

# Online Income Partners

Work just 1 hour  
a Week for  
Weeks To



Earn an Income that  
Keeps Coming In  
Month after Month!



**Lesson #4**

# Review

- Give away products / free content
- Auto responders
- Required pages to market your product
- Security or not
- Content/Product Pages
- Payment processing
- Video hosting
- Pages should be built by this point
- Several recorded interviews should be completed by now

# What we're going to do this week?

## The finishing touches and testing

- PayPal buttons Creating
- Installing payment buttons
- AutoResponder
  - Creating campaigns
  - AutoResponder letters
  - Opt in pages
- Putting all the elements together
- Testing
  - Website
  - Freebie
  - Delivery pages



# PayPal Button Creating


Personal Business


**PayPal** Buy ▾ Sell ▾ Transfer ▾ Explore

## More time is more money.

When you sell online with PayPal and offer financing with Bill Me Later<sup>®</sup>, your buyers can get even more. You get paid up front, they get up to 6 months to pay. Subject to credit approval. [See Terms](#)

Sell more online with us






### Buy into being safer

No matter where you shop, we'll keep your financial information private and protected.


[More about buying](#)



### Sell in fewer steps

Gone are the days of waiting to get paid. Now you can request a secure payment in a few clicks.

[More about selling](#)



### Transfer money to friends

Money is easier between friends when it's this simple to send them money.

[More about transferring](#)

Help Contact Fees Security Features Shop



My Account

Send Money

Request Money

Merchant Services

Auction Tools

Products and Services

Overview

Add Funds

Withdraw

History

Resolution Center

Reports

Profile

## Welcome Rene Bastarache

[Help with this page](#)

Business: [REDACTED] | Account status: [Verified](#) | Status: Active

Search transactions

Search

### PayPal balance

[Options](#) ▾

Currency

Balance

U.S. Dollar (Primary)

Total in USD

[REDACTED]  
[REDACTED]

### Resolution center cases

- [Open disputes and claims \(1\)](#)
  - ▾ [Claims requiring your action \(0\)](#)
- [Closed disputes and claims \(0\)](#) - from last 15 days

### View transactions

- [All account activity](#)
- [Payments received](#)
- [Payments sent](#)
- [Account withdrawals](#)
- [Advanced search](#)

### Tools

- [Invoicing](#)
- [Gift certificates](#)
- [Virtual Terminal](#)
- [Manage Multiple Users](#)
- [My Saved Buttons](#)
- [Multi-order shipping](#)
- [Recurring Payments](#)

### Account actions

- [My Business Setup](#)
- [Verify a credit card](#)

### Quick links

- [Policy updates](#)
- [Tax Documents](#)
- [PayPal Debit Card](#)
- [Refund Tutorial](#)

Click on the Create New Button Icon And you will be directed here.

▼ Step 1: Choose a button type and enter your payment details

Choose a button type [Which button should I choose?](#)

**Subscriptions** ▼

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name  Subscription ID (optional) [What's this?](#)


Currency **USD** ▼

**Customize button**

- Add a dropdown menu with prices and options [Example](#)
- Add a dropdown menu [Example](#)
- Add text field [Example](#)

▶ [Customize text or appearance](#) (optional)

**Your customer's view**



Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)  
Auto Return is not compatible with this feature.

Billing amount each cycle  USD

Billing cycle **1** ▼ **month(s)** ▼

After how many cycles should billing stop? **12** ▼

I want to offer a trial period

Merchant account IDs [Learn more](#)

Use my secure merchant account ID

Use my primary email address

▶ Step 2: Track inventory, profit & loss (optional)

▶ Step 3: Customize advanced features (optional)

▶ Step 1: Choose a button type and enter your payment details

▶ Step 2: Track inventory, profit & loss (optional)

▼ Step 3: Customize advanced features (optional)

### Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you need your customer's shipping address?

Yes

No

Take customers to this URL when they cancel their checkout

Example: <https://www.mystore.com/cancel>

Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>

### Advanced variables [What's this?](#)

Use a line break between each variable. The variables will appear in your button's HTML code. [Learn more](#)

Add advanced variables

#### Example

`address_override=1`

`notify_url=https://www.mywebsite.com/PayPal_IPN`



## Add your button code to your webpage

You just created customized HTML code for your button. The final step is to copy the code from this page and paste it into your website editor.

