HOW TO START YOUR TRAINING/MEMBERSHIP SITE W/INTERNET VIDEO MARKETING

Tues
11/22/16
630pm

WHY R U HERE?
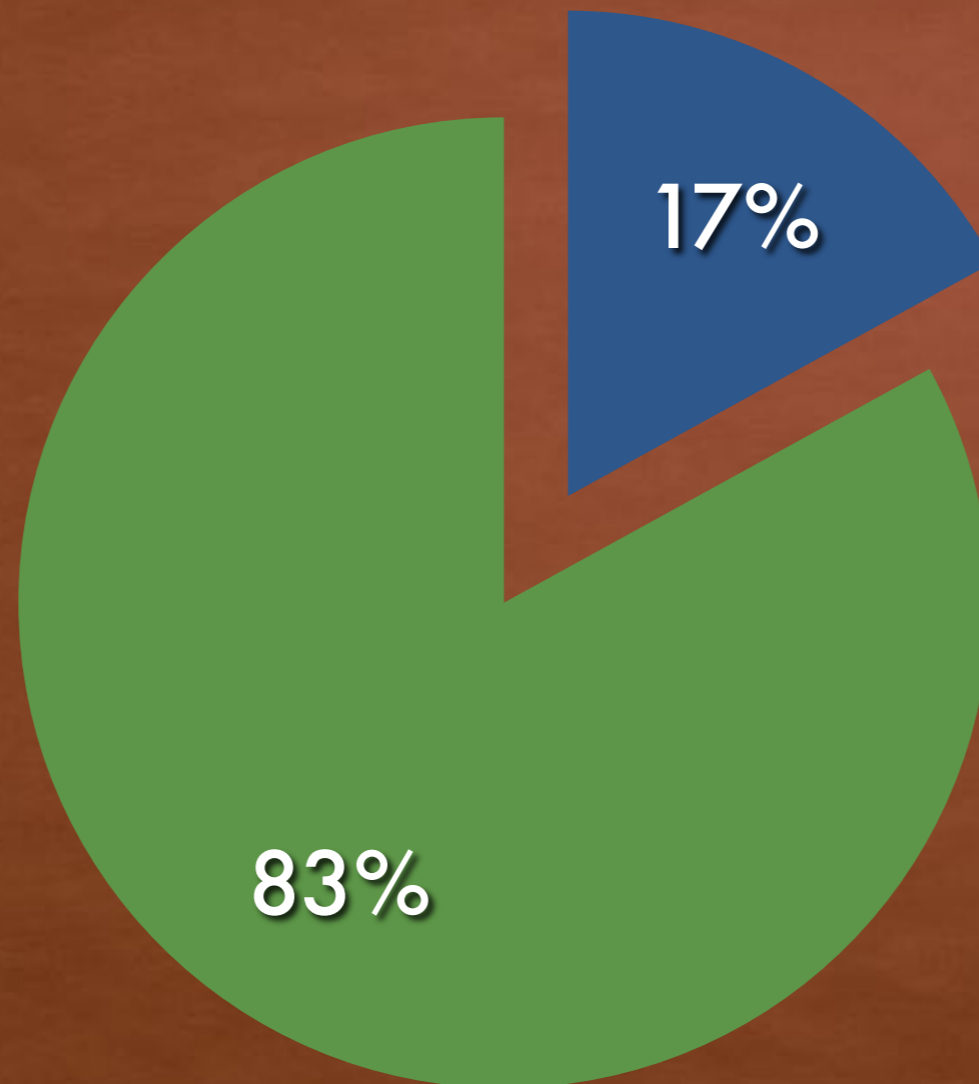
- Online Store

- Training Site

- Membership Site

- Dazzled by my good looks and charm ;-)

