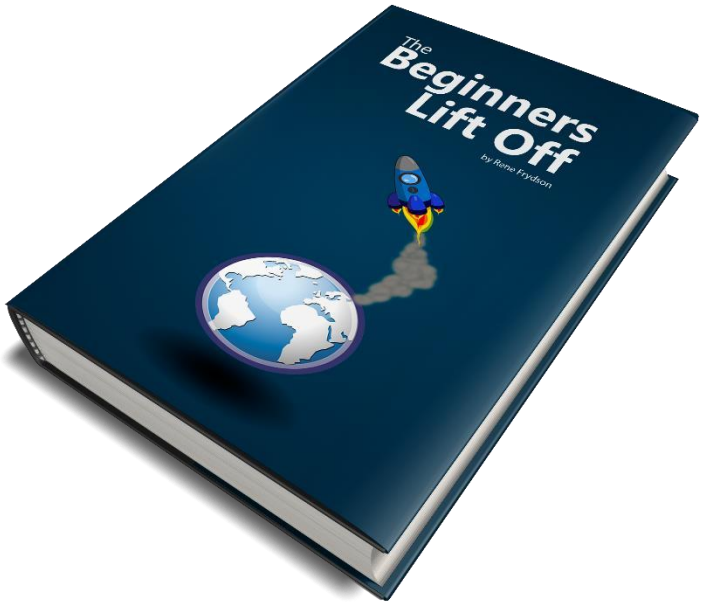


The Beginners Lift Off

By Renè Frydson

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Why You Should Read This Book

This book will give you the knowledge necessary to start your own online business from scratch, with the minimum amounts of investments up front.

The material is designed to be highly actionable, and easy to implement for even brand new participants with no experience, but also brings a lot of value to you if you have been in the game for quite some time.

If you take action, you can get set up properly within a week.

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Introduction

In this book you will learn everything you need to know in order to make money online, and creating an engaging, responsive, buying and grateful customer base; your email list. Because as we all know, the money is in the list. You have probably heard that too many times by now, so I am not going to annoy you with that.

Anyway, the beauty of this book is that it contains the knowledge you need when you're starting out in order to launch from the ground. I will cover everything from the first step - finding your niche that is - to the point where you only focus on driving as much traffic as possible to your squeeze and sales pages, growing that email list and bank account!

Yes, it requires some work, but it will be worth it. I promise you. It's important that you put in the work of building a solid foundation for your online business and grow everything else off of that foundation. That is exactly what I'm going to be teaching you in this book.

When you're finished reading this book, TAKE ACTION! That is the most important thing.

Chapter 1 - Finding a Profitable Niche

Okay, first things first. Picking a Niche! This can be easier for some than for others. It's pretty much all about what you are interested in. Which talent do you have? Do you have a bunch of knowledge about a subject? Is it something you're so passionate about that you can't sleep at night? Share it with others!

You have to be interested in your niche. If not interested in the topic you build your business around, you will probably not be interested in your business either. It's very important that you're interested and that you are passionate about your niche because you want to stay motivated, and show the people you're reaching out to that you know what you're talking about, and that you're trustworthy. And of course, there has to be money waiting to be made in your niche.

The biggest and the most popular niches are:

- Internet Marketing / Make Money Online
- Fitness / Weight Loss
- Dating / Self-Improvement

If you want to dive into one of these niches but don't have much knowledge about either of these, it would probably be better to go after something else that you know more about. But then again, there are tons of information about all these niches on the internet. More information than you'll ever manage to discover. So, Google away and learn! You can be absolutely certain that there's HUGE amounts of money waiting to be made in these niches. That said, there's lots of money to be made in almost any smaller niche as well.

If you have a hobby and a lot of knowledge about a certain smaller topic - like painting for example - there are several methods you can use to find out if there's money to be made in your niche.

If you think that your niche is too small to make money in, then let's do some research and find out, shall we? I'll use the painting example.

First off, click here to head over to Amazon Kindle eBook Store.

Choose the "Kindle Best Sellers" option. It should be located in the menu on your left hand side, under "**Popular Features**".

Continue navigating your way to the books that relates the most to the niche you're researching. If you can't find your topic in the menu to the left, try searching for it.

In my case, I found several books on painting just by navigating in the left sidebar.



As we can see, there are 2 books on Acrylic Painting and 1 book on Oil Painting located in the top 3 paid best sellers in this niche. They also got a good amount of reviews, which is a good sign. I also noticed that these are repeating subjects on the top 100 best seller list, which indicates that there's an interest for acrylic painting and oil painting. Let's look a bit closer and see how well the top seller in this niche are ranked in the entire kindle store. A good rule of thumb is to stay away from niches that have its best-selling book in the niche above rank #100,000 as "Amazon Best Sellers Rank"

I'm clicking on the No. #1 book by Angela Bell, scroll down to the **Product Description** and find this;



This book is rank #28,021 at the time of writing. It's No. #1 in both the "Painting" and "Color" categories, and No. #12 in the category "Acrylic". This tells us that there is money to be made in this niche, so I would definitely go for it!

Another method you can use, is to look up big affiliate networks like Clickbank.com and see if there is selling products on your topic. Take a glance at the gravity of the product you find, to see how well it's selling. Gravity tells you how many affiliates have made a sale of that product in the past week. You can't rely completely on the gravity because no one knows exactly how it's measured, but if the product has a gravity of 44, it means that approximately 44 affiliates have made at least one sale in the last 7 days. If there are no products to be found on your topic, you should stay away from it.

Chapter 2 - Finding & Creating Products to Promote

Before we go on to picking a domain name and choose a hosting plan, we should have a good idea of what we want to offer to our future prospects. This is because we want the domain name to be relevant to whichever products or service we are offering.

The first thing you should set your mind to, is finding a free product to give away in exchange for people's email adress. You can either create this on your own, which is the best thing to do, or you can buy a PLR product, tweak it, rewrite it and make it your own. More on this later.

