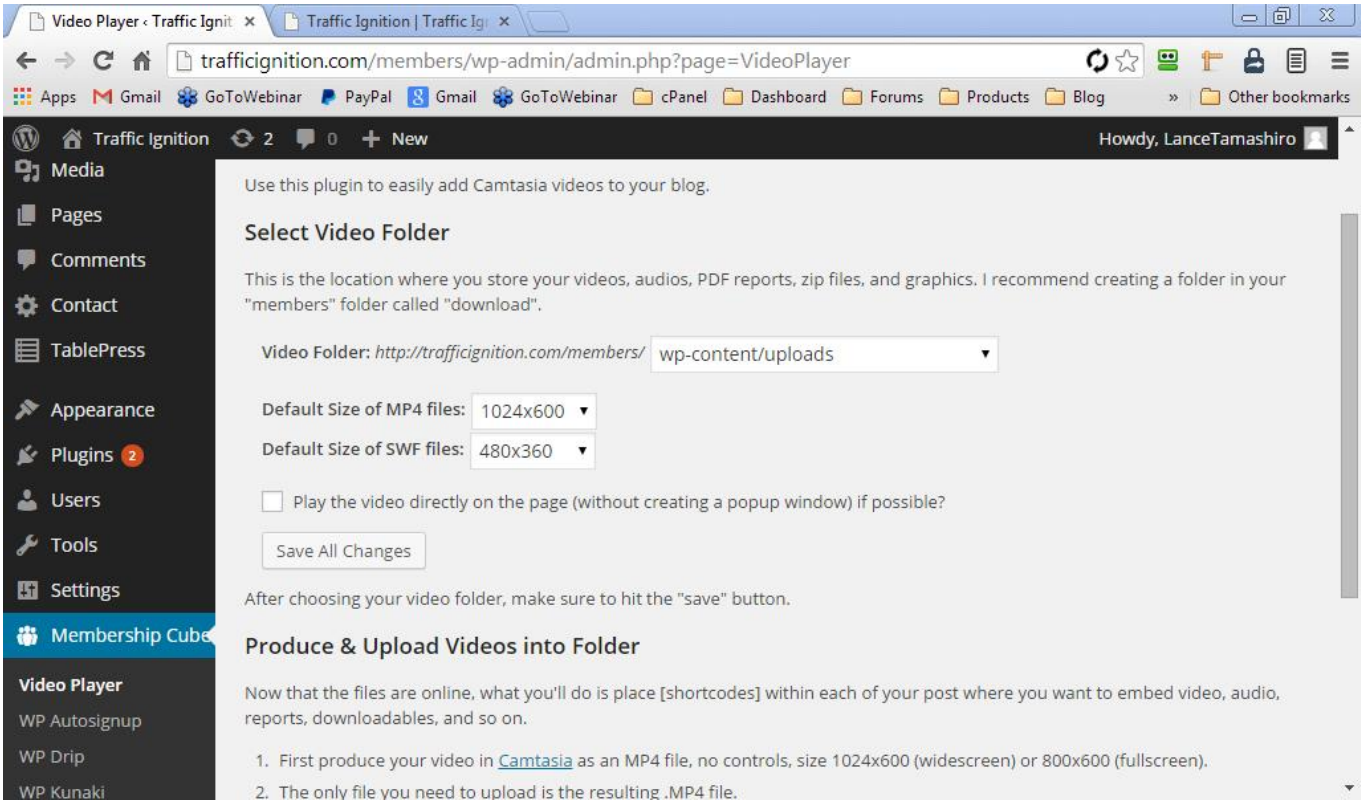
Video Player with Amazon S3

Moving right along. Speaking of making things pretty simple, the next thing is when you're hosting videos, we like to self-host the videos on our own server. When it becomes more of an issue, we will host on Amazon S3. Amazon S3, the amount they charge is a fraction of a penny, even if you have a supper doper busy site. Amazon S3 is Amazon's file hosting service and depending on what web host you're on, it's one of those things if you have a really busy site it might get to the point where they'll say, "You're using up all your traffic" they call it your bandwidth.

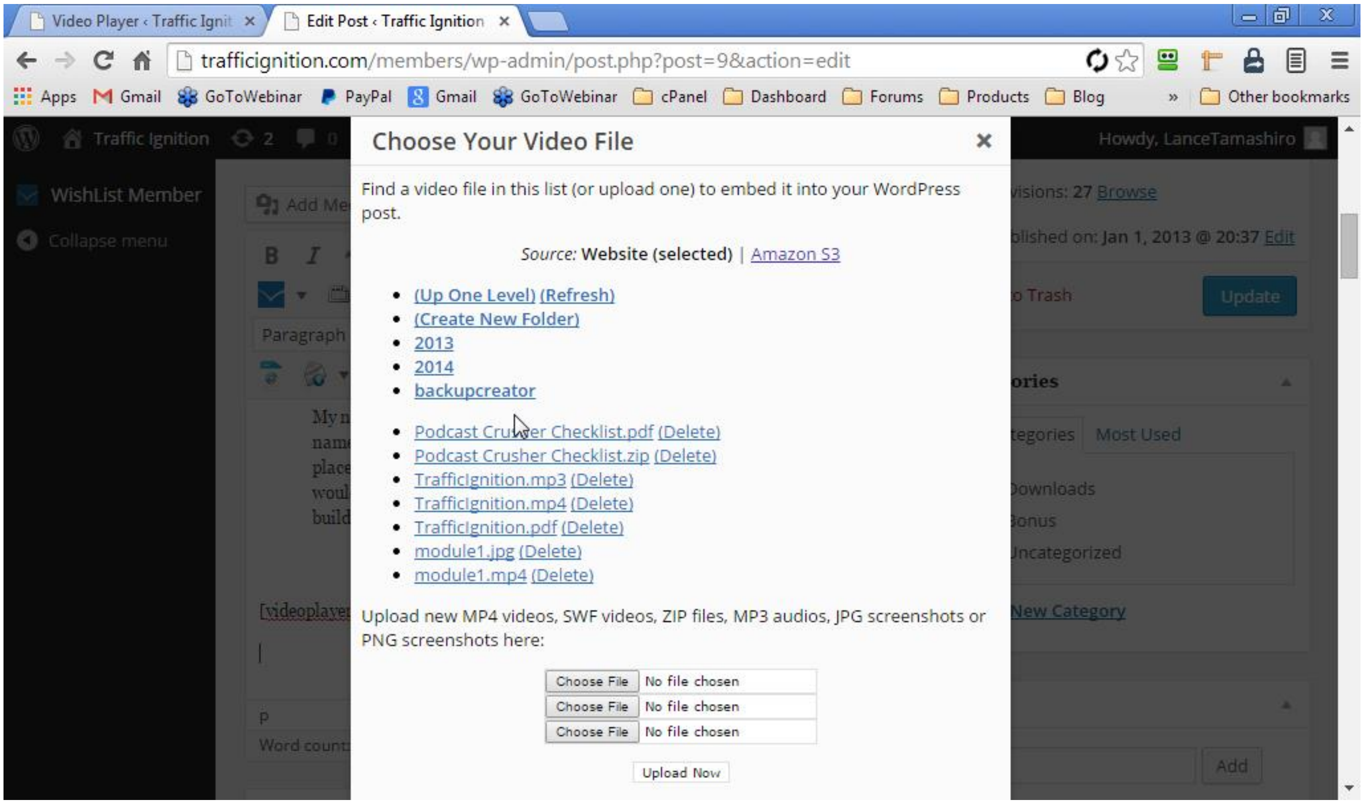
If you're at that point where you're starting to outgrow your HostGator hosting you might not even have to move over to a dedicated server or a bigger account, it might just be if they say, "You're running out of traffic for this month" you move some of your files or even the most popular ones to Amazon S3. The site to go to for this is aws.amazon.com. They give you 5 GBs free.



They also give you a certain amount of traffic free. The first couple of years I used this, I think it was not even a $1 a month, it was pennies per month to do this. First of all, you have to get an account and then they call the places to store it buckets. Why do they call it buckets? I don't know, to be fancy people but you can use this bucket... Using your web browser you can upload all these files. The only tricky part in this is the permission and just for today, to make it simple we'll say right-click and everything you put on S3 you can make it public. This is another baby steps thing.



Think about what's your problem right now and how are you going to solve it? If your problem right now is no video, self-host your videos. If then your problem is all your traffic's been used up by your videos, then the answer is to move some of those videos to Amazon. If your problem ever becomes people are sharing your videos, worry about locking it down but we'll not even worry about locking it down. Let's get these videos on Amazon and you can think later on about getting fancy. If doing that will make you more money, most of the times it won't so we'll be getting a video file onto Amazon, we'll have to create a bucket, put a file in the bucket and make that file visible.