### Copy the button code:

1. Click **Select Code**.
2. Right-click and copy the selected code.

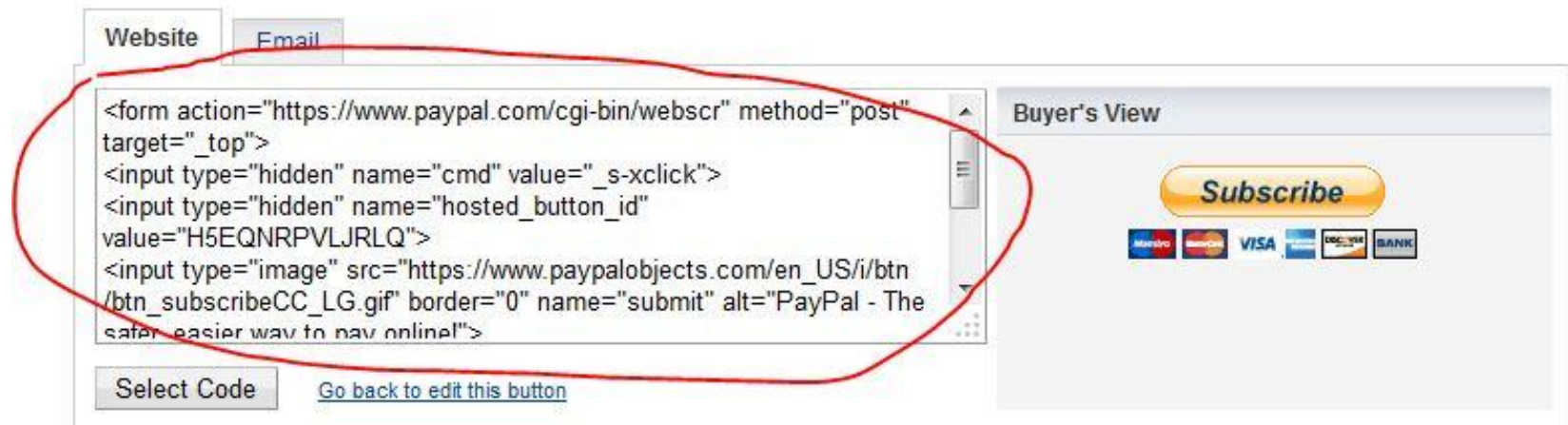
If you're working with a website developer, you can paste the button code into an email and send it to your developer now.

### Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

1. In your website editor or admin page, open the page where you want to add your button.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.



The screenshot shows a website editor interface. On the left, there are two tabs: "Website" and "Email". The "Website" tab is active, and a red circle highlights the HTML code area. The code is as follows:

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post" target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id" value="H5EQNRPVJRLQ">
<input type="image" src="https://www.paypalobjects.com/en_US/i/btn/btn_subscribeCC_LG.gif" border="0" name="submit" alt="PayPal - The safer, easier way to nav online!">
```

Below the code area, there are two buttons: "Select Code" and "Go back to edit this button".

On the right side of the editor, there is a preview window titled "Buyer's View". It shows a yellow "Subscribe" button with a black outline. Below the button are logos for various payment methods: MasterCard, VISA, and BANK.



# AutoResponders

## Creating campaigns

- By now you should have chosen an AutoResponder. There are many out there but for this training we will be using [GetResponse.com](https://www.getresponse.com). Most of them work pretty similar. Contact your AutoResponder help staff if you have difficulty with any of the steps. They get paid to help you so take advantage of it.
- Creating an Opt-in or Capture Box.
- Starting a campaign.
- Crating automated emails.
- The automation of creating a sales funnel.

# AutoResponders

## Creating opt-in boxes

- When you log in, this is your standard Dashboard.
- Go to scroll down box and click on **Create Campaign.**

The screenshot shows the GetResponse dashboard interface. At the top, there is a navigation bar with the following items: GetResponse logo, Dashboard, Contacts, Messages, Statistics, Surveys, Web Forms, Landing Page, Upgrade, and My account. Below the navigation bar, there is a dropdown menu for 'Your current campaign:' with the value 'info\_product\_part...'. A search bar is present with the text 'Enter campaign...'. A list of campaigns is displayed, including: aia\_membership..., elite\_thought, free-manual, graduate, hsc\_purchase, hypnosis\_news..., hypnosis\_schoo..., hypnotic\_marke..., h\_school\_new, instructor, instructor\_12, mp3\_monthly\_ev..., pay\_as\_you\_go, renebastarache, script\_of\_mont..., telephone\_cour..., Create campaign, Campaigns List, Automation, and Predefined Fields. Below the search bar, there are three main action buttons: 'Add Contacts' (blue icon with a person and plus), 'Create Web Form' (red icon with three horizontal lines), and 'Create Newsletter' (green icon with an envelope). Below these buttons, there is a 'Subscriptions:' section with filters for Today, Yesterday, Last 7 days, This month, Last month, and All time. The subscriptions table is as follows:

Subscription Name	Total Subscribers
pay_as_you_go	32
free-manual	4,475
hypnotic_marketing	319
inst...	4
hypnosis_newsletter	176
hypnosis_school	16,958
+	Add Report

- Simply enter the campaign name you'd like for your records but make sure there are no spaces or capitals in the name.



## Create campaign

Start a brand new email marketing campaign!

Each campaign has its separate settings, allows you to create autoresponder messages, newsletters, and more!

### Create Campaign

Name

[Copy settings](#)

**ERROR:** Campaign name must be between 3-64 characters (only a-z, numbers and "\_").

Create New Campaign



**Your campaign was successfully created!**

What would you like to do now?



Add Contacts



Edit Campaign Settings



Create Newsletter



Create Autoresponder

- Once your campaign is successfully created go to the bar at the top of the page click on **Web Forms** and scroll down to **Create New**.

# AutoResponders

## Creating delivery letters

- Step 1 - Choose which box you like best and possibly matches the color and style of your page the best.

The screenshot displays an email form builder interface. At the top, there is a row of ten template thumbnails: Default, Plain, 3D, Read this!, Check this out!, Follow the signs!, Mouse trap!, Santa sign up!, and On your side. Below the templates is a toolbar with buttons for '+ Add New Field', 'Add Text', 'Add Image', and 'Add Divider', along with a 'Save & Preview' button. The main workspace features a ruler at the top and a preview of a form with a blue header, 'Your Site Name', 'Name:' and 'Email:' fields, a 'Sign Up!' button, and a privacy notice. A red arrow points to the 'EDIT HEADER' button on the left side of the form. On the right, there is a 'Your Custom Fields' panel with a list of fields including 'addressl...', 'City', 'CourseTak...', 'data\_Grad...', 'occupatio...', 'referred', 'referred\_...', 'source', and 'state'. At the bottom, there is a 'Show/Hide' section with checkboxes for 'Header', 'Footer', 'Name:', 'Counter', 'Captcha', 'Privacy', and 'Powered by'. A red arrow points to the 'Next Step' button at the bottom right.

# Step 2

Design

Settings

Publish

Web Form Name:

Confirmed opt-in:

ON

Confirmed Opt-In is enabled for this campaign (RECOMMENDED). If you want to deactivate Confirmed Opt-In, you may do so in [Campaign Settings](#).

Subscription via Facebook

OFF

To find out more, visit our [GetResponse Blog](#).

Default Thank-you page  
Choose the default Thank-you page.

Custom Thank-you page  
Use your own Thank-you page url

Stay on current page  
Stay on current page.

[Show Advanced](#)

Previous Step

Save Web Form

Next Step

**I will install my web form**

I'm comfortable with HTML and have access to edit my pages

**My web designer will install my web form**

My web designer knows HTML and have access to my pages for editing

**GetResponse will host my web form**

Host your web form on the GetResponse server

HTML Code:

Show JavaScript Code

Show HTML Code

Please add the following HTML code to your website.

