

# **Week 2 - Live Training**

**Five Dollar Posts Transcript Bonus By Rachel Rofé**

# Week 2 - Live Training

---

Okay guys, it's Ron Douglas. Today, we're going to talk about Week 2 of the Five Dollar Posts training and that is your lead funnel and follow-up. You guys know the agenda. We did Week 1 already, initial setup and research. We're on to Week 2. Then next week, we're going to be talking about setting up your ads and then testing, tracking, analytics, scaling up, and putting it all together.

Today, the main point I want to stress is if you build a system for a profitable list building, you'll never have to worry about money again and I know that's a big claim, but once I learned how to do this...I learned how to do this stuff in 2004. I started making a full-time income after I learned how to build a system for profitable list building and it's been 11 years and I honestly have never had to worry about how my bills are going to get paid in the last 11 years.

Once you have a list and once you have a system for building that list profitably and once you know what your subscribers want, you never have to worry about money again unless you're stupid with your money and go ahead and spend every dime you have. If you're smart, you'll never have to worry about money again. Now, I'll show you example. I'll show an example in the trainings of that email I send out. I just send out this email the other day and I just did this as an example just to see how much I would make and the email just said...It was just subject, "Pizza Secret Recipe." I sent this out to my cooking list and it was just, "Hi," first name, "Good news. We've arranged through our affiliate, Craftsy, to give you a free online class."

Now Craftsby is a craft site and they have some big bucks behind them, so they're paying out \$2 per lead, plus they're paying out 30% per sale. I just sent people, told them about this course to make perfect pizza at home, get your free class here. I just sent them to this link and all it did was it goes to this page and it says, "Perfect Pizza at Home! Free, enroll now." They click that link and they register. As soon as they register, I get two dollars for each person that registers. It's crazy. Then once they buy any of these courses, they get the free course as promised, but there are a bunch of other courses that Craftsby has related to all different types of things: cooking, woodworking, photography. You can really leverage a program like to this to build your own list because two dollars per lead, you can really get traffic for a lot less than that, get leads for a lot less than that, build your own list and then refer them to this page because it just converts so well.

Then after the people sign up, they get their free course. I'll show you what Craftsby starts to send. Let's see, Craftsby, Craftsby, Craftsby. I just got an email from them. There we go, Craftsby. Let's look at some of the emails that Craftsby sends. The first email, "Thanks for your order, congrats. Watch your class now." It's just confirming what they ordered and giving them that immediate gratification also saying, "You might also like these other courses." Second email I got from them was...I guess that was about other courses. Basically, they want to give you the free mini-class, and then they want to expose you to all the other courses so you can buy their other courses and get hooked on their video courses and content. Then they start giving you special offers, "Enjoy a special treat, this week only." See, they put that scarcity there, this week only.

Congratulations, so it makes you feel good about yourself. Congratulate like you did a smart thing and it bigs them up at the same time. "You've joined the top online education community." They call themselves...they put in your mind, "Okay, we're the top." They probably are the top online education community, but that's a matter of

opinion, right? Anybody can pretty much say that. Who determines who's the top? "As a member of Craftsy, we invite you to enjoy a special offer." They're giving them limited time, this week only, 50% off. This is amazing deal. People would jump at that. Then the next email was, "You're going to love the full learning experience, learn at your pace." They start talking about all the benefits, the skills, highly sought after techniques, all the benefits of getting some of their own other classes and they reiterate, this week only, 50% off.

That first week, they're going hard trying to get you to buy those other courses. You think they can make more two dollars per lead with this follow-up system? Of course, that's the reason they're doing it. That's the reason they're willing to pay two dollars per lead plus 30% on all sales. Here we go again, another email from them. Fifty percent off, they give you another reason. "Hurry, hurry the offer expires April 12." You basically get the gist of it and why they're so successful with this campaign, even paying out, taking a small loss upfront, paying out two dollars per lead. Here we go again, another one. It's like that pretty much every day. Third, the fifth, the seventh, the tenth, the eleventh. You're getting these emails with compelling reasons why you should buy some of their courses.

