



Build A Profitable Online Business

Session 7: Building Your Email Optin Page

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Welcome to our latest build a profitable online business session.

If you're new, you're very, very welcome here, this is really just my small contribution during this very, very difficult time during the lockdown. Most of it if you are new it is evergreen content. This is stuff that has served me extremely well over the last 10 years where I've been full time online.

It's evergreen marketing principles that you can use really that existed before the internet, in many cases, will continue to work very, very well. The only exception to that really is some of the tools that we talked about, in particular today, we'll be doing that as well and those things obviously, they can come and go, tools change and so on but really, if you apply the main principles, then that is where the success lies.

Now it's a beautiful sunny day here in Cornwall, 20 odd degrees so low 70s Fahrenheit, I hope you're well and safe, wherever you are.

Today we're going to continue on from our previous session just a couple of days ago and get a bit more practical.

So, let's pull this up on the presentation and hopefully, if you're on live, if you can let me know that you can see, hopefully me in the bottom right and also the main presentation here.

Just say hello. Hi, Roy in Sydney, Australia. That's great. Good to see you. Hi, Tom. Hi, John. Hi, Alan. Lots of people joining us now so that's great. All right and it looks like we're okay with the visuals here.

Let's go through and crack on and as I said last time, we looked at the benefits of creating a free email opt in lead magnet for your business and how to dial it into the specific desires of your audience to make it irresistible.

If you remember, we talked about creating compelling offers, this is so important. It's one of the key cornerstones in whatever you do in your business, any business if you can make compelling offers, and you know a bit about the science and the formula to do that, rather than just trying stuff and having a scattergun approach. You're made for success then because you're putting stuff in front of people where there is existing desire.

We also connected it back to bootstrapping your success, which we looked at in one of our previous sessions, and the concept of creating value in your digital products by helping people save time and hassle. So, these concepts we've already talked about what we laid the groundwork. If you want to go back and have a look at those, check out the description in the YouTube video, there is a link to the resource page where you can get all of the sessions and go back at any time and access them.

Also, I should have said at the beginning, if you can like the video as well, on YouTube, I'd really appreciate that that helps to spread the word. So that will be highly appreciate if you hit that like button. Also subscribe to the channel and if you click the bell icon, you'll get notified as we start to update these sessions going forward.

You should now have 99% confidence that you can create a compelling lead magnet in pretty much any profitable market you wish even if you feel brand new, and don't have any prior experience.

Now I've put 99% because I think 100% is probably overconfidence maybe it's bordering on arrogance, but you should be super confident. If you're not, then feel free to recap on what we've talked, about all the tools we've got there. We've talked specifically about if you're brand new, you don't feel you've got anything to offer. What do you actually do in that situation? We covered that in detail. In fact, we've spent a whole session on it. Do go back and recap what I'm sharing with you and increasingly going forward, when we get into some more sort of bit more intermediate stuff, and some of the deeper insights.

This is stuff that I've learned the hard way, if you like, at the coalface, doing this day, in day out over a decade, so don't expect to just watch like 20 minutes this and then instantly, you'll be sorted for forever. It does take some time to go in and to learn things.

We also looked at some examples because I always like to bring in some kind of case studies or examples wherever we can, and these are just three random niches.

We went through the specific design of what you would actually include in these lead magnets, how to get the information, how to compile it and the key aspect of saving people time and money, or time and hassle, should I say sometimes money as well.

Now this time, we're going to get more practical. We're going to go online and we're going to look at the basics of how to actually get this stuff up onto the internet. First of all, I want to be clear that I'm not going to show you step by step how to set everything up online and there's several reasons for this. Point and click tutorials quickly become outdated. I've made many of these over the years and it's amazing when I show something on a video that you can bet the next day the system changes or it looks slightly different or the tools are in a different place. That can become confusing.