```

<style type="text/css">
  #WFItem548051 html {
    color:#000 !important;
    background:#FFF !important;
  }
  #WFItem548051 body, #WFItem548051 div, #WFItem548051 dl,
#WFItem548051 dt, #WFItem548051 dd, #WFItem548051 ul,
#WFItem548051 ol, #WFItem548051 li, #WFItem548051 h1,
#WFItem548051 h2, #WFItem548051 h3, #WFItem548051 h4,
#WFItem548051 h5, #WFItem548051 h6, #WFItem548051 pre,

```

Include css styles

ON

Publish on Facebook Fanpage:

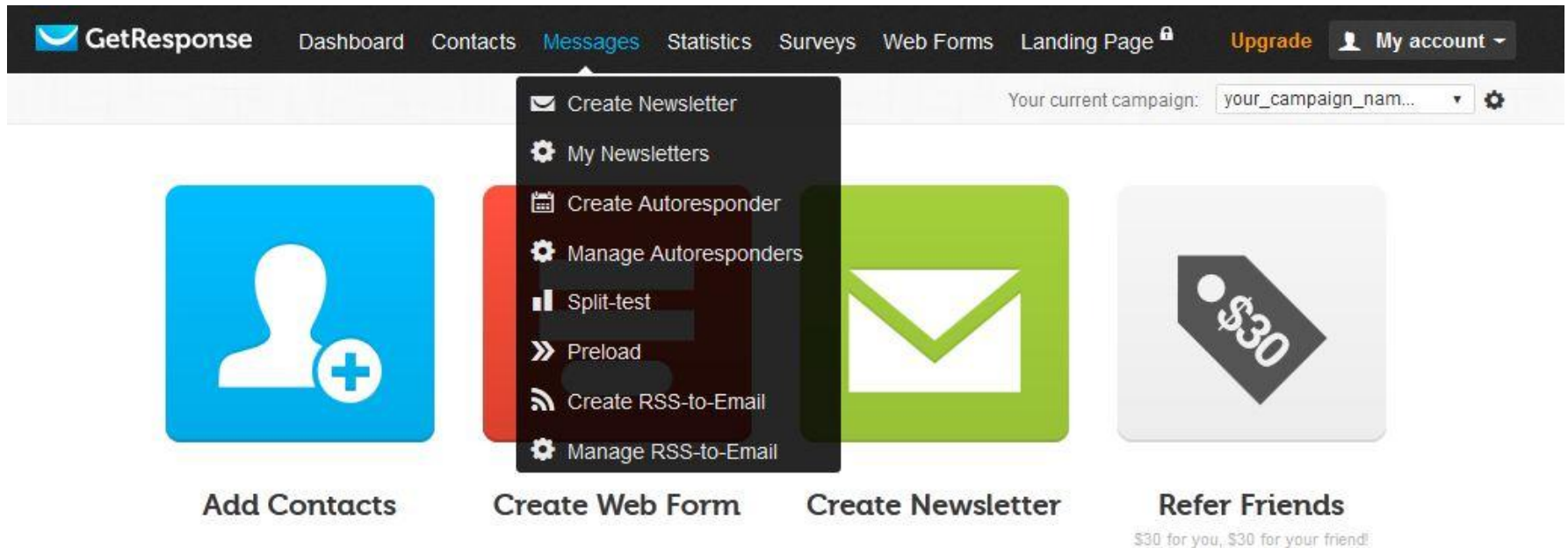
Go to Application

Learn more

Previous Step

Web Form List

# Creating Your Campaign Letters & Automating Them



- Going back to the dashboard click on **Create Autoresponders**. Later on to create periodic newsletters to send to everyone at once, come here to find that link as well.



# Create Autoresponder



On day

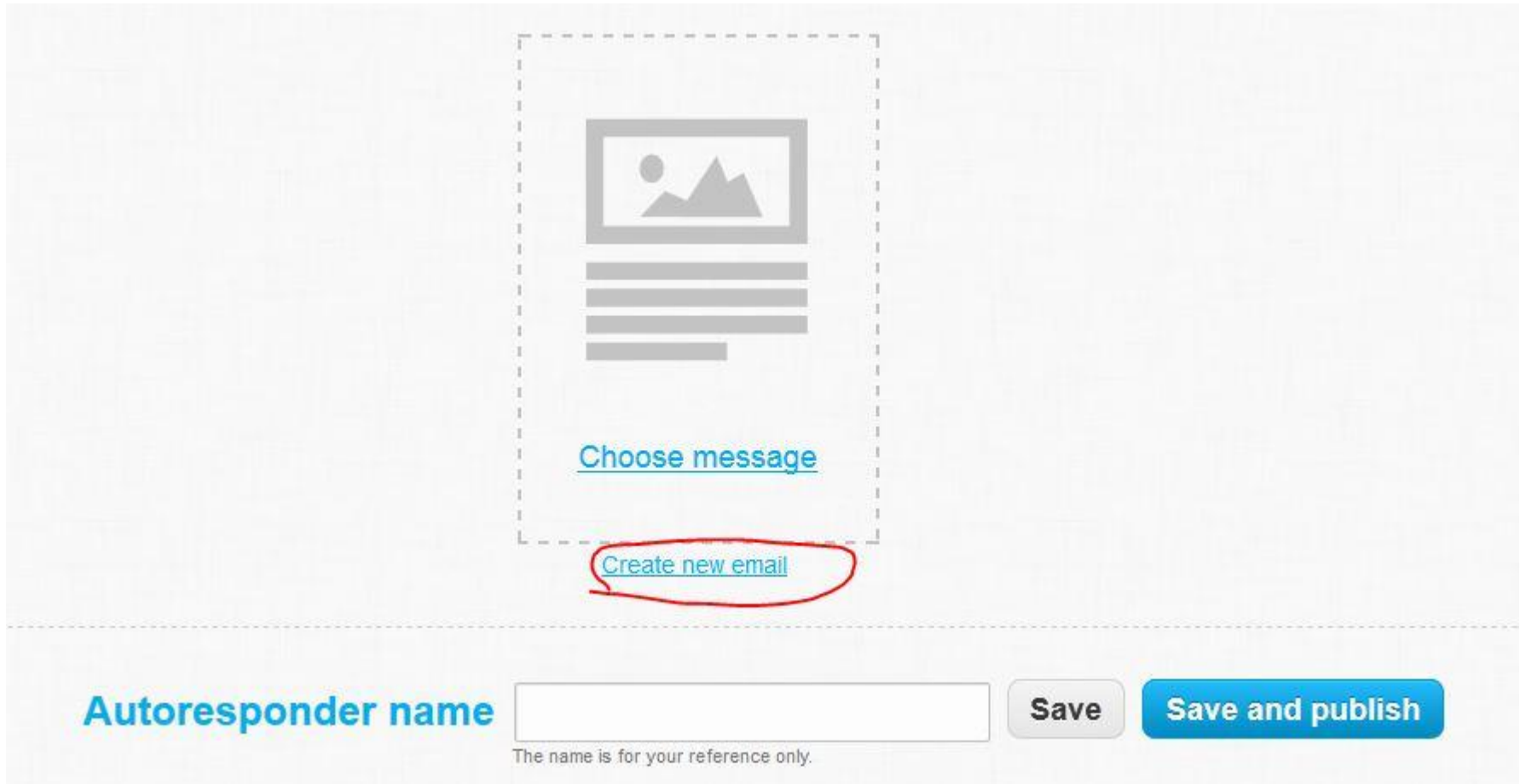


in

Send message

Send on  Mon  Tue  Wed  Thu  Fri  Sat  Sun

(bottom half of previous slide)



[Choose message](#)

[Create new email](#)

---

**Autoresponder name**

The name is for your reference only.

**Save** **Save and publish**

**NOTE:** Your subject will be the tag line people will see in their email.

**From:** Be sure to use a company name people will recognize.

Settings — Template — Create

Message name   
Message name will appear in the list of your messages. It will not be seen by your subscribers.

Subject  [Personalize](#) [Add symbol](#)  
This is the subject line of your email.

From  [Change Reply-To](#)  
This is what appears in the From field of your recipients email client when they receive this message.