If you have some kind of knowledge in your field that you think others would benefit from, make a free report out of it. Make a free video series, mini courses, tutorials or something similar. If you like writing more than making videos, write a short guide. Like this one, just relevant to the niche you are in. You could even write a whole eBook you intend to sell to people, and give away one, two or even three chapters of that book for free

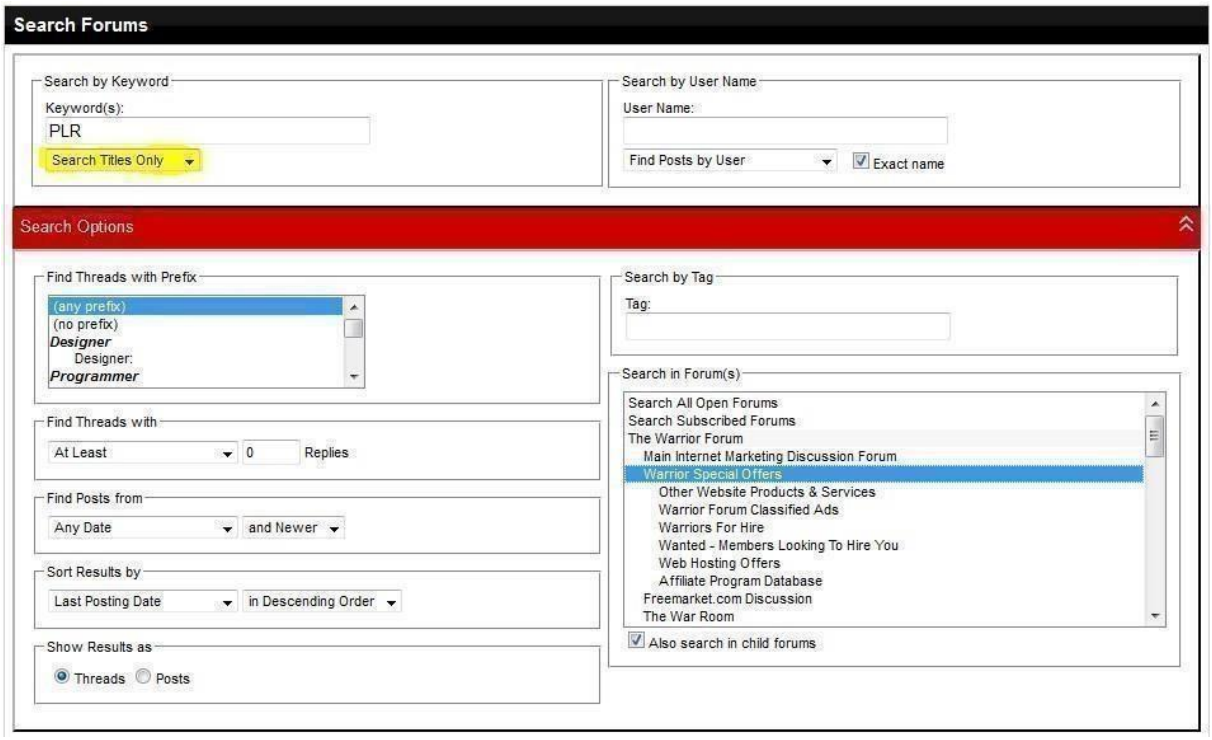
If you don't want to put in the time and effort to make a product yourself, there are methods you can use to get around it. Kind of a shortcut if I may call it that. The method I'm referring to is finding so called PLR products. PLR stands for Private Label Rights, and you're basically buying the rights to edit a product, resell it and claim the content inside the products as your own.

So, how do we go about getting our first PLR product? Well first of all we're going to have to look them up on PLR sites, or forums. My experience is that the PLR products you can find in forums, are more expensive as you may end up paying between $10 - $200 based on the quality and complexity of the product. If you utilize PLR-sites, you pay a small monthly fee, and have access to thousands of products you can choose freely from, in almost any niche.

So, how do we find PLR products in forums? I recommend you start with the warrior forum by the way. Go sign up to the Warriorforum (Click here) and locate the search bar. Then click on the "advanced search" button.



You have to sign up, or else you're not allowed to make an advanced search. Then type PLR into the search field on the next page, like this:



Make sure you change to the option "Search Titles Only" in the drop-down menu below the search field, and that you search in Warrior Special Offers.

You should now get something like this:



Now you can browse through the results and find a product that fits you the best.

You can also specify more by adding your niche to the search terms.

PLR-Sites

When it comes to PLR sites, you have to be somewhat selective. Some provide much better quality on their products than others. I am going to recommend a few sites that I have very good experience with, and have provided me with a lot of value. I know these sites always provides excellent PLR products, and uploads new ones on a regular basis so that the products always stay up to date.

IDplr.com - This site offers a free membership program, and is one of the best PLR sites that I have ever used. I use IDplr on a regular basis, and I really recommend you do to.

You may find some good products to promote with just the free membership, but I would consider signing up for the paid one as soon as possible. That will give you access to all the products, which includes eBooks, videos, software, templates, graphic packs, webhosting and more. You even get access to an eBook creator inside of the paid membership, which you can utilize to rebrand the products and easily make them your own.

Click here to visit the site.

PLReBookclub.com - These guys provide you with quality products in more than 400 different niches with hundreds of unique products added each and every month. They offer a trial period of 14 days for just $4.95. Try them out. If you don't like them, just use your 60days money back guarantee.

Click Here to visit the site.

Now you should have more than enough resources to find yourself a couple of good products you can give away for free to your prospects. You will need these resources for later when we're looking up products we can add to your sales funnel in order to resell them to your own prospects.

For the free gift you're giving away at your opt-in page, make sure the rights to give it away for free applies. Some PLR product cannot be given away for free.

Chapter 3 - Getting a Quality Domain and Hosting

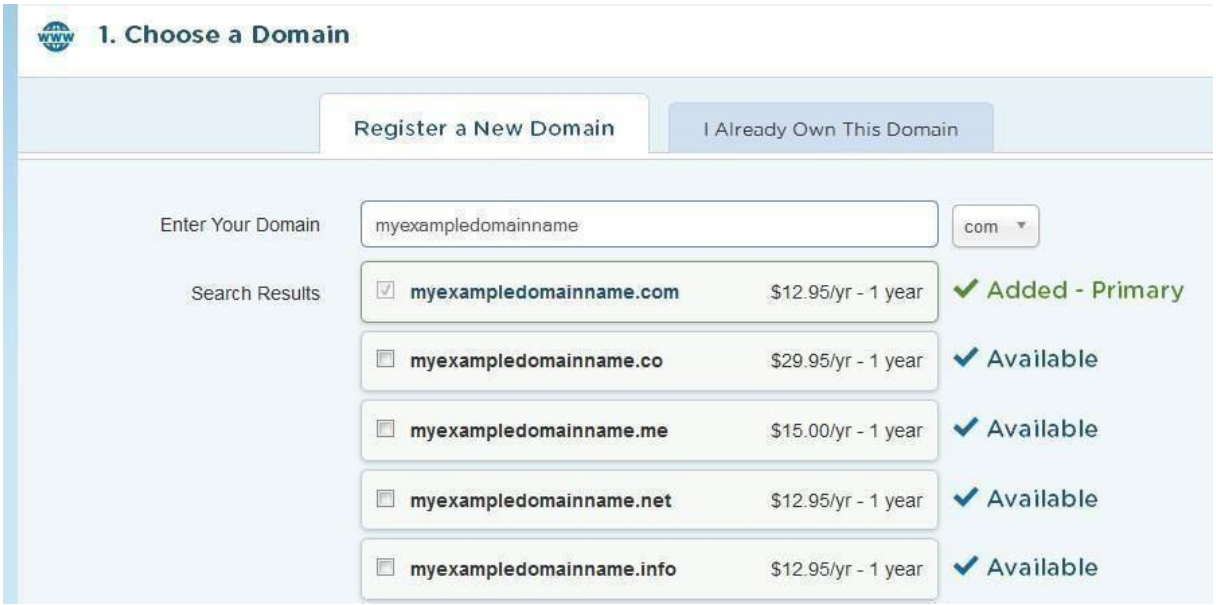
Getting a domain name and a hosting plan can be done very quickly. I recommend you use Hostgator.com. This is the one I have had the best experience with myself. They offer a live chat with very good customer service, which quickly provides you with the help you need. You can buy both domain names and hosting at Hostgator. I recommend you get both with them because then you will be ready to go right away.

