

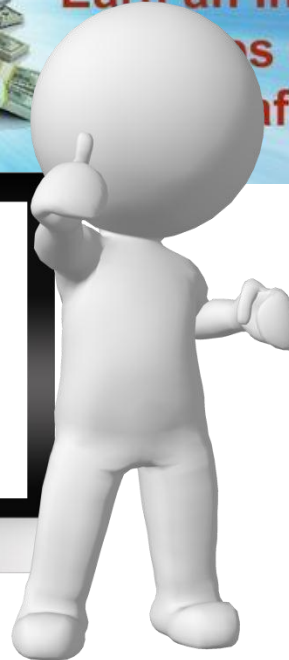
Online Income Partners

Work just 4 Hours
a Week for Only 8
Weeks Total to...



Earn an Income that
is Coming In
after Month!

Lesson #2



Review

Last weeks assignments

- Title
- Niche
- Domain name
- USP
- Elevator Speech
- Outline
- 30 experts



What we're going to do in this weeks lesson

- Create an interview request letter
- Learn how to interview
- Use of recording software and hardware
- Over delivering
- Get a webhost
- Start a web-page/blog
- Page setup blueprint
- Elements of a page

Preparing to Interview

Things to keep in mind

- Why we choose 30 Experts?
- Why would experts want to be interviewed?
- Should you get permission to record them?
- Let them know what's in it for them?



Interview Letter (initial)

Earn as you go!

- Once you've conducted 2 - 3 interviews you can start selling.
- As long as you have one interview a month you can keep ahead of the process.
- The sooner you finish however the better so you can add great bonuses and move onto your next project.
- It's also easier to get affiliates and sponsors with a completed product.
- You'll have a more complete Sales Page when completed.

Interview Letter (initial)

Create a follow-up letter

Dear _____,

My name is Rene Bastarache and I'm creating an online e-course called _____. As a way of getting the best possible information I'm conducting interviews with leading experts in one specific area of _____ and would love to feature you as that expert.

What will you get out of it? You'll be promoted to our extensive database of members, affiliates and in the advertising campaign as well. Advertising will include but not be limited to the e-courses' website, mailings, ezine articles, online videos, press releases and of course links to your products and services within your actual video interview.

Just to give you heads up I've also contacted several other experts in your market to interview and would like to complete everything as soon as possible. If you're interested please let me know what date and times work for you so we can get you scheduled. Time is of the essence as we hope to have the program advertising and launch within the next three weeks.

Once I receive your response I'll send you a quick email with the interview recording information and the exact questions I'll be asking to give you time to prepare. The interview will be conducted via Skype video and will take less than an hour.

If you have any questions my direct line is 207-590-5859.

I look forward to hearing from you and thank you in advance for your consideration.

Sincerely,

Rene Bastarache, CI

Author, Instructor and Fisherman

www.ChooseHypnosis.com – www.AIAHypnosis.com

Interview Questions

Your outline has twelve topics with
four subheadings for each.

- Choose one topic for each Expert.
- Now you have at least four main questions to ask them.
- If answer is too brief ask them to expand. Be sure to have additional question should you need to drag more information out of them.
- Be thorough. If you don't get enough quality information you've wasted your time.

1. Issue #1 topic _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____

2. Issue #1 topic _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____

3. Issue #1 topic _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____

4. Issue #1 topic _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____
Expanded sub category _____

Additional Questions

Be prepared

- How did you get started in?
- If you were to start over again what would you do differently?
- What's some of the best advice you could give our listeners?
- Ask them afterwards: (once recording is over) Is there anyone else who you think would be good to interview. *If you get good names ask them if they would mind dropping them an email.*
- I would love for you to mention this program to your list? Let them know about your affiliate program if they decide to or want it.

Schedule Interviews

Send return confirmation letter

- Once you mail them be prepared to schedule your interviews. Some of your experts may respond to your request immediately.
- The sooner you can make the appointment for the interview the better. If a time they send suits you then send a confirmation follow-up letter to them to confirm it along with other required incidentals.



Second Interview Letter

Here's what to put in it

- Thank them for accepting.
- Confirm the scheduled time.
- Give them a list of the questions you'll be asking during the interview.
- Tell them the vehicle of interviewing
(video through Skype, Google+ Hangouts, Oovoo, audio recording via Skype or recorded telephone call)
- Give them necessary information such as Skype ID, phone numbers etc. and ask for theirs. If you are expecting set up time ask them to sign in 5 - 10 minutes early.

