

Sales Funnel Instructions

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Introduction

Congratulations on investing in the upgrade package for the Automatic Agency System.

This package contains a video marketing funnel, consisting of a sales video and landing page that are designed to make it easier for you to sell digital consulting services.

In this guide, I'm going to walk you through setting up our landing page and video for the purpose of generating sales with very little hands-on time and toiling with cold calls.

The video provided is tailored to the specific action that needs to occur to advance the sale and give you the best opportunity to earn income from providing marketing services.

The landing page displays the video and presents a buy button so prospects can sign up immediately.

In this way, we allow the video to **do the selling for you**. You just send a link to the video out to prospects and allow the video to do the selling. This will generate sales for your consulting business proportional to the volume of links sent, number of businesses contacted, and time invested following up with prospects who don't respond initially.

The beauty in this model is that the video is a double whammy of salesmanship. It gets them interested and educated on a problem they are having, and it asks them to buy the solution right now. In other cases, it will pre-sell or help develop prospects who just need to be pushed over the fence once you answer a few questions.

The video asks the owner to buy by clicking on a timed button. Note, as of 2018, Google Chrome actively defeats auto-play video. We use a script on this page to counter that as best we can.

Now that you have a general idea, let's talk requirements and specifics:

Before we get started, you'll need the following accounts and tools:

- A domain name hosted on web host such as: www.bluehost.com or www.hostgator.com
- A text editor like <https://notepad-plus-plus.org/>
- Google Account
- YouTube Account (or other video host that allows embedding)
- **Optional:** Aweber, GetResponse, or another autoresponder account

Here is our mission and steps to perform to get ready to sell with the video:

- Step 1: Upload the sales video to YouTube and grab the video sharing link
- Step 2: Create and Onboarding or Delivery Form
- Step 3: Setup a buy link on PayPal
- Step 4: Customize the landing page
- Step 5: Put the landing page on our website

You do not need to worry about SEO ranking for this page, so a shared host is fine. This is a direct response offer that works best with pre-qualified prospects. The offer is intended to work with cold pre-qualified traffic.

However, the warmer the lead, the better your closing percentage will be when they watch the video.

Pre-Installation Steps:

Before we begin, please do the following:

1. **Create** the accounts listed on page 2 as needed
2. **Purchase** a domain name, and purchase web hosting if you don't have them already.

NOTE: These are NOT WordPress pages. You can hire an outsourcer to convert these pages to a WordPress format, however, they will NOT work natively with WordPress.

Also, these pages should not be hosted on WordPress.org or another free webhost, since you will often not have access to the features necessary to manage them.

3. **Create** a folder on your desktop called "Agency-Services" – you will download things to this folder for safe keeping and easy access while you work
4. **Open** your text editor up and create a new blank document. Save it to the "Agency-Services" folder and call it "Agency-Services_Notes.txt." We'll use this blank document as a notepad to record our links and embed codes, which we'll use later.

Step 1: Host Videos on YouTube

1. Download the sales videos from the product membership page to your desktop
2. Go to <https://www.youtube.com/upload>
3. Under the "Select Files to Upload" text, choose the pull-down box that says Public, and **change it** to Unlisted
4. Click the large arrow on this screen and browse to the video you want to upload. For this tutorial, upload each of the videos.
5. Now that it is uploading, edit the title to relate to the service you are offering
6. Give it a few minutes to upload and process. YouTube will give you a link to view your uploaded video
7. Click through to your video's YouTube page
8. Find and click the "Share" button under the title below the video
9. Next, click the "Embed" button
10. Make sure all the boxes are unchecked
11. Click "Copy"
12. Paste the link to your notepad. This is the link we'll use to display the video on our pitch pages in a later step.

We want our video to auto play when the owners' lands on our page, so we need to make a small edit to our link for this to happen.

Note: Many browsers resist efforts to autoplay video, but we will set this anyway.

Here is the share link we grabbed from YouTube in Step 11 above:

Note, you can try to remove "picture-in-picture" to clear up the YouTube interface, which has gotten cluttered lately"

Code: For Example, Only – DO NOT USE

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/WE92cXaLJzY?controls=0" frameborder="0"
allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

One final note, you are not limited to using YouTube; you can use another video host like Vimeo and just use their embed code in place of YouTube's.

In many ways, Vimeo is preferred because they do not put links on your video. Of course, vimeo is not free, however their basic plan will meet the requirements should you decide to use them...

Once you've uploaded the video and grabbed the embed code, you're ready for the next step!

Step 2: Create Onboarding or Delivery Form

In this step we'll be adding an intake form to allow submissions from buyers. Once this step is done, we'll be able to customize our delivery page with a form. You would use this to collect customer info that you need to provide services.