Let's head over to sign up with Hostgator

Click here to reach their main page - Now click on the "Get Started Now!" option.

Click "Choose a plan" and choose the Baby plan. The Hatchling plan only lets you host one single domain name, and you're going to need more domains later. But as for now, we focus on the one domain name we've got. You could always choose the hatchling plan to begin with, then upgrade to Baby plan when you need more domains.

Now we can search for a domain name to see if it's available.

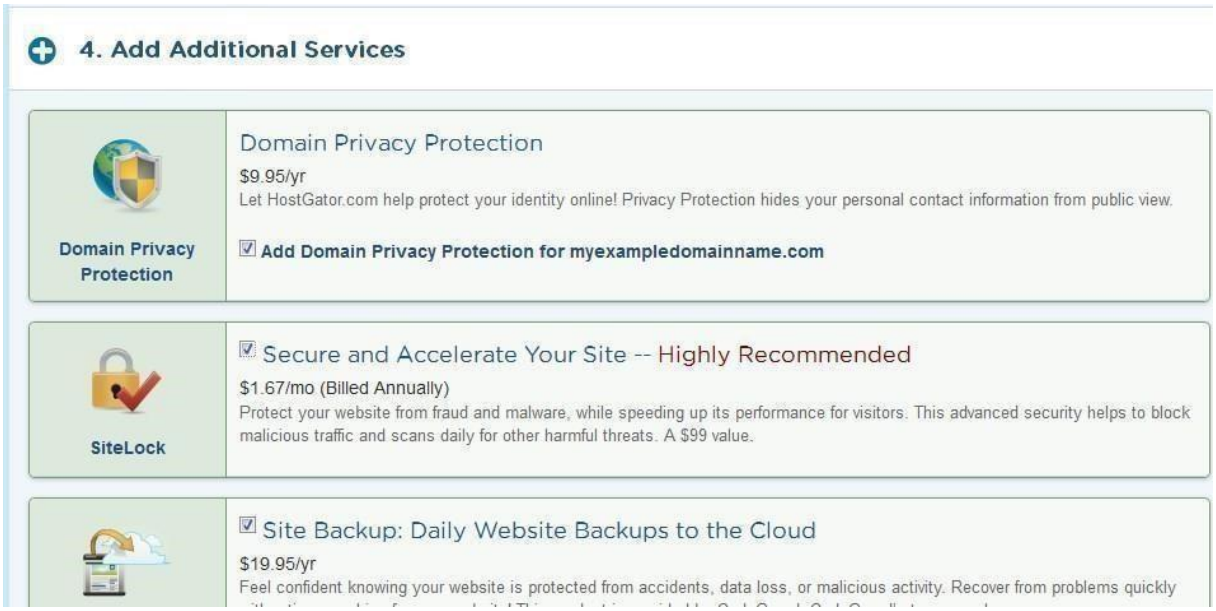


In my example the .com was available. That's great! We choose the .com.

.Net and .org is also ok, but I recommend that you look for an available .com domain as this looks the most professional. Keep in mind what you are going to offer as your free gift at your squeeze page, and make the domain name relevant to that gift.

Scroll further down, follow the instructions and add the required information.

Make sure you uncheck the additional services. You don't need those right now.



Go through the payment process and you're done!

Now that you've got yourself a domain name and a hosting plan, you should have received an email from Hostgator with the FTP details. Make sure you save these in a separate folder where you always have it handy at your disposal. You're going to need that information. Open the email, and look for this information:

- Server Address
- Username
- Password
- FTP
- Port
- SFTP Port

You're using EITHER the FTP port or the SFTP port later when we're communicating with the server and uploading files, which will be your squeeze pages and sales pages. Also save the name servers. Those you'll need if you for some reason switch to another company for your domain name, but still have hosting with Hostgator.

Chapter 4 - Setting up an Autoresponder

So, the reason why I want us to get set up with an autoresponder before building squeeze pages is because you need to create opt-in forms inside of the autoresponder service you choose. I really recommend Aweber.com. I use those myself, and you get your first month for only $1.

Aweber have such a good platform for creating opt-in form that you can actually make an entire squeeze page within AWeber. Now, we're not going to do that because when using KompoZer for creating your first squeeze page you'll get to know the program, and you're going to be able to create your sales pages much faster.

As already mentioned, I really recommend that you use the Aweber service. It's without a doubt the best autoresponder out there, in my opinion that is. They have good delivery rate, and emails don't end up in people's spam folder.

If you absolutely don't like Aweber like what so ever, you can also check out a service called GetResponse. I know many who swear to GetResponse too.

Aweber offers a 30-day money back gurantee, so it should be more than enough time to evaluate if you want to stick with them or not. That said, you should always stick to the aturesponder service you sign up to, because if you have subscribers and then want to change, it can be a real pain in the bull.

There are several other services you can check out as well just a Google search away, but I recommend you stick with one of these two as for now. They have a very user friendly interface, and their practical platform makes it quick and easy to create optin forms.

Click here to check out Aweber

Click here to check out GetResponse

I'm not going to walk you through the sign up process, because that's something that should be self-explanatory. However, I'll walk you through the process of creating an opt-in form, to the point where you will embed it on your squeeze page. The embedding part I will show you later when we're learning about creating squeeze pages. I'll show you how to do it in Aweber, because that's the service I recommend you use.

So let's get right to it then, shall we?

