



"I want you to PRINT this document and refer to it, make notes on it, and take advantage of it while you listen to our call."

-Matthew Glanfield

Teleseminar Dial-In Details

- Date:** Thursday, July 5, 2007
- Time:** 10:00am (Pacific) / 1:00pm (Eastern)
- Dial In:** 1-218-486-3694
- Pass code:** 131242#
- Webcast:** <http://www.bboteleseminarformula.com/members/webcast.php>
- Subject:** Call 3 – Creating Your Sales Website
-

All training material can be found at
<http://www.bboteleseminarformula.com/members/>

Special Note: This teleseminar starts on time according to www.Time.gov so please dial-in ten minutes early so you don't miss any content. Your courtesy will be most appreciated.

Important Resources

Members Area:

<http://www.bboteleseminarformula.com/members/>

Members Forum:

<http://www.bboteleseminarformula.com/members/forum>

Overview:

<http://www.bboteleseminarformula.com/members/overview.pdf>

Live Webcast:

<http://www.bboteleseminarformula.com/members/webcast.php>

Member Support (and Matthew's email address):

<http://www.bboteleseminarformula.com/members/ask.php>

Topic Ideas:

<http://www.bboteleseminarformula.com/members/topics.pdf>

Training Schedule

Module 1:

Overview, Choosing Your Topic, Getting Your Speakers

Module 2:

Creating Your Teleseminar Product

Module 3:

Creating Your Sales Website

Module 4:

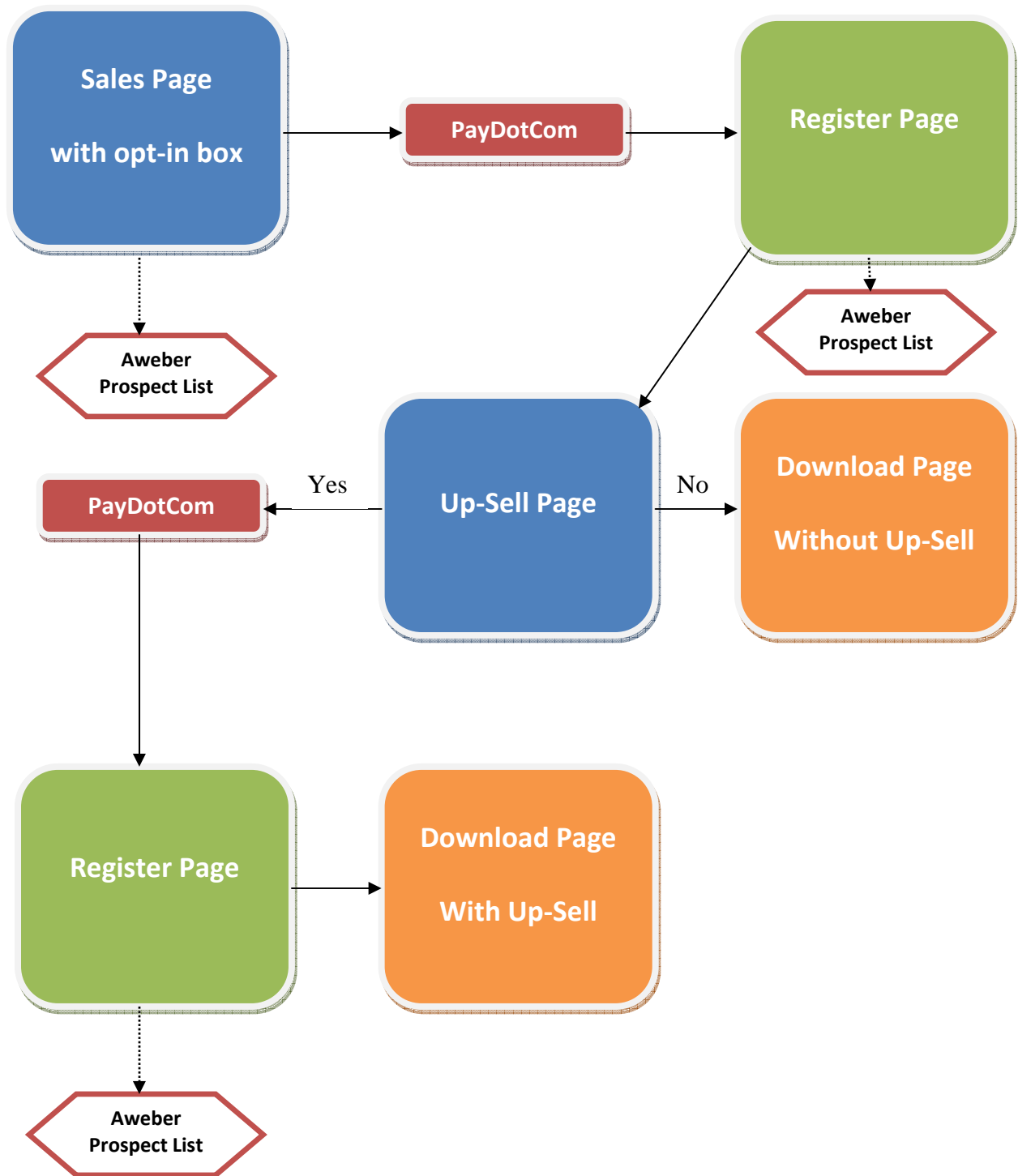
Launching Your New Teleseminar Product

Overview of What We Will Accomplish

1. You will choose a topic.
2. You will plan the product you want to create.
3. I will help you find experts to interview (or be the expert).
4. You will create two teleseminar products (with the same expert).
5. **You will get your sales website created (I will provide templates and the service).**
6. **You will have the affiliates' page created (again, I will provide templates and the service).**
7. You will get your product ready to launch.
8. I will promote your product (first-done, first-served).
9. I will help you find JV partners to promote your product.

Sound easy enough? It is!

Your Website Sales Process



Example – Sales Page

<http://www.bboadwords.com>



Tired Of Paying Too Much For Google Adwords?

Discover How An Ex-Google Employee Built An Opt-In List of 5322 Subscribers In Just 10 Days While Paying Only \$0.06 Per Click!

If you want to start from scratch and use an inexpensive method to build up a powerful list in the next 10 days, then grab this special interview right now...

[**Click here to get it now for only \\$7...**](#)



Date: Thursday, July 5, 2007
From: Matthew Glanfield
Re: Learn the Adwords secrets...

Ok, let me ask you a simple question.

If you could talk to somebody who has **worked at Google for over 5 years** and has helped **thousands of clients make more money with Google Adwords**, what would you ask?

Would you ask...

- ✓ How can I prevent my account from being "slapped?"
- ✓ How can I pay only \$0.06 per click and build a list of over 5000 prospects in only 10 days...
- ✓ How can I build the perfect squeeze page that Google not only accepts, but loves?
- ✓ How can I make \$5 for every dollar that I spend on Google Adwords within my first month?

Notes

Example – Pop-Over Box

<http://www.bbo12monthplan.com>



BB INSTITUTE
BEGINNING YOUR BUSINESS ONLINE

12 MONTH PROGRAM



"Claim Your Free 2007 Business Report"

Just enter your first name and primary email address into the boxes below to receive the **free 26-page 100% content-rich PDF report** that everybody has been talking about.

First Name:

Primary Email:

Phone:

Claim Your Free Report >>

small Internet business owners...

Build Your New Affiliate Multi-6-Figure Profit-Pulling by 12 Months?"



ur Internet business?

ct same position back
-time, and engaged to

My time was limited, and more importantly, **I had a strong desire to build my own business.**

Do you have this same drive? Do you feel a passion about business building that you can't seem to describe, or to pass off?

If you do, then we probably have a lot in common. In fact, you probably have a lot in common with most entrepreneurs. There is a desire to create, a desire to help others, and a desire to succeed.

By A Strange "Fluke" I Discovered What Many Internet Millionaires Already Knew...

Notes

Example – Register Page

<http://www.yoursqueezepage.com>



Your Squeeze Page
Version 2.0

by Matthew Glanfield

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)

[If you already have a membership and would like to upgrade it now, click here](#)

First Name:

Last Name:

Email Address:

Choose a password:

Reenter password:

Address:

(optional):

City:

Province / State:

Country:

Postal / Zip Code:

Phone (optional):

PayPal Email (optional):

Only Name and Email are necessary for now

Notes

Example – Up-Sell Page

<http://www.bboadwords.com/resale.php>



Thank You For Your Purchase!

