Matthew: Hello, everyone. This is Matthew Glanfield, Chief Instructor for BBO Teleseminar Formula. This is Call 3, "Creating Your Sales Website."

At this point, we've learned how to pick your topic, find your interviewees and create your teleseminar product. That includes everything from hosting the teleseminar to having it edited, transcribed and turned into an ebook.

In today's call, we're going to talk about how to create the website that will sell your teleseminar product.

We're going to review the entire system. The system is not too complex, so you should be able to grasp it rather quickly. Not everyone has completed their teleseminars, but I still want you to start working on your website as soon as possible.

Please download and print the note sheet. You can access it at www.BBOTeleseminarFormula.com/members/notes/notes3.pdf.

Page 2 has your important resources that we've already discussed. Page 3 shows where we are, which is Module 3, "Creating Your Sales Website." Last week, we talked about creating your teleseminar products. The week before that, we discussed the overview. The week after next, we will do Module 4, "Launching Your New Teleseminar Product."

After that, we will start promotions with any websites that are finished. It's on a first-done, first-served basis. You have to show me that your website is completed, your affiliate programs are set up and everything is ready to go. At that point, we will schedule your promotions. We will also find partners to help promote our product as well.

Module 4 will also help you find partners. Once you have a product, you have a bit more leverage.

Page 4 is an overview of what we will accomplish. Today, we will be discussing Points 5 and 6.

Point 5 is "You will get your sales website created." You have a choice to do it yourself or use our web design services. It is rather time-intensive for my web designer, so there will be a fee that is not included in the membership.

Point 6 is "You will have the affiliate page created." I will provide the template and service at an additional fee.

Turn to Page 5 and you will see the first part of our training. We have a colorful little representation of everything. First is the flow of what happens when a customer comes to your website. I will show you examples of all these steps so you can visualize exactly what they mean, rather than just see it in the flowchart.

When someone arrives, you see that I have a sales page with an opt-in box, the www.Pay.com register page, an upsell page, download pages and so on.

Let's go through what happens with a potential customer when they arrive on your website.

When they first go to your website, they land on the sales page, which has an opt-in box because you want to be able to collect email addresses even if they don't make a purchase.

We have two different products, a low-end product and a high-end product. You're going to sell the low-end product for around $5, $7 or $9. It will cost less than $10 because you want it to convert as much as possible. You can even sell it for $1 if you're just looking to generate leads. However, it won't be as lucrative for the affiliates who are promoting it.

If you're not sure what price to charge, just make it $7. That's a nice, round number.

With www.BBOAdWords.com I was able to pull in about 20% conversion with the $7 product. That's good for a squeeze page, never mind for a sale. That amount seems to work really well.

On the sales page, there will be a "hover" or "float-in" opt-in box that will float in front of them and say, "Get on our newsletter list and learn all about _____." This is how you get their name and email address.

You see an arrow going to a web or prospect list. The dotted arrow is what happens when they fill in the opt-in box. They get added to the prospect list, which is double opt-in because it's exposed to everybody. All the rest of the lists will be single opt-in.

On the double opt-in, after they enter their name and email address, they will have to verify their email, but they'll still be on the sales page. That will open in a new window.

Let's say they are on the sales page and they decide to purchase. If they don't decide to purchase, they either leave or fill in their name and email address and then they're done. Either way, there are no other steps for them.

If they decide to purchase, they click on the register link. We're going to be using www.Pay.com. It's a great service. We were using ClickBank, but right now they're being a little fickle about anything to do with list building. While not everyone is talking about list building, I'm not sure what that's going to mean when you start talking about other Internet marketing related things.

There was a question on our Q&A call Tuesday wanting to know what payment processors I would recommend for recurring payments. Both Pay.com and ClickBank do recurring payments. If you want to do a membership site, you can use either.

They're at www.Pay.com. They fill out their registration and PayPal information and they make the purchase of $7. After that, they land on a register page which asks them for their name, email address and maybe their phone number or address, whatever it is you want to capture. When they enter that information, they are put on your AWeber customer list.

You're going to have three different lists—a prospect list, a customer list and an upsell customer list. When they are added to the customer list, they are removed from the prospect list.

You can automate that in www.AWeber.com. You just go in under "automation" and say, "Remove it from this list when they're added to this list." If you're wondering how to do that, just use AWeber's live chat support. They'll be able to show you how to do it in about 30 seconds. It is very straightforward and easy to do.

The customer fills out this information and they're added to the AWeber customer list, which is single opt-in so they don't have to verify their email address, and then they're sent to the upsell page.

The upsell page says, "Thank you for registering. We've sent you an email with all your download information. Before you continue, we want to give you this other offer." The other offer, of course, is your high-end product. That offer link takes them to another sales page. There's no opt-in box this time because you already have their information.

They have two choices when they are on the upsell page. They can purchase the upsell or they can say, "No thanks." If they say, "No thanks," they go to the download page without the upsell.

You'll have two download pages, one that just has your $7 product and one that has both your $7 product and your higher-end product.