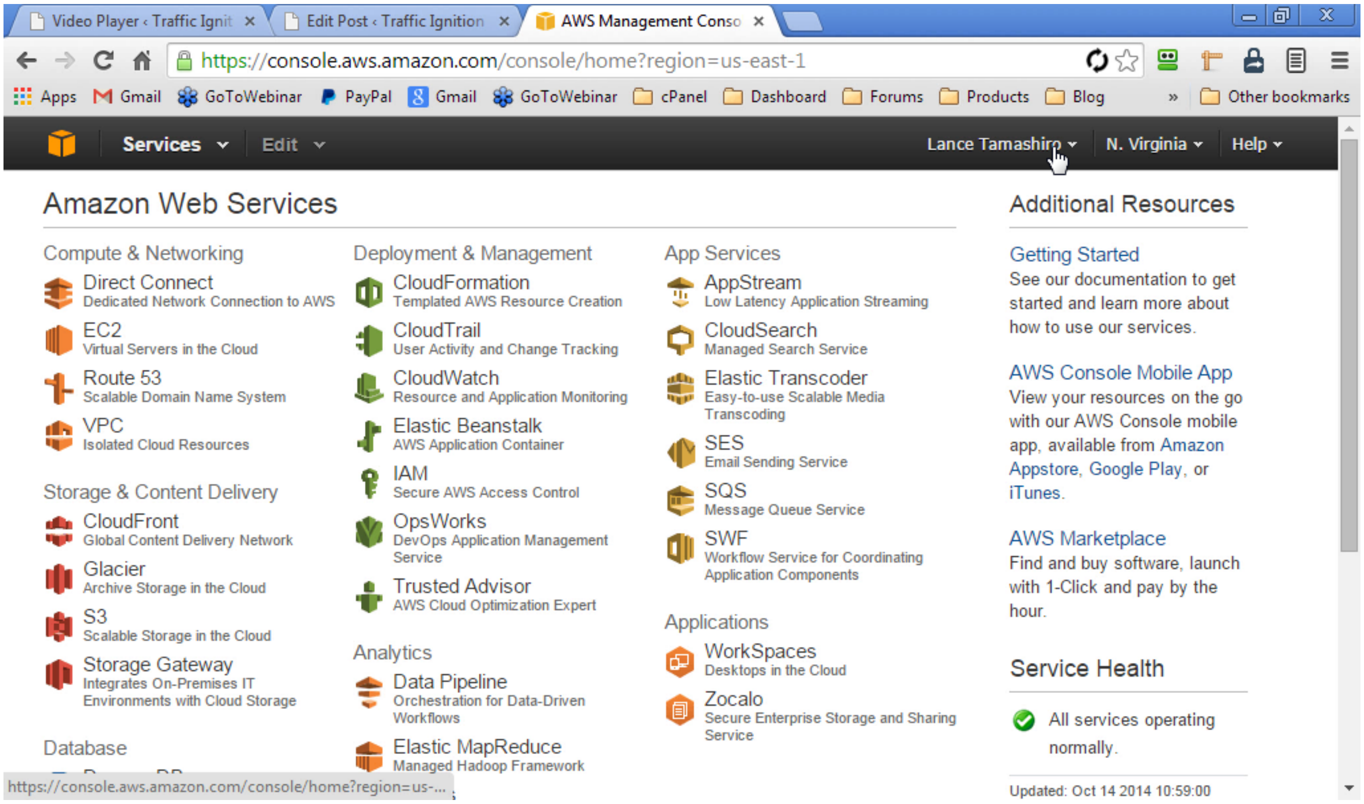
I guess you can think of a bucket like a site or a folder but basically make a bucket, put a file in the bucket, make that file public. The Video Player plugin you have can hook up to Amazon S3. This is in the Advanced Settings. One thing at a time, let's get a video on Amazon S3.

TrafficIgnition.com/members is our back-end site. This is where we have a couple of videos on here already. First of all, if I go to Membership Cube Video Player this is going to be where we have to setup our Amazon S3 but as you remember from earlier modules, you can go to whatever folder you'll use, this will say all my videos are in this Uploads folder and that's where it's going to look.

I'll edit this download page. If we want to add a video, choose where to place it. Click the Video Player icon, a pop-up appears, it shows the videos already on your site or you can upload a new one.

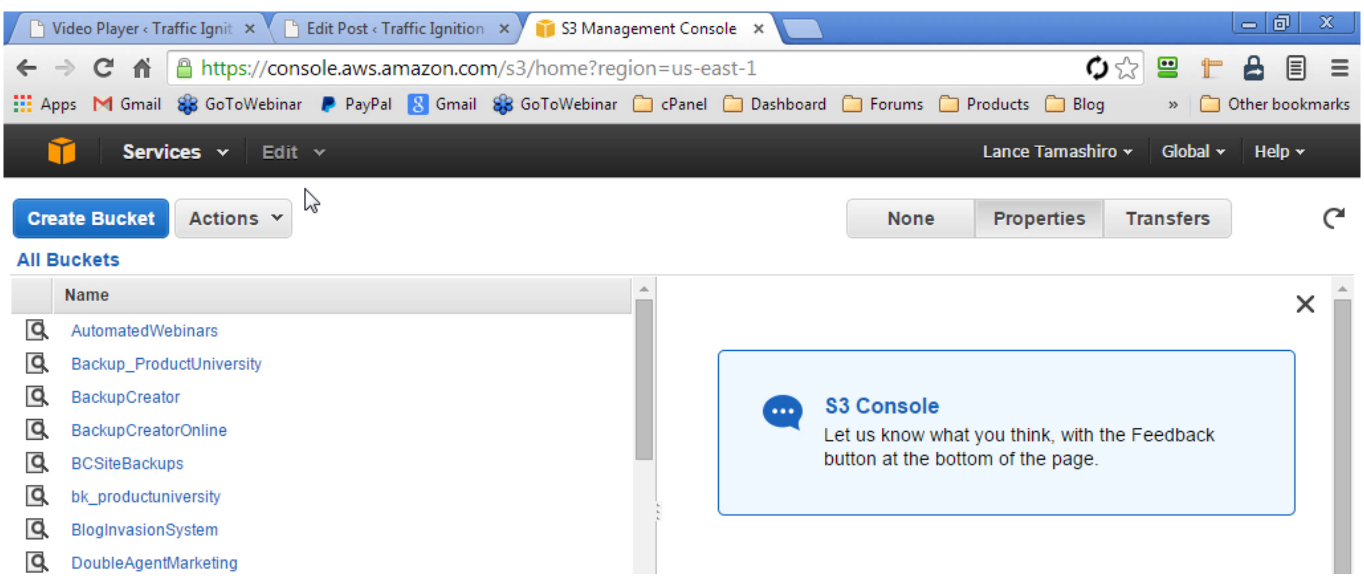
We setup an Amazon account and can upload to it. Video Player will look for the file on your own site first.

In this one, there's this checklist and the Traffic Ignition MP4 file. It will look on your site first and if it doesn't find it on your site, it will look on Amazon S3. You can have most of your videos on your site but if there's one or two that are big or popular, move those videos to S3. It will mix and match local files (on your web server) with Amazon S3 files.



Go to aws.amazon.com. What does AWS stand for? It stands for mind your own business. Sign up or sign in.

I'm signed in. We're only worried about S3, I don't care about the rest of it. Click S3 and here's where you can mess with your buckets. We have buckets for different sites and we'll make a bucket for Traffic Ignition. Why call it bucket test or why call it bucket something weird, name it the name of your site.

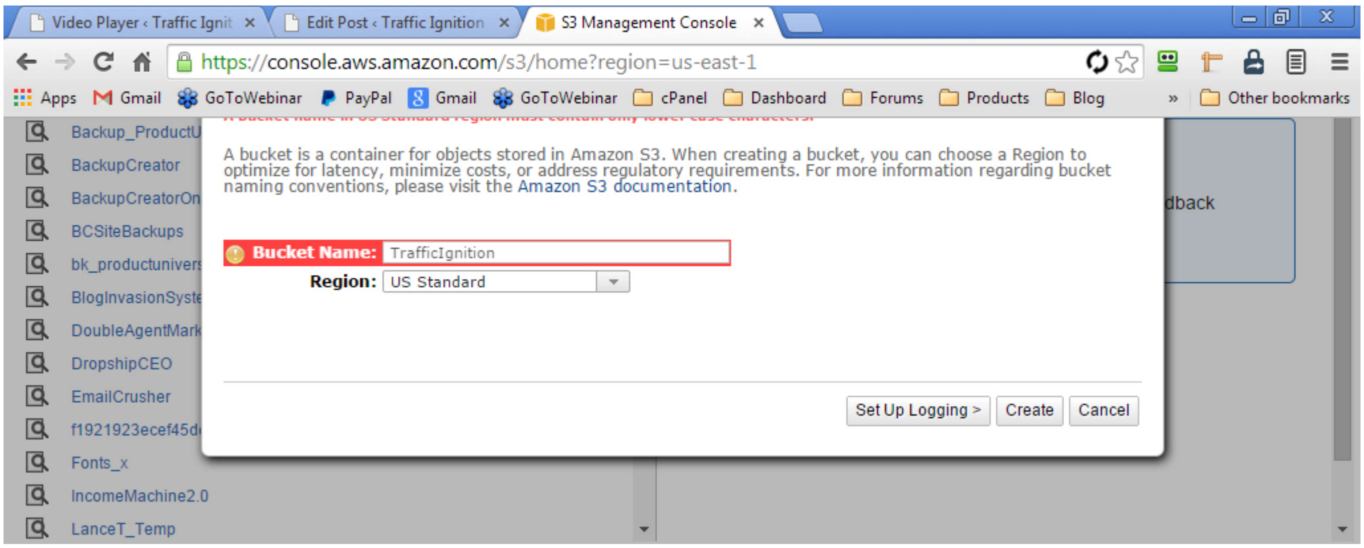


We went to aws.amazon.com, clicked on Amazon S3, clicked on Create bucket. It says, what's the bucket name. We'll call it TrafficIgnition. Never touch the region, keep it at the default, we're making a bucket called

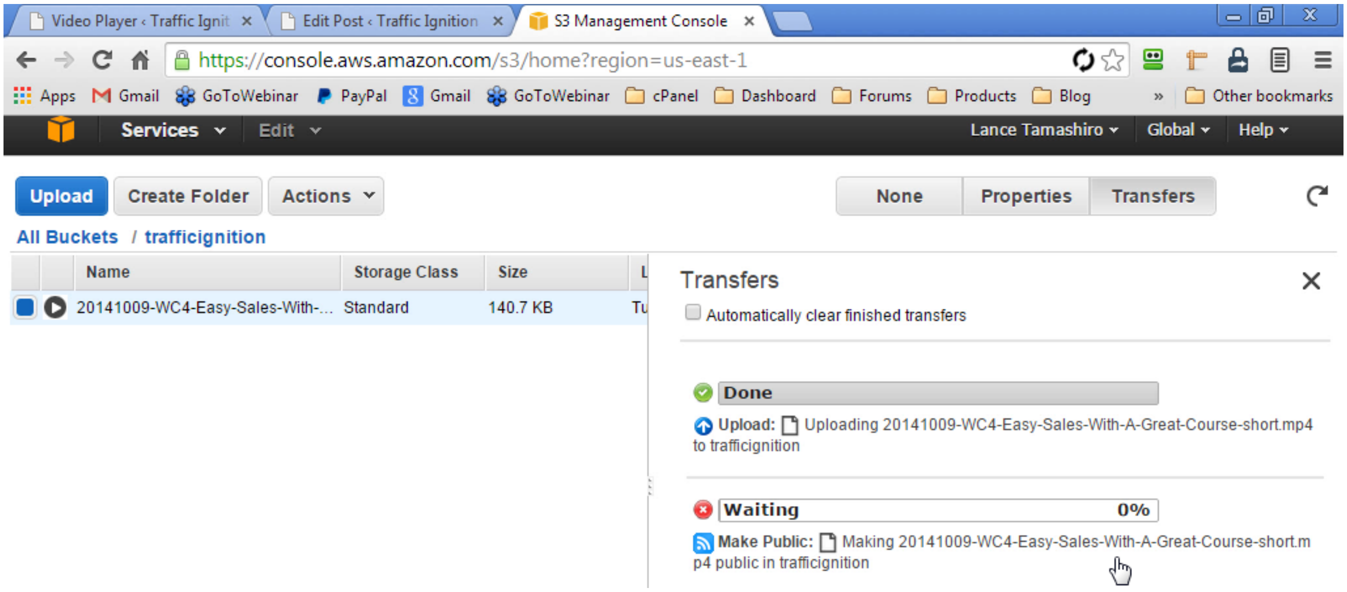
TrafficIgnition, no spaces. It says it must be lowercase. TrafficIgnition, all lowercase. We'll create a bucket called TrafficIgnition, leave the region at its own, click Create.