PASSION

GO WIDE THEN GO DEEP

BUILD TRUST

THAT SWEET NIGERIAN PRINCE NEVER MAILED BACK
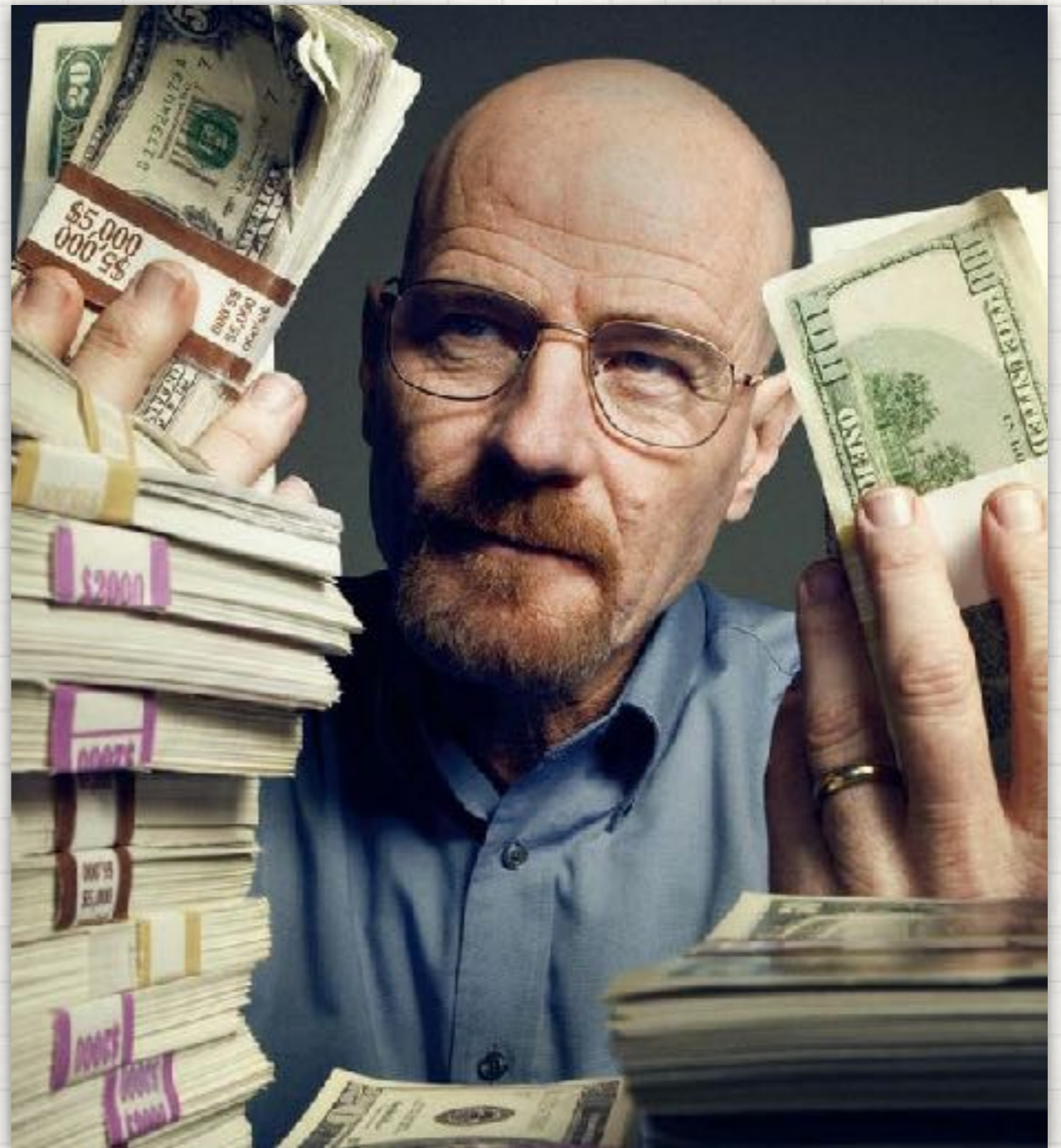
QUALIFICATIONS

1996

1999 - MultiMedia

2000

GOAL

- $100K/year = $8.5K/mo = $2.1K/wk = $315/day

- $1M/year = $2700/day

DAILY AFFIRMATION:
I, <u>YOUR NAME</u>, WILL EARN <u>$X/MO</u> IN SALES BY SELLING <u>PRODUCT</u>.
OR
I WILL SELL <u>#</u> OF <u>PRODUCT/MO</u> AT <u>$X</u> EACH.

UR PRODUCT

- Price point

- Branding

- Positioning

- McDonald's vs Steakhouse

$

2 STEPS

1. Build a List

2. Sell Something

1. BUILD A LIST
IF YOU BUILD IT, THEY WILL COME

- Opt in/Lead Generator

- Landing Page/Free Stuff for email

- Website with "Coming Soon"

- Content Titles

- Sample class/example

- Free Download

2. SELL STUFF

- Sales

- Order

- Delivery

- Thank You

- One Time Only (OTO) upgrade

- Future Sales

1. BUILD A LIST
(MAILCHIMP/SUMOME)

- 1 List To Rule Them All

  - Broken into Segments

    - except webinars

- Add invisible field on Signup Form "How Subscribe" to track

1. BUILD A LIST
(MAILCHIMP/SUMOME)

- Thank You page = Almost There

- Confirmation page = true Thank You page

- Redirect Thank You page to your WP website

1. BUILD A LIST
(MAILCHIMP/SUMOME)

- Study "Good Email Subject Lines"

- Imgs often don't display automatically

- Avoid columns & too many imgs

- Text should scale

- Study your Open Rate & Click-Thru Rate

  - 30%+ is good

2. SELL STUFF
TOOLS

- Slides

  - Keynote

  - PPT

- Screencapture

  - QT

  - Screenflow

2. SELL STUFF
TOOLS

- Video

  - Cellphone - http://chrislema.com/online-courses/

  - $300 video camera

- Content Delivery

  - Youtube (Free/Lead Generation)

  - VimeoPro (Paid)

2. SELL STUFF
TOOLS

- Support

  - FB Group (Free) and FB Group (Paid/Secret)

  - Membership Site

  - Do NOT create Group & then never help

- Refund Policy

2. SELL STUFF
TOOLS

- Beta Testers

    - 3-6 people at Discount

    - 50-75% off?