If they say, "No," they go to the download page and all is fine and dandy. Not everybody will take the upsell. You want to shoot for around a 20% upsell rate. You want to fool around with your prices to get that so you get the most people giving you more money. If they say, "Yes, I do want to buy the upsell," they go to www.Pay.com.

My recommendation is don't make it a one time offer. People are pretty immune to one-time offers now, so just make it an upsell. Say, "Before you continue, I would like to offer this." On the download page that doesn't have the upsell, you can have a link

that says, "Click here to get the second product," so they can go back and buy it later on.

If you want to do a one-time offer and make it a bit more complex and say, "I'll give you $50 off," then later on offer the upsell at a higher price, that's up to you. That complicates the system a little bit, so I'm trying to keep this as straightforward as possible.

Let's say they do decide to purchase. They are sent back to www.Pay.com and they purchase the product. That then sends them to a second registration page.

The reason you want them to register again is because you want to put them on a separate list. You're going to put them on the upsell list, not the prospect list. Remember, you're going to have three lists. When they're added to the upsell list, they're not removed from the customer list.

The reason you want to have them on both lists is because you might have special offers for customers that you want to send to your customer list. You might have special things to talk about for just the people that have the upsell. They need to be segregated so you're able to email them separately.

They fill out their registration details, they're added to the AWeber upsell list and then they're put through to the download page with the upsell.

Where do the affiliates come into this? They get an affiliate link through www.Pay.com and you're going to set up an affiliate page. Their affiliate link redirects to your sales page and tracks that. Pay.com does all the tracking.

What you have to do at the end of every month is download a file from Pay.com and upload it to PayPal. It's called a "mass payment file." You pay all your affiliates all at once. You don't have to pay them individually.

You just have to make sure you don't withdraw more money than is yours. Always leave enough in there to pay your affiliates. That

way, you don't get into trouble at the end of the month when you have to make that payment. The last thing you want to do is not have money to pay your affiliates.

That's the basic flow. Hopefully it's pretty straightforward. I'm going to show you examples of each of the steps. That way, you can visualize exactly what it is we're doing.

Turn to Page 6. Now that you know the basic process, I want to show you a few examples and give you some pointers on what to do and what not to do.

This is an example of the sales page. This sales page doesn't follow my rules. It doesn't have an opt-in box. Either they purchase or they leave. In this case, it was converting it so well I didn't need an opt-in box. You should really split-test it.

One of the first things you want to split-test is with and without the opt-in box, because the opt-in box distracts some people.

If without the opt-in box you can get a 20% to 30% conversion rate on your sales page for the $7 product, then you don't need an opt-in box. That's a good rate for a good squeeze page and you're making $7 per lead.

If you find that with and without give you the same conversion rate for sales, then definitely have the opt-in box, because you want to get as many people on your list as possible.

Don from Baltimore asked, "Is a floating opt-in absolutely necessary?" If you're asking if you need a floating opt-in as opposed to just an inline opt-in, you could do either.

Just so everyone understands the difference, an inline opt-in would be an opt-in box that's within the sales text. As you're scrolling down, at one point it says, "If you would like to get a newsletter, fill in your name and email address here."

I like the floating ones. They're not blockable because they work with HTML, so they seem to capture more attention. I know they seem a little annoying, but they get results. That's why I use them.

We're looking at the example sales page at www.BBOAdWords.com. You can see that it's pretty straightforward. You're almost seeing the entire sales page here. Because it's a $7 product, I didn't have to create a huge 20-page sales letter.

To tell you the truth, creating the sales copy is the one part that still takes me the longest. Outsourcing it is just too darn expensive. To get someone to write you a sales letter costs a minimum of $5,000, and it's not necessarily better than what you could do yourself. It just depends on the product and the person writing it.

You can see there is a basic header graphic. Of course, you will want to split-test it with and without the header graphic to see which produces better results. Then you have a headline. I also have an audio in this.

I strongly recommend having an audio, especially since you're doing teleseminars. You want to get them used to your voice right away. You can deliver so much more in an audio message than you could through a lot of text. It allows you to save a lot of space and still deliver your message.

I have a call to action almost right away. Since $7 is such a great price, we can use it right above the fold. Normally you want to keep the price out of the equation until the very end. That's a normal sales strategy. You want to tell them all the benefits, everything they're going to get and how it's going to help them before you give them the price.

In this, case the price is one of the selling features. It's like a $1 trial. You want to blast that right away. "Get all this for $1." If it is a $5,000 product, you want to tell them all about it and get them excited, then say it's only $5,000. You want to save the price until the end.

Since our offer is so great, we give the price right away. We have a link that link scrolls them down the page to the box that says, "Click here to purchase." If you want to see an example of that, go to www.BBOAdWords.com.

Then, of course, I have the typical sales letter format–the date, from Matt Glanfield and what it's about. It's formatted almost like I wrote an email to them. I use a lot of bullet points.

I'm not going to give a copyrighting course here because we can talk about that for hours, but you should give a lot of bullet points. Always try to summarize things in bullet points because they are easier for people to read.