It creates a new place where we can store our files. The first thing I want to do is I say TrafficIgnition, add more permissions. I want to give everyone the ability to list this. We say, aws, S3, create bucket, name of your site in all lowercase, leave the region alone, we'll go to permissions for that bucket and for that we'll say, Everyone can list. I think that's everything we need.

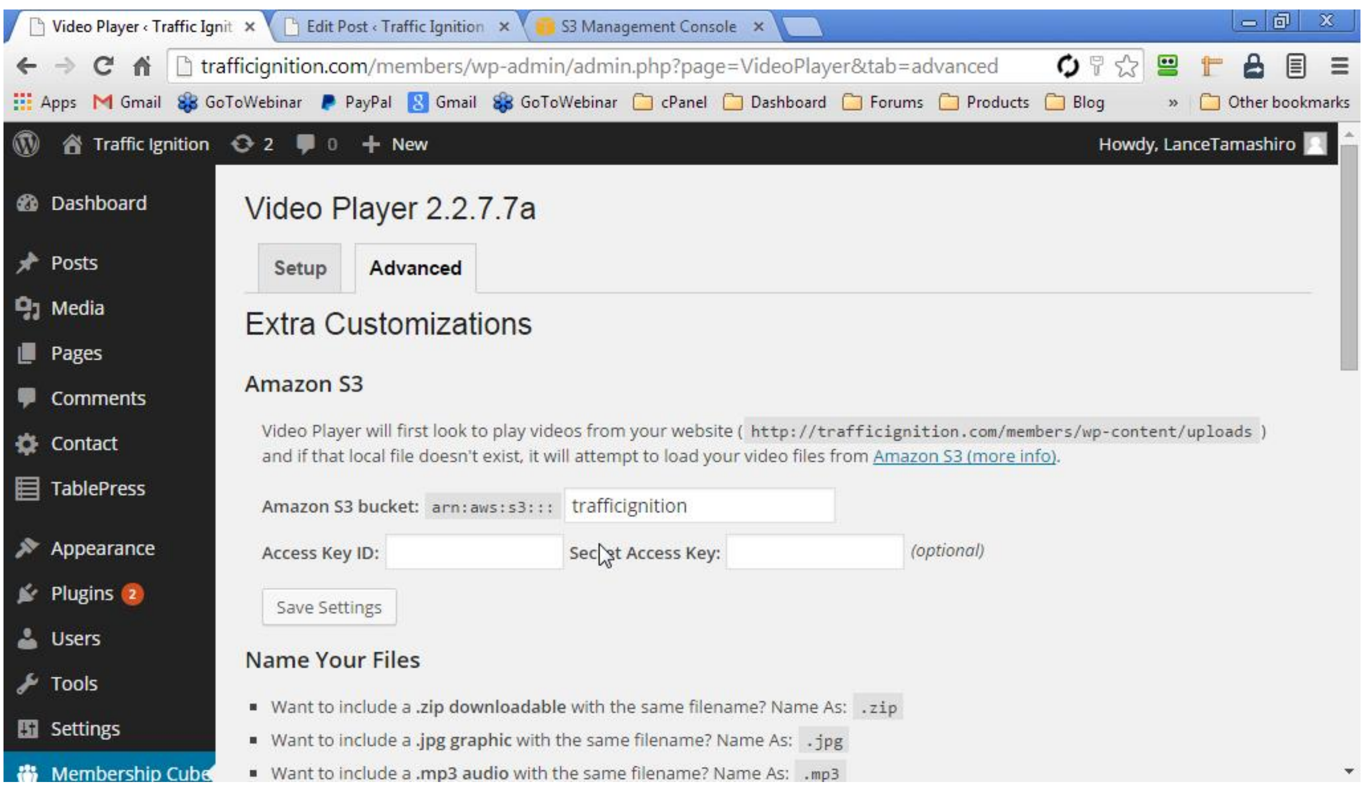
If we save this, we have this place somewhere in Amazon where we can upload. Click TrafficIgnition, it's empty and we can go to Actions, Upload and put in any of the files that we want.



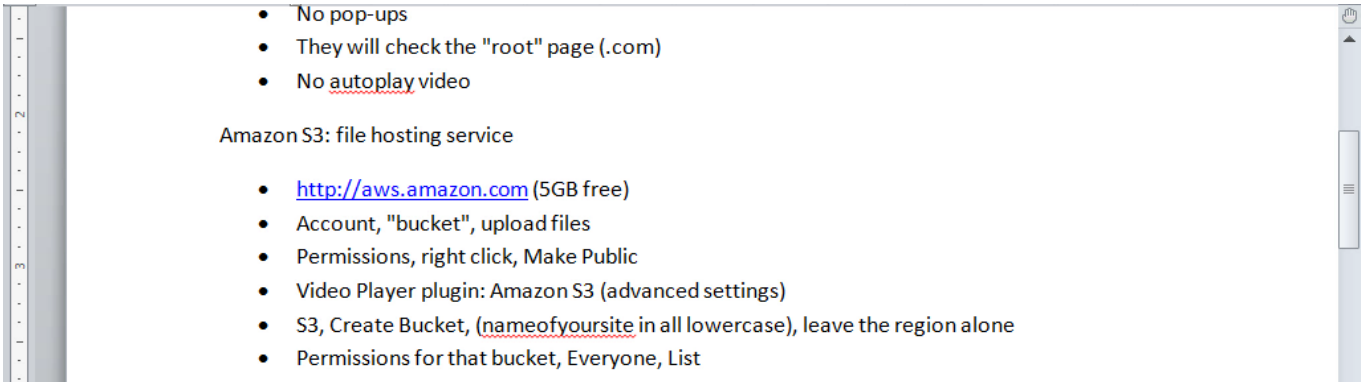
I have this file. You can load them all up, click Start upload and the easiest way is to use this web browser. I know there's programs that'll do it but the easiest way is to use this web browser to upload your files. We have this bucket called TrafficIgnition, we have this file. We want to make sure this is public. We can right-click on this and say, make public. Put the file in here, right-click, make public. "Are you sure?" Yes. We'll worry about security later.



We have this TrafficIgnition bucket. In the TrafficIgnition bucket we have this video file. The video's online somewhere and we want to play it inside of our site. Go back to edit your post, click the Video Player plugin and there's this Amazon S3 but it doesn't know which bucket to look into. Go to Membership Cube Video Player, this is the site we were on here a minute ago. Choose Advanced, there'll be a place for Amazon S3 bucket.



We type in TrafficIgnition. Don't even worry about the access key or secret key until you're ready to secure your videos later. Let's get some videos playing on the site.