Intake Questions:

1. Full Business Name
2. Contact Person
3. Contact Telephone
4. Contact Email
5. Website Address
6. Email Address that will receive online requests (leads)
7. Telephone number for inbound requests (if different from business phone)
8. Hours of Operation
9. Service Areas (towns, counties, zip codes, etc)
10. Description of Business
11. Description of the ideal customer (household income, zip codes, age)
12. Please list any promotions you are running or are willing to do

Submission Forms

I lean on Google Forms here because it is fast and easy.

NOTE: If you want to put buyers on an auto-responder email list, you can replace the Google Form code with the form code from an Autoresponder list on services like GetResponse or Aweber.

Google Form Steps:

1. Create a Google account if you don't already have one.
2. Go to <https://drive.google.com>
3. Click on the "New" button, and then "More" and select "Google Forms"
4. Click "Blank Form"
5. Make the title match what you are selling: "Lead Generation Onboarding Program"
6. Leave the description blank
7. Name the first question "Business Name"
8. Set the Question Type to "Text"
9. Check the box marked "Required" - this makes sure the prospect fill this out
10. Click "Add Item" and repeat steps 6 through 9 so you have the additional intake questions on your form.
11. Once finished, click the gear at the top of the page (settings)
12. Click the "Presentation" tab

Automatic Agency System
Sales Funnel Installation & Training

13. Enter *"Thank you! If you need help, please call or visit www.example.com. I will contact you in 1 to 2 business days with an update."*
14. Click "Save"
15. Click "SEND" in the upper right corner
16. Click the <> embed option
17. Copy the embed code and record it to your notes. It should look like the example on the next page:

Code: For Example, Only – DO NOT USE

```
<iframe  
src="https://docs.google.com/forms/d/e/1FAIpQLSf9sIrZIYF52WmKwtIa1WBNInMdFNpcXN-  
naBMAhZBT3Y64YQ/viewform?embedded=true" width="640" height="922" frameborder="0"  
marginheight="0" marginwidth="0">Loading...</iframe>
```

Once this step is done, you can now customize the delivery page.

Edit Delivery Page

Your delivery page will contain the intake form that is served after the buyer makes the purchase.

1. Open the LandingPageDelivery.html file in your text editor.
2. Scroll to line number 189
3. Insert your form embed code by replacing
[[INSERT_GOOGLE_FORM_EMBED_CODE_HERE]]
4. Add your contact info on line 194 to 198
5. Save the file and rename it *"intakeForm.html"*
6. Upload per the upload instructions on Page 11

When you upload this to your site, and use the upload instructions, the url to the page should be <http://www.yourdomain.com/seo-profile/intakeForm.html>

NOTE: Web addresses are CASE SENSATIVE! Watch for errors.

Now you can link to this page via PayPal's custom thank you page after a payment has been made.

Step 3: Create Your PayPal Email Buy Link

We need this buy link to finish editing the landing page, so let's get that link created and saved to our notes:

1. Create a PayPal Account and log in at www.paypal.com
 - a. You may need a PayPal business account to create a buy link***
2. Up at the top of the page, select to **Tools**
3. Then select **PayPal Buttons**
4. On the right, select "**Create New Button**"
5. On the next page, choose "**Button Type: Buy Now**"
6. Name the item:
 - a. Example: "Worry Free Marketing Campaign – April 2021"
7. Choose an optional item id, I usually use the offer initials, and a number to help me track which products are selling. Example: Google01
8. Fill in your price amount. (~\$2,500 +/-)
9. Add the delivery page URL (created on page 6 of this guide)
10. Click **Create Button**
11. On the next page, choose the **EMAIL** tab
12. Copy the email pay link and record it to your notes. You'll put this link in email or on a button in your delivery page should you decide to use one.

The pay link looks like:

https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=#####/

NOTE: Make sure you are **not** using the **Website** button link. The website button code is not compatible with these landing page. Use the email link!

Also, make sure you include the trailing slash at the end of the link if the PayPal buy link contains one.

Now you can use this link in the landing page with the Buy Button, so the visitor gets taken to the checkout page.

Step 4: Customize Our Landing Pages

In this section we'll customize our pages, adding our video and our form using Notepad-plus-plus to make very simple text edits to these pages.

Recall that the videos pre-sell the biz owner on our marketing programs, and compels viewers to fill out a form to submit their info or make a purchase. You then follow up via email with the sign up or payment link.

Inside the landing pages.zip, you'll find the landing pages.