Then they can scroll down and make their purchase. In this one, because I have my own affiliate programs and shopping cart in place, this one doesn't use Pay.com.

I haven't used Pay.com for any of my products. The reason I can still recommend it to you is because they are all the same. Pay.com seems to have a lot of things others don't, but I know it will do what we need it to do.

I hope you don't think that every single time you do a product, you have to do it exactly this way. You can do it however you want. You'll learn all the tricks, all the things that you must do, the things you shouldn't do and things you can do if you have time.

This is just one format that you can use. It's a format that I've used successfully many times, and it's simple enough that you can get your squeeze page online quickly and get your website off the ground.

We have the basic sales page. I think most people understand what's in a sales page. Writing the sales copy is going to be the hardest part, but you're going to need to do it.

Everybody here will have to write their own sales copy unless you want to hire someone and spend a few thousand dollars or can cut a deal with a good copywriter that you know. Say, "If you do the

copywriting, I'll give you 50% of the profits." Most likely, you're going to have to do this yourself. I still do it myself, although hopefully that won't be the case forever.

Turn to Page 7 and you'll see an example of the popover box. Everybody here has probably seen one of these before. Sometimes they're annoying, but they are effective.

This example is at www.BBO12MonthPlan.com. After about five seconds, the popover flies in, shakes and gets your attention. No matter where you are on the page, that's where it will end up. You can't miss it, even if you scroll down.

You're going to offer your newsletter here. If you have some sort of giveaway, you can use that instead. I have my free report. You might have a free ebook or free something that you want to give away. By all means, go ahead and do that.

What you want to do is get their name and email address. I also ask for their phone number because I actually have a sales guy that calls them to sell them the program. If you don't need their phone number, don't put it there because it lowers your conversion rate. Less people will fill it out.

It's really basic. The popover is going to have the same kind of headline as a standard opt-in box, "Enter your first name and email address. Get this free bonus just by filling in your information."

Of course, you want to do a double opt-in so it takes them to a verification page that says, "Please verify your email address." After they verify their address, send them back to the sales page.

When they click "Claim your free report" or "Get your free newsletter," it should open in a new window so they're not taken away from the sales page. When they close that window, the sales page is still there.

They're told to verify their email address. If they do, it takes them to the sales page again. They may have it open in two windows. That way, they are there and you can try to make that sale.

For the prospect list, you're going to have a welcome autoresponder that says, "Thank you for signing up for my newsletter. By the way, make sure you pick up this product that's only $7." Again, you link back to the sales letter. You're trying to make that sale.

I suggest putting two or three more emails in that autoresponder to try to sell your $7 product because once they are a customer, they will be removed from that prospect list. If they purchase it right there, they won't get those emails because they are removed from that list automatically. They won't be bothered by emails selling what they've already purchased.

Before we turn to Page 8, I want to talk about Pay.com. You have a choice of which payment processor you want to use. You can use Pay.com or ClickBank.

Pay.com doesn't charge you any fees to register your product. ClickBank will charge you $50 once they approve your product, if they approve your product. Pay.com won't. However, ClickBank has the big advantage of paying your affiliates for you. They cut checks for your affiliates every two weeks and send them out, so you don't have to worry about paying your own affiliates.

If you want to use ClickBank and spend that $50 so you can avoid the inconvenience of paying your affiliates once a month, I would prefer ClickBank over Pay.com.

Pay.com has some very good strengths. One thing it does have is it automates your affiliate program in more than one way. It allows you to create promotional tools and an automatic affiliate sign-up page.

When we get to the point of talking about an affiliate sign-up page, you're going to see that you can do it easily with Pay.com. You don't have to worry about creating the extra page on your website because Pay.com does it for you.

However, it's a tossup between the two. If you're a bit of a techy and you want to integrate PayPal or another shopping cart yourself, you definitely can. Whatever you do, just make sure you can have affiliates, it can track their commissions properly and you're able to pay them out regularly. It's very important that you're able to do all those things.

I'm going to be talking about Pay.com because I'm choosing one that's inexpensive, allows you to get the job done and has everything we need. Pay.com is definitely that.

Let's turn to Page 8. This is an example of a registration page. I don't have a good example for this because most of my registration pages ask for a lot of information that I use to follow up with them.

Here is an example of a registration page at www.YourSqueezePage.com. It just says, "Thank you for your purchase. Only one step left to go. Simply fill out this form to register your membership. All fields are required unless otherwise stated."

Their name and email address are all you really need. If you want to ask for more information like their phone number so you can call and try to sell them a $2,000 product, you can. In this case, all we're really trying to do with it is register them so we have them on our list, so just ask for their name and email address. When they register the membership, they're taken to the upsell page.

Turn to Page 9. This is an example of an upsell page. You can see online at www.BBOAdWords.com/resale.php.