The second reason is the companies that produce these tools that help you get things on online; they have their own tutorials. All right, that wasn't so much the case few years ago, it was very hard, you know, it was all in written articles and stuff, but now they have great videos to show you. They're the best tutorials you can get or at least they're the starting point. Any good company should have up to date, extensive tutorial so you can learn.

You might choose to use different tools to me, so as you know, in this course, if you've been watching along, I'm giving you my recommendations based on what I use, and based on my results and the results of my clients over time, but of course, it's still up to you what you use. If you use a different tool, then there's no point watching me show you how to use it the way I do it.

Don't forget, you can always hire someone to do the techie stuff if you want. I have clients who do this. Personally, I occasionally do that for like, if it's a specialist job like a complex sort of web design thing or some technical stuff, because I'm not a coder or anything like that online, then I will hire someone. I did that recently, actually, for something specific to do with automated webinars.

Generally, I like to create most of my pages myself, and I'm going to show you the basics of that today. So, I am going to show you the general process, so you've got a feel for what's involved in creating web pages. Remember, this course is first principles. I'm well aware that there'll be people watching but haven't got a clue about any of this stuff. I want to keep you specifically in mind and bring you with us on this journey, so you don't feel confused.

What we're going to do is actually go online now and if you remember we looked at one of the opt in pages, one of mine before and this is it.

This is for a lead magnet of mine. I'll put the link in, hopefully, if I remember it, I'll put it in the description below so you can go and check this out.

It's actually the same products on the resource page, actually on an opt in. If you want to go through this, you can, you're very welcome to do that but what we're focused on is the design.

This is all created in Thrive Architect, this is the plugin that I prefer to use to create my web pages. I'm not going to show you how to recreate this entire thing. What I'm going to do is show you the basics of how this tool works, then we'll go in to this particular page and look at it in the back end so you can start to see how these sort of pages are built up.

I will say before we do that, is that there are lots of different very good tools for building web pages like this. There are things like Click Funnels there is Elementor there is obviously, Thrive Architect here, there's Optimized Press, there's loads of them is the space is super competitive and increasingly so. The standards keep going up and up and up, which is brilliant for us, right?

All of the tools pretty much work in the same way. They're all what I'm going to show you now in terms of how you'll see how I drag elements and drop them on the page and that kind of stuff pretty much generally speaking, that's how all of these tools work. This is how people create web pages.

Let's go over to a test site of mine, Robtestsitehq.com. This is just a domain that I've registered that is I've had it for years, and I just try stuff out on here, right? Sometimes I'm trying new plugins and I don't care if I break things. It's just a testing area really.

What we can do is we can go into the back end of this and this, if you've never seen it before is WordPress. This is what any WordPress website looks like in the back end the control panel. There are many tutorials online YouTube, you can get courses on how to use WordPress, like any of these tools there's always a learning curve. Again, don't expect to get it in one afternoon with a couple of cups of coffee. Right? It's going to take you some time, but it's really not very difficult.

When I began in 2010, it was completely different. You have to copy and paste bits of HTML code and also, it's complex stuff and then it never really looked right online. It was all skew and stuff.

These days, it's so much better, but still take your time. The best thing you can do if you want to learn any tool whether it's WordPress, and you're starting out, whether it's I don't

know, an automated webinar system because you're more advanced, or you're learning how to do complex automations, in Active Campaign or something like that for your email marketing, the best way to learn any tool, this is what I do, is just allocate 20 or 30 minutes a day, and spread it over, say, a week, or 10 days, however long you need, right? So, don't rush it. Don't spend all day and get frustrated, just do little bits often sleep on the information, and you will get good, you'll get as good as you want to. Don't feel if you feel you're not technical or anything like that. It does not matter, right, you can totally do this.

The way we create an opt in page is we'll come down to pages and we'll click Add New and we'll just give it a title so we can, go test opt in page or let's call it demo opt in page. We'll click publish up there and then all we're going to do, there's a button up here called launch Thrive Architect.

That's going to give us the Page Designer to go and build our actual page.

Let's have a look here.