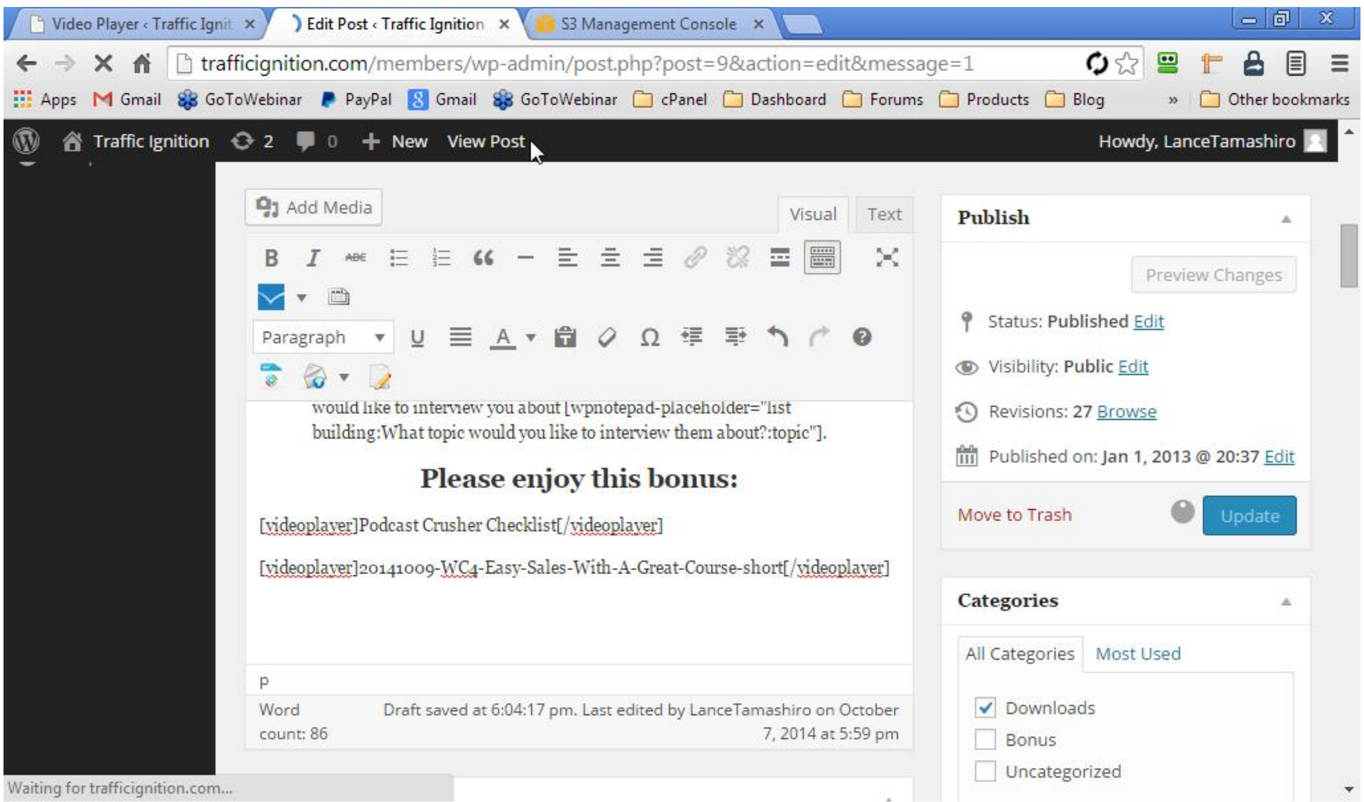


- No pop-ups
- They will check the "root" page (.com)
- No autoplay video

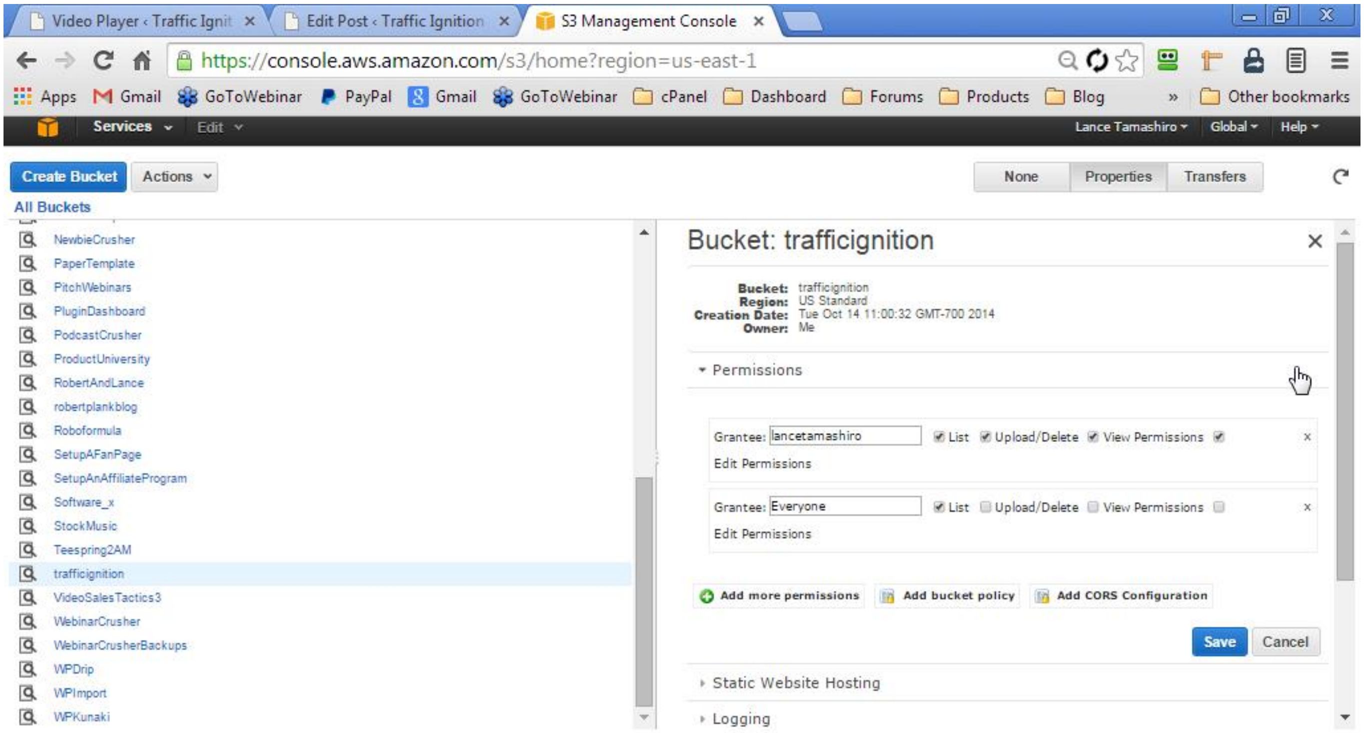
Amazon S3: file hosting service

- http://aws.amazon.com (5GB free)
- Account, "bucket", upload files
- Permissions, right click, Make Public
- Video Player plugin: Amazon S3 (advanced settings)
- S3, Create Bucket, (nameofyoursite in all lowercase), leave the region alone
- Permissions for that bucket, Everyone, List

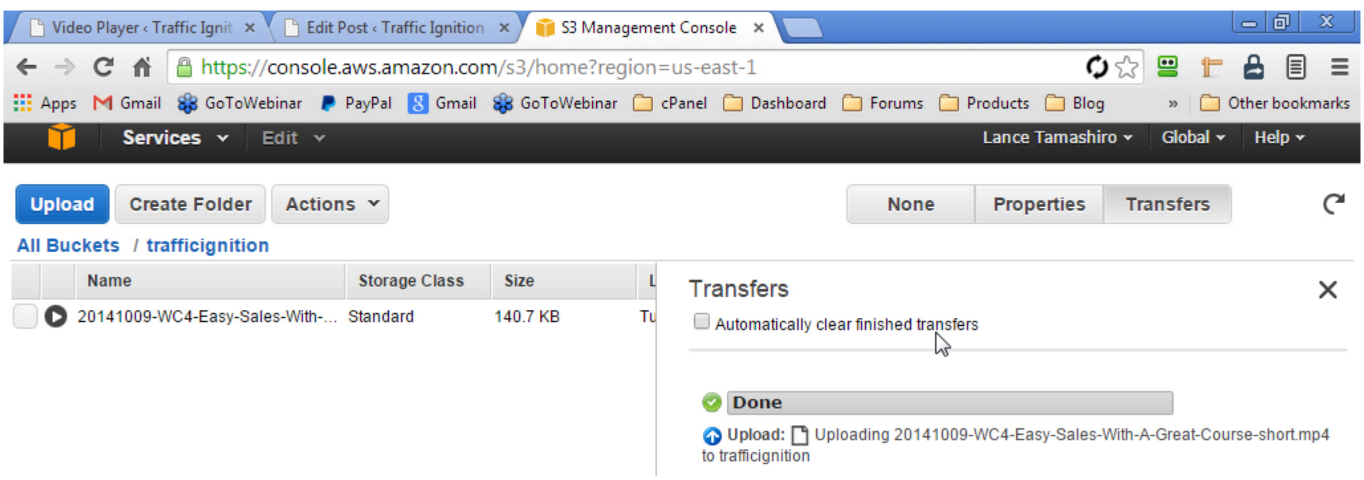
Go to add our video, go to Amazon S3. I set in my settings the bucket is named TrafficIgnition and I click over. Any videos I had on Amazon are listed here. We can mix and match, if we happen to have a video that's on your website locally or you happen to have a video that's up there on Amazon S3 you can do whatever you want.



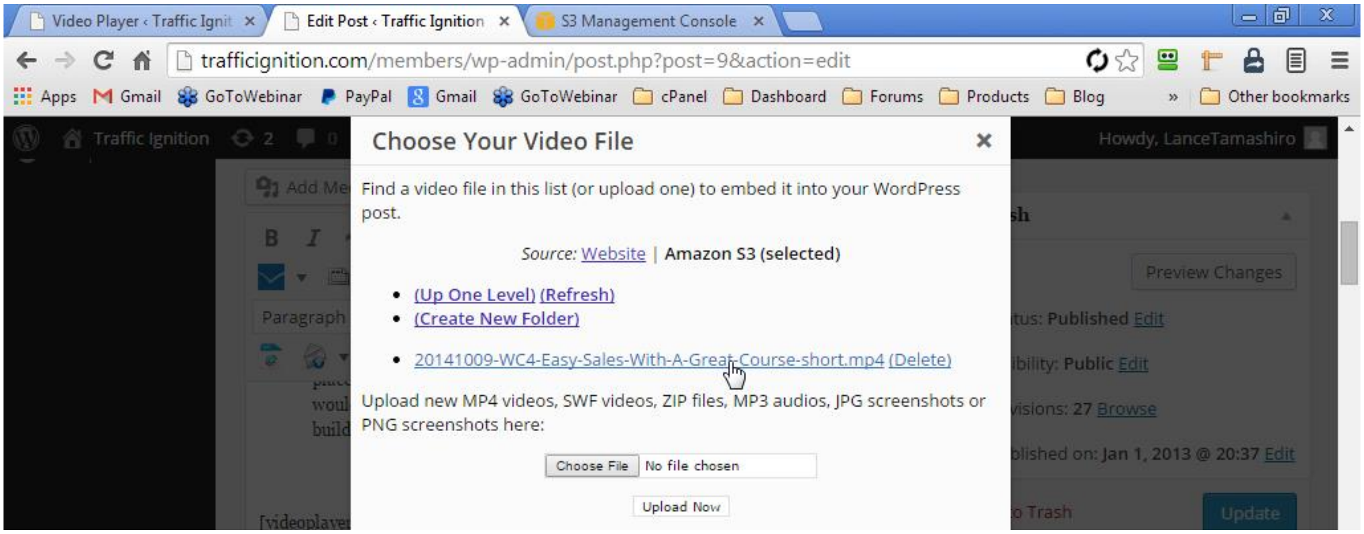
Click that and see it'll drop in your Video Player code like it normally does, and we'll go and view the post it will play the video and no one would ever know the video is store on Amazon. If your traffic gets too much used up, you can say... That's where the video is, that is where we have that video that's hosted on Amazon S3 and also playing on Amazon S3, so a couple of steps there...