Let me just show you how much I made from that. I showed a snippet of it in the trainings, but I will show you again how much it's up to now. I've got \$2,813 from that one email, from that one little email I sent. Can you see how if you have a list of people and you know what they want, how making money is easy? You really...you'll never have to make money again, never have to worry about it again.

The thing that I want to get through to you today, is everybody says, "I need more traffic. I need more traffic. How do I get more traffic?" There's no traffic problem. There's more traffic online than you can ever buy, ever. There's so much traffic online and just looking at some of the questions. Yes, let me show you. If you go to Facebook, here's a good

thing to do, even if you're just getting started and Facebook has changed their platform again. It looks like this now, when you go to the Advertise on Facebook.

You can scroll down. This top section is about reaching, engaging. It's about PPE ads, like boosting your post and getting more people to see your posts. It's about getting more page likes, reaching more people near your store, so it's local ads and it's getting views of your videos. That's the first section, so it's more about brand awareness.

That's more like you're not paying per click, you're paying per impression. You're just trying the brand and get viral engagements, is what this first section is really about, the main benefit of it. The next one, the second one is about getting clicks to your website, getting conversions to your website, installing apps and promoting your event. These are ones you could pay per click. I like to pay per click, so I would choose that one, but if you have something that's really viral and that people really want to share, you could put it in a post and use this one and get a lot of traffic from it.

When I do my content-related ads, like sending traffic to a content page, this is what I'll typically use because I want to get the most exposure, the most amount of engagement, the most amount of shares and likes, of people seeing that content to get the most traffic. If you have something that's worth sharing, that people share and engage with, you get a lot cheaper traffic. I'm talking \$0.05, under \$0.10 per click if people start sharing it and engaging it. That's where real cheap traffic on Facebook is. The third section here is, if you have a particular product or service, get more people to purchase your product, redeem an offer, so it's about offers and stuff. I guess you could do clicks to website. They just put this out, like I just saw it today for the first time...redemptions of your offer, engagement to your apps, conversions to your website.

I'm not clear on what the difference is between these two. It might be the same, clicks to your website there and clicks to your website here. It's a good exercise for you to do. I'm just going to give you an example. Again, this is not my main account. I don't want to show my main account. It's going to load the website details, so you could go here and play around with this. What you want to do is see what bid they give you. Clicks, set the max per click. Right here, they give me a range, \$0.29 to \$0.75 and I didn't put anything in. If you were into...If you type in your interests or type in...If you were promoting something in the golf niche for instance, you would type in "Golf." Then you want to target men, let's say over 30 who play golf in the United States.

You could just go down here and see what the bid's changed to. See, now it changed \$0.22 to \$0.62 and it tells you, "Okay, daily reach 3,700 people, single ads, best options." Let me just check something. Yes, you put...I'm going to go through all this next week when I start actually running the ads and showing you guys how to set up these ads. But for now, I just want to show you how much it costs and you could get an estimate if you're just running straight clicks to website, how much it would cost. Let's see. Instead of golf, let's see. I want to do CrossFit. How much would it be? People interested in CrossFit, so I can reach 1,800 to 4,800 people per day out of 4.5 million people who are interested in CrossFit. You know why? Because the...Okay, let's make this 500 and see what happens.

The higher you go, obviously the more people you can reach per day. If you have a huge budget, you could reach...there's 4.5 million people interested in CrossFit, so there's no traffic problem, you can see. There's only a conversion problem. You know what I mean? If you can get your numbers high enough, you can scale this as high as you want to scale it as long as you are making more than this range, more than the \$0.48 per click that they're suggesting. You can make and build your thing as much as you...As great as you can build it, scale as high as you can build it. It's not a traffic issue as I was saying, it's more like a conversion issue.



That's where you should focus your efforts on. I'll teach you how to get cheap traffic. I'll show you the strategies.