Each folder contains:

A) Three Landing Pages - this is your **pitch** page. It auto-plays the video and drops a call to action down now the video asks them to act

These pagers are:

1. SEO_LandingPage.html – tailored to social media clients
2. SOCIAL_LandingPage.html – tailored to social media clients
3. REPU_LandingPage.html – tailored to reputation management clients

Note: The sales pitch here is fundamentally the same, regardless of the service. Which video / page you use depends on **WHY** you believe the prospect is pre-qualified to receive this offer. For example, a restaurant that has a bad reputation knows it. So, the reputation page / video speaks directly to them. At the end of the day, most businesses lack precision in the three areas (social, reputation, seo) covered so any video will work to some degree.

B) LandingPageConfirm.html- The pitch page also has an optional confirmation page. You would use this if you redirected the user to confirm their email address, such as in the case of using an Autoresponder like GetResponse INSTEAD OF Google Forms. (gForms does not permit a redirect)

C) LandingPageDelivery.html – this page is used if you wanted to deliver something after the visitor confirms their email address or after a transaction. When using GetResponse, make this the landing page after they submit. Put a sales proposal, work agreement, and buy button on this page so they have everything they need after they make a purchase.

Typically, you'd use this to redirect to a form or document they submit back to you with login information for their Google account and any details you need to service the client.

Now that you know what everything is, and what it does, let's setup our pages.

Before you start, make sure you grab the landing page folder from the download zip and put them in the "Agency-Services" folder you created on your desktop earlier.

Sub-Step: Customize the Pitch Page:

1. Download the landing-pages.zip from the product membership download page and save it to the folder called "Agency-Services" on your desktop.
 2. Extract all the files so you have the three folders in your " Agency-Services" folder
 3. Install and open Notepad-plus-plus
 4. In Notepad-plus-plus, select "File" and then "Open" and browse to the pitch page you wish to edit. For this example, open the folder named "Sales-Landing-Pages", and choose the " **SEO LandingPage.html**" page and click "Open"
 5. Scroll down to Line 207. This is the place for the embed code to your video. **Replace** this line with the YouTube Embed Link you recorded in your notepad in **Step One: Host Videos on YouTube**
 6. Next, scroll down to line 211. This is the place we put our button, link to your form, or our contact information. Put your PayPal Buy Link between the quotes, replacing the ##### that is there already:
 - A. CHANGE: `<a href="#####">`
 - B. CUSTOM: `<a href="www.paypal.com/button/code/link/11192925/">`
- *Note the link above is for example only. Your actual code will look different.
7. Customize the footer. For instructions see page 11.
 8. Up at the top of Notepad, click FILE and then SAVE.
 9. Rename the "**SEO LandingPage.html**" to "**index.html**"

Now this page will display the video. You can test this by double clicking the index.html file in the landing page folder which will load in a browser. If everything is setup correctly, the video will display (and may autoplay,) and a few minutes into the pitch, a call-to-action will drop down below the video.

You can repeat these steps for the other videos, just make sure they exist in a unique folder.

Sub-Step: Edit the Page Footer

At the bottom of every page is your footer that contains links to your support, contact, and terms of service links. In the html page, this will live on line 228.

Support

Change the href="url" to the address of your support desk, or if you want to have this link send you an email, replace the following code:

```
<a href="http://www.example.com/support/">Support</a> with:  
<a href=mailto:your.email@example.com?Subject=Support%20Request  
target="_top">Support</a>
```

Don't forget to change your.email@example.com to your email address.

Terms of Service (ToS)

A ToS is a compliance page that you should have on your website's page, so we'll need to create one.

To tell you the truth, nobody ever reads it, but it's a good thing to have so you stay compliant.

Remember to check your local laws as some areas may have special rules. Nothing in this manual is going to substitute reliable professional advice and counsel in this regard, so if you have any doubts; consult a professional.

For getting these pages running, let's create a basic terms of service:

1. Go to <http://www.privacypolicyonline.com/terms-of-service-generator/>
2. Fill in the forms with your details
3. Click Generate HTML
4. Right click, select all, and then **copy** the terms of service HTML they give you
5. Right click in the Agency-Services folder on your desktop and create a new file called tos.txt
6. Open tos.txt with Notepad++ by going to FILE, OPEN in Agency-Services Folder
7. Paste (right click and select paste or ctrl-v) the HTML into tos.txt
8. Save tos.txt, and then rename the file, tos.html.
9. Upload the tos.html file to the root of your web server (public_html)
 - You'll learn how to upload files in the next chapter

Privacy Policy

This page has our privacy policy. It is done almost exactly as the tos.html, except you are creating a privacy.html. In truth, these two policies are very similar.

You can create a privacy policy online: <http://www.bennadel.com/coldfusion/privacy-policy-generator.htm> and then use the html they provide to create and upload a privacy.html document.

Sub-Step: Call to Action Drop Down Timer

Each pitch page (index.html) is equipped with a video drop down timer script. It has been pre-set to the exact time in the video when the call action appears, and the video asks them to act.