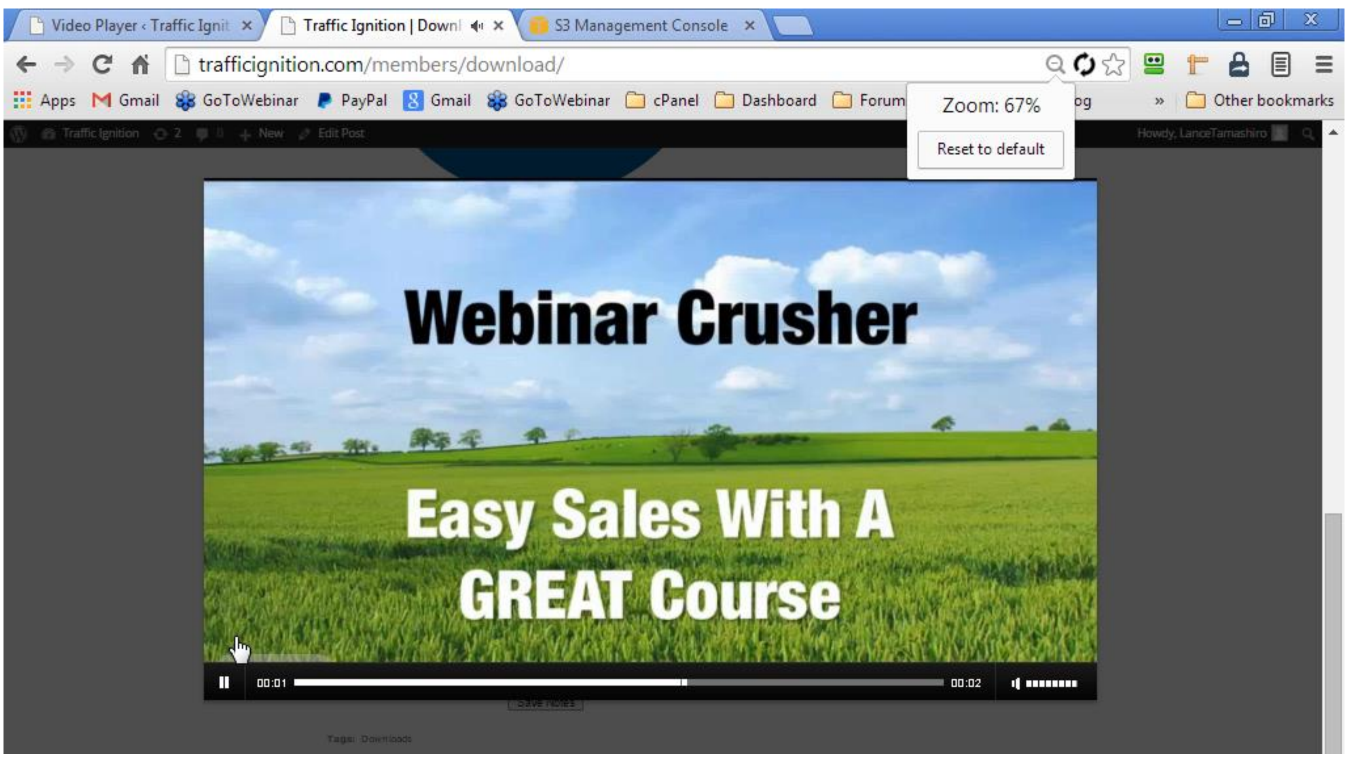
The same rules apply. Since you have a video there, if you wanted a thumbnail you could upload that thumbnail to Amazon and it would show up like everything that we taught in the earlier modules for locally still applies the exact same way that we taught in the earlier modules on S3.



They have different terminology. Create a bucket, say Everyone can list it and upload into that bucket. Right-click the file and Make Public. If you're concerned about using all your traffic then Amazon S3 is the way to fix that.



You can mix and match. If you had some really long sessions in your product, two hours, you have a bandwidth issue on your server, move that one over. You don't have to move everything all at once.



With Video Player, you can mix and match whatever's causing the problem between your server and Amazon S3.

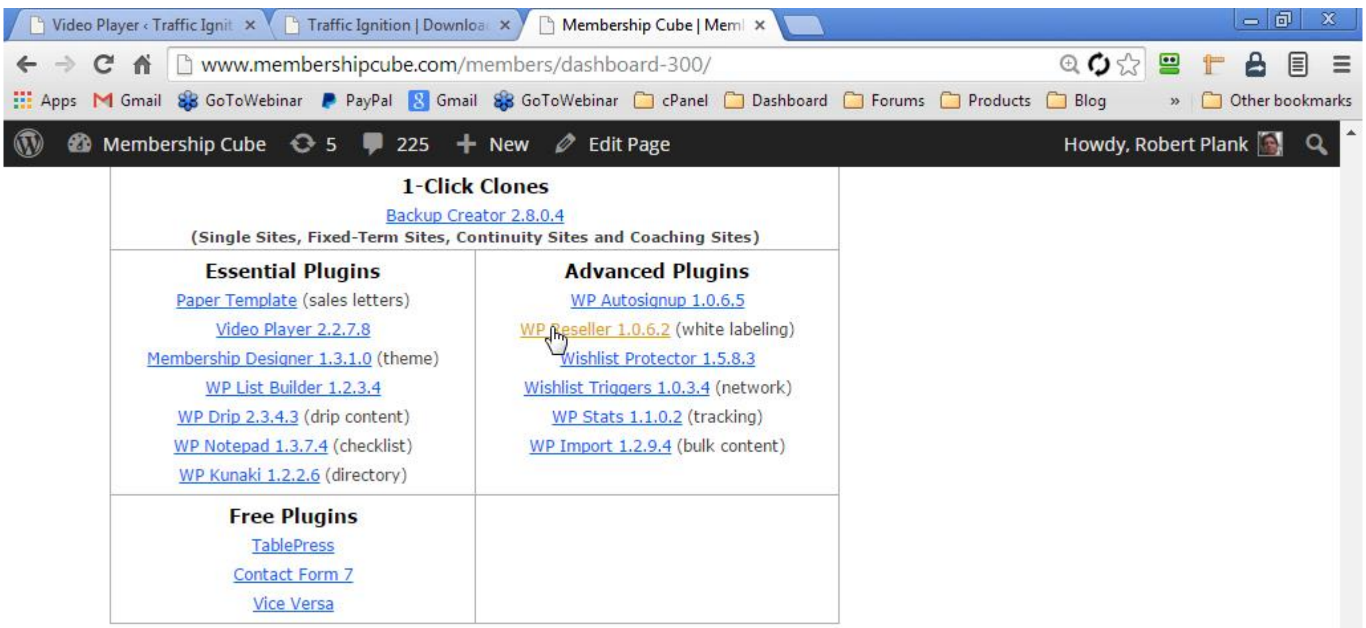
WP Reseller: Sell Multiple Products in the Same Site

The next thing I want to show you is WP Reseller. As we're going through these things, special offers and putting our videos in Amazon S3, we're taking something that's working and making it slightly better. If we're selling multiple products in one site, sometimes it gets confusing about, "What am I logging into?"

We have a membership site of ours called Income Machine at IncomeMachine.com. If someone buys Income Machine, they get Paper Template plugin, they get our Member Genius plugin but then if someone goes, and if they buy just Paper Template, maybe we want the top of the site to say Paper Template. Maybe if we have one of our affiliates sell Income Machine, we want to have their name on it along with ours.

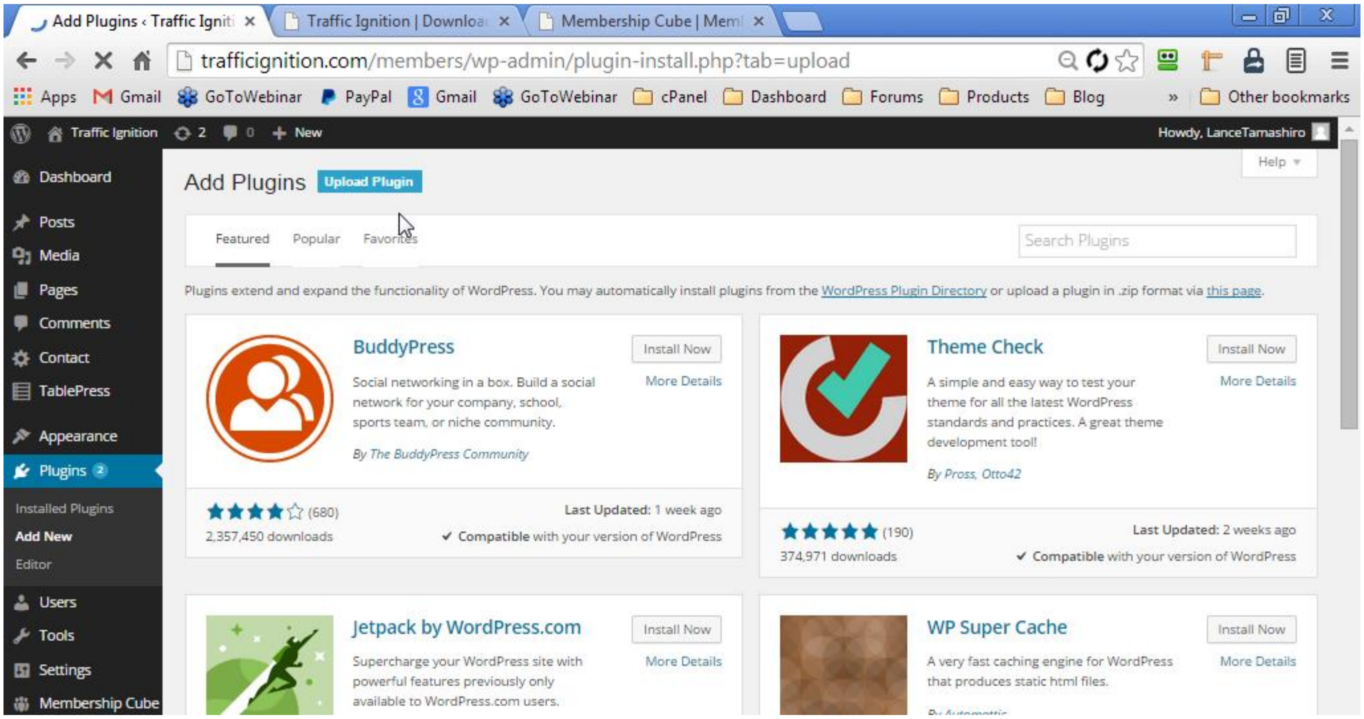
WP Reseller allows you to sell multiple products like Traffic Ignition Basic or Traffic Ignition Ultimate. If we'll sell the plugin on its own, you can sell a piece of your site and make the whole site branded to what they have access to.

