WHY R U HERE?

- Online Store

- Training Site

- Membership Site

- Dazzled by my good looks and charm ;-)

PASSION
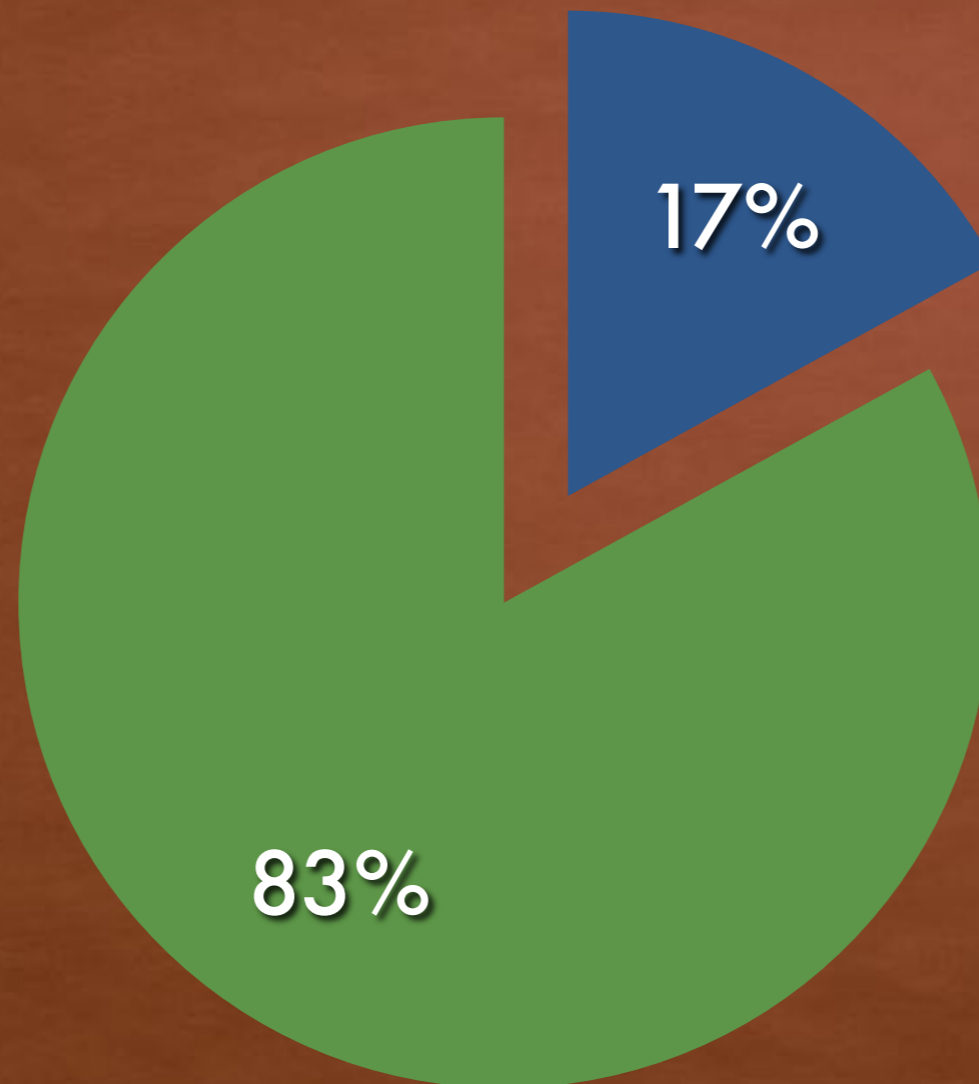
BUILD TRUST

QUALIFICATIONS

UNIVERSITY OF **LOUISVILLE**®

Full Academic
Pre-Med Scholarship

Governor's Scholars Program

1983 - First Year

Phi Kappa Tau Fraternity

UofL SCHOOL OF MUSIC

Minor in Voice

UofL DEPARTMENT OF THEATRE ARTS

BFA in Acting

louisville ballet

Dance Training

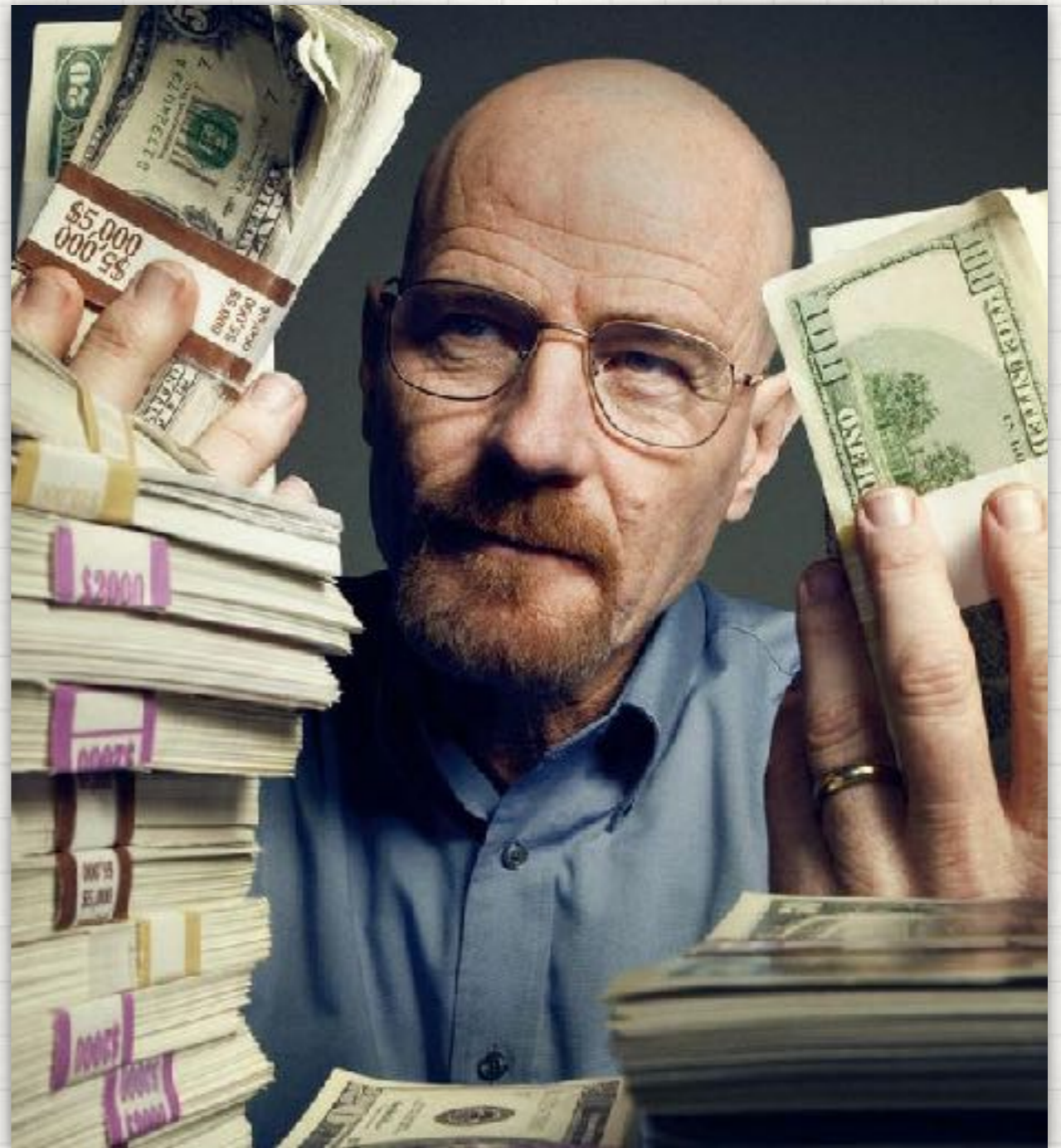SAG·AFTRA

1996

West LA COLLEGE

1999 - MultiMedia

CHRMEDIA
video:grafix

2000

GOAL

- $100K/year = $8.5K/mo = $2.2K/wk = $315/day

- $1M/year = $2700/day

DAILY AFFIRMATION:

I, YOUR NAME, WILL EARN $X/MO IN SALES BY SELLING PRODUCT.
OR
I WILL SELL # OF PRODUCT/MO AT $X EACH.

UR PRODUCT

- Price point

- Branding

- Positioning

- McDonald's vs Steakhouse

$

2 STEPS:
BUILD A LIST
SELL SOMETHING

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

SELL STUFF

- Sales

- Order

- Delivery

- Thank You

- One Time Only (OTO) upgrade

- Future Sales

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

BUILD A LIST
(MAILCHIMP/SUMOME)

- Thank You page = Almost There

- Confirmation page = true Thank You page

- Redirect Thank You page to your WP website

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

SELL STUFF

TOOLS

- Slides

  - Keynote

  - PPT

- Screencapture

  - QT

  - Screenflow

SELL STUFF
TOOLS

- Video

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

  - $300 video camera

- Content Delivery

  - Youtube (Free/Lead Generation)

  - VimeoPro (Paid)

SELL STUFF
TOOLS

- Support

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

  - Membership Site

  - Do NOT create Group & then never help

- Refund Policy

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

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/

TRAINING SITE

FOCUS ON RESULTS. BIGGEST MISTAKES ARE:

- Creating Content vs Creating Results

- Too broad of subject

- Too much content

TRAINING SITE

FOCUS ON RESULTS

- Measurable Results

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

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/](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)

MEMBERSHIP SITE
PLUGINS

- WP

- Woo/Sensei/Membership & Subscription or OptimizePress

- WishList Member

FUTURE-PROOF BUSINESS COMBINATION

U CAN'T GO WRONG!

- WP

- WooCommerce

- Sensei

- MailChimp

- SumoMe

- 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	
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	

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LOCAL GROUPS
U R NOT ALONE

- http://louisville.io/

- http://www.meetup.com/WordPress-Meetup-Louisville/

- WooCommerce group formation? - Mike Moore - @httmoo (Twitter)

Q & A

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- @CHRactor

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