How to Interview

How to interview:

- You can use a number of programs. Here are the most popular: Google+ Hangout (video)
Skype (video or audio)

Interview process:

- Use only open ended questions: Nothing that can be answered with just a yes or no. (Or you'll have a 2 minute interview)
- Why do you have 2 ears 1 mouth? (To listen twice as much as you speak)
- Come from the point of view of your clients. (You know nothing)
- Be gracious.
- Be Attentive. (Ask them to explain or expand on points that are not clear a repeat or comment points that are exceptional)
- Plug their products or programs twice. (Be careful to not to make the entire interview sound like an advertisement. Be more like and a talk show host.)

Recording Equipment

Prepare and get ready

Video: You can use any quality video camera, Webcam or computer cam:

Audio: Built in microphone, external mic, ear buds, headset or telephone.

Recording Program: <http://www.skype.com>

Editing Software: Windows Live Movie Maker or Mac iLife



Here are the ones I use to give you an example:

Video: I use the Logitech Cam *Webcam Pro C910*.

Audio: I use the “Blue” Yeti USB Microphone.

Recording Program: Skype & Google+.

Editing software: Windows Movie Maker – it came with the computer.



NOTE: Be sure to test your equipment for quality before interviewing.

Recording with Skype

Options

- Skype by itself is not designed to be recorded. You may use a screen capture software but the audio situation can be challenging.
- A third-party software will be needed in order to record a two-person split-screen video call where both people are on the screen side-by-side at the same size. These are the two I recommend:



- PC Users: [Supertintin](#) (\$29.95)
Mac Users: [ecamm Call Recorder](#) (\$19.95)

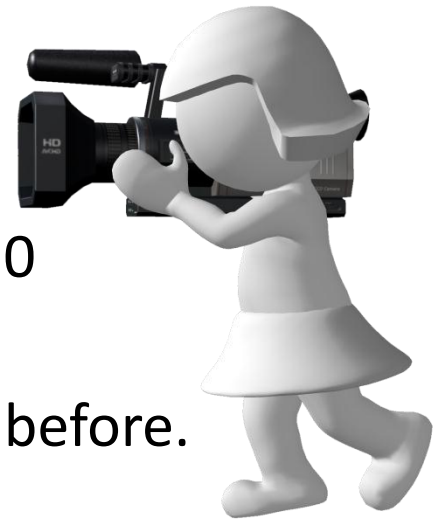
FREE Options for Recording Video

Google+



Video Recording Tips

Looking your best



- **Sign in:** It's best to sign in with your expert 5-10 minutes early to set up the scene.
- Some experts may not have been interviewed before.
- **You are the producer** and must take control.
- **Background:** Make sure it is presentable. *(Things may have to be moved)*
- **Lighting:** You want front-light, especially if their face is dark.
- **Dress:** If you're doing "two way video" dress professionally.
- **Sound:** Do a sound check; make sure audio is turned on. A headset may be required if there's too much echo.
- **Distractions:** Eliminate as many as possible. No others in the room, no pets & turn off cell phones.
- **Do a preview with them:** Tell them what to expect & make sure they're prepared.

Content, Value & Over-Delivering

- **Make it irresistible**

What can you offer to make your program irresistible? Example: Our AIA Hypnosis Membership site offers over \$3,000 worth of training videos, audios, manuals and books. ***It's crazy*** when you look at the list but once you realize that it cost you nothing extra to offer so much you see the value. All of the benefits are online products that once completed cost nothing more.

“If you advertise an irresistible offer then deliver an irresistible product.”

If you're in this business to make lots of money then your content must be exceptional. Do not offer an adequate product! We deal with Experts because they're the BEST in the field so be sure you guide them into offering the BEST information that's helpful, eye opening and solves the clients problem or desire.

You must Deliver what you say, and then Over Deliver!

During Interviews

KEEP your EYES and ears OPEN

Separate the best videos, clips, quotes, information and pictures for possible:

- Giveaways to attract subscribers through an opt-in page...
- Samples of what the course includes
- Bonuses - To add onto the course once complete...
- Clip (snippet) pictures to place on sales page.



Snippet Tool

& Screencast-O-Matic



- Use **Snipping Tool**: to capture screen shots

Applies to Windows 7 & Vista - Do a search in your start menu for “snippet tool” or it should be here <C:\Windows\System32\SnippingTool.exe>.

Can't load it on your computer? Go to <http://alternativeto.net/software/snipping-tool/> for 91 additional alternatives.



This advertisement was captured with the Snippet tool.

- **Screencast-O-Matic**: <http://www.screencast-o-matic.com/>
One-click screen capture recording on Windows or Mac computers with no install for FREE! Just click to record.