Track Click-through  ON  OFF Google Analytics  OFF [What is this?](#)

Save Next step


# Tons of Choices – Or Start from Scratch!

## Predesigned templates

- Agencies
- Art & Entertainment
- Automotive
- Communications
- Education
- Financial Services
- Health & Beauty
- Health Care
- Internet Marketing
- Legal Services
- Non-profits
- Publishing
- Real Estate
- Restaurants
- Retail
- Seasonal
- Sports and Activities
- Success
- Technology & High Tech
- Holiday & Travel
- Start from scratch


## Predesigned templates

Simple Text Green




👁 ● ● ●

Be Creative Black



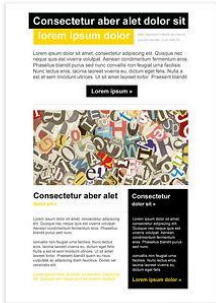
👁 ● ● ●

Positive Attitude Brown




👁 ● ● ●

Letter Black




👁 ● ● ●

Art Lounge Beige




👁 ● ● ●

Creating Navy-Blue




👁 ● ● ●

Party Orange




👁 ● ● ●

Double Date Grey




👁 ● ● ●

Highway Blue




👁 ● ● ●

Racing Blue




👁 ● ● ●

Graffiti Wall Navy Blue



👁 ● ● ●

Agreement Green



👁 ● ● ●

**HTML code editor** will allow you to create both HTML letters and basic plain text in case some of your readers computers have difficulty with HTML emails.

Restaurants

Retail

Seasonal

Sports and Activities

Success

Technology & High Tech

Holiday & Travel

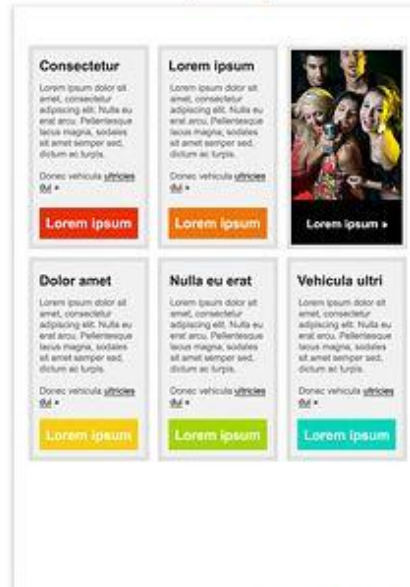
Start from scratch

Import

Plain Text

**HTML code editor**

Order template



Excellent Work Green



Dreamer Red



You'll initially see this but **don't freak out!** Click on the highlighted button below and it will change to white so you can type your letter in it.