If you would like to bypass the $7 purchase and just get the resell rights to *AdWords Formula*, this is what you're going to. You just learned about a secret back door to one of my sites. You can get the resell rights for $27. In fact, spend the $27 and grab this. Then you can give it away or add it as a bonus for your upsell. You can do that all you want. Of course, that benefits me as well.

One thing you want is to verify that they have made the purchase and they have registered. Sometimes people get confused when

they come to an upsell page. This doesn't happen as often in the internet marketing niche because they are used to it, but it does happen in other niches.

You'll notice at the top it says, "Thank you for your purchase, I have sent you an email with all the details on how to grab the transcript and the recording of the call. However, before you continue I want to offer you one more thing." In this case, I offer master resale rights.

This is always a nice tactic. If you don't have time to make a second product, all you have to do is say, "I'll offer resale rights. Buy the product for $7, and then for an extra $27. get master resale rights to it." That's a nice way to easily make an upsell.

You can also add this to your upsell. You have your $7 product. They purchase it and register. Now they are at your upsell page and you want to sell them your second teleseminar.

You can say, "As a bonus, I will give you master resale rights to everything—my first teleseminar, this teleseminar and all the transcripts. You can't modify them, but you can resell them at whatever price you want. You can even give them away for free to your list." Or you can tell them they are not allowed to give them away for free, that they have to sell them. That way, they do not devalue them.

You may think, "Why would I want to offer resale rights to my product? By doing that, I'm just creating competitors." First, most people won't resell it even if they buy the resale rights. It will just end up sitting on their hard drive like everything else. Very few people will end up being your competition.

Second, you actually want them to become your competition because then they are spreading the word about your website. When they sell it, what is at the very beginning of your teleseminars? "Hello, this is Matthew Gladfield from www.BBOnstitute.com."

It's a free traffic generator. They are going to spread the word to their people. They're going to create affiliates to promote their product and you're going to get all this free traffic.

We're not looking to make tens of thousands of dollars every single month from $7 products. You will eventually be offering higher-end products. What you are looking for this to do is build your list so you can make even more money on the back end, which will be from affiliate programs and high-end products.

Right now, we're just getting you off the ground with these basic programs. You could make thousands of dollars with these. In fact, you could make tens of thousands of dollars in the next couple of months. That's very possible, and actually very probable for a lot of you. You will be making that much money if you put the work into it and really help your affiliates promote it as much as possible.

Our short-term goal is to build your list to make as much money as you can, to get you started and build that initial momentum. Long term, it's to build a strong, solid list and allow you to create more products and develop a six-figure business, and eventually a seven-figure business once you start offering high-end products.

Giving resale to your products rarely hurts and always helps by becoming a free traffic generator for you.

You can see that this resale rights page can be drastically improved. I probably spent a total of 10 minutes on it. You can almost see the whole thing in the PDF. Those dotted lines at the bottom is the beginning of the signup box.

The resale rights off converted at 10% and I didn't even do anything. For 10 minutes of work, I was able to make an extra $27 for every 10 customers. I could have done a lot better by getting it up to 20% or 30%, but for the amount of work I did that was pretty good.

Going back to the one-time offer, you'll notice that I don't say, "This is a one-time offer." I just ask them, "How would you like master resale rights?"

At the very bottom of the page, there are two options. There is a big link that says "Click here to get master resale rights" and then there is this little link underneath that says "No thank you." When they click that, it takes them to the download page. Since they haven't bought the master resale rights, there is a link on the bottom of the page that says "Click here to get master resale rights to this product." They can still get it.

Some people will buy the resale rights later on, especially once they've listened to the product. They'll say, "I'd love to offer this as a bonus. Can still get the master resale rights?" I make a bit more money, my affiliates make a bit more money and then they spread the word and I get more traffic. It is very straightforward.

You want to spend a bit more time on your upsell because you are going to be charging more that $27. The price point I would recommend for your upsell would be between $47 and $97, depending on what it is you're doing.

I would start it at $47 and split-test it at higher increments. Go from $47 to $67 to $77 to $97. Those are the four that usually work the best. If you want to try other prices that's perfectly fine, but those are the four price points I would test. That's all you have to do.

Don't worry about the fact that some people pay more than others. You might think, "What if they come to me and say they paid more than this other guy?"

First off, rarely will they ever find out. If they do, just offer them a discount or say, "Sorry, that was the sales price at that time." If they are within the refund period, just give them the difference back. Say, "I can refund you the $27." It's not something you should be scared of. It happens.

Stores do it all the time. You buy something from the store and two weeks later, it goes on sale. Some stores will allow you to go in and

get the difference, but they are not going to announce that to everybody. Every time they have a sale, they would instantly lose a lot of money. A lot of people just don't care enough to come back into the store and get the difference, or even pay enough attention to see what price it's currently being sold at.

This is on your upsell page. It's not like everybody can access it anyway. They're only going to see it once or twice.

Page 10 is your download page. There are a couple of things I want to point out here. First, if you look closely you'll see an advertisement. Remember how I said you were going to promote affiliate programs on the download page? Do you notice where it is? It's right at the top where it says "Click here to add Simon's AdWords training." It's above the actual product.