I'm going to start showing a lot more of it next week when we get on that particular topic, which is setting up your ads and testing the following week, but I just want to convey that message to you. There's no traffic problem out there. It's really all math. If you make the numbers work, you will succeed. Make the numbers work, you will succeed. How do you make the numbers work?

I refer back again, to my chart here and I show you how you upsell people on different things. Let me show you some examples online. There was one example I found, there's a product of a good friend of mine, Sean Donoghue [SP] and he's done...One second. Sean has done over 10,500 units of this product at an average price of \$57.14. Wow, Sean Donoghue, so 10,500 times \$57. So he's done over \$600,000 with this product, \$59,000, something like that. Average earnings per click, so each click, he's getting \$14.77. You think you can get clicks for \$14.77? This obviously is warm traffic, so you've got a lot of people promoting his thing as joint venture traffic. But still, even if he got one tenth of that, even if he got just instead of \$14.77, even if he got \$1.48, \$1.47 off of this, let's take a look.

It wouldn't be CrossFit. That would be the internet marketing, so maybe somebody who's a fan of Ryan Deiss. Let's see, somebody who's a fan of Ryan Deiss would be interested in this profit builder software. How much would that cost per click? What are they telling you? A max of \$0.83 per click for cold traffic and this guy is getting \$14.77 per click, is what the earnings per click is on that offer. You can see how the numbers...it's all math. It's all math, so you can get traffic to something like this from Facebook and you make a profit \$14.77. Even if it's one tenth of that as I mentioned, you're still making a profit because that's how much the traffic actually costs, \$0.83 max. You can bid a dollar and still get profit with that.

This is something that's worth testing out to see how much money you could make. Let me show an example of how he does this. He has this thing set up and the reason his earnings per click is so high, he has this front-end offer, \$37 to \$67, so it's like a dime sale and goes up every X number of sales, the price keeps going up which makes people want to buy it, because they want to get it before the next price increase. Then he has his one-time offer which is probably like a professional license or says instant site builder, so probably an add-on. Basically what you do is you have your main product and then you have your upsell that increases the value, increases the experience, increases the benefits that they get from that initial product. Maybe these are some additional templates that you use. So profit builder is a website page builder software similar to OptimizePress and software like that.

He has a one-time offer. He probably gives you some type of instant software that goes with it, something that adds on to this, \$67. Then he has a downsell for \$37. If you don't take the \$67, he says, "Well, maybe you want this instead." Thirty-seven is a maybe a lite version of the same thing. Then he has an ultimate bundle offer on the other end, upsell and downsell on that.

That's how you put that together. You can get higher earnings per click and as I mentioned, it's all about the math. If you make the numbers work like that, you will succeed. The same way I make the numbers work with my particular funnel. One of the questions people kept asking me this week was, "How do you make this work?" Logistics is the easy part. There's software out there. You can use Infusionsoft, you can use Shopify. ClickBank lets you do upsells and put upsells in the [inaudible 00:16:45]. ClickBank is more for digital products. JVZoo, what I've just showed you as Sean is using. JVZoo is an instant payment platform on PayPal where a lot of affiliates are, especially for the internet marketing related software, WordPress, plugins related, themes related type products. JVZoo is probably your best bet.



1ShoppingCart if you want to have...a private affiliate program for your thing where affiliates can promote your thing and have the shopping cart where you can do the one click upsells. You could create funnels. When someone buys your initial product, they enter their credit card number, then you have them in that buying process and before they check out, you can add on products. Like, "Would you like to add this on? Would you like to add that on?" That's called a payment process where you have them in the shopping cart and you can offer them things before they check out. Similar to how GoDaddy does it, similar to how Vistaprint would do it with the cards as I showed you an example in the training videos. 1ShoppingCart does that, Shopify does that, Infusionsoft.