What you can see is how it looks at the moment, this is clearly not what we want at all. What we've got is if we go over to the right-hand side, we can go and change the templates. Just like any of the other tools that you might like to use, they all come pretty much with some templates so you can go and filter by tags, if you want to, you can go down to is probably some, lead generation ones here. If we tick that, then these are the kind of things that we're looking for. Go down. And let's have a look.

What about this one? Well, how about this one here? Choose that template, that's the first thing you can do is just choose one of their ready-made templates.

Usually, some of them are good, some of them, you know, not so good and so on. You can browse through and have a look. The advantage of this is it kind of gives you a ready-made version where you can just fill in the blanks.

We could go and fill in essentially, download now, the ultimate copywriting template pack or whatever. We looked at some examples last time, didn't we? Did you fill in your headline? You put in your sub headline, maybe you have some bullet points and that kind of thing. That's how you can build things up.

This is where the email goes in, pretty much in all the systems including Thrive Architect, you can hook this up to your email system very easily. In Thrive Architect, the way you do that is you go into the dashboard and Thrive dashboard, and you can connect to various services.

This doesn't just work for emails, you can really integrate and get tools to talk to other tools very, very simply. If we click there, oh, no, not there not the plus there's all sorts of different apps you see that you can integrate with loads of different stuff.

Active Campaign is already set up as I mentioned before, that's the email system that I use, which is great. AWeber is a very good recommended service as well, very reliable delivery. It's certainly something that I'd recommend that you consider if you're starting out. So again, if you wanted to integrate AWeber, if you use that you just go to AWeber use drip, you go to drip, and all you'd have to do for AWeber is click connect, enter your credentials to login. And it's done. It's connected. So, it's that kind of stuff. It's very, very pointing click.

Once you've done that, then you can go back to your page and click on the button and then you can add a connection up here in the top left, and you can click that we can go to Active

Campaign. Then I can put them on the list, say my master list, and I could add in a tag so I could put in, opt in for copy templates pack do that kind of thing.

What that's going to do is when people opt in for this, it's going to put the contact information into my Active Campaign or into your Mail Chimp or into your AWeber database so they become a subscriber of yours, it's also going to tag them so you know where they came from.

They downloaded this particular copywriting template pack. That's the basics of it. You can get very, very complicated with pages like this and with email campaigns, in particular with tagging and segways. You might hear the about segmenting lists and all of that kind of stuff. This is the basics of it, right?

It's just more complexity on top of this, but you don't need to get complex. You just need to get people onto your list. That's the power, right?

Just good offers compelling offers that people want, and they want to become engaged. That's the key success. It's not in complex tools, or crazy funnels or anything like that.

Just keep it simple. But just get the basics done.

So that's the first thing you can do. You could use a simple template like this. Obviously, there's lots more available. You can even start from a blank page. This is often what I do. I prefer really to design mine from scratch.

We just start with a blank page this time and we can start adding in elements, I can get rid of that and maybe I want a background section. I'm going to click there. Here we go got background section. Maybe I want to put some text on it.

This might be a headline, and this is the test site so I haven't configured the top fonts or anything like that but obviously you can pre-set the fonts and choose any font you want. We're not really going bother doing that today, but you'll see it. If I want to increase the font size, I can just do that, and you can see what you see is what you get.

As you change things in the controls, you can actually see the page change at the same time, which is terrific.

I've got the text selected here you can see blue is selecting the text. I'm actually going to go back to the background section and say we want to change the colour just show you how you could do this.

We go down to background style and you could add all sorts like gradients, so it colours in in different fades out and all this kind of stuff. Let's just go basic. We'll just give it a colour just at random just to show how this works. So, click apply.

Maybe I want to make this wider, again, I could select that we've got the text, I'm going to click on background section, maybe I want to give the padding a bit more so we make this section a bit wider, there's a couple of ways to do that. I could go into layout and position and adjust the padding down here if we wanted to.