Once you're signed up with AWeber you are taken through a sequence of questions in which you'll provide the answers. Just go through the steps, and come back when you have done it.

Okay, so when you're done with the short survey, you should find yourself at a page that looks like this:



Obviously, you want to click on the big green button.

Now you're taken straight to the platform where you create your opt-in forms. As you can see, there are several different templates you can choose from, but we're really only interested in the field where the prospects enter in their email. You want a simple form like the one below:



See? Simple and easy opt-in form that don't looks like crap. I am going to guide you through step-by-step how I made this form. AWeber has this cool feature that lets you use graphics that already uploaded somewhere one the internet. You just need to paste the link where the image is located, and it appears in your web form. That's what I've done with my unbelievable cool submit button and the awesome privacy disclaimer. I recommend that you play around with the platform and get used to how it works. It's really pretty simple but it's like everything else, you have to get used to it. Hopefully you should be better set for making your own forms once I've shown you how I made this one.

I am not going to go into details on how I made this form. However, I am going to show you how I got my own graphics into it.

I have a .zip file for you, containing all of the graphics I use.

You can download them here

Okay, so how do I actually get the graphics into the form? It is quite simple really. Just remember that the images you use has to be located somewhere at the web. You use FileZilla or cPanel to upload your files to the web. We are going to use FileZilla in this guide because I think that's the easiest, and I'll show you how to upload files in the next chapter.

So, back to business. It is the same procedure for importing graphics for your forms header, submit button and footer. After you have uploaded an image, it should be located at a web address, like this one:



See? The image shows in your browser when you go to the web address the image is located. I'll explain more about how you know which address the image is located on when we're talking about FileZilla in the next chapter.

When you're creating your opt-in form inside of AWeber, you want to look for the "Form type" drop down menu and choose your preference for where you want your image to appear.

I've chosen the "Submit Button" option from the "Form Type" drop down menu located at your left hand side.

Then click on the "Advanced" tab at your right hand side, and you should see this:



Type in the correct URL to where your image is located on the web, and click somewhere outside of the typing box. Your image should now appear. If the image do not appear, make sure you double check the URL spelling. It has to be perfect for the platform to find it. Remember to also include .jpg or .png or whatever format you saved your image in.

When you're done making your form, click on the green "Save Your Form" button, and go to step 2.

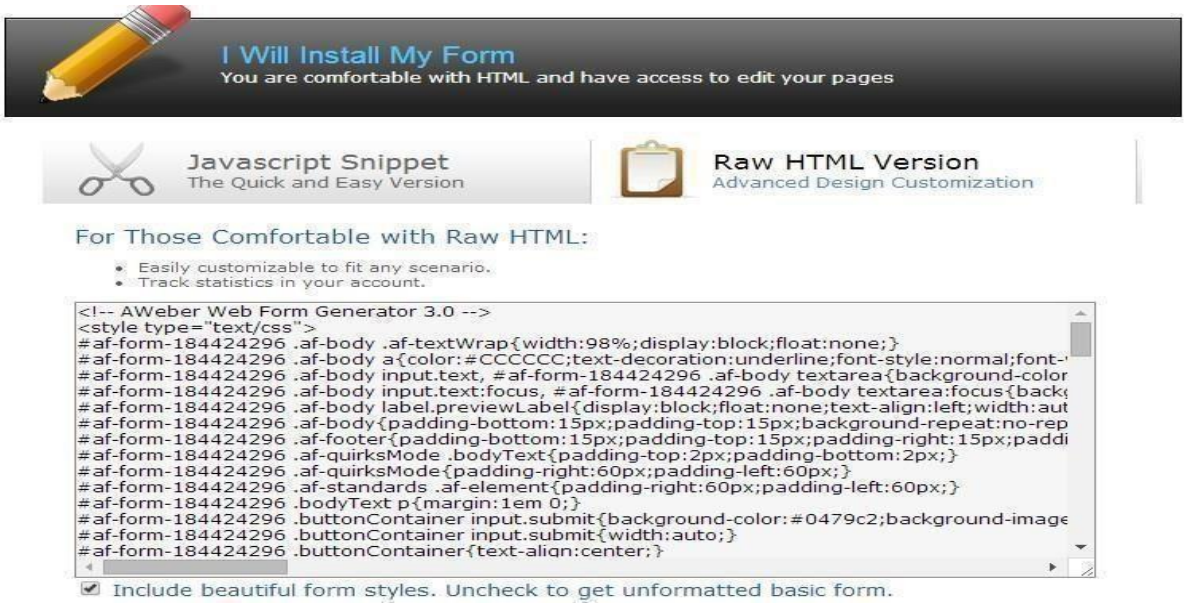
Give your form a name, before you tell AWeber which page you want your subscribers to reach once they have entered their email. This could be a sales page for an affiliate offer, or it could be to your own sales page. I recommend sending them into your own sales funnel, but more on this later.

You'll now see a drop down menu under the tag "Thank You Page"

Choose the "Custom Page" option, and enter the URL where you want your prospect to be redirected to after they opt in. As already mentioned, this can be your affiliate link.

Uncheck the "Facebook registration form" and go to step 3.

Save your form if you haven't already done that, and choose the option "I Will Install My Form". Now choose "Raw HTML Version". You're now looking at a code like this:



This code we will use to copy and paste into our squeeze page HTML code inside a HTML editor called KompoZer. Click somewhere inside the code window, and hit Ctrl+A. Then copy this code and save it.

What you do next, is go download and install two must have tools.

The first one is a HTML editor called KompoZer – Click here to download KompoZer

The other one is a FTP client called FileZilla – Click here to download FileZilla

They are both free, so go get them right now!

Chapter 5 - Creating a High Converting Squeeze Page

Okay, let's create our squeeze page so we can capture some email addresses! Maybe you've watched some tutorials on the internet?

Keep in mind that the purpose of a squeeze page is to "sell" a free gift, so that the prospect would want to trade their email address for it. You therefore need a compelling but simple headline on your squeeze page.

A blueprint I follow most of the time when crafting my headlines, is;

How to do something very specific, in a very specific timeframe, without a very specific hassle.

Now this is important, because when you develop your killer headline, following this blueprint it automatically, almost always end up being to the point, simple and compelling.

When it comes to squeeze pages, it is actually proven that simple squeeze pages convert better than fancy ones with a lot of graphics and animated texts. So always keep it simple. There's a saying among marketers that goes like this: Keep it simple stupid! (KISS).

The link below is some inspiration to your headline. This is a collection of the 100 best headlines ever written, up until that particular writing of course.

http://www.toledoprinter.com/100headlines.pdf

I recommend that you continually read about and practice headline creation and get better at it.