You want it above the fold because you want it to be the first thing that they see. Your goal is to sell that and make a higher commission off of that sale.

I like to give them streaming audio right there on the page so they can listen. You can use Audio Acrobat to do that. I also want to give them the MP3 download. That way, they can put it on their iPod or burn a CD and listen to it in the car. Of course, they also get the transcript.

There is not much more to see below that. There is a little link underneath it that says "Grab the master resale rights." The only difference between this page and the resale rights page is that if they've bought the upsell, that page will have all the products on it and not just the $7 product. It's really straightforward. Try to make it as attractive as possible.

Another thing that you should have on the download page is the link to Adobe Acrobat so they can download the free reader. Some people may not have that. About 90% of computers have Adobe Acrobat, Flash and all the things they need, but it alleviates a bit of customer support for you by having those links there.

That's the download page. It's really straightforward. This is not a very complex system. It's actually a very simple system. I want to get to some really technical steps that will help you make more sales.

Turn to Page 11. We're going to look at an example of an affiliate page. This is an ugly example, but it will be effective nonetheless. I made this page in about five minutes through www.Pay.com. Like I've said, I don't actually sell any products through Pay.com. If I did, I would spend a bit more time to make it look more like my site.

You can see it is just a recruitment page. It tells them about the product, how much it sells for, what their commission rates are and so on. At the bottom, what you don't see is the link that says, "Click here for our affiliate program." When I click that, it helps them register.

After that, they can log in to an affiliate area that gives them the tools like a prewritten email. You definitely want to write as many prewritten emails for them as you can, but just start off with one prewritten sales email for your affiliates to use.

Michael asks, "I have 1ShoppingCart AutoResponse Plus. Could I use one of them instead of AWeber?" Absolutely. Use whatever you want. You can still follow the system.

You could pull out everything that I talk about and plug it into whatever you want to use. You can go out there and buy Infusion CRM for $5,000 if you want. Obviously, that's a little expensive.

The system is the system. The components are all plug and play. For example, how you're getting your sales page made, how you get the opt-in box in there, which payment processors you use, what you use for your autoresponders or audios, all of that can be changed and it will work fine as long as you keep to the basic rules. So yes, you can use both.

On the affiliate page, it's important that you explain their commissions. When they sign up, you have at least one prewritten email. You should really give them three prewritten emails and a

blog review so they can just copy paste it onto their blog. You should have prewritten Google AdWords ads and pre-made banner ads.

The more tools you can add for your affiliates, the higher your changes of an affiliate actually promoting your product. That's all there is to it. If you only give them one email, that's all they will use. If you give them three emails, they might send a second email or maybe even a third. If you give them a blog review, they might post it on their blog.

You should just provide as many tools as you can, but just do one for now. As you go along, you can add more and more.

Communicate with your affiliates through Pay.com or whichever system you use. Get them to register as an affiliate and then communicate with them when you add new tools and things like that. You can do that all very easily through Pay.com.

Turn to Page 4. I want to talk a bit about tracking. Tracking is an essential part of the whole system. The last thing you want to do is just have sales come in or not and not know if what you're doing is working.

Let me ask you a question. You have a JV who sends out an email for you and you pull in $10,000 in sales. Is that good? You might think, "Yes, that's $10,000." What if I told you that JV had 1 billion people on his email list? If so, $10,000 would be very poor conversion, but you wouldn't know that if you're only looking at the end result.

You don't want to look at only the end result. You want to look at conversion rate.

If another affiliate promotes for you and makes $100 in sales, you might think, "That's not really good." But you find out later on that the affiliate only had 10 people on their list. If for every 10 people on the list they sold $100, then if they had 1,000 people they'd be able to make $10,000. .

Those are two very extreme examples, but they illustrate the point. By tracking, you can see what's good and what's not.

Really what it boils down to is cost per acquisition. This is what we're looking at. People talk about opt-in rates, squeeze page and sales page conversions. If you get a 1% sales rate, that means one in every 100 buys your products. Those numbers actually aren't that important.

You're going to hear that the standards are 20% to 30% for a squeeze page, 1% to 2% for a sales page and 10% to 15% refund rate, but all those are all very arbitrary percentages. What you should care about is how much it costs you to get one customer.

How much will an affiliate make for every visitor they send you? That is very important. No matter what size list, they're going to be able to send you at least some visitors, and they want to make as much as possible per visitor they sent you.

An average amount to make per visitor is around 50 cents to $1. A really good affiliate program will convert at around $1 or $2. What does that mean? If you're selling a $7 product, for every seven visitors you want to try to make one sale. That would be $1 per visitor.

If you're giving 100% of that to your affiliates, then they just made $1 per visitor. That's very good for affiliates. They're going to want to send out a lot of emails to promote your program, which will promote your list and build your business.

Let's back up just a tiny bit. Craig says that was too fast.

What you absolutely must have prewritten is one sales email. This is for your affiliate program. You should eventually have several sales emails, at least three.