I have sent you an email with all the details on how to grab the audio, transcript, and the recording of the call.
However, before you continue, I want to offer you one more thing...

**How Would You Like Master Resale Rights
To The BBO Adwords Formula?**

**You'll Learn How To Drive Traffic And Build A List,
But How About Having Your Own Product?**

Date: Thursday, July 5, 2007
From: Matthew Glanfield
Re: An even better offer...

I'll make this quick as I know you are anxious to listen to the interview.

I want you to have an instant product. The easiest way to do that is to allow you to resell this product and keep 100% of the profits.

You can sell it for whatever you like, whether it is \$7, \$17, or even \$97 (it would sell at that price).

You can even give it away for free as a bonus if you like - **it is completely up to you.**

In fact, you can even sell the resale rights to others for an extra cost (like I am doing right here).

Grab The Master Resale Rights For Only \$27

Notes

Example – Up-Sell Page

<http://www.bboardwords.com/resale.php>



BBO INSTITUTE
BEGINNING YOUR BUSINESS ONLINE



ADWORDS FORMULA
"A step in the right direction starts with Google Adwords..."



WITH SIMON LEUNG
Google Adwords Qualified Individual

[Click here to grab Simon's Adwords training](#)



START LISTENING RIGHT NOW!

Part 1: 

Part 2: 



DOWNLOAD THE RECORDING

Part 1: [Download MP3](#)

Part 2: [Download MP3](#)



DOWNLOAD THE TRANSCRIPT

[Download pdf file](#)

Notes

Example – Affiliate Page

BBO Adwords Formula Affiliate Program!

**Welcome to the BBO Adwords Formula
Affiliate program!**

**Our Affiliate Program Pays
75.00% on Level 1 of Every Sale!**

Here's how to get started!

It's very simple to earn commissions by promoting our site.

BBO Adwords Formula sells for \$ **7.00 USD**. For every sale you refer to us, we will pay you **75.00% on Level 1** (less processing fees.)* Our customers can pay us through the following merchant account(s): PAYPAL .

(Please note, it does not matter how our customers pay us for you to get paid. You do not have to have an account with the merchants listed above (PAYPAL) to participate. All you do is promote our service with your custom affiliate link and we will pay you all your commissions via: PAYPAL .

BBO Adwords Formula uses **PayDotCom.com** to manage our affiliate program. We will provide you with great tools to sell our product easily. We also provide you ways to track your hits, sales, campaigns, and commissions. All you need is a free PayDotCom.com affiliate account ID. PayDotCom.com will even credit you for sales even if your buyer does not buy on the first day. So even if they come back years later, you still get paid. We always pay the last affiliate who referred the customer to us.

Why such a high commission rate?

We pay **75.00% on Level 1** because we want to have as many people as we can promote our product. That way the word can get out to the most amount of people.

Who pays me?

We will pay you all your commissions via: PAYPAL .

When do I get paid?

Once a month ends it is closed. We will pay you all your commissions due between the 15th - 30th of the following month. We may pay sooner, but you can expect your commissions to come every 30 days.

How do I promote?

Once you become an affiliate you get your own "Affiliate Website" to promote. All you do is promote the unique URL that we give you. Then you can advertise it using your website, banners, your own opt-in list, etc... When people come here you get paid a whopping **75.00% on Level 1** commission on the sale of every **BBO Adwords Formula!**

Tracking

What you should track:

- Opt-ins
- Sales
- Up-Sells
- Back-End Sales
- Shopping Cart Abandonments (advanced)

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Resources to Use

Sales Tracking

<http://www.funnelclick.com>

Our Web Design Services

<http://www.bbowebdesign.com>

Payment Processor

<http://www.bboinstitute.com/pdc.php>

Web Hosting

<http://www.aminnercircle.com/lunarpages.php>

Other Resources

www.bboteleseminarformula.com/members/resources.php

Your Action Steps For Next Week

1. Create your website
2. Create your affiliate sign up page and one pre-written email.
3. Send an email to Matthew when you are done.