

Online Income Partners

Work just 1 hour
a Week for 8
Weeks.



Earn an Income that
Keeps Coming In
Month after Month!



Lesson #3

Review of Lesson 2

- Creating an interview email.
- Learning how to interview.
- Send out thirty letters to your experts.
- Setting up appointments.
- Choose recording software and hardware.
- Getting a webhost.
- Setting up a page blueprint.
- Elements of a page.
- Starting to build your Sales Page.

We're going to do this week

- Give away products / free content
- Auto responders
- Required pages to market your product
- Free content
- Security or not
- Content/Product Pages
- Payment processing
- Video hosting

Give Away Products

Options to create one – Content filled

- EBook - From your knowledge or an expert
- Video - Content filled - Does it fill a need?
- Audio
- Interview – Celebrity, Expert or a Panel on Google+

Must capture the readers attention, be desirable, sharable, have an urgency about it, fill a need and elicit emotion.



Required Pages

Outline

- Free Offer & Opt-in
 - Free content
 - Sales page
 - Thank you/delivery page
 - Content pages (Usually 12 monthly)
- Plus-
- Auto responder capture forms
 - Auto responder letters connecting it all

Free offer page

Free content page

Sales page

Thank you page

Lesson #1

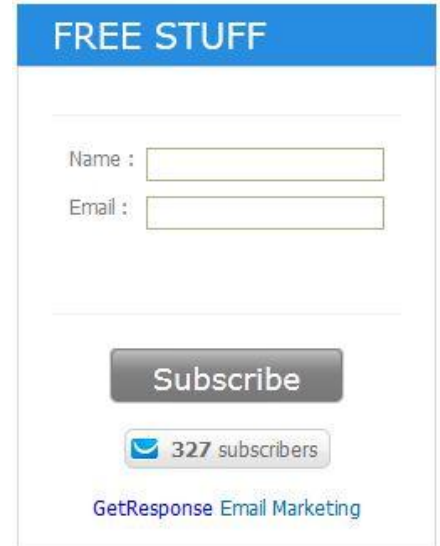
Lesson #2

Lesson #3

Months
4 - 12
Lessons

Freebie Opt-in Capture form

- Build a list of names with freebie.
- These are your future customers.
- Feed them until they bite!
- Repeated bi-weekly emails until they either unsubscribe or buy from you.
- The 80 – 20 rule.
- An email list is good as GOLD!
- A targeted list of only 10,000 could bring you a continual 6-figure income if worked right.



A screenshot of a web form titled "FREE STUFF" in a blue header. Below the header are two input fields: "Name :" and "Email :". A dark grey "Subscribe" button is positioned below the fields. Underneath the button is a badge showing a blue envelope icon and the text "327 subscribers". At the bottom of the form, the text "GetResponse Email Marketing" is visible.

Freebie Page

Auto Responder

- a.k.a. Capture page
- Catchy title
- Rhetorical Question
- State the problem
- How can you fill the need?
- Value – Benefit
- Enter information to get it
- Capture form leads to the free content
- No obligation
- Your email is safe

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Home

Do You Wish You Could Control Your Child's Behavior?

Ten Effective & Positive Child Discipline Techniques from the Experts

Have you been at your wits end trying to control your child? You're not alone and we're here to the rescue you. Please accept this Free Expert Video as our way of giving you immediate help and also to show you the quality of our Program. This is not one of those watered down videos trying to get you to buy something else in order to see how it ends. This is a complete Video Interview with one of the Top Experts in Child Behavior. Get the straight talk you need to make a difference in your families life right now. You deserve to be happy and as you will learn it's easier than you think.

To get your video simply enter your name and email address in the boxes to the right. We do not sell your information and it remains only with us. You may opt-out at any time. ([CLICK HERE](#) to go forward)

Start Here

Name:

Email:

Sign Up!

We respect your privacy

Email Marketing by GetResponse

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- **This is your money page!**

Make it impressive. It will be your first point of contact in all of your advertising campaigns.

Free Content

Video, audio or eBook

- Simple page with the embedded video, audio or link to eBook.
- Be sure the content on this page is your best work.
- Include a catchy title and brief description .
- Click button to be forwarded to the sales page.

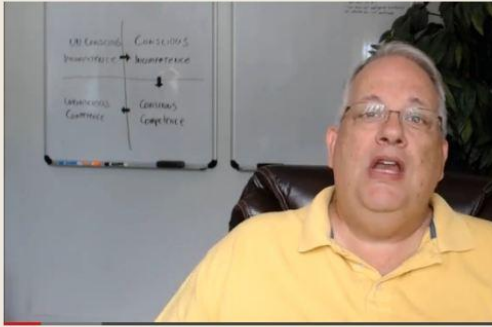
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Home

Ten Effective & Positive Child Discipline Techniques from the Experts

Welcome to our Courtesy Video Interview with Expert Author John Locke. In this video John will discuss ten of the top ways that you can take control of your child's behavior without causing World War III in your home.