Previous step

Show WYSIWYG Beta

Rich text editor toolbar with icons for undo, redo, bold, italic, underline, list, link, unlink, image, paragraph, font family, font size, bulleted list, numbered list, quote, link, unlink, and settings. A red arrow points to the settings icon.

Hi Guys,

This is where you would begin to create your message.

Be creative.

Previous step

Hide WYSIWYG Beta

Plain Text



Test message

Save as

Next step



# Create Autoresponder



On day



What intervals do you want your emails delivered at? Set whatever you like. Remember if you want it to come immediately then set it to 0 rather than 1. 1 would only be delivered tomorrow.

in



# Your Campaign Emails

## Sample

- Keep your letters simple and to the point.

Hi John,

Thank you for your purchase. To begin right away with lesson #1 please [CLICK HERE](#). You will receive another email in exactly one month from today with the link to your second lesson.

Enjoy your lesson and have a spectacular day.

Sincerely,

*Rene A Bastarache*

*Contact information*

# Auto Responders

## Automation

- How to change from one campaign to another upon sale / funnel. (see next 2 pages)
- Once the sale is successfully completed your client is changed from the general lead campaign to the sale campaign.
- This campaign consist of your preferred clientele that has already shown that they like your materials.
- Many future sales should come from this list. It's as if you're funneling them into a preferred group. Upon future sales you can even funnel more if you like.