We have our Membership Cube course. We also sell WP Drip on its own. If someone goes and logs in to Membership Cube but they only have access to WP Drip, maybe we want the top to say WP Drip.

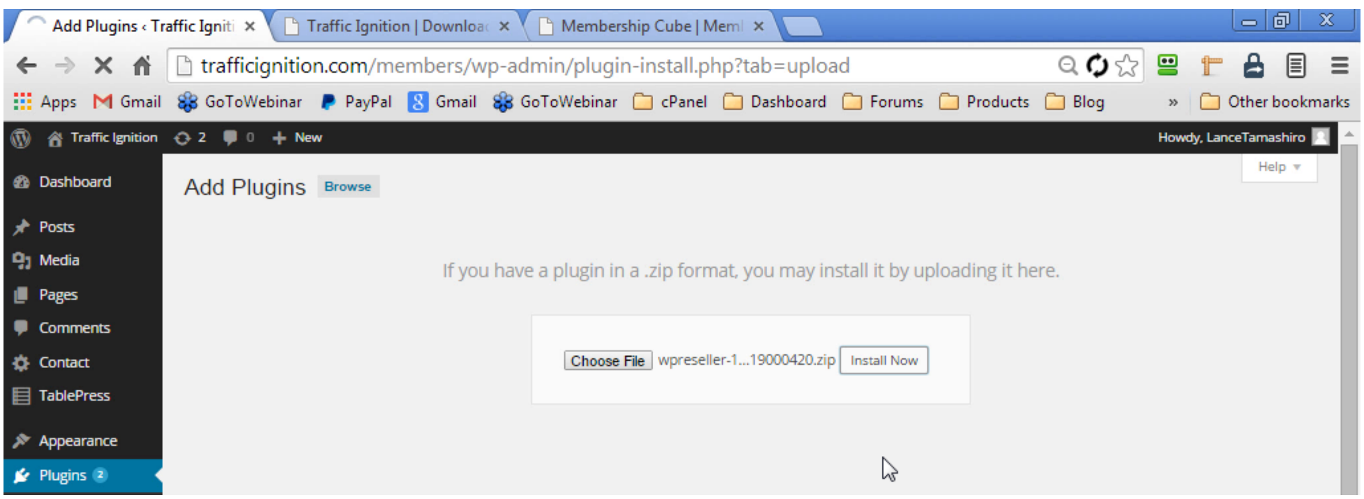


For this we use WP Reseller plugin. In order to get that, you login to your Membership Cube member's area. This is not included by default in the clone, we can go and login and grab it. Login and once we're in here, there's the dashboard table. At the top are the different modules and the clones and at the bottom, we'll have the individual plugins that you can grab. Go to the bottom, there's the direct software downloads.

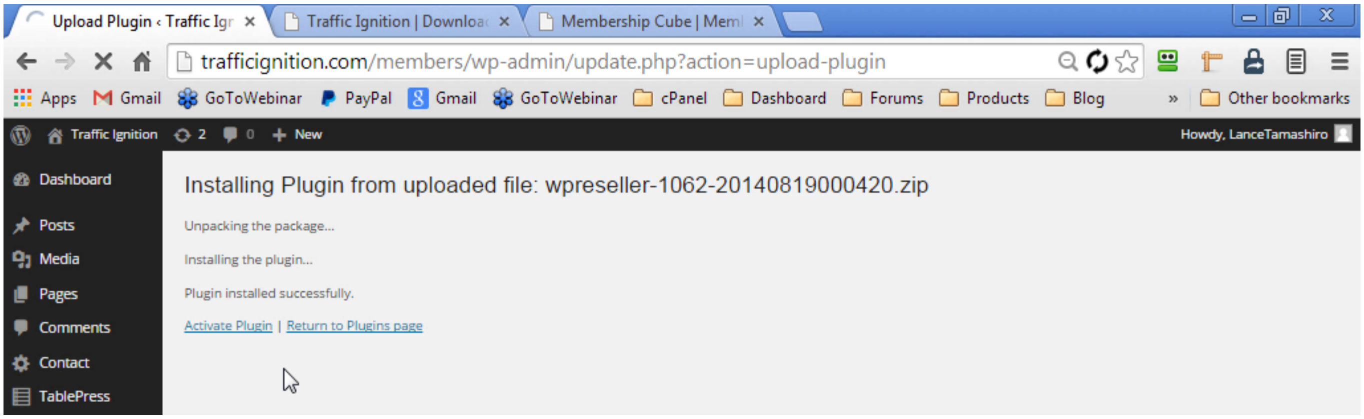
The one we'll get is WP Reseller which will allow you to white label or change the title of your site or the look and feel of your site based on what level someone is on.



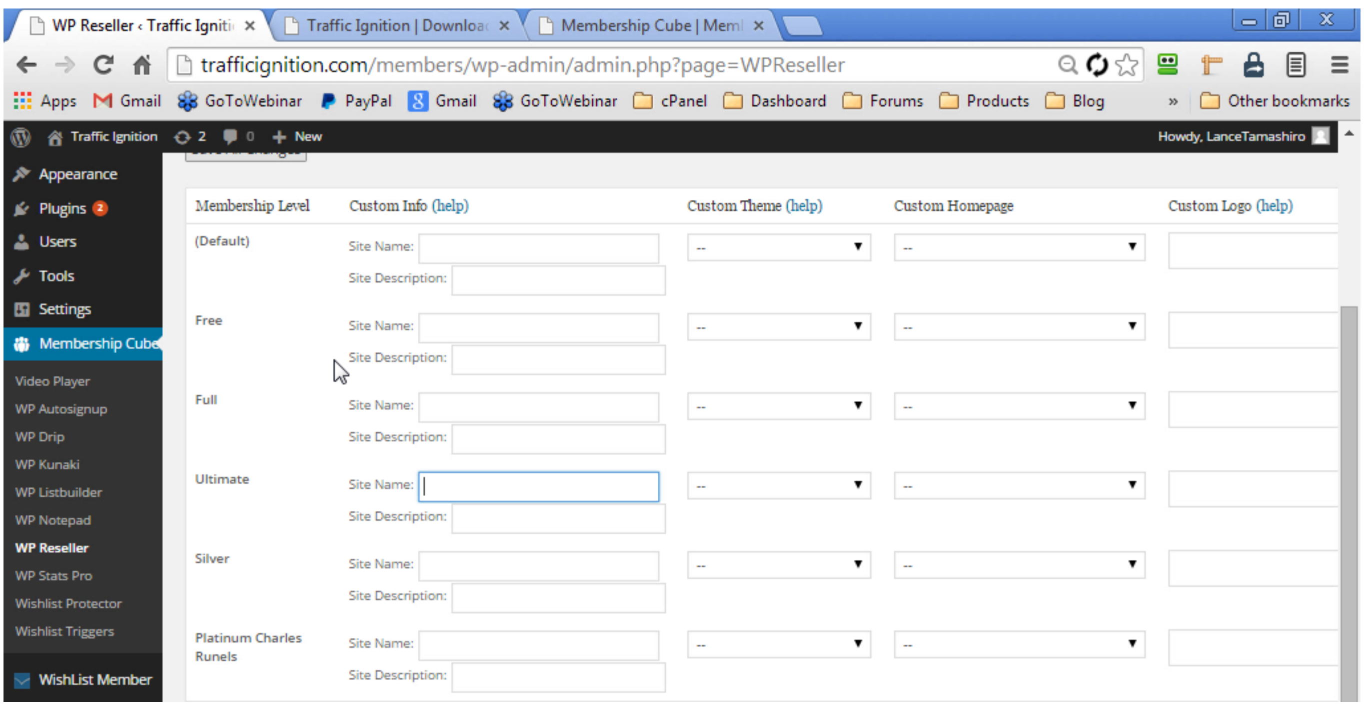
We can click this, it downloads WP Reseller plugin. We'll go our back-end /members, go to Plugins, Add New, we'll upload the plugin and we'll stick it on there.



Give it a second, upload plugin and choose file and we'll choose the WP Reseller plugin, Install Now. Then this will put the plugin on our site for us. Give that a second, activate the plugin.



Like our other plugins, then in the Membership Cube tab are you will be able to get to WP Reseller. What we can do is we can say, if they're on the Full level then the site name we want them to see is Traffic Ignition Full, if they're on the ultimate level, we want them to see Traffic Ignition Ultimate and if you wanted to get crazy, you could say if they're on one level show them one theme, show a different theme, we're not going to do that.



In Traffic Ignition, we have a header graphic. You can have the header graphic for ultimate, you can have the header graphic for full, you can add anything extra depending on if they're in Full or Ultimate. That logo will change. Install that WP Reseller plugin and say, if they're on this level show them this as the site name, show them this as the custom logo, whatever you want and then choose the priority like with Wishlist Member before where if they're on full, they see this, if they're on a higher priority, they see this other thing.

Most of you won't need that Custom Homepage Column. It's easier for you to control that n the Wishlist Member levels. You should use this for the name of the site, site description and custom logos. That way, whatever level they're on it'll show the correct one when they login to Wishlist Member.

We use this in two ways. One way that we use this is for multiple products. We said if we're selling Drip, show the site and the logo and the home page for Drip. The other way that we use it for is the co-branding. For example, one of our affiliates one time, he's named Paul Cline I think, we pitched our Make a Product course and we called it How to Make a Product. We could have a logo with his name and his picture. We had another one of affiliates named Joe Lavory and we pitched Membership Cube.

We made a level called Joe Lavery's customers and it had access to all the same content as the Full level, there was no difference but the logo was his own logo, it was that little extra touch where we could have Membership Cube and we could have Membership Dynamite or we could have Joe Lavery and Robert and Lance's Membership Cube, just this one little extra thing. You've seen some of the logic so far is, you find a level and then whatever settings you're going to apply, apply to that level. A pretty easy little add-on there to sell multiple products or to have different versions or to differentiate between someone who's bought a piece of your course and the entire course.