For Your Convenience:

Each video is tagged with the drop-down time stamp at the end of the filename.

The file that ends with (*__0329.mp4) means the timer setting is 3:29.

In case you need to change this timer, here are the steps:

1. In NotePad-Plus-Plus, select FILE, and then select OPEN, and browse to Agency-Services folder, and then the landing page folder, and select "index.html"
 - a. Click Open.
2. Scroll to the bottom of the page, and locate line 231 where it says *"var time = "3:57"*
3. Add your custom time as Minutes:Seconds
4. At that time, the call to action will drop below the video

Notice on or about LINE 226, you should see another time var.

```
//var time = "0:02";
```

This is a two-second testing timer we use to make sure everything is working.

You can comment out the var time on LINE 231 using two slashes *//* and uncomment the testing time on LINE 226 to test.

Just be sure to switch back to the normal var time so your timer works correctly when you're ready to promote the offer.

Step 5: Put the Pages on Your Website

Now that we have our pages ready to go, we can now upload our files to our web host. This way we have a link we can send in an email that will allow the business owner to hear our pitch, buy immediately or fill out our lead form.

If you don't already have one, pick a host I listed on page 2, and purchase a basic hosting account. You'll need the username and password to the Control Panel, which is included in the Welcome Email that your web host will send when you sign up.

1. Login to your host's cpanel. This is usually <http://www.yourdomain.com/cpanel>
2. Scroll down and locate "Files" and then find the "File Manager" and **click on the File Manager** icon
3. A new window will open, look for "public_html" - this is the top or "root" directory of your entire website at <http://www.example.com/>
4. Double click on "**public_html**" to enter that folder
5. At the top of the file manager, click on "**New Folder**"
6. Rename this folder so the name is short and describes the offer we're pitching (in this example, it is SEO services so "/seo-profile/" could be the name.
7. Now this folder can be linked to on the web at the following address:
 - o <http://www.yourdomain.com/seo-profile/>
 - o We'll upload our pitch page here.
8. Double click on the "seo-profile/" folder to open it
9. While still in the "seo-profile/" folder, select the "**Upload**" button at the top
10. Select "**Choose File**" and browse to your Agency-Services folder on your desktop, and open the offer folder page called "index.html"
11. **Select and upload** each of the html files from the folder on your desktop to the "seo-profile" folder on your webhost.
 - o index.html (formerly LandingPage.html – remember you need to rename this to index.html)
 - o LandingPageConfirm.html (optional)
 - o LandingPageDelivery.html (Intake Form)

Once you finish this step on the landing page, you're done! You can now visit <http://www.yourdomain.com/seo-profile/> and it will load your pitch page.

You don't have to use this structure. You can use your own if you'd like. If you're unsure, then please follow the instructions in this guide.

If you're lost and you need help setting this up, it would be best to employ a web developer to do this for you. This is basic web development and won't take much time for them to customize and install for you. You can find outsourcers who can set this up for you on Fiverr for \$5 to \$10.

PRO-TIP: BE CAREFUL AND CHECK YOUR WORK

Troubleshooting

1. Make sure all your URLs and links are in lower case. If you have an upper-case letter somewhere it could prevent the landing pages from working.
2. Check your spelling! Most support requests on this page setup are the result of simply missing a single letter, number, or character.
3. Check for extra spaces! Extra spaces can cause problems.
4. Sometimes, and this is because we're only human, we accidentally destroy a template, and make such a mess of the page, it will take more time fixing it than it does just starting over from scratch.

You can easily start fresh by re-downloading the landing page templates from the member's area and repeating the steps in this guide.

Moving Forward

Now that you're all setup, you are ready to reach out to businesses and offer them your digital marketing services.

“The key is consistency.”

Your next step is to implement the prospecting plan detailed in the main guide of this course.

If you persist, you will start converting prospects into buyers.

Remember, you only need a handful of high-ticket clients to quit your job or completely turn things around. In just three months you can get there with some focused work and follow up.

On a final note, it is best if you setup a domain that is short and easy to remember. This can be a soft company name that the business owner will immediately associate with you.

Having this domain name also allows you to use yourname@yourcomany.com instead of a Gmail, Yahoo, or Hotmail account, which most business owners are wary of.

While you don't need a website to do this business, it could help you in the manner I described above, but it is also important to point out that saying too much on a site or saying the wrong thing can un-sell your prospect. Keep it simple and you'll be better off.

If you want to bounce ideas off me, please reach me via email (luther@landroinnercircle.com) – I get a ton of email but try to reply when I can.

If you are hopelessly lost and need help, please contact www.whitewavesupport.com for the fastest support.

Good luck out there!

Cheers for now...

- Luther