Get a WebHost

If you don't have one already

Get it started during the week

Here are some choices

- Hostgator: <http://www.hostgator.com>
- Go Daddy: <http://www.godaddy.com>
- Weebly: <http://www.weebly.com> included with Host Gator. All Point and click or drag what you want.
- Bravenet: <http://www.bravenet.com>



Online Expert Training Courses & Lessons by Experts in the Field

INFORMATION PRODUCTS AVAILABLE

Courses

[Create a Money Making Machine](#)
[Hypnosis & Self-Help Membership Site](#)
[Hypnotic Marketing Home Course](#)
[Hypnotherapy Home Study Course](#)
[Hypnosis Instructor Home Study Course](#)

[Past Life Regression Home Study Course](#)
[Law of Attraction Course](#)
[Ultimate Healing Home Course](#)
[Telephone Hypnosis Home Study Course](#)

Books

[How to Write, Publish and Sell a Book in One Day](#)
[How to Attract the Life You Want](#)
[How to Make \\$100,000 a Year as a Hypnosis Practitioner](#)
[How to Double Your Sales by Doing Less](#)

Freebies

[CLINICAL HYPNOSIS Training Manual From A - Z](#)
[FREE Hypnosis Scripts](#)

This is Weebly Webpage Building

It comes free with Host Gator or you can pay for it separately if you already have your own Webhost. Most applications can be dragged onto the screen. You have tons of backgrounds and a simple 1 click publishing.

The screenshot displays the Weebly website builder interface. At the top, a status bar indicates 'You are using Weebly Basic' and provides a 'Go' button. The main editing area shows a grid-based workspace with various elements like 'Title Text', 'Paragraph', 'Picture', and 'Button' that can be dragged onto the page. Below the editor, a live preview of a website is shown. The website has a dark header with the text 'A+ Courses' and 'Experts Worldwide Sharing their Knowledge to Help Others'. The main content area features a large image of a smiling graduate with the text 'Online Expert Training Courses & Lessons by Experts in the Field'. A sidebar on the left lists 'A+ Courses' and 'Create a Money Making Machine'. A bottom section titled 'INFORMATION PRODUCTS AVAILABLE' lists several courses, including 'Past Life Regression Home Study Course' and 'Law of Attraction Course'.

Sales-page / Copy (1 of 4)

Five Step Blueprint

1. What's the problem?

- a. 3 Ps – Pain, problem – predicament
- b. Readers must think you care, understand or “get” them

2. Why hasn't the problem been solved?

3. What's possible?

- a. Possibility thinking – “What could be” – Paint a picture - Imagination

4. What's different now that they bought your product?

- a. Explain who you are
- b. Your USP
- c. Why do you have the answer they're searching for?

5. What should they do?

- a. Call to action
 - i. Buy
 - ii. Opt In
 - iii. Call etc.

Never show the price until you've given the offer *(below the fold)*

Sales-page / Copy (2 of 4)

How to build a sales page

**“The World’s Richest Source of Cash”
and how You Can Tap Into It to Start to Grow or Your Business**

**If You Could Earn \$3000 to \$4000 a Month
Indefinitely for Only Working 3 days,
How Would That Make a Difference In Your Lifestyle?**

- **Use questions:** Questions stop the mind in its tracks while it figures out a response in order to not break the loop of ease.
- **Use rhetorical questions:** “Wouldn’t you rather be rich?”
- **Testimonials:** Two are questionable, forty are fact!
- **Make it editorial style:** People are tired of the normal hype.
- **Use text boxes:** to feature interesting anecdotes, stories, testimonials or case histories to break up the web copy.

Sales-page / Copy (3 of 4)

How to build a sales page

5 steps to scannable copy!

- **Use bullets:** to summarize content
- **Write scannable web copy:** (people scan websites - not read)
This means to highlight with **bold**, CAPS, *italic* or underlining keywords
- **Present one benefit per paragraph:**
- **Use best points first:** then less important information and background. (inverted pyramid)
- **P.S. and P.P.S.:** are the second most read part of a page
- **Words tell, Emotion sells:** *Happy, sad, angry or sympathetic*
- **People buy emotionally:** then justify their purchase with logic
- **First Screen:** All important copy should be above the fold

Sales-page / Copy (4 of 4)

How to build a sales page

- **Keep in simple:** Remember if you focus on too much then you focus on no-one
- **Before you write** copy you must know your objective.
 - What do you want your reader to do? (Call to action)
 - a. Fill out a customer opt-in box?
 - b. Call into the operators?
 - c. Click on the link to another page?
 - d. Click on the purchase button now?
 - e. Be specific – If you don't know what you want your customer to do then how will they know?

“Any page without a call to action is a wasted page.”