(Enter whatever helpful information or brief description you have. Be sure the video has valuable content and doesn't simply bore the viewer or the will never go beyond this point.)



The whiteboard diagram shows a 2x2 matrix with 'PROBLEMATIC BEHAVIOR' on the left and 'POSITIVE BEHAVIOR' on the right. The top row is labeled 'COURTESY' and the bottom row is labeled 'CONSENSUS'. Arrows indicate a flow from 'PROBLEMATIC BEHAVIOR' to 'POSITIVE BEHAVIOR' through 'COURTESY' and 'CONSENSUS'.

"If you liked this video and want to see more we have plenty of Experts just waiting on the other side of that Button."

To get started click on the button below and you'll be guided to our main page featuring 12 more Experts sharing their straight forward secret techniques.

[CLICK HERE NOW!](#)

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- The purpose of this FREE Content page is to impress the client so much that they **want more!**

Sales Page

Automated sales-force


- This is your online automated sales person. Make it enticing, exciting, emotional, understanding and effective.
- Create a problem and deliver the solution.
- Over deliver to make them really want it.
- Take away any risk.
- What makes you the better choice or stand out from the rest?
- SEO search terms.
- Insert your best videos, and clips.
- Purchase will send you to the thank you/ delivery page.

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SALES PAGE

THIS PAGE IS YOUR CHANCE TO SHINE!



Talk About The Problem
Catchy Title
Rhetorical Questions
Key features / words
Use a narrating style rather than the usual hyp sales type pages seen so much. People value sincerity and caring rather than hype and pitch.
Focus on your content rather than the prettiness of your site. You can have the best pictures but if your content doesn't measure up ...

Antagonize The Problem
Show that you can relate / understand
If you're clueless to their plight they'll move on

What Does The Solution Bring?
Immediate Solutions
Benefit
Increase
Understand
Answers

Why Will Your Product Work, As Opposed To...
Bullet points
USP - Your Super Powers
Bigger, better, smarter, step by step etc.
Share your techniques and breakthroughs - be clear and specific - No B.S.
Be humble and confident

Testimonials
The more the better. Get them from your free videos to start and eventually your products.

Guarantee
Remove all the possible risk to the client and they will be open to the purchase
ClickBank requires 60 days so share it with the customer in a positive way
Make your return policy easy to find
Make contacting you easy to do.
Free trials, money back guarantee, money back and you keep the first issue, be creative!

The Call To Action
Buy now
Opt in
Go to this page
Register Now
Price always comes last after you build the value and make it worth the buy

[CLICK HERE TO PURCHASE](#)

(The actual purchase button will be a PayPal button where you'll create your automated payments and then automatically be directed to your Thank you and Opt-in#2 page ([Click here to see](#)))

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Auto Responders

What do they do?

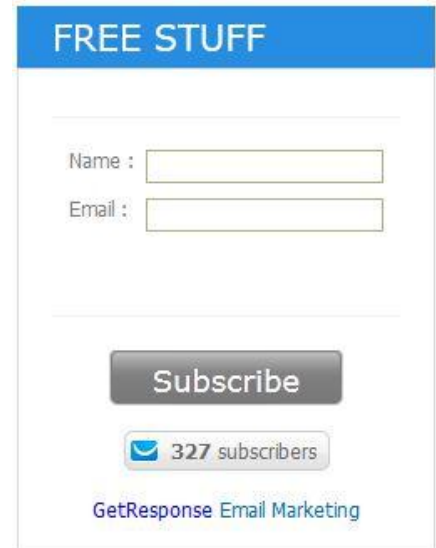
An AutoResponder is like having a full-time sales force taking care of all your email automation.

Imagine having 30,000 email subscribers. When each signs in they receive six to ten automated emails at specific intervals. Whenever one buys they're directed to your product and then sent letters on a monthly basis sending them to their next twelve lessons. The ones who didn't purchase yet are sent periodic sales letters until they do.

How time consuming and confusing would this be for you to do alone? That's what an AutoResponder does.

Choose one this week:

- Get Response - <http://www.getresponse.com> free 30 day trial
- Mail Chimp - <http://mailchimp.com> free forever up to 500 sub.
- A Weber - <http://www.aweber.com> Signup for \$1



FREE STUFF

Name :

Email :

Subscribe

327 subscribers

GetResponse Email Marketing



Payment Processing - 1

PayPal: Basic & Upgrade to
Business Standard or Pro

Choose one this week!