We could also set a minimum height as well, if we wanted to up here for the background section, and just increase it there. I think what I'm going to do is just put some padding in so let's say 50 there, and 50 then I can do that kind of thing and you can go on and build up the page, as much as you like.

For example, if we wanted to put a content box below. Content boxes allows you to change the width. If I've got the content box selected, we can change the width down to a narrower one, we're going to centre it as well. Go to layout, and centre.

All of this takes time to learn, you're not going to learn it just like that. In any system, whether you use this or Elementor or Clickbank Funnels, whatever you like, right? It's all going to take time. You can see it's very intuitive and point and click once you're familiar with it, that's what I want you to take away from this.

So, in there, say you wanted a couple of columns. We can start adding in these different elements, maybe we want some columns. We'll drop that in there. How many columns do you want? You could do all sorts of stuff, right?

So, let's say we want half and half so now we've got one column, we've got another column. We could go and add an image in this one. We haven't got any image files uploaded. We could go and get one. Go to a website here and we download this one. We'll get medium version and we'll download that.

We'll go back here, and we'll drag that in, and we'll put that there, so we've got our image.

Now on this side, maybe you want some more text, or let's have a look. Maybe we want a list, we could put a list in here and you could start filling out some bullet points. This is just basic examples. Obviously, you could spend as much time as you want doing all sorts of crazy stuff here.

You can also see how it looks on desktop, tablet, or on Mo Bar just by clicking thru. That's really important, particularly if you do things like Facebook ads. You will get traffic you will find most virtually all in my experience of the traffic comes from mobile, people on mobile, either through a browser or an app on a phone. It's really important that your stuff looks good on different devices. This is, again, easy to check by clicking the buttons at the bottom.

There are tons and tons more features but there's no point me giving you a kind of complete walkthrough. We'll be here for ages. Remember whatever tool you use, there are great tutorials. For Thrive there are many, many, many tutorials, they have great support as well if you want to ask any questions and so on, and any good system like that, as I mentioned as well have other tools, anyone that's good, should have that for you as well. That's the way to steadily learn.

I learned new tools is just go into my practice website, my test website and just play around and build some stuff just for just for fun, 20 minutes, 30 minutes, leave it do something else come back the next day, and within a week or two, three weeks, which goes in no time anyway, doesn't it? You're now really competent with a new set of skills. That is the way to press on.

Now, let's go into go back to this page, because obviously we just played around here, but how on earth did I build this? This is much more developed, isn't it? Well, I did it in exactly the same way as I've just shown you obviously with more with more attention to detail, better colour schemes and so on. But let me show you kind of how that works in the backend.

If we go into pages, and we'll search for hook book and I think we've got, we'll be here waiting for it. Yep. So, if I click on this page, edit with Thrive Architect what you'll be able to see now, how this looks behind the scenes.

Let's have a look.

Somebody's saying I'm fairly quiet is my audio okay? Can everyone hear me? Let me know. If I'm a little bit quiet, that would be great and while we're waiting, oh, we've got Richard from Saudi Arabia as well as a new country. Welcome, Richard. Great to see you.

I just want to show you the kind of structure of it. What we've got is we've got an image here; this is just an image. You can see the breadcrumbs at the top, there's the image that sits inside a column and then there are two columns.

I'm not sure whether you'll be able to see this on the screen very well but that's a two column 50% 50% structure, like we said.

Yeah, audio is great. Very good audio. Okay. Okay. Thank you. So yeah, I think it's okay. It might just be not might just be you there, Roy. So maybe have a look at that.

Within this column, we've got a content box and then a lead generation element, which is basically just there to collect emails. And look, you can see it's connected up to Active Campaign, and all the connections that we just looked at. So, it's all the same stuff is just a bit more complicated.

The background section here if I click there, we can go down and have a look at the background style. In fact, let's have a look. Is it coloured in here? Not sure. Let's have a look. It might be in the columns section. Yeah, so there's the blue colour. If I wanted to, I'm not going to say this, but I could change that colour back to something else. Down here, we just have another column structure. There's a columns element and within that, we have two columns, then text is some bullet points, a styled list just like we added, there is another image and so on.

