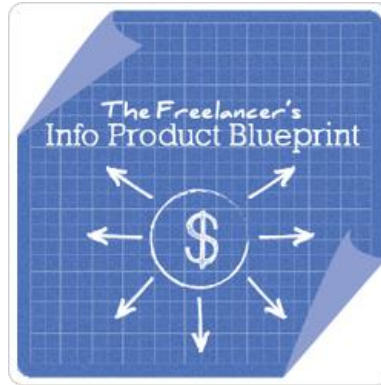




Session 5: Set Up the Rest of Your Technology

Tech is the biggest intimidating factor for new info product marketers. And for good reason. It can be a real headache.

The good news is that there's never been a better time to get started. There are tons of bundled and/or turnkey options available that can keep you from having to cobble together a dozen different applications or plugins.

Unfortunately, the closer you move towards turnkey, the more expensive the options. That's because these comprehensive solutions include so much functionality you'd normally have to buy separately.

The downside of going with a fully featured, turnkey solution, however, is that when you're starting out you're paying for lots of features and capabilities you don't need yet.

So rather than starting out with a turnkey solution or piecing together a bunch of different solutions, we've chosen a much more sensible option for you: creating a simple, homegrown technology bundle.

As your business grows, you can adopt more and better technology. But when you're starting out, you're way better off keeping it simple, bare bones and super affordable.

In this session we'll give you a big-picture overview of the major tech components needed to run an info products business. I'll describe the five big

tech categories you'll need to fill. From there, Crystal will describe three homegrown options and when each is best.

The 5 Major Ingredients You'll Need

Ingredient #1: Sales Page

You'll need a web page that describes your info product in detail and helps you sell that product.

The most common approach is to use a sales letter format that starts with a headline, then describes the problem your audience is facing, positions your product as the ideal solution to that problem, explains what they'll learn and how they'll benefit, asks them to buy and lowers their risk through a money-back guarantee.

We'll talk more about your options for publishing this sales page, but for now just know that you'll need one. I'll also provide you with some bonus training on how to structure your sales page. But don't worry about that for now.

Ingredient #2: Payment Processing

The second thing you'll need is a way to collect payments from customers. This is obviously another must-have. There are some great and simple options out there, and we'll talk about them.

Ingredient #3: Product Delivery

Next, you need technology that enables you to *deliver* the product to your customers. By "deliver" I'm talking about a platform to publish your content—and as you grow, to also *protect* your content so only those who buy it have access to it.

Ingredient #4: Email

We talked about email service providers (ESPs) in Session 2. An ESP enables you to send out emails to your list promoting your product. But it does much more than that. It enables you to also send emails to your customers with information on how to access the product. And it allows you to send messages to your prospects until they're ready to buy. So this is another must-have.

Ingredient #5: Blog

Finally, you'll need a hub for your info product business—a place where you can publish helpful free content for your prospects and customers, and where you can collect contact information from new prospects.

A blog is not essential right out of the gate. But in order to grow your info products business, you have to have some sort of web presence.

Start With a Homegrown Bundle

The good news: you can keep this very simple in the beginning and then add pieces as you grow.

You have nothing to gain by getting too fancy when you're starting out. Resist the temptation of shiny objects and focus instead on creating and delivering a great product. Think baby steps!

OPTION #1