# Auto Responders

## Automation

The screenshot displays the GetResponse dashboard interface. At the top, a dark navigation bar contains the GetResponse logo and several menu items: Dashboard, Contacts, Messages, Statistics, Surveys, Web Forms, and Landing Page. On the right side of this bar are links for 'Upgrade' and 'My account'. Below the navigation bar, a light grey bar shows 'Your current campaign:' followed by a dropdown menu currently displaying 'info\_product\_part...'. A search input field with the placeholder 'Enter campaign...' is located above a scrollable list of campaign names, including 'aia\_membership...', 'elite\_thought', 'free-manual', 'graduate', 'hsc\_purchase', 'hypnosis\_news...', 'hypnosis\_schoo...', 'hypnotic\_marke...', 'h\_school\_new', 'instructor', 'instructor\_12', 'mp3\_monthly\_ev...', 'pay\_as\_you\_go', 'renebatarache', 'script\_of\_mont...', and 'telephone\_cour...'. At the bottom of this list, there are four blue links: 'Create campaign', 'Campaigns List', 'Automation', and 'Predefined Fields'. A blue arrow points from the 'Automation' link towards the main dashboard content. The main dashboard area features three large, colorful square buttons: a blue button with a white person icon and a plus sign labeled 'Add Contacts', a red button with a white list icon labeled 'Create Web Form', and a green button with a white envelope icon labeled 'Create Newsletter'. Below these buttons, a 'Subscriptions:' section includes filters for 'Today', 'Yesterday', 'Last 7 days', 'This month', 'Last month', and 'All time'. Underneath the filters are three grey buttons labeled 'hypnotic\_marketing', 'instructor\_12', and 'hypnosis\_newsletter'.