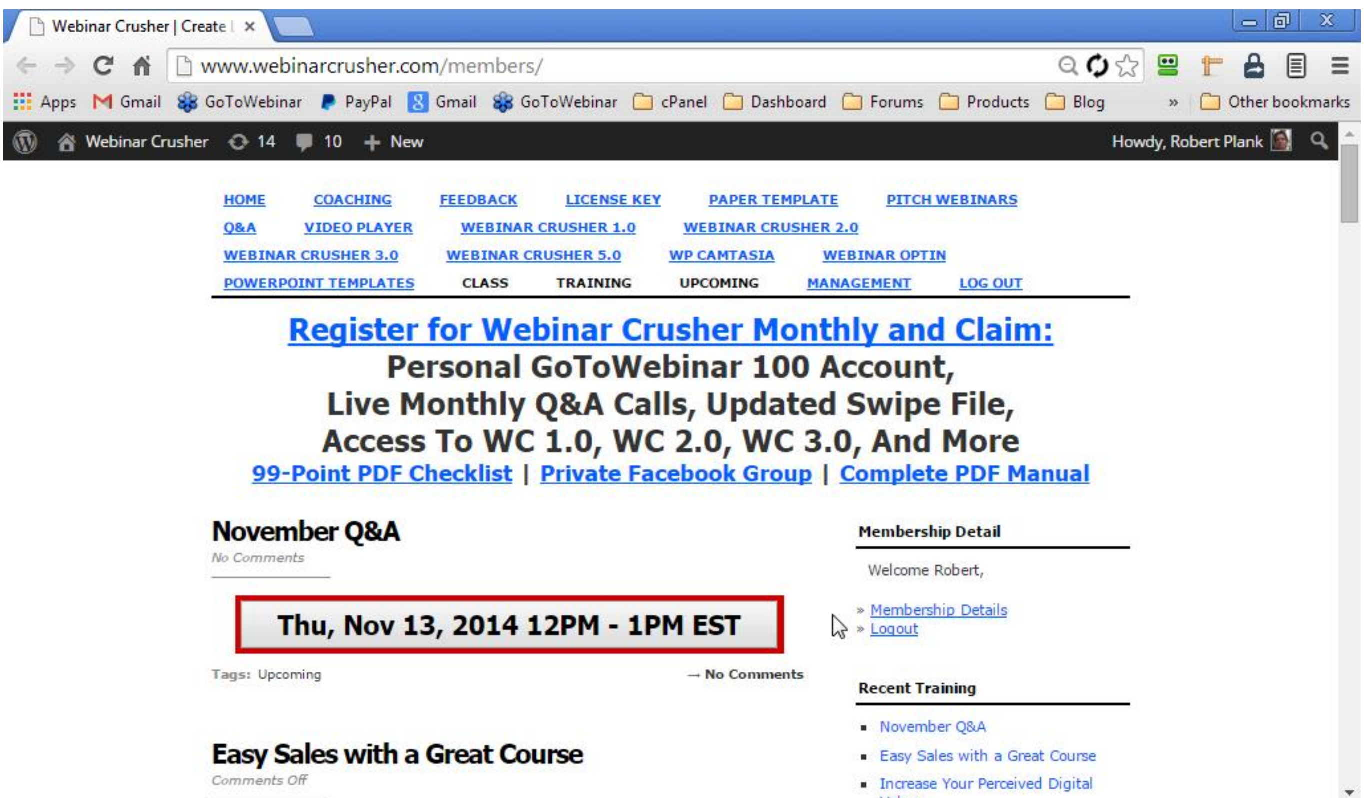
Co-branding is simple. Add a different header and change the name. How many people, for their affiliates, when people buy Membership Cube through an affiliate have a different banner on that shows that person's picture with your picture on it. That's another way to increase those affiliate sales for you and it's something simple that very few people do or even have the capability to do.

Webinar Optin: One Click Webinar Registration

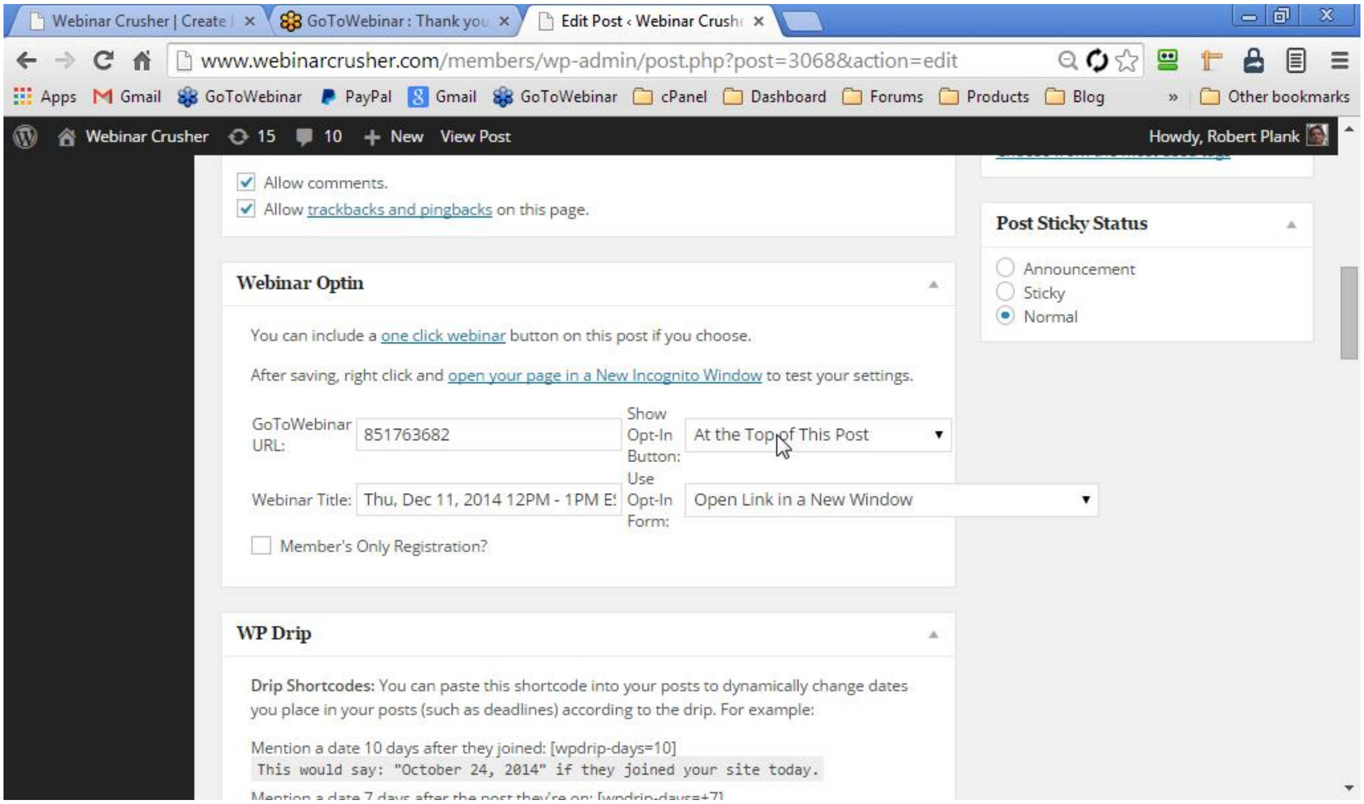
Webinars are a useful tool for creating content in our business. If people bought from you, that's one thing, if they bought a video and they get a checklist, that's one thing but having that excitement of having a live course has extra value, meeting live and having people's issues addressed live.

We use these webinars, we use go To Webinar, a service GoToWebinar.com To make it everything really simply, all GoToWebinar needs you to do is sign into your account, you say, "I'm going to meet at this time and date, here's the name of my meeting" and give out the link and people register and show up for that link. The only catch with that is that it's tricky to get people to register and show up, not everyone's going to do it. We have this plugin that we use in our membership sites. This isn't a part of Membership Cube but if you want to get this as an add-on, this is what we use.

This is one of our Q&A sites. All we have to do to make money from this site, other than promoting it, is we show up literally maybe 90 minutes per month. We try to keep it to an hour but usually it goes over, we show up and we explain how things have been going for us in the past 30 days as far as the topic and this one's webinars. If you want to do this in real estate, in your stock trading, whatever it is, you meet once a month and present. The way we do this is...



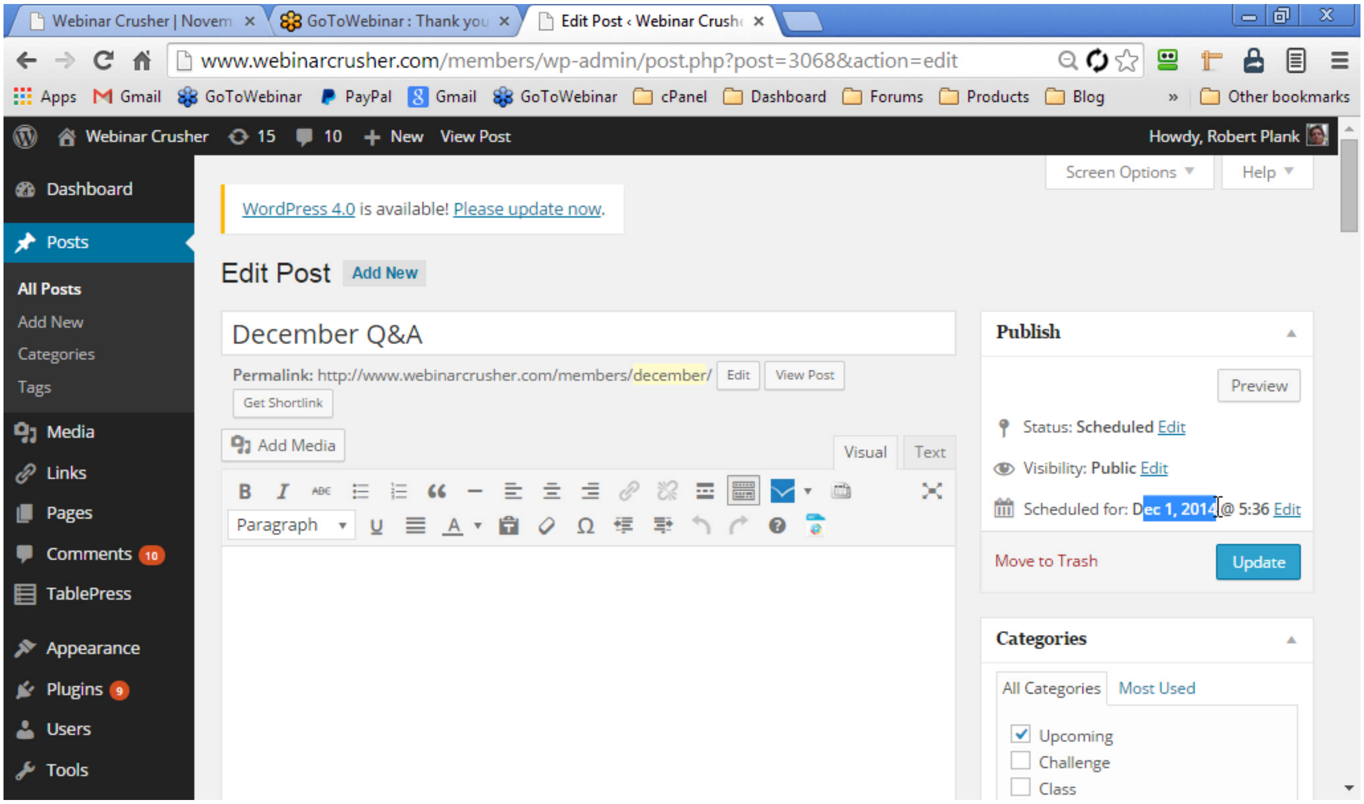
We're getting a little late in the year but what I like to do, we mentioned this in the Q&A section is we'd say at the beginning of the year I'll go in and I'll schedule 12 webinars, I'll put 12 appointments on our calendar and then I'll make 12 posts in the site. Some of these aren't yet live but I'll make them all in the site. What I'll do is I'll install this Webinar Optin plugin and what this plugin does is it allows us to put a thing under our page and here's what it adds. You paste in your meeting URL in go To Webinar, you put in the title... I put for the title the exact meeting time, and then it says, "Where do we put this?" Put it at the top of the posts. It adds this one-click button.