    - Must commit, comment, and write positive Testimonial on Sales pg

    - Link to their website

5 STEPS TO SELLING

1) Lead Magnet

2) Core Offer

3) Order Form

4) OTO (One Time Only)/Upsell

5) Thank You

OTO

Q1	Q2	Q3	Q4
			$$$$ Highest Level
		$$$ Higher Level	$$$ Higher Level
	$$ Next Level	$$ Next Level	$$ Next Level
$ Course	$ Course	$ Course	$ Course

STAIRSTEPS

Q1	Q2	Q3	Q4
			$$$$ 1:1
		$$$ Small Group	$$$ Small Group
	$$ Group Coach	$$ Group Coach	$$ Group Coach
$ Course	$ Course	$ Course	$ Course

THIS SELLS

- Blueprint
- Template
- Hack
- Step by Step
- Lists/Top 10 Reasons …

Invite Affiliates to promote your course & Experts to contribute.

ONLINE STORE

HTTP://WWW.WPBEGINNER.COM/WP-TUTORIALS/HOW-TO-START-AN-ONLINE-STORE/

wpbeginner

TRAINING SITE

FOCUS ON RESULTS

- Measurable Results

  - (Hair Salon) – 90% booked in 90 days. Pre-Book every guest.

TRAINING SITE

BIGGEST MISTAKES ARE:

- Creating Content vs Creating Results

- Too broad of subject

- Too much content

OBJECTIVE:
AT THE END OF THIS COURSE, YOU WILL BE ABLE TO DO X.

TRAINING SITE

HTTP://CHRISLEMA.COM/E-LEARNING-ON-WORDPRESS-MADE-EASY/

CHRISLEMA

MEMBERSHIP SITE
WHY?

- To educate

- Connect like-minded people

- Push towards common goal

- Guidance & Support

- Earn $

- No overhead

- Scale (Global)

FUTURE-PROOF

- WP

- MailChimp

- SumoMe

- WooCommerce

- Sensei

- Stripe

- Woo Membership & Subscriptions Plugin

HONEST PEOPLE
WHO KNOW MORE THAN ME

- Kim Shivler

  - https://howtobuildanonlinecourse.com/?ref=13

  - https://howtobuildanonlinecourse.com/wordcamp-louisville/

- Chris Lema

- WPBeginner

WEBINARS
GOOD FREE STUFF

- Frank Kern

- Julie Stoian (Fabulous Blogging) – MailChimp Mini-Course

- Kimra Luna – Creating the Course Your Customers Crave. 7 Steps to Creating & Launching Your Profitable Online Course.

- Lisa Cherney – Ditch Your Pitch

- Anton Kraly – Membership Site Ideas Webinar

- Jeanine Blackwell – Create 6 Figure Courses

BUDGET/SWARE

Category	$0	$1 - $99	$100+
Research Name	https://www.whois.net/		
Reserve Name		GoDaddy $1/yr	
Host	http://winningwp.com/best-wordpress-hosting/	$5/mo	
Google for Business		$5/mo (scales up)	

FREEMIUM

Category	$0	$1 - $99	$100+
List Builder/Automation	Mailchimp (up to 2k names)	Constant Contact $15/mo	
Landing Page	Sumome (up to 2k names)	LeadPages $25/mo Ontraport $79/mo	
Video Host	YouTube (free content)		VimeoPro $149/yr
Ads			https://www.facebook.com/business/

Category	$0	$1 - $99	$100+
WooCommerce	Free		
Sensei			$129/yr
Membership Plug			$149/yr

Category	$0	$1 - $99	$100+
Payment		Stripe Paypal (2.9% of Transaction)	
Jetpack	Basic	Premium $99/yr	
OptimizePress		$99	
WishList Member			$197

Category	$0	$1 - $99	$100+
WP Courseware		$99	
WP MultiLanguage		$29/yr	
Links	Amazon Links Affiliate Links	Andrew DiMino story	

U R NOT ALONE

- http://www.meetup.com/Las-Vegas-WooCommerce-Meetup/

- http://www.meetup.com/The-Las-Vegas-WordPress-Meetup-Group/

- http://www.meetup.com/Las-Vegas-SEO/

- http://www.meetup.com/Las-Vegas-Bloggers/

- https://www.meetup.com/Las-Vegas-SEO-Social-Media-and-Digital-Marketing-Group/

BUILD TRUST

HTTPS://AUTOMATTIC.COM/PRESS/

WORDPRESS

JETPACK

A·kis·met

Gravatar

WOO COMMERCE

VaultPress

LONGREADS

Simplenote

AUTOMATTIC

Q & A

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