You can see what you do is kind of it's almost like if you're an artist, you've got a blank canvas and you put on one layer, which is like maybe the sky then you put on another layer, which is the sea. Then you can put on some land and some palm trees or whatever picture you're building up. It's kind of like that. You can see always where you are by looking at the top there, which items are there.

After a while, you'll come to be familiar with what you think you need, two columns, so I need to get the columns element, I want to make this narrower that means I need a content box. This one, I want to have a page a stripe right across the page to really highlight this feature or something you've got going on. So therefore, I need a background section and it just builds from there, that's how you do it. That's really all there is to it.

Same with a footer down the bottom, you can build that out with a background section. Or you can actually have in Thrive, you can actually have global footers as well. So, you build it once, and then you can deploy that on any page you want. You only have to change it wants and it goes right throughout your site. There's loads of stuff like that. Very, very good.

That is the basics of getting stuff up online and you will find that whatever you're creating online, whether it's, we'll go on in future sessions to talk about affiliate promotions and creating and selling your own products, whether that's a coaching offer or membership site or information products, I've done all of those and many more. All of it is done from the basics of creating a web page. This is a really, really important very valuable skill.

If you can choose the tool you want to use if you're like me, love Thrive. It's incredible value for money. It really is. That's not the main reason I use it. You know, I'm quite happy to pay for whatever tool that's good for me my business but just the support, the constant development, they just brought out a new theme builder recently, you don't pay any extra for they just give it to you, right?

You get you get in the membership and it's a fraction of the cost of many of the other tools. Whatever you choose to use, you might agree with that. Or you'd like to say, No, Rob, I want to use something else, that's fine as well. They all work roughly in the same way.

Get familiar with one tool, the tool of your choice, because that's the main thing to get all these offers online, that's where the success that's where the money is. That's how you can help customers and clients with great information with helping them save time and hassle and help them get to where they want to go, at the same time, run your business for profit. That's the key.

Building web pages is really really important. I am no designer. I haven't got an eye for design at all. You don't have to do that. Right? There is some copywriting stuff that comes into this. Again, we'll be covering little bits of copywriting stuff. We'll probably have a session dedicated to it in the future on live streams.

Let's jump back now to the main slides.

Here's the, the delivery process for your email opt in. We have a visitor arrives at your opt in page. Those are the ones we just saw; they enter their email and click the submit button. Once that happens, they go through to the thank you page. I'll show you an example in a minute. That just says thank you for signing up, please go and check your email. Your email marketing system sends them a welcome email. It's subject line, congratulations. Here's your download. They open and click the link in the email, and they go to the download page. They download what they opted in for.

The sequence is this:

They arrive at the opt in page

They go through to the thank you page

They then go through to the download page.

The reason we don't give them what they opted in for directly on the thank you page, i.e. the page after they click Submit, is because we want to check that their email address is good. We don't want people putting in kind of random characters at randomcharacters.com and getting our stuff.

The purpose here is to build a quality list. That's why one of the reasons anyway, small reasons we do this, but one of the other reasons is that we want to redirect them via email. All right so make sure that we've got quality email list.

Here's an example of the thank you page. Please check your inbox, we've just sent you an email. That's all it says and there's a picture of me, author of the Hookbook, updated this now I think, or this is a one of the versions, but whatever you like, that's the main message.

You can also present an offer here, a paid offer, which can be very powerful as well. That's a little bit more intermediate, maybe, and stuff so maybe we'll get to that later.

After they get the email, they click the link in the email, then they get through to the thank you page. It's good idea to put through people three steps I've got step one, download what you opted in for, step two, watch this 45 minute unique positioning crash course there's me delivering that content with a haircut back in the days when I could get my hair cut, can't anymore, and the clippers from Amazon still haven't arrived.