Okay, let's go about creating that squeeze page. For the sake of this report we'll be creating it from scratch. This takes some time, but it's free. There are several software services out there that makes the squeeze-page creation much faster, but that is not free. I'll let you know where you can find these software services a little bit later.

If you have installed KompoZer on your computer, you can open it and follow along.

It is pretty similar to a regular typing program, only here you have the ability to view the source code, and insert tables of different kinds.

You can just start typing your headline and start tweaking the text, change colors, make it smaller, bigger, bold, italic. This part is quite simple really. Like I've done here;

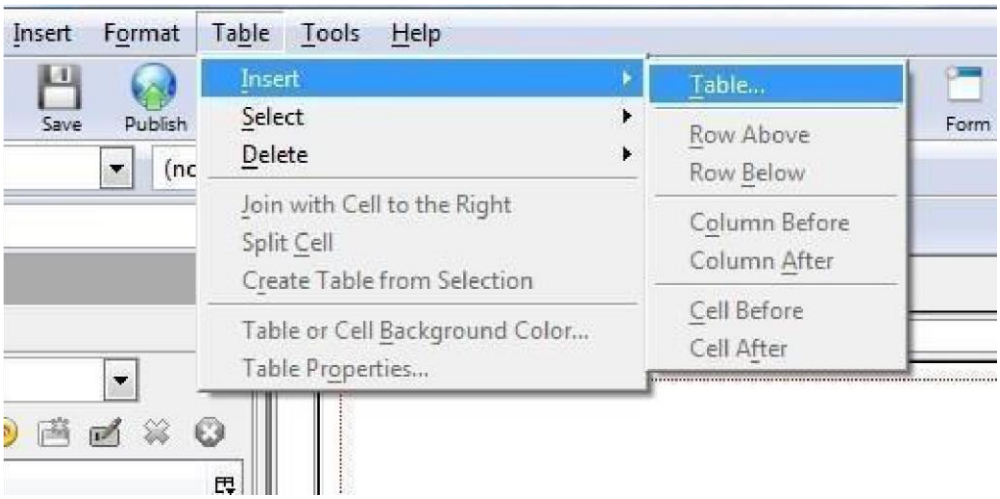


I am actually creating a squeeze page for this very report to make it as genuine as possible for you as a reader. I spent a little bit of time on that headline doing some research. I looked at other squeeze-pages and looked up examples of good headlines for inspiration. A little bit of research for your headline will be worth it, because your page will convert better.

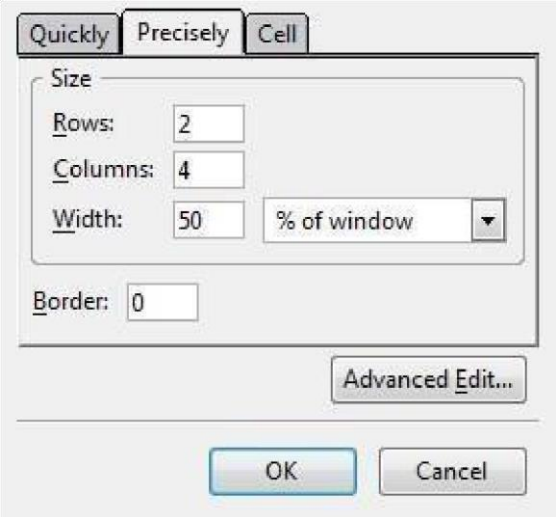
I will make this page a simple squeeze-page on a white background and test how that will perform.

It's time for the bullet points. Or the "Hook" as it's called. These are meant to "serve the headline". They are kind of "mini-headlines" and needs to be to the point, and make compelling but true promises.

You can write down your bullet points as a list beside the opt-in form, or you can do as I did here – insert a table with 2 rows and 4 columns. Like this:



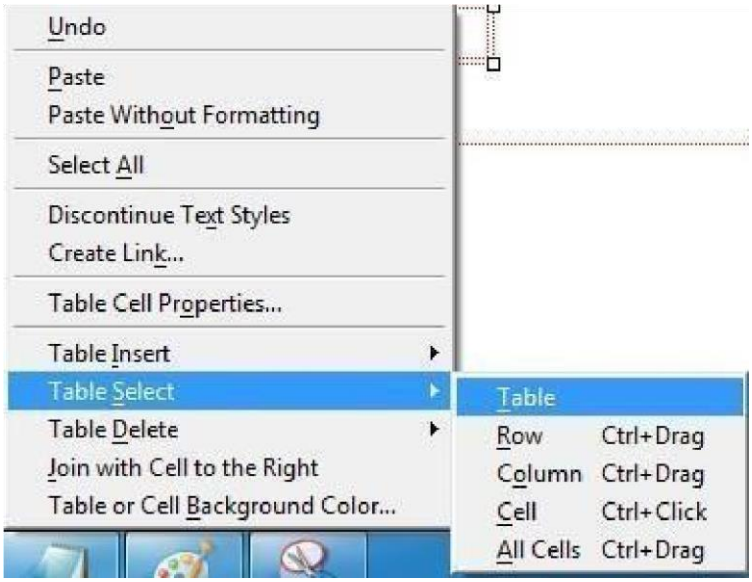
Click on the "Precisely" tab, and type inn 2 Rows and 4 Columns, and a width of 50% of window. Set Border to 0. As I've done here:



Now click OK, and you should have ended up with something like this:



Now you need to center the table. Right click at one of the red lines, and choose “Table Select” and “Table”.



Then center it by clicking on the “Align Center” button.



Now you can begin typing in your bullet points using the square to the left as the actual point, and the square to the right for the text. Like this:

	Set Up The Technical Stuff Behind Every Page You Need		**Convert That Traffic Into Targeted Leads That You Can Market To Over And Over Again**
	Use Proven, Highly Effective Methods For Driving Targeted Traffic (Both Paid And Free) To Your Sites		**Set Up An Email Sequence That Builds a Strong Relationship With Your Customers - Automatically**

Okay, good job!

Now let's add the one thing that it's all about. The thing that we cannot live without. Yes, you guessed it! It's the opt-in form!

Place your cursor below the bullet points, and click at the "source" tab located at the bottom in KompoZer.



You should now be located in the code where your cursor is placed in the editor window. Paste the Aweber opt-in form code you got when you made it. Hit Ctrl+V and paste the code right in where you're located in the code after clicking on the source tab.

Ok. Your squeeze page should now be ready! Save the file in a safe place where you can find it. Give it the name: index. Not Index or INDEX. But index. ALL SMALL LETTERS! We're now going to upload it to our domain and get it live on the web!