Paypal.com - <https://www.paypal.com/home>

PayPal - *(We'll be proceeding with PayPal in this course)*

1. Live customer support
2. Fee for automated/recurring payments: \$20 - 30 month
3. Immediate payment to your account
4. Debit Card available
5. No affiliate program – You'll need a 3rd party
6. Lower commission per transaction (cont.)

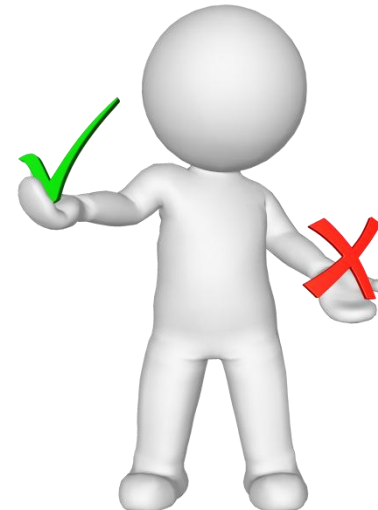
7. Refund arbitration – *Dispute center*
8. If someone tries to return a product it is not automatically approved. It must go through arbitration first where both parties are asked to submit proof of their claim. They have been very fair to us.
9. You can sell physical products as well as online downloads.
10. PayPal also offers an online virtual terminal to take credit cards over the telephone. (PayPal Pro)
11. You can use them to create a store and add buttons virtually anywhere.

Payment Processing - 2

Clickbank: pros and cons

Clickbank - <http://www.clickbank.com/index.html>

1. Many tutorials and YouTube videos to guide you through setup.
2. There are required pages to create for them.
Pitch page, thank you page, refund policy and clear instructions of what to do.
3. Upfront fee for item.
 1. \$49.95 initial product
 2. \$29.95 for additional product
 3. 5 card activation before payment. Incl. = Visa \$ MC
4. Checks sent, no direct deposit.
5. 2 - 3 month refund policy.
6. Build in affiliate program.



Payment Processing - 3

Other options & helpmates

2checkout.com - <https://www.2checkout.com>

Google Checkout - <https://accounts.google.com>

Authorize.net - <http://www.authorize.net>

- You may even want to check into your own bank to see if they have an online option.

Here's a great option for an affiliate program. I've been using them for years in conjunction with PayPal and have always had great service.

E-junkie - <http://www.e-junkie.com>

THANK YOU

Delivery page

This is the thank you page and will tell them how to receive their product.

Choices:

- Send them directly to the product.
- Send them to their email with link to the product.
- Have them fill out an opt in page to the product or to an auto-responder with link to the product.

1. OPTIN page can funnel your buyers: Your preferred customers.
2. It puts them on a separate automated list of buyers and takes them off the old one.
3. You should continue to deliver automated emails selling similar products and giving content.
4. A great way to up-sell or down-sell similar items.

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Home

Thank You Page

I'd like to personally welcome you to A+ Courses and thank you for your purchase of [CHILD BEHAVIOR EXPERTS E-LEARNING COURSE](#)

You're almost ready to start... **LAST STEP.** Your automated payments have been setup and to set up your lesson delivery simply enter your name and the email address you would like to have them sent to.

Once you submit your name and email you'll be directed to your email to confirm your subscription. Welcome to the Group...

We do not share or sell your email address to anyone and protect your privacy.

Once you click to submit you will be directed to your email where there will be an autoreponse letter that you set up with a clickable link to their first lesson [CLICK HERE](#)

Start Here

Name:

Email:

Sign Up!

We respect your privacy

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- This is the last step before receiving the monthly product.

CONTENT PAGE

MONTH 1


- Here's where you deliver your first product.
- It can be a monthly, weekly or even a one time product.
- Be brief in your description but make it look exciting.
- Depending on your choice of security options you may want to include an opt-in box here as well. *(see next page)*
- Be sure to let them know how and when next months lesson will arrive.

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Home

CHILD BEHAVIOR EXPERTS

INTERVIEW #1 WITH: Jo Frost, Star of Reality TV Show the Super Nanny



TOPIC: 5 Ways How-to Deal with Super Naughty Toddlers and Come out Ahead at the End of the Day.

(Put any description, points of interest, links to helpmates or resources here)

This is Part 1 of 12 of your monthly e-training course. you will receive an automated email exactly one month from today linking you to your next Expert Instructor Video packed with amazing helpmates and tools to continue to save your sanity and family. Thank you for joining us, we value your membership and are committed to help you with your goals.