1. Catchy title including Key Words.
2. Pictures of the speakers to interest viewer's immediately. They may know some of them if they are truly leaders and authors in the field.
3. The problem: Rhetorical Question: Makes people feel like they should answer it and gives them more time thinking about your product.
4. A video of you or your best speaker showing they understand the problems of the viewer and can relate, or a montage with a few seconds of many of the speakers. Here's an example of a montage: <http://www.youtube.com/watch?v=9dYi-BoD-Il>
5. Editorial style writing about the solution to their problems
6. Testimonials
7. USP – What makes you different
8. Testimonials

12 Secret Child Tantrum Techniques by Top Ranked TV Nannies



"Do you ever feel like Pulling Your Hair Out trying to control Your Child? Let me tell you my story and solution."



Having obedient Children is easier than you think...

What's the key to having an obedient child? If your answer was "duct tape" then you still have a lot to learn.

It's very possible to have happy, obedient children and in this 12 part e-course you'll learn just how to do it by the stars themselves. How do we know that these TV Nannies can solve your child problems? Their producers have written it into their scripts so it must be so. After all, they're the producers, right?



"Oh Dearie, you'll love it. Trust me!" Mrs. Doubtfire



What makes us Unique?

- We're Movie Stars of course and all raised children for years directly in front of you from the privacy of your television set!
- We'll show you all of our TV tricks and how to Edit-Out any Bad Behavior before it can be seen by viewers.
- That alone is worth the cost of the course.
- If that's not enough we'll teach you how to hire "extras". Just in case your child is too far gone you can fire them and hire a new one without any Union problems.



"I was a rebellious TV child raised by my Aunt B in a small town. I blamed my behavior on my Dad being the sheriff and I seemed to lash out at everyone. This course turned me around and made me the TV Producer that I am today." Ron Howard

(Remainder of Sales page continued)

9. Benefits: expand on them. No more than a paragraph per benefit. Best ones on top.
10. Guarantee
11. Call to action: What do you want them to do?
12. Price
13. Purchase button
14. P.S. Second most noticeable part of any page. An important message goes here.

You'll Receive:

9

Benefit #1: la la la la la la la la
Benefit #2: la la la la la la la la
Benefit #3: la la la la la la la la
Benefit #4: la la la la la la la la
Benefit #5: la la la la la la la la

10

Gurantee:

We're so sure you'll love this course that if you are not totally satisfied we will refund your entire investment and even TAKE YOUR CHILDREN on vacation for one week with us for your inconvenience.

11

How can you Get Started Today?

Simply click on the Buy Now Button and you will have your very first of 12 monthly e-lessons sent directly to your email box.

12

What are you waiting for? *You deserve peace in your household!* Get yours today for only \$19.95 a month. You can quit anytime or do nothing and continue receive all twelve months. Register now!

13



P.S. Imagine what it would be like to be able to enjoy your children as they are growing up.

14

DISCLAIMER: This is a fake Sample Page. It is only here as an example and none of it including the testimonials nor the celebrities are legitimately endorsing it. Its intent is to show you the format of a sales page only. Enjoy.

Testimonials

What, Why and Who?

- **What?** In advertising it describes the written or spoken description of virtue of some product or service. The intent is to assist in showing the value or worth of a product by it's consumers.
- **Why?** If you have 2-4 testimonials it may sway the client towards making a positive buying decision. 20 – 50 testimonials is closet to fact!
- **Who?** Usually from clients but if you have none you may need to get more creative:
 - Share a free part, video or chapter and ask for a testimonial.
 - Trade the product for a testimonial or review.
 - Have friends or peers review product for you and give a testimonial.
 - If working on this program in a live group have each student review the others product and give their testimonial to use.

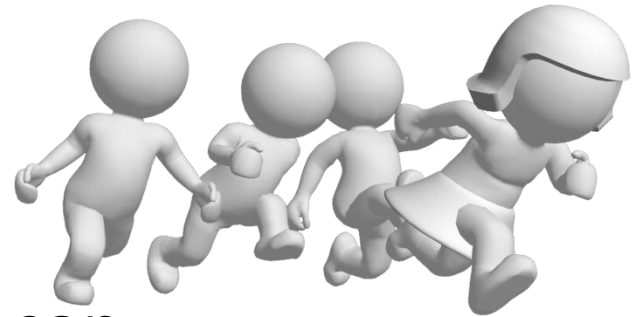
Summary

- Interview letter
- Interview questions
- Send emails
- Schedule interviews
- Second letter
- Recording equipment
- Content value and over-delivering
- What to look for in interviews
- Helpful tools
- Getting a Webhost in place
- Sales page copy

Assignments

Now the race has finally started!

- Create your interview email.
- Send out your thirty copies.
- Set up appointments.
- Do as many interviews as you can.
- Put together a rough draft of your Sales Page.



We will critique next week.

- If you don't already have a webpage Host get one so you can build your webpage next week.
- Sales page copy – write it out or start building an outline directly in your webpage. *(Don't publish yet)*

Q. A.