And remember! KISS! Keep it simple stupid. Just get up your page and get going. You can create more pages later. Additional reading on how to write bullet points: http://www.copyblogger.com/writing-bulletpoints/

Uploading your squeeze page

Okay guys, we're about to make our masterpiece of a squeeze-page LIVE!

First of all, open FileZilla!

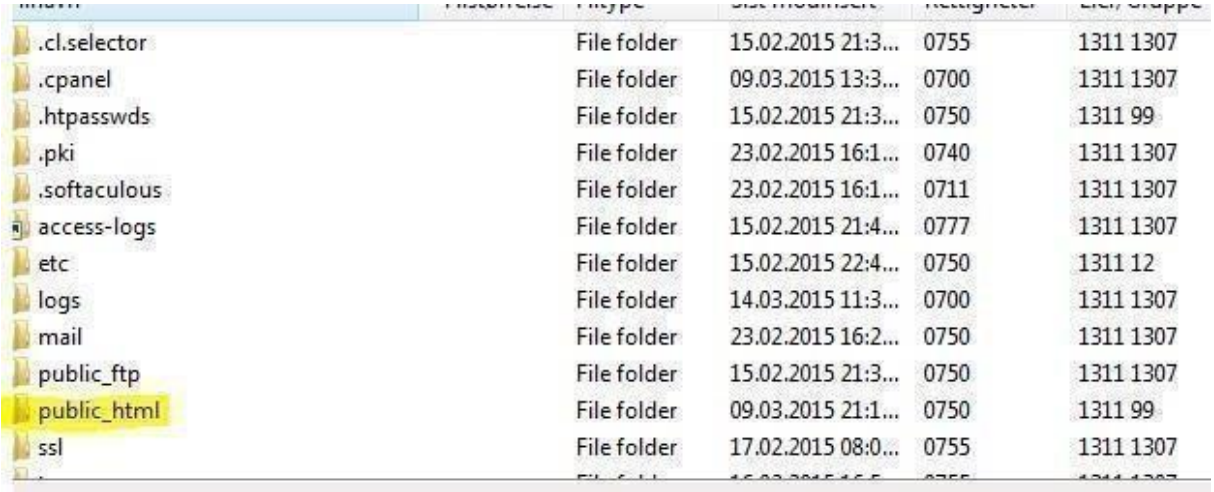
Do you remember the information you got from your hosting company when you signed up with them? We're now going to need that info, so you need to locate it right now.

Done? Great.

Then paste in the server name in the column Server: in FileZilla. It's on your top left.

Then insert your Username, Password and Port. Then hit Connect.

Now you should see something like this in the window to your lower right.



.cl.selector	File folder	15.02.2015 21:3...	0755	1311 1307
.cpanel	File folder	09.03.2015 13:3...	0700	1311 1307
.htpasswds	File folder	15.02.2015 21:3...	0750	1311 99
.pki	File folder	23.02.2015 16:1...	0740	1311 1307
.softaculous	File folder	23.02.2015 16:1...	0711	1311 1307
access-logs	File folder	15.02.2015 21:4...	0777	1311 1307
etc	File folder	15.02.2015 22:4...	0750	1311 12
logs	File folder	14.03.2015 11:3...	0700	1311 1307
mail	File folder	23.02.2015 16:2...	0750	1311 1307
public_ftp	File folder	15.02.2015 21:3...	0750	1311 1307
public_html	File folder	09.03.2015 21:1...	0750	1311 99
ssl	File folder	17.02.2015 08:0...	0755	1311 1307

This is your folders that are actually live on the internet. On your left side is the folders and files located on your computer.

Now, click on the "public_html" folder, and you're located at http://yourdomain.com. Everything you put in this folder are showing up at your domain name on the web. If you make a new folder and call it "Folder1", then the stuff you put in "Folder1" will show up at this address: http://yourdomain/Folder1. Get the drift?

Now make a new folder that you're going to use only for your images. Every image you upload to the web goes in this folder. This makes it more structured and organized.

Okay, locate your squeeze page, being the file you saved as "index" before. Use the navigation to the left.

Once the file is located, just drag it over to the right side, and release the file in the folder you want it, or the address you want your page to be located on. In example: http://yourdomain/Folder1. If you want the page to show up at your domain name without any slashes, just drop the file inside of the "public_html" folder.

Your squeeze page is now LIVE!

Chapter 6 - Crafting a High Converting Sales Funnel

Now we're going to build out our sales funnel.

You may ask; But, why are we going through all this hassle building our own funnel when we just can promote an affiliate offer instead?!

Well my friend, that's a great question you have there.

There are several reasons for this, but the most important one is that you're leaving money on the table if you're just sending your prospect to an affiliate offer once they've opted in to your list.

Firstly, you're only getting your one-time commission if they buy, and then it ends. If you build your own sales funnel out of your own products or out of PLR products, you get to keep 100% of the sales, AND you're able to send them to an upsell if they buy on the front end, which means even MORE MONITOS!

Upsells are highly recommended because once people have opened their wallets, they are more likely to buy another product if it's relevant to the first one. So make sure you make – or find – product which have some kind of relevancy to each other so that your funnel makes sense in a way.

So how should you organize your sales funnel? I made a graphic to illustrate:



As you can see, there's a high-ticket offer to end with. This can be some of the following:

- One-on-one coaching
- Membership site were you're posting recorded training videos once a week, or live training through webinars. (This requires knowledge in your niche or and a decent amount of preparation beforehand)
- Seats in some kind of live event where you or someone else speak on stage.

- Or you can find a high quality affiliate product (recommending recurring payments so that you'll make $$ every month as long as the customer stays signed up), and make commissions out of that. Make sure it's more expensive than the other products in your funnel though.

There are also down-sells on the first and second upsell. This helps with increasing the conversion rate. The down-sells are just a shorter version of the regular sales page. It's the same product too, just at a lower price. Anyway, the way to utilize down-sells, is the use of something called an exit-pop. Yes, I'm talking about that spammy pop-up when you're trying to leave the page. I know it's annoying, but it works like crazy!

I'll be explaining how you can implement the exit-pop later. But first, let's build our first salespage!

Ok, so what do you need for a sales-page? You need the following:

- Sales copy
- PayPal account for the payment solution (Go sign up here right away if you haven't yet)
- Buy Buttons (we make this inside of PayPal)
- An Exit-Pop (I'll show you how you can get one in a bit)

WAIT! Don't go hide yet! I'm going to show you exactly how you set up each of these right now!

