

# Sales Funnel Instructions

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## **Introduction**

Thank you and congratulations on investing in the upgrade package for the Effortless Roofing Consulting course.

This package contains, among other things, a sales video and landing page that is designed to make it easier for you to get inbound calls, messages, and sales from clients.

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

The sales videos included offer a variety of services by either asking them to buy or fill out a contact form, so you collect a lead. The landing page displays the video and handles display of the optin / checkout / buy button.

The intention here is to 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 tries to defeat auto-play video. There is a potential work-around in development, but for now, you'll simply ask the viewer to press play on the video.

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

### **Before we get started, you'll need:**

- A domain name hosted on web host such as: [www.bluehost.com](http://www.bluehost.com) or [www.hostgator.com](http://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 Intake 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

**NOTE:** You will need to create a landing page specific for a chosen video. If you want to use 3 videos, you will need to customize and host three landing pages.

## **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 "Google-Profile-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 "Google-Profile-Services" folder and call it "Google-Profile-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 the purpose of this tutorial, upload each of the videos.
5. Now that it is uploading, edit the title to relate to the service you are offering - the description is not important at the moment.
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 in order 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.

Once this is done, you're ready for the next step!

## **Step 2: Create Intake 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. Google Login for the Google My Business profile (if existing)
7. Location to download profile photography (or email to [you@example.com](mailto:you@example.com))
8. Email Address that will receive online profile requests
9. Telephone number for appointment requests (if different from business phone)
10. Hours of Operation
11. Service Areas (towns, counties, zip codes, etc)
12. Description of Business
13. Description of the ideal customer (household income, zip codes, age)
14. Please describe any monthly or quarterly goals
15. Please list any promotions you are running or are willing to do
16. Have you considered any other type of advertising?
17. What type of advertising have you done in the past?
18. Are there any samples of previous advertising available? If so, please provide a link to download or view

## **Submission Forms**

I lean on Google Forms here because it is fast and easy. We want to get a lead and have an orderly lead list to go to.

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 "Google Profile Program" (this title is based on what video you're using)
6. Leave the description blank
7. Name the first question "Business Name"

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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
13. Enter *"Thank you! If you need help, please call or visit [www.example.com](http://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/1FAIpQLSf9sIrZiYF52WmKwtIa1WBNI nMdFNpcXN-  
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/google-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](http://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: "Local Google Program"
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. (~\$497 +/-)
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=#####/](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) LandingPage.html** - this is your **pitch** page. It auto-plays the video and drops a call to action down at the moment the video asks them to act

**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 "Google-Profile-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 "Google-Profile-Services" on your desktop.
2. Extract all the files so you have the three folders in your "Google-Profile-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 the purpose of this example, open up the folder named "Sales-Landing-Pages", and choose the "**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 "**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.

## 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](mailto: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 the purpose of 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 Google-Profile-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 Google-Profile-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 take action. 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 Google-Profile-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 up, 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 Google services so "/google-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/google-profile/>
  - o We'll upload our pitch page here.
8. Double click on the "google-profile/" folder to open it
9. While still in the "google-profile/" folder, select the "**Upload**" button at the top
10. Select "**Choose File**" and browse to your Google-Profile-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 "google-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/google-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 business owners and offer them Google My Business profile services.

Follow the training in the main guide to prospect and sell!

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@yourcompany.com](mailto:yourname@yourcompany.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 of me, please reach me via email ([luther@landroinnercircle.com](mailto: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](http://www.whitewavesupport.com) for the fastest support.

Good luck out there!

Cheers for now...

- Luther Landro