NOTE: If you enjoyed this video and would like to see more and are not already part of our program simply enter your name and address in the following boxes and you will be guided to another.

(This Opt-in box would be directed back to your INITIAL FREE VIDEO and then to the Sales Page for those who did not pay for the program already. sometimes people may fall on this page by mistake or someone who purchased the course may share a video with a friend who has the same interest. It's similar to sharing a magazine with someone. The person who bought can now purchase the entire course if they like what you have to offer.

Each subsequent lesson video will also have the opt-in box as well. This can generate lots of additional business for you.)

Start Here

Name:

Email:

Sign Up!

We respect your privacy

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Page Security or Not?

If yes?



- If you want security you can:
 - Password protect your page – some blogs and web pages offer it.
 - Hide the url or make it difficult to find.

http://www.yourdomain/lesson_3_eieio.htm

- Insert do not index html in the header.

```
<title>Your Product Title Here</title>
```

```
<meta name="robots" content="noindex, nofollow">
```

```
</head>
```

Page Security or Not?

If no?

- People share what they like. *(see next page)*
Content months 1 – 12. each with opt-in box sending back to the initial free item.
- If someone shares your content or accidentally stumbles upon it and likes what they see they will want more. By having “If you want more click here.” the opt-in box brings them to your free initial gift then to the sales page.
- Even if stolen it can help you.
- Add a sales link or contact info to sales page in video.
(in case someone embeds your video without the opt-in box)



Free offer page

Free content page

Sales page

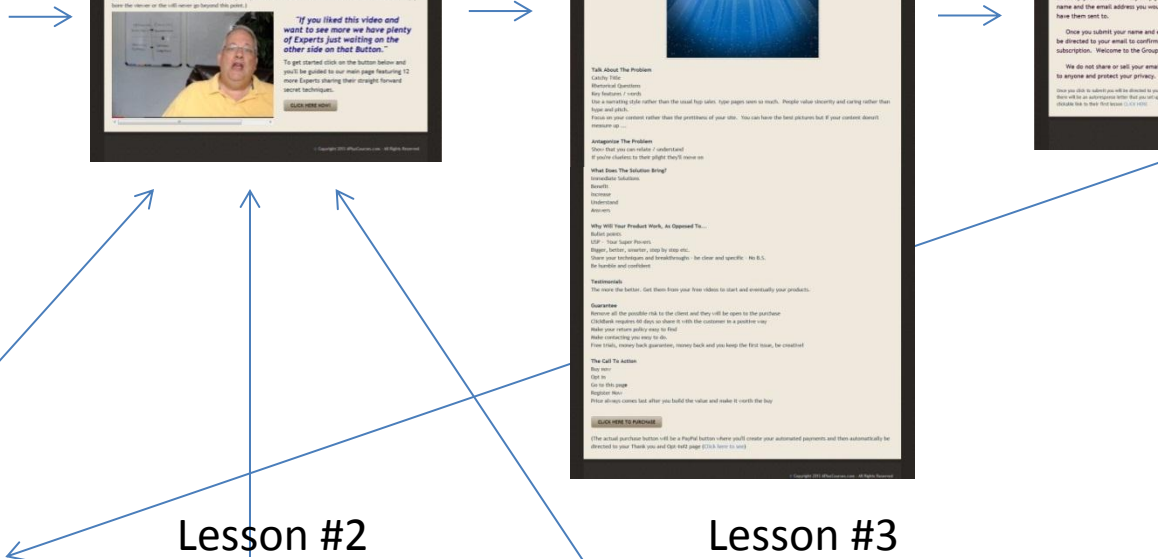
Thank you page

Lesson #1

Lesson #2

Lesson #3

Months
4 - 12
Lessons



Video Hosting

Options

- Set-up a video hosting account this week
Videos sell 33% more
- YouTube Account: <http://www.youtube.com/> - free
- Or Vidder: <http://www.vidder.com/> - annual fee
- Or Wistia: <http://wistia.com/> - monthly fee
- Or Amazon S3: <http://aws.amazon.com/s3/> - pay per use. Very inexpensive
- Or JW Player: <http://www.longtailvideo.com/jw-player/> - monthly fee

Summary

Automation starts here

- This lesson was all about the pages required to market your product.
- It's important to take the time to ensure that they flow from one to another, fill the need and are attractive.
- If done right you will capture people with your free offer and guide them auto-magically into becoming recurring members.

Assignments

- Get an auto responder
- Get a payment host
- Get a video host
- Outline your pages
- Create your pages
- Organize your videos or products to embed.
- Build as much as you can awaiting sales buttons and opt in boxes –connecting next week



Q. A.