It is actually pretty quick and simple to set it all up. The only thing that may take some time is the sales copy, which I highly recommend you make good, so that you can CONVERT.

Because if you are not converting, you are not making any money. And if you are not making any money, you have wasted A LOT of time and energy. So there's that for you. Just keeping it real! Now relax, I won't let that happen!

Creating sales copy that converts

I do have a copywriting course that teaches exactly this - and more. So if you want to learn how to write copy that converts in no time, you can check out my course Conversion Homerun. Fancy right? I know. Made up the name myself! ;)

Another way to get your hands on quality sales copy, is to make someone else write it for you. Now this is not cheap, but you're saving the time, and you know you can be certain that you're getting copy that converts. I recommend you find your potential writers on The Warrior Forum. The reason I recommend the Warrior Forum for this is that you can browse through the comments on each writer profile and look at what others are saying about the author.

It's impossible for the writers to fake that. Therefore, you're always reading honest reviews from real people.

How to find them? Just search for "Sales copy" or "Copywriter" inside the forum.

A third way to sell those products, is through videos. Sales videos is usually a higher converting method. You can buy these done for you as well. You can do a Google search or you can search inside of the Warrior Forum. You'll have enough options. I recommend you make the videos yourself though. That's cheaper and better in terms of communicating with your customers showing them your personality.

Creating videos does not have to be hard.

I'm actually going to give you just a little bit of a bonus tip right now for creating sales videos:

One type of videos that are proven to convert very well is videos of power-point slides. These slides are containing text (the sales copy that is) and a voice just reading out loud what is written on the slides (in a selling tone). Read that again. This is huge actually.

All you need to do now is to write out converting sales copy on some power-point slides using what you've learned in my Conversion Homerun course and read the text into a microphone sounding slightly but noticeably enthusiastic. If you don't want to read it yourself then head right over to Fiverr.com and pay someone $5 to record a voiceover for you. Slap the voiceover on your video, and…

VOILAH! You now have a high converting sales-video. Now just write out what the customer gets when he/she purchase your product and throw it onto your sales-page - under the video. Then add some buy now buttons and you have your first sales page ;) Now repeat the process for your second upsell, before you go about creating your down-sell pages.

Creating the Down-Sell Pages

There is really not that much to the down-sell page. These can be made in a matter of minutes. You can do it as easy as this:

- Start with your regular sales page for the product
- Switch out the sales video with a simple headline that you write for the down sell. Here's an example I made in Photoshop:



You don't have to make your own Photoshop edition of it. You can write it right into Kompozer and make the text big and red or whatever color suits you the best.

Write one or two lines of copy stating how much discount they're getting and that they really can't afford to not buy it.

Keep what you wrote on the regular sales-page of what the customers get when they purchase, and add new buy buttons so that the customer actually pays the discounted price when they order.

Remember that you don't have to add huge amounts of sales copy to the down-sell page. You should of course have some sales-copy, but it does not have to be a lot. You're really just telling them that you want to give them a discount, and that this is their last chance to get in on your amazing offer! For your second upsell you do the same thing. Simple right?

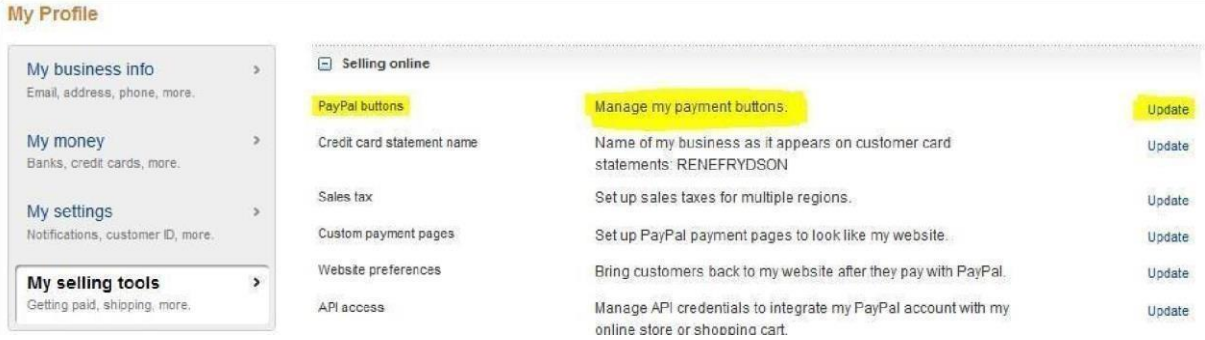
Creating the Buy Now Buttons

We need some buy buttons to hustle. These we create inside of PayPal, so you need to head over and sign up with PayPal right now if you haven't already done it.

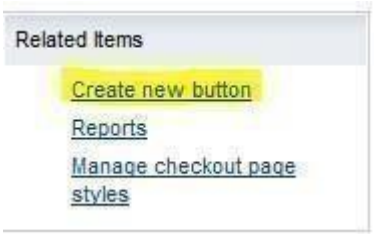
Okay, I'm assuming you're inside of your PayPal account. Now you want to find your way to where you make the buttons.

Once signed in you should see an option called "Profile" at your top right corner. Click it, then click your name.

Now you choose "My Selling Tools". It's the last option in the small menu on your left hand side. Then click on "Update". Beside the option "Manage my payment buttons."

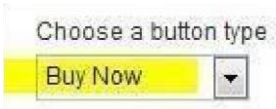


Now you should see a small menu inside a box slightly to the right at the page. It should look like this:



Click on "Create new button"

You're now finding yourself at a page which you have to fill in the necessary fields. I am going to assume that you don't need a detailed explanation to do this, because it's pretty straight forward. One thing you have to remember though, is that you set the button type to "Buy Now". Like this:



The other thing I want to explain to you regarding this step of the process, is if you don't want to use the boring standard PayPal buttons as the button display on your pages, you can use your own button images for that. I'll show you what I like to do for this.

Here is a wizard where you can create good looking buy buttons, guarantee certificates, and even create awesome looking headlines with just some clicks of a mouse. And the best part? It's completely free!

You can find it here: http://www.moneyminingmoves.com/graphiccreator/

I like to use the "Belcher button creator" for my buttons, but you can use whatever you like the best. Just play around with it. You'll get used to it quickly.

So, you've probably figured that when you are done creating your button of choice, you have to download it as a .jpg file. In order to use the buttons you created for your buy button at your pages, you have to give the image a name before you upload it to the server. Remember we went through and explained how to use FileZilla? You just upload it the same way as before.