That's the process, so you don't have to have a video by the way or anything. They can just download your nano product, your two pager, very quick to create and you're adding value you're helping them, you're engaging with them, they're onto your email list.

That is the bulk of what we wanted to cover with web pages. Remember, the key the core foundation for everything you do is not strategies like these or learning Thrive Architect or whatever you use.

It's actually the core foundation for your success is mindset and productivity without that you're not going anywhere. That's why the end of these live streams I always try and give you a little insight a little tip into what really works well I found to really improve your mindset. Its more business orientated and contributing to customers to genuinely help them and clients and also productivity so you can really just get stuff done with without hours of screen time.

This one is really important. It's the power of checklists. Here's a checklist developed by a very well renowned surgeon, or originated, at least from him. That was published by the World Health Organization.

Now, this one page, it's a nano product, it's a one-page PDF and after they introduced this, they found death rates in surgeries dropped by up to 47%. You can go and check this out on the World Health Organization website.

The point is it doesn't matter how clever you are, how much training you've done, how experienced you are, we're still human. You can still skip steps. You can still make mistakes. So, for surgeons, it's great if they can just check off every single time. Have we done this? Have we done that? What about this? Simple stuff.

It's the same with airline pilots, they do checklists, as well, before they take off every single time, it doesn't matter. They could be flying for 30 years, the best test pilot in the world doesn't matter. They do a very simple task, a checklist. This is very, very powerful. It's also really important for your business.

Let's say and this is possibly something we'll look at in a future session but for example, let's say we wanted to put together an evergreen affiliate promotion, that's our overall goal.

What do we do? We create a mini checklist for it. I do this all the time. Multiple times I've done it this week. We're only on Thursday, but I do it all the time. I do it in Notepad plus plus, which is a free text editor. You can get it online.

Whatever you do, break it down, I put a plus on what I want to achieve, then I put minus underneath it, and all the different steps that I need to accomplish. Then what I can do is, let's say, Tuesday, next week, Tuesday morning, I'm sat down my coffee and I think, Oh, yeah, I'm on step four here, build the web page with Thrive Architect, right. I'll go on and do that for 30 minutes. Work on that specific task.

These big projects, or any projects you want to do is always broken down into little steps. By making a checklist of that, you now just got nice, easy, enjoyable tasks just to get that done, get that done, and so on.

You don't miss anything. It's very methodical and it's very enjoyable because you're taking stuff off so you're getting constant mini rewards for making progress. I can't recommend it enough.

So that's today's session, please do like this video, I'd really appreciate if you can also share this. As I said, this is really just a completely free open access during this difficult period that

we were going through. In the description there's also the Facebook group, I'll be posting there tomorrow, probably a video on my phone, just with some updates in particular, the transcriptions, how you can get those transcriptions again for free. There's no there's no charge for any of this.

The transcriptions for the sessions, and also the slide packs as well. If you would like to download those as well. Watch the Facebook group tomorrow. I'll be updating you on that.

Thank you very much to everyone who's attended live. It's brilliant to see you here. I love the fact that we're doing these live rather than just as a recorded video, and if you can attend next week, we will be continuing on we are going to be starting on Tuesday again.

I think what we're going to do on Tuesday is look at some graphics. We saw some of the web pages today where some graphics were included, but I didn't explain how we do these did I? Well, there's some cool tools. In fact, one particular free tool that is fabulous for this that I'm going to share with you next time. We'll be getting into all that and lots more to come as well.

Whatever you're doing have a brilliant weekend and stay safe as they say that's the common phrase at the moment.

Any questions do post in the Facebook group. I'm in there and we're here to help you just ask anything. There's no silly questions at all.

Enjoy it. absorb the information, have fun.

It's such a brilliant business. It's terrific because you can make it up as you go along. And you've got a global audience, location independence and a flexible lifestyle. I wouldn't change it for the world. It's one of the best things that I've ever done.

Until next week, we will see you see you then, so Take care for now. Cheers for now. Bye.