You should have one blog review, maybe two or three but one is usually enough.

You need two to four sample Google AdWords ads and a list of 50 to 100 keywords that they can use for those Google ads. You can just use the Google keyword tool to find those.

You could also have banner ads of all shapes and sizes and a snippet of HTML that they can just copy and paste into their thank-you pages, newsletters or download pages to promote your product. You can have anything, but those are the main ideas.

What you must absolutely have before you start is one prewritten email. Later on, your main priority should be more emails and blog reviews. You can add all the other stuff as you go along. You don't want to put a lot of effort into those things until you have quite a few affiliates because they won't be used enough to make up for the time you've spent making them.

Fran asks, "Does a standard PayPal account handle this or do we need a merchant account?" I would suggest having just the PayPal account. If you're asking if you need a merchant account from your bank, the answer is no. You don't need that for $7 or $100 products. I've been using PayPal for the past two years for these size products.

Cyndi asks, "If Pay.com sets everything up for our affiliate program, where do we insert all this information for them?" Within your Pay.com account, you set up the products. For each product, you set up the affiliate program tools and everything. It's all within Pay.com. It's pretty straightforward. If you get lost within Pay.com, just contact their customer support. They can walk you through it.

You create a Pay.com account (there's a link to it on our recommended tools). Then you create a product, set the price and commission, and then create the tools for that product.

Let's go back to tracking. You want to track to see how much you can make per visitor, both for your affiliates and yourself. That's a big thing. In order to do that, you need to know the conversion rates.

Let's say your sales page converts at 20% and you're selling a $7 product. How much are you making per visitor?

A 20% conversion rate means 20% of the visitors that come to your website through normal traffic methods buy your $7 product. If we have 100 visitor, that means we make 20 sales at $7 each, or $140. You make $140 from 100 customers. How much you make per customer would be $140 divided by 100, or $1.40. Your value per visitor is $1.40 .

What is the value for your affiliates? It depends on your commission rate. If your commission rate is 100%, the value would be the same, $1.40. If your commission rate was 75%, then the value per visitor for your affiliates would be 75% of $1.40, which is roughly a little over $1.

In order to know these numbers, you need to keep track of exactly how many visitors you're getting and how many turn into sales.

You should track opt-in rates on your hover opt-in box to see how well that's doing. Whatever you track, you split-test. You can split-test your opt-in box by trying different headlines, different text and giveaways.

You're also going to track your sales. I'm talking about the sales on your main sales page, not your upsells. You want to see what kind of percentage you get on that.

You can split-test things such as the price, headlines, how it converts with or without a header graphic and with or without the opt-in box. The results will vary.

I really hope that everybody that gets their results will share it with them in the forum. That way, we can see how everybody is doing and get ideas from each other so you can improve your whole process.

You want to track your sales. You also want to track your upsells. That will be really easy. Even if you don't have tracking software in

place, all you have to do is look at the number of sales that you made and the number of upsells.

If you make 10 sales and one upsell, then your upsell rate is 10% or one out of 10. Then you want to split-test pricing, headlines, offers, bonuses, positioning, etc. to see if you can improve the conversion rate.

Another thing you want to track is your back-end sales. These are the sales of the affiliate program for which you are an affiliate For example, if you have done a teleseminar with me, then you'll be promoting one of my products. You want to see how many people actually buy it. Then you can see how well it's converting and how much you are making per sale.

Let's take a look at another example. Let's say you get 100 people to your website. Out of those 100 people, 20 of them buy your $7 product. Out of those 20 people, let's say four of them buy your upsell.

Let's say your upsell is $97. Out of those four, two of them buy the back-end product. Let's say you make $50 per affiliate sale, even though with some of them you'll make a lot more. How much money did you make total? You made 20 times $7, $140. Then you made 4 times $97, which is roughly $400. You made 2 times $50, which is another $100.

If there were no affiliates involved, you made $640 from 100 customers. That means you made $6.40 per customer, which is fantastic. Those conversion rates aren't that unrealistic, either. They're actually quite realistic.

Let's say you had to pay affiliates 75% or 100% of your $7 and then kept the rest. Then you made $500. If your commissions were $250 on your back end, you would have made an extra $400 on top of that.

Hopefully you can see what it is that we're trying to accomplish here. You're just trying to maximize your sales at all steps, from the $7 sale to the upsell to the back-end sale.

Always split-test one thing at a time. Otherwise, it will take you longer to get results. You might be losing sales. If you're split-testing headlines, split-test two or three of them at most. Still, you're just split-testing the headlines. Once you find a good headline, split-test header graphic/no header graphic.

If you want a good order of what to test on your sales page, here is what I suggest. First, split-test a header graphic versus no header graphic. Second, split-test your headlines. Third, split-test your prices.

Do those three things on your sales page. Once you have finished that, do it on your upsell page as well. In fact, you can do it simultaneously on your upsell page. You can have more than one split-test going on separate pages. On the same page, you only want one split-test at a time.