Make sure you remember the location of your button images, we're going to need it when integrating with PayPal. So if your image name is

"buybutton1.jpg" and you uploaded it to the "folder name" folder in FileZilla, the location of the image on the internet is:

http://yourdomain.com/foldername/buybutton.jpg (You have to provide the whole link to PayPal) I am going to use that link in further descriptions:

When you have chosen your button type, entered the price and given the button a name, it's time to let PayPal know which image you want to use for your button.

For this you click on the "Customize text or appearance" drop down option. Now at the bottom you should see another option which states: "Use your own button image". You want to choose that option. Like this:



Now paste your image location in the field that appears. Like this:



Now you're done with Step 1.

You can skip Step 2 and jump straight to step 3.

This is where you tell PayPal which site to send your prospects to when they finish checkout (meaning after they have payed) or where to send them if they cancel before they made the purchase (This would simply be to the down-sell page or back to the sales page). If they make the purchase, you must send them to either the upsell, or to your affiliate link if that's what you're using. Step 3 is pretty straight forward as well. Just make sure you choose "No" on both questions above where you enter your redirect links. Now you're good to go. Click the "Create Button" image.

Now you are provided with a HTML code. This code is for pasting into your source code in Kompozer. I'll show you how. For now, just highlight the code (ctrl + a) and copy it

(ctrl + c).

Next what you do, is open the sales page in which you want to insert the button in Kompozer. Now click on the location where you want the button to be displayed on the page, center the cursor and click on "Source" in Kompozer. Now hit ctrl + v and the code should've been pasted into the right spot inside the source code of your page. Now go back to normal view and check

if the button appeared where you wanted it to. If it did, then do the same for every spot at the sales page where you want buttons to be displayed.

You have to make separate buttons and do the same procedure for every upsell and down-sell page you got.

The exit-pop

Ok so the exit-pop is a must have in order to effectively send your prospects over to your down-sell pages if they try to escape the wrath of your furious sales-page. (just kidding). But you still have to send them to the down-sell page in some way, and I can't think of any better way to do that than a good exit-pop. What an exit-pop actually do is alert the person who is trying to leave the page with a pop-up window (Yes, I know it's annoying, but it WORKS!) offering them a discount of the product if they stay on the page. Then they get two options: Stay on page or leave the page.

I am going to recommend the software I use for this because it's really the easiest and most user friendly of the ones I've tried out over the years. It's called exit-splash, and it's developed by a guy name Dave Guindon. One of the reasons it's awesome is because you get access to tutorials from Guindon himself explaining in detail how to download the script, how to make it work in the page you want, and he also explain how to implement the necessary code at your pages. All in all, the best option especially for someone who doesn't have much experience with this kind of stuff.

You can check out exit-splash here

It's worth the investment, trust me.

If you make the purchase (which I highly recommend), then you'll have everything you need inside of the member area of exit-splash in order to get it up and running. Now if you have any questions, do not hesitate to contact me or send an email to contact@themarketingonion.com

Once your prospects find themselves subscribed to your email list, the next step is to follow up on them. This can be done with the email follow up sequence, which are a set of emails that are sent automatically over the course of several days. I recommend that you have no more that 5-7 emails in your follow up sequence, designed for building trust with your subscribers, and packed with valuable content that actually helps them with what they are trying to accomplish. (This is one of the reasons you should know who your customers are) I want to illustrate closer with an example:

Let's say Steve has opted in to your list. He did this because he just couldn't resist your no brainer offer of a FREE eBook! He became very excited and entered his email so fast that the keys fell off his keyboard.

In order for Steve to get his free eBook as you promised him, you must let him know where to download it. This is no problem, because you have already set up an email that goes out immediately after someone subscribes. This email should contain the following:

- Welcome message
- Download details for the free gift
- How the subscriber will benefit from your emails

- Survey
- Clear and concise link to where they can unsubscribe

What I mean when I'm suggesting a survey, is that sometimes it can be difficult to know exactly what kind of information or insights your subscribers want to learn about or are really interested in. Therefore, the first email should also contain a question that asks the person nicely to fill out the survey which does nothing more than collecting the prospects interests. People like to help, and it is a great way to engage your list getting them to take action on something, which in turn makes them feel closer to you because they are helping you out as someone who are trying to help them. It magnifies the feeling that you actually want to help them, and that you put their interests first. I recommend a service called SurveyMonkey. The free version is more than enough for what we are using it for so go check it out and get familiar with it.

If you want more insight in finding out what your subscribers really want, go check out this blogpost:

http://business.tutsplus.com/tutorials/how-to-find-out-what-your-email-subscribers-reallywant--cms-21770

For the rest of the email sequence, it is important that the emails don't go out to often. To prevent information overload, overwhelmed and annoyed subscribers you should structure it more like this:

Email 2 – Day 2

Email 3 – Day 3

Email 4 – Day 5

Email 5 – Day 8 Email

6 – Day 13

You get the point.

When it comes to the actual content of the emails, I recommend that you tell them about yourself in email 2 along with some valuable information or a free bonus. For the rest of the emails keep telling your story, at the same time as you are delivering value that are helpful to their work. Be genuine, be yourself, be honest, be REAL!

Take some time thinking about what YOU as a subscriber to someone else's list would have categorized as useful information.

You can create a brand new email account and use it for subscribing to other marketers lists and get inspiration from them. Also, use the techniques discussed in the blogpost above to find out what the subscribers really want. You can search for PLR products with giveaway rights too. Just remember to go through them securing the quality of the PLR products.

Then sit down and develop a plan for what you want to include in each email. Remember, the Pareto principle applies. 80% content 20% sales. Approximately 1 in 5 emails should promote a paid product. The rest should be valuable content or engagement with your list, where you actually are helping them out A LOT!

Note that you should be very selective of which products you promote. They have to be GOOD! If you are giving away free high quality content, how good do you think your paid stuff are expected to be? Devote some time for researching products on different affiliate networks, look around in forums for what other recommends for products to promote etc.

Lastly, I cannot stress enough how important it is to write all your emails yourself! Do not go out and copy-paste some templates you find at a random website. That is probably something many other marketers searching for the quick buck are doing already anyway. Besides, you do not want the exact same emails as hundreds, maybe thousands of other marketers out there.

WRITE YOUR OWN EMAILS! This is the only way your subscribers can get to know YOU, and see your personality through your writing. It is vital for building a personal relationship with them, which again is vital for accomplishing what we are working for in the first place, genuinely helping people out, and make money doing it.

Thank you so much for reading! I hope you have extracted a lot of value from this book. If you have any questions of any kind, shoot me a quick email to contact@marketingonion.com or fill out the form on this page. I'd love to hear from you, and I'm happy to help!

Thank you again.

All the best,
René Frydson