If someone is a member of your site, that means that we already have their email address, we already have their name so why make them type it in again. This adds this one-click button, they click it and then it says, "You are registered for this next meeting" and can show up and attend. By having this plugin called Webinar Optin we can make a post, go below the post and it says, "What's the URL? What's the title?" and it'll add in this button for us and people can click it and register for it.

We can make it appear in a small area, we can make this show as soon as they register at the page, automatically gets them on there. We can make it a pop-up in a new window as soon as they end up on there. We can do all that but I prefer to open in a new window, make the button...

Webinar Optin adds that in. We created posts. If I go further on like the December one, I already have this information underneath the post for this upcoming webinar even though it's scheduled, it's not yet live. All I have to do, it's a part of my checklist for that month is, if we have a call coming up, it's going to be in a while but if I go in and edit the date so that it's live now, then I email the members and say login, and when they login I can show them a one-time offer if I want but they login, they click the button and that gets them to commit and get this on their schedule.



We present the webinar and when I'm done, I edit the post and I rename it to the title of that training we presented. I'll edit the post and change it from October to the actual name. I'll put the video replay on there.

If you want to host on Amazon S3, I won't stop you but we put the video on there, I removed the opt-in button because that webinar session is now over and I get back to my post and whatever upcoming session's coming up, if it's not yet live I make sure to edit it and that now it's live. At any given time, when someone goes to our Q&A site because there's this Webinar Optin plugin, they always see the replay of the most recent training.

There's the big giant button to register for the following month. Use Webinar Optin so that if someone's already a member of your site, one button will get them on the webinar, it will get them registered and it will get them to join it live but then they can also see the previous calls as well.

I can't tell you the number of courses that I've bought it's going to be a live thing and then I sign in and I never hear from them, I didn't know I was supposed to come back and sign up for a call to get it but this way, even if you're doing a live call, the very first thing when they login. When they login you have something for them which is to click the button.

They don't have to enter anything else, they don't have to do anything, they get registered for that webinar so that then they will remember to show up for what they purchased.

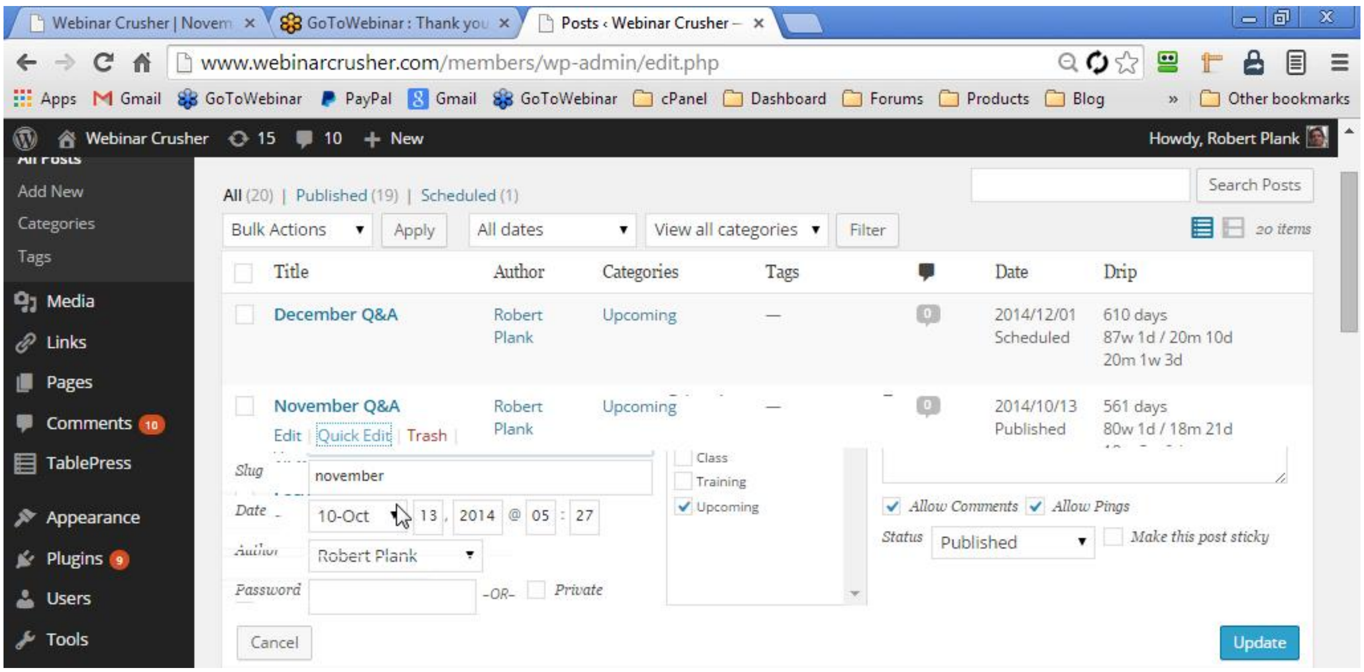
That's not included but you can get it at WebinarOptin.com. It installs like any other plugin.

It ends up in settings instead of the Membership Cube menu. Settings, Webinar Optin. You can see your pages or your posts and what webinars you've scheduled, for what posts. It's simple to run your Q&A site.

Conclusion

You don't need a huge system setup before you start making money. You don't need lots of plugins. Use the clones we showed you and build on them. In Module 1, restore that clone. Fill in the blanks.

Once that site is up and running, take a payment, manage your members, redirect people where you want them to go. That's in that first module. Then we take you through product creation, sales letters. We show you how to take what you restored from that basic clone, add a couple plugins and change how your content is delivered (drip or a dashboard.)



Get that site up and running, get something for sale, get that product out there but after that, it's that you do little incremental changes when you decide what that next piece of your business needs to be, start building.

When we setup a sales page or special offer page, we look at what we want it to do. We know what needs changing. We don't change everything at once.

Many people get in trouble building their websites. They make too many changes at once. We chang one or two words then see if it shows up the way that we want. We always know what we changed in case something messes up. We can always undo if necessary and make sure it's always working and moving forward.

When we setup that one-time offer, we wrote out the headline and said, "The headline's not exactly what we wanted to be." We clicked one button, changed the font, saved it, looked at it again.

I wanted the comments off and we fixed that. I wanted the sidebar gone, we fixed that. Approach your membership site and your business in these terms: what's the next little thing that I need done? You'll lose most of that frustration and you make progress faster.

To get from here to there, only takes a few small steps. Do them in order. Undo anything youy mess up so you don't edit for 5 hours. Many people take steps that are too big, they throw everything away and start over.

Do a little bit at a time so nothing in your business is wasted. You're checking as you go along so you can roll back or keep moving forward. Unfortunately, many people spend days, hours, weeks, months, years only to throw everything away and start over. We never want you in that position. This way, everything is always done.

We setup the PayPal button. The sales page wasn't perfect but you could still sell your product. Everything in this course is 100% working and 100% complete at every single stage. Use that philosophy in your business.

Implement Membership Cube. We look forward to seeing your progress and hearing your success story. Thank you for being a member of Membership Cube 3.0 (membershipcube.com/members) and we look forward to talking to you soon.

Double Agent Marketing Courses & Products

Income Machine ($197)

- Quickly choose your niche, domain, and website
- Setup optin page, sales letter, blog, and membership site
- Get traffic, run webinars, and manage your time
- Includes Paper Template (sales letter) and Member Genius (membership) plugins

Double Agent Marketing: weekly interviews & monthly training
Dropship CEO: sell physical products on Amazon
Podcast Crusher: launch your own podcast on iTunes in minutes
Member Genius: setup an order-taking membership site in seconds
Plugin Dashboard: manage & update your plugins in one place

Webinar Crusher ($47 Every 2 Weeks)

- Free GoToWebinar service ($99/month value)
- Webinar Content & Pitch Training (FreeMind, PowerPoint, GoToWebinar, Camtasia)
- Recordings of All My Pitch Webinars
- All 100 of My PowerPoint Designs
- Monthly Q&A Call

Make a Product ($197)

- Create 100 articles in 1 weekend
- Create a print book in 1 hour
- Exact system to transcribe your dictate articles and blog posts
- Compile articles into free/paid PDF reports
- Launch your product and site with an email autoresponder