The other thing you can track is shopping cart abandonments. This is a little more advanced. I don't recommend that you do it at first. It is important in the long run, but it isn't a big deal at first.

You want to track how many people go to Pay.com but don't end up purchasing. This will become more pertinent later on when you're using your own shopping cart and can make changes.

If there are 100 people who come to my website, 50 of them click-through to Pay.com but only 20 of them purchase, that means 30 people go to Pay.com and don't purchase. Why aren't they purchasing? Maybe I need to make it look more like my site. Maybe when they go to a different site, they get confused. I need to add in my header graphic or something so they can recognize that they're still in the right site.

All sorts of things could be the factor there. Maybe you forgot to mention your price on your sales page, so they go to Pay.com just to see the price. A lot of them are just inquiring to see what pricing you have on your product.

That is something that you can start to track later on, but it isn't important at first. Of course, if you do it, know how to do it, can get results from it and make improvements, anything that is tracked and reported on can be improved a lot easier than things that just aren't tracked at all.

Something that is not tracked at all is nearly impossible to improve. You have no idea if your changes made improvements or not. All you can do is guess.

Fran asks, "Do our affiliates get paid on the upsell? If yes, can we set up a different compensation for the upsell, i.e. 100% of the sale and 60% of the upsell?" It's completely up to you how you do it. My recommendation would be 100% on the front end and then 40% or 50% on the back end or the upsell.

At Pay.com, you would set up two different products. They're effectively two different products. You just wouldn't register the second product to show up in their directory, only the first one. Then you set up the commissions for the first one at 100% and the second one at 40% or 50%.

If you give them 75% on the front end, then you also want to give them a higher amount on the back end, maybe 75% all the way through. My recommendation is 100% on the front end and then 40% or 50%, however generous you're feeling, on the back end.

That's tracking. Now flip to Page 13 and some resources that I recommend using.

The first thing sales tracking. There is a great piece of software called Adtrackz. I have used it for a long time. I still use it on some of my websites. I purchased a private label to it, which means I have the ability to modify it or do whatever I want with it except give it away for free. I'm not allowed to give it away. I have to sell it.

I put up a really basic site at www.FunnelClick.com. You can pick it for $97. It's a really good piece of software. It tracks all sorts of things such as opt-in sales. You can even track individual campaigns and see how your affiliates' AdWords ads are doing

compared to yours. If you already have Adtrackz or something similar, you can always use that. It's the same idea.

Michael asks, "You mentioned that you would supply us with a sales page template for the web page. Where are those?" I will be posting those within the next day. I will be grabbing some of my sales pages and taking my information out, then I will upload them. You can just grab those and do whatever you want with them.

The second thing is that we, are offering our web design services. I have a web designer who has been doing a fantastic job on my websites. He has been busy just doing our stuff. We're finally launching our web design division. It's only for our members right now.

If you want us to set up this entire website, we'll do everything for you except write the sales copy. You still have to write the sales copy for your sales and upsell pages. We will integrate your Pay.com and AWeber accounts. We'll create your entire website with all the sales pages, registration pages and download pages. We integrate everything for you and even do the graphics if you want as well.

There are a couple packages available. If you go to www.BBOWebDesign.com, that's on a first come, first served basis. The first person to sign up for it gets the work done first.

When you go there, you fill out a quote form. That will email Christine, our manager of member services. She will give you a phone call or talk to you by email to discuss your needs, the pricing and anything else you might need. She'll modify things according to what your situation is.

If you see those two packages and neither of them really suit your needs but you still want some things done, fill out the quote form. She'll talk to you and work out a price for whatever it is that you're looking for.

There are also rush orders available. If you don't want to wait as long, you can get it done faster by paying a bit of a premium there.

www.BBOWebDesign.com is the service that we're offering only to Teleseminar Formula members at this point. Nobody else knows about this website. Later on, we're going to be doing a full-service web design division. Right now, we're just focusing on you guys so we can get your websites up and running as soon as possible.

For those of you who don't have any technical skills and would have a hard time making your website, I strongly recommend that you hire somebody to do it. You can use us. If you have somebody else in mind that you know can do a good job and do exactly what we've talked about, by all means use them. Just get it done. That is your goal for next week.

On the payment processor, I have a link to Pay.com. You can use whichever process you want, but Pay.com is the one that we are recommending for this.

Of course, you're going to need your own web hosting. We suggest Lunarpages. Once again, there are a lot of web hosts out there you can use. That is one we suggest.

The templates and other resources will be posted in the Recommended Tools section of the website. All those resources will be available for you.

Your action steps for two weeks from now are to create your website, your affiliate sign-up page and one pre-written email.

Send me an email when you are done so I can take a look at it and critique what you have done. I'll quickly look over it and give suggestions on what I would do to improve it, or just tell you that it looks great. Make sure you send me an email for that.

Michael asks, "What service did you use to record teleseminars? How did you split the recording?"

I use www.InstantTeleseminar.com. There is a link to it in the recorded teleseminars. You can get a $1 trial for 21 days. I also use Audio Acrobat to do backup recording.

How do I split the recordings? On InstantTeleseminar, you can stop and start the recordings as many times as you want. It automatically splits it.

If you're using the free teleseminar service, Basement Ventures, it is the same thing. You just start and stop the recording or stop and restart it. That will split up your recording automatically.

If you have one long recording but two interviews within it, you can send it to an audio editor or edit it yourself.

In the recommended tools, I have the contact information for an audio editor, DJ Dave Bernstein. He's a great guy. He has been doing a lot of my audio stuff for a long time.

We're at the end of our training. If anybody has any questions, go ahead and submit them in the Q&A form.

Michael asks, "Is it recommended that we split our recording? If so, should it be split in half?" For a one-hour call, you could split it into two 30-minute segments if you like, but it's not necessary.

Fran asks, "To put audio on your sales pages, do you use Audio Acrobat?" Yes. With Audio Acrobat, putting audio on your web pages is so easy.

All you do is log into your Audio Acrobat account, go to "Create New Audio" and a microphone or use your telephone. You just call the number and record the audio. Within a few minutes, it is ready. You copy and paste a bit of HTML code and it is on your web page. It's very easy and effective to use.

Michael asks, "How did you put it on your web page so that it plays automatically?" That is also through Audio Acrobat. If you have an MP3 that you didn't record through them, you can upload it to Audio Acrobat. Then you can create a player and stick that on your web page.

Every time you see audios playing on my pages, except for these teleseminars, that is through Audio Acrobat.

Fran asks, "Is the registration page the only one you created with Your Squeeze Page?" I didn't actually create the registration page with Your Squeeze Page. The registration page was for Your Squeeze Page, meaning people who signed up for Your Squeeze Page, but that particular page was not created with Your Squeeze Page.

You could use www.YourSqueezePage.com to create a registration page if all you're asking for is their name and email address. That would work fine. I didn't use Your Squeeze Page for any of this, to tell you the truth.

If we get off the call and you have other questions, use the forums or send me an email.

I noticed that a couple people still haven't emailed me with their topics yet. I checked the forum And noticed they had submitted their topics there, but hadn't emailed me those topics. I didn't know they had their topics, so I hadn't found them interviewees. If you're on the call right now, just email me the topic that you have. I will find you interviewees.

Susan asks, "Matthew, do two interviews, two people and two products equal two sales pages?"

Matthew: That's up to you. You can package them together into one product, in which case you can use just one website. If you want to have two products, then you'll have two websites. My recommendation is do one at a time.

If you're doing two interviews, the better bet would be to sell something for $7, then package the rest together and sell them all for $97. You can do is keep it separate and hold onto them for another future product as well. That is completely up to you.

You can even test to see what sells. Does putting two interviews on there sell better than one? You might find that it actually doesn't.

Why give them that if people aren't going to buy it anyway? You can hold it, make another website and make extra money from the same people.

Michael asked if you can get a discount on Funnel Click. The most I would be able to give you is a $20 discount. Through the terms for with the private label, I'm not supposed to sell it for much less than I'm already selling it out. That's the main reason I wasn't offering it at a discount.

I can try to work out something for a $20 discount. I can't guarantee that right now. It is a private label, but I'm still restricted on what I can do with it. I can change it all I want. When it comes to pricing, that is where I'm restricted. That keeps it from being devalued.

I'll look into doing that. I might be able to get you a $10 or $20 discount, but it won't be more than that.

Susan asks, "Does Adtrackz do more than Covert Link?" I'm not 100% sure. I have looked at Covert Link, but don't actually use it.

Adtrackz allows you to set up several campaigns to see where your traffic is coming from, track sign-up sales and even multiple sales. That is the basics of what Adtrackz does. You might want to contact the owner of Covert Link and ask them that same question to see what they say.

You don't have to purchase it right now. That sales page is not going anywhere. In fact, it isn't even a sales page. It just says Funnel Click and has a link to the PayPal account to purchase it. I just threw it up there this morning so you could get it if you wanted it. It is completely up to you.

Michael asks, "Does 1ShoppingCart have the same features as Funnel Click?" They do allow for some tracking. I don't think they do quite as much.

Once again, ask them. Send them an email. I don't use 1ShoppingCart. I know you can do basic tracking such as visits and sales. I'm not sure if they track anything else.

Email 1ShoppingCart and ask, "Do you track opt-in rates? Do you track multiple sales rates?" You want to be able to do more than just track if you get your first sale. You want to make sure you track all the other sales as well. If they do all that, then it's fine. You can use them.

One thing that they don't do is track campaigns. If you set up a Google AdWords campaign and have a partner who sends out an email, with 1ShoppingCart, you won't be able to tell which one made the sale. You have to do other things to figure that out.

I'm going to say goodbye at this point. I wish everybody a great weekend and a great next week. We will be talking again on the Q&A call the Tuesday after next. I'll be able to answer any questions that you have. Hopefully a lot of you will have your website done by then. Get them done so we can start making sales as soon as possible.

Everybody, have a great weekend. I will talk to you later.