Shopify, if you're selling physical products, Shopify is really the way to go and ClickFunnel is the newest, biggest, baddest one on the block right now. They're owned by Russell Brunson, who's a very smart marketer. They pretty much do the same. I'll show you an example of Shopify and ClickFunnels. Shopify has all these platforms. They give you 100 professional themes you can use and it works with WordPress. They make it mobile ready. You can use your own domain name, they have a web-based website builder, full blogging platform. Shopify is really a one-stop shop, it's all you need. The shopping cart, you can accept credit cards. They connect with other payment gateways like PayPal or any merchant account like Authorize.net. Flexible shipping rate, you could offer free shipping, multiple languages. It's just very powerful, very, very powerful.

Let's take a look at ClickFunnels. This video shows you lot about ClickFunnels, but I like the way they do their sales page. You could use ClickFunnels to have your opt-in, lead capture funnels, full sales and auto funnels, webinars and auto-webinars, you can connect it with your autoresponder account to collect leads from webinars. You could build membership sites and launch funnels. ClickFunnels is really powerful and they go through this process here where they show you step-by-

step. Step one, pick your funnel type, which is either opt-in page funnel, sales funnel, webinar funnels. You can do all these different type of funnels, pick the one you want. Then you would go to...It shows you.

You pick the one you want. You have a squeeze page, a sales page, order confirmation page, download page. Choose the template you want. Step two, edit your page. Step three, set up integrations so you can integrate it with anything that you're using whether it'd be autoresponder, like AWeber or GetResponse or ConstantContact or any...MailChimp. They all work with ClickFunnels.

You could integrate all the payment shopping carts, you could probably integrate one shopping cart with it. I'm not sure. Yes Stripe, Infusionsoft, all these, ONTRAPORT. Then you can set up a split test to see what pages are converting the best and what versions of the page?

Test different headlines. You could test a page like that versus a page like that to see which one does the best. You could enter in your follow-up sequence, integrate it with any of your autoresponder accounts, drive traffic, watch your stats. They give you full stats. They have a two week trial, amazing software for sure. Logistics, as I said, is the easy part. There's services out there that do all that stuff for you and you can hire coders on Freelancer.com. If you're really stuck on a technical part of it, go to Freelancer. Freelancer.com and hire a coder to do it for you. You can get guys for super cheap on Freelancer. I got a project right now on a Freelancer, but crazy cheap. Don't worry about the logistic part. That takes care of itself. You shouldn't get stuck on that for sure.

The thing I want to tell you now is that good copy and good offers are where the money is at. In this training, I briefly talked about copy. I gave you guys some really good resources for sales copy. Let me just show you this also. In terms of one click upsells, you don't even need a one click upsell. The way I do it with this, this is a ClickBank offer after they...I do a one click upsell, but it's not really one click upsell. It's like I offer this, Buy One, Get One Free special.

After they click Add to Cart, I send them to another page which has these options. Checkout shipping and you guys can have this image too...open this in a new tab. If you want this image, you can have it. It's at this link right here, /images/progressbar-upsell.jpeg. You can use that same type of image. Don't worry about it. You can have it. I just send them to this page. Forty-four percent of people take this extra offer. It says, "Checkout option." People like having options. "Checkout option, add this cookbook to your order for just \$9.99. It's regularly \$19.99, but you save \$10." And I just give a brief description of it and it's either a yes or no. "Yes, add to order," "No thanks, continue to checkout." Forty-four percent added to their order and I even say free shipping for order quantities of two or more sets and then I list a guarantee. It's the easiest upsell you've ever seen, doesn't require any software. All it is, is an additional page I added to the process and if they don't want it, they click, "No thanks, continue to checkout."

That's how I do a one click upsell within the same process without having any fancy software or anything. It's just another page on my site. Now, let's look at our sales copy and my good friend, David Frey, he has this 12 Step System that I shared with you guys in the membership...in the groups where he talks about sales copy. I'll just go through some of his stuff. This presentation is based on his stuff. Sales letters are easy. Sales letters simplify marketing. I'm going to skip through a lot of the stuff that is pretty basic. It's based on David Frey's foolproof sales letter formula. You can Google that and it's also in the groups. It's a step-by-step guide.

It could be used across multiple channels, so you could use the same criteria, same philosophy for video sales letters. Same philosophy for webinar presentations, multiple channels for videos and snail mail, if you're doing a mailing. Here's the system. Capture attention, identify their big problem, show the solution to their big problem, present your credentials, so it goes through the whole step-by-step. If your sales

page or sales video does all these things, then you know you have a winner. The big thing is to capture their attention and then identify their big problem. What is their big problem? Then you show a solution to their big problem and how your credentials helps their big problem.

Then you just show the benefits that they'll get from your solution. Then you show proof, social proof that it can work for them, whether it be testimonials from other people or people that have used a similar solution and you make a good offer. Buy it now and get a discount or buy one, get one free, or some type of compelling offer and some type of scarcity for them to take action because you don't want people to think about it later. If people have to think about it and come back later, they're never going to come back, so you make a compelling offer and you put some type of scarcity. Like it's on sale for the next seven days, something like that, some type of compelling reason and scarcity for them to buy. You're only going to see this page once.

We're only going to promote this once, that type of thing and you give a guarantee to minimize your risk. Telling them like, "I guarantee if you're not into this, if it's for you, you get 30 days. You can return it or 60 days or 90 days and we'll give you your money back or contact us for a refund, we'll give you your money back." Then you make another call to action, "Click the link here to buy this now, to order now." Give another warning like, "You don't want to miss out on this deal." I've see people say stuff like...Reiterate the problem like, pretty much, "If you don't buy today, you're still going to have the same problem you had before today. Nothing is going to change unless you take action and do something." You agitate the problem again. Like, "You have a problem with your golf swing. If you don't buy this, you're still going to have a problem with your golf swing and you're going to be embarrassed on the golf course when all your friends are beating you and making fun of you." You agitate the problem and then you close it with a reminder of the benefits, as well.

You can also add bonuses to get them to buy now. If you buy now, you buy today it comes with these special bonuses. That's the basic process for a successful sales offer, especially for digital products and again, it works with webinars and all that stuff. You want to connect on an emotional level, overcome buying resistance. Buying resistance, people ask these questions like, "How do you know? You don't understand my problem. How do I know you're qualified? I don't believe you. I don't need that right now. It won't work for me. What happens if I don't like it? I can't afford it." You want to overcome this buying resistance in your messaging. "I can't afford." I've seen people saying like...If it's something like \$30 or \$50, "It's the cost of a dinner for two at a restaurant," something like that. You compare it to something in a real life that doesn't seem like a lot of money and people buy.

People buy stuff all the time. I used to say, "This product, I spend more than this at the bar on a Friday night than you would buying these products." I'm like, "I might leave that type of money on the bar," so it's things like that. You just compare to other real life situations and make them see that it's silly not to buy this. "Thirty dollars, you can spend that on movie tickets and popcorn." You compare your product, your product priced to that.

Let's skip some of the stuff, like show some of the different places you can use this system, how do we create the sales letter? You could use this guide also. Write it out like this, the 12 steps and then use it as your own guide and then fill in the blanks to say, "Okay, what am I going to present that includes this criteria, capturing their attention, identifying the big problems," just go through the 12 steps. Getting their attention, so it shows some examples, "How to Add a Zero to Your Paycheck, Secrets of the Top Fitness Trainers Revealed, Warning! Don't Even Think of Buying an iPhone Until You Read This Report." There's some ways to get people's attention, focus on them.



Identify their problem. You can do that by telling a story when you had a similar problem. You could talk about how it feels to have the same problem. You could talk about...You want to make them say, "That's exactly how I feel." Here's an example. "There's nothing worse than getting home in the evening and not having your garage door open. It's dark outside. You trip on the porch steps while searching for your front door key." You see you make them feel that problem. You can relate to it like, "Yeah, that's true. I've had that problem. This is exactly how I feel." Then you provide the solution. How do you relieve that pain? "This product, you'll never have to worry about that again because it does this." That's where you introduce yourself and introduce...You can introduce the solution you had personally with that particular problem.