## Automation

Easily manage your mailing lists with GetResponse automation rules.

GetResponse automation rules provide the ability to set up certain tasks to happen automatically.

### Add Automation Rule

Choose a rule:

Add rule

---

### Rules Description

#### remove-on-sale:

Once the sale is made in a certain campaign your contact can be automatically removed from its Active list and no longer receive your autoresponder messages. This is very useful for removing someone from your advertising campaign, once they purchased a particular product.

#### move-on-sale:

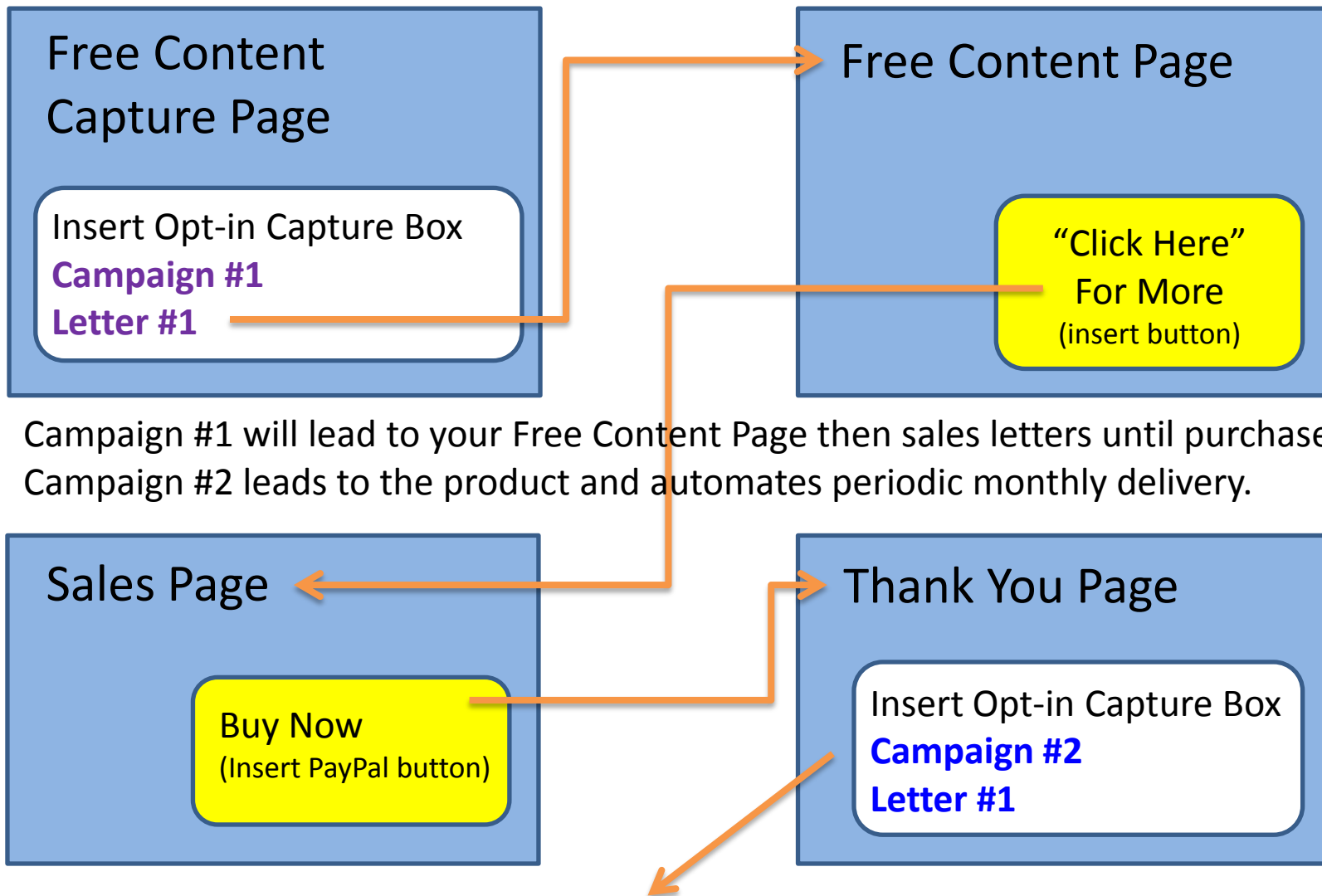
Another possibility is to have your contacts moved from one campaign to another once a sale is made. For example, a contact can be automatically removed from your advertising campaign, and be added to another campaign for a particular product.

#### remove-on-remove:

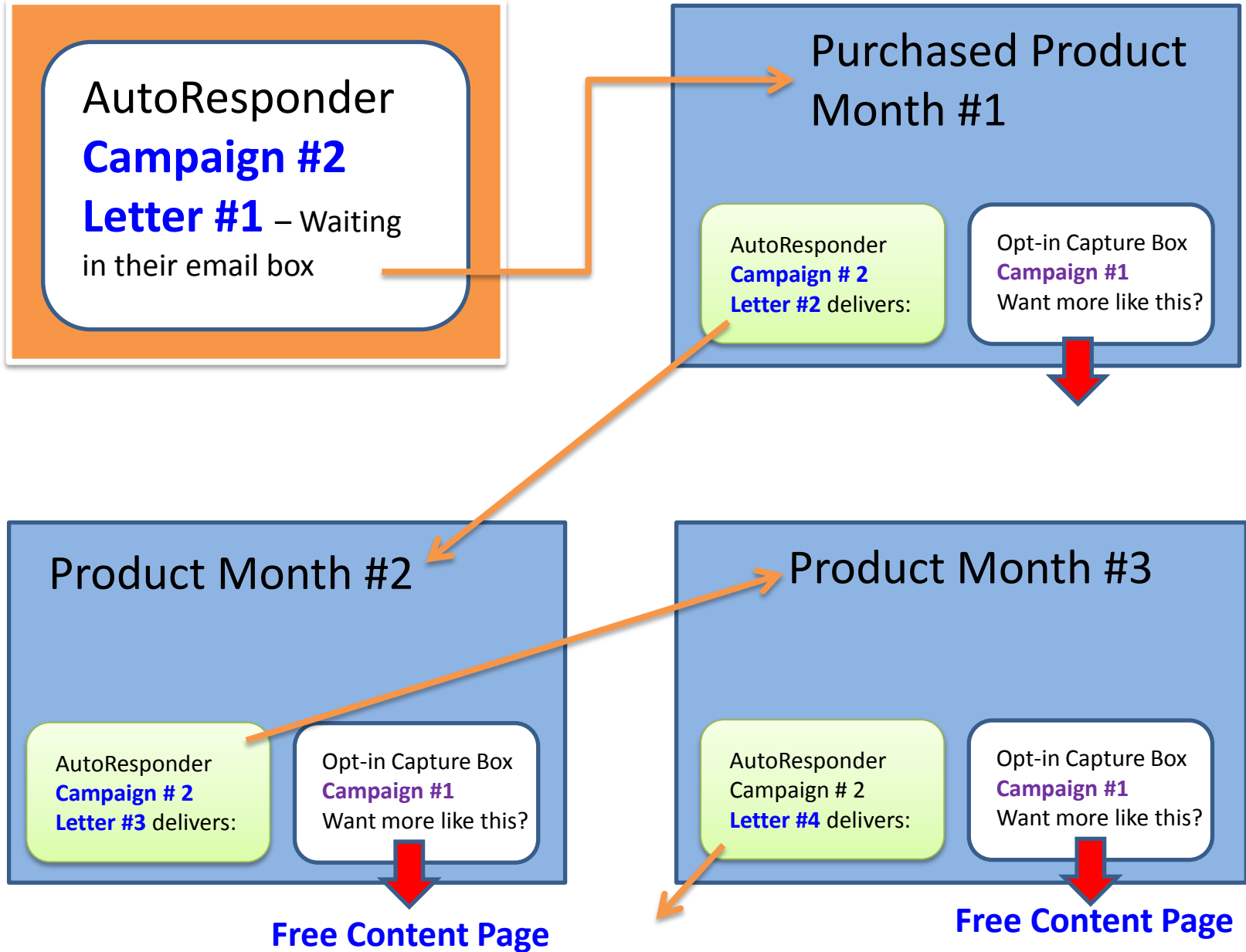
Campaigns can be configured so that when a contact removes themselves from one campaign, they'll automatically be removed from several. Enable this feature if you maintain several campaigns and share contacts between lists.

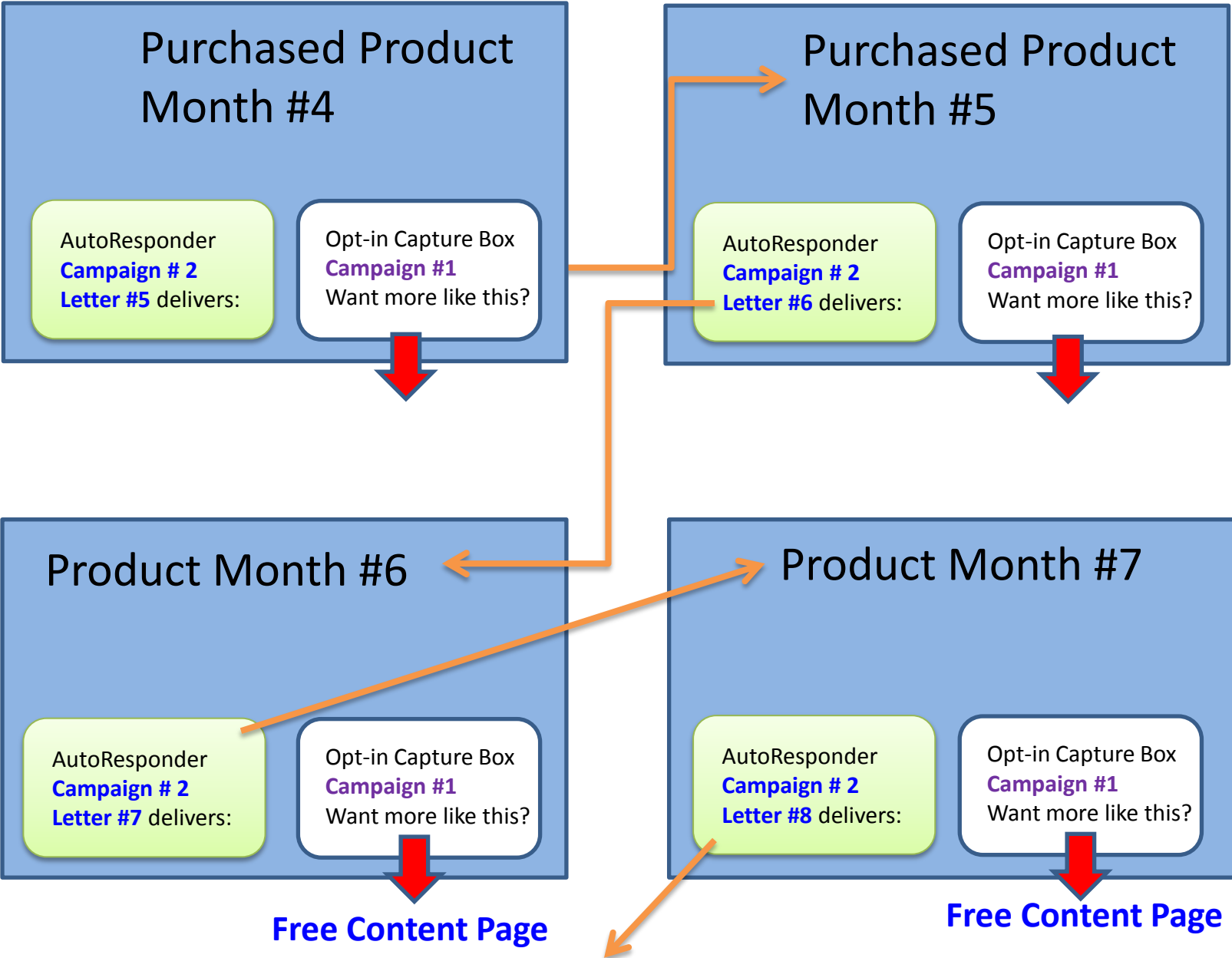
# Putting all the Elements Together

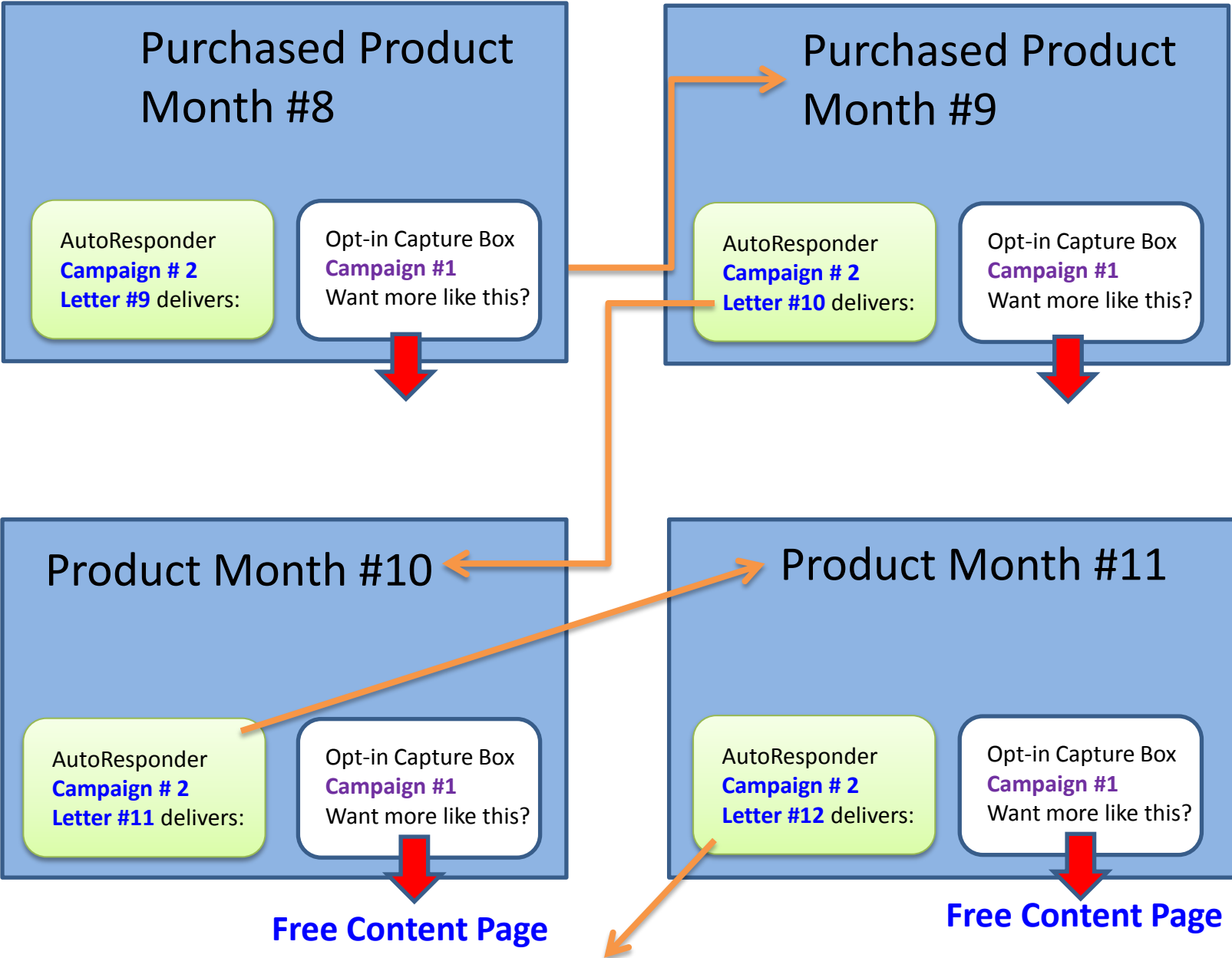
Here's how it all should fit



Campaign #1 will lead to your Free Content Page then sales letters until purchase. Campaign #2 leads to the product and automates periodic monthly delivery.









## Purchased Product Month #12

AutoResponder  
**Campaign # 2**  
Letter #13 delivers:

Opt-in Capture Box  
**Campaign #1**  
Want more like this?

**Free Content Page**

Upsell – Downsell or  
Offer Similar Program.  
This is a customer that  
has proved their buying worth.  
Offer them something!

# Testing

Three main success factors are test, test, test!

- **Website** – Make sure all the pages are in order. Do a trial run as if you were a client, without the purchase.
- **Freebie** – Click on the opt-in box to ensure it is delivered to you and the captured name goes to your Campaign list.
- **Purchase button** – Click on it to make sure it pops up. You can test a purchase and then refund it to yourself as well. (Not too many times though)
- **Delivery pages** – Send them to yourself first to ensure they deliver as intended.
- **Embedded videos or audios** - Check them all to ensure they are working and complete.

# Summary

Congratulations! You now have a completed product

- Once your pages are all put together and linked with the autoresponder, capture boxes and letters you are all set to get marketing and make some money.



# Assignments

- Create and insert your payment buttons.
- Create your autoresponder campaigns
- Create your opt-in boxes and install them into your pages
- Create your automated letters for delivery and for those who have not purchased yet.
- Install your information products on the delivery pages.
- Test “everything” thoroughly!

**Q. A.**