"I had this problem too," make them relate, show that you relate, "until I found this solution or until I created this solution that helps me do this and that and then you never had that problem again." How do you relieve their pain? Then you talk about your credentials and how it worked out for you, and whatnot. Make them feel they understand the problem. Make them feel like you understand the problem they and you've helped others and you could help them too. Then you want to show the benefits of the product, benefits are important. Not just features, but benefits. You know that you've shown the benefits of a product when you can answer the question, "What's so good about that?" Look at what you've written and if it answers the question, "What's so good about that," then you know that it's showing the benefits. If it doesn't, that's now showing the benefits.

An example, if you're buying a car, one of the features of the car might be that it's 400 horsepower. Okay, that's a feature. If you just say it's 400 horsepower, that doesn't answer the question, what's so good about that? But if you future the benefit, what is the benefit of the car going so fast? You'll never get stuck behind slow people because you can zip right by them and it goes, you'll experience the thrill of being able to go from 0 to 60 in a certain amount of...In four seconds or whatever it is,



so that you can get out of the way of problems and of bad drivers as quick as possible. You can see what's so good about that because you'll be able to get out of the way of people as quick as possible, so you can make it a safety thing. You can just look at that example and see that's a benefit rather than a feature. Always focus on the benefits rather than just the features.

Give social proof, it could be testimonials. It could be testimonials with pictures and the full name, city, all the information makes it more believable. People giving you video reviews. You can give out a sample copy of your product to different people just to get some reviews and testimonials in and you can use that in your sales message. That's very important as well. You can even do that on social media and do a screenshot of all the people who've said nice things about your product along with their face and whatnot right off of Facebook or Instagram or on social media sites. Present the offer, it's pretty self-explanatory. Make a really good offer where they feel like they'll be stupid not to take the deal. Whether it's great price, great terms, free gifts, bonuses.

This is really key to the sales letter. Make a great offer that seems like it's a no-brainer like, "Oh, that's a great offer." You ever get a coupon in the mail and you're like, "Wow, I've got to use this coupon." It makes you want to go to the store and spend even if you weren't planning on spending because it just seemed like a great offer, it's the same type of concept you want to get across with your offer.

Inject scarcity. People like to take their time. You want to give them some type of pain if they miss out, pain of missing out on your offer. Like, "Our supply is limited to only 50 items and will be sent on a first come, first served basis. After they're gone, there won't be any more available." You see they have that great deal that they want, but you want to make them buy it now. You tell them pretty much here is what will happen if you don't buy it now. You don't want to miss out on that great deal. Inject scarcity, I talked about that. Provide a guarantee,

that's self-explanatory. One hundred percent, no questions asked, take-it-to-the-bank guarantee. Pretty much eliminates that risk and that thought of like, "What if I buy this and I don't like it then I'm just stuck with it?" You want to eliminate that risk.

Have a call to action. Tell them exactly what to do now. "Pick up the phone and call them now, come to our store Friday and do this. Click the link below to order now." Give a warning to people to build that emotion and tap into that emotion. Work too hard for too few customers. You make them feel what will happen if they don't take the offer, so I briefly talked about that as well. And then close with a remainder. You could a P.S., one to three different P.S.'s in your sales letter. Remind them of your offer. Restate the call to action. Remind them of limited availability. That's basically the process in a nutshell of how you have compelling copy.

And at the same time, you can hire a copywriter. You can go to [Eance.com](http://Eance.com), hire yourself a copywriter to do all that stuff for you. That's basically the gist of what I wanted to talk about today, in terms of your lead funnel and your follow-up. I went through all of this stuff with you today. Hopefully, you got some good stuff from it. Now I'm going to shut this down. I'm going to answer some of your questions, so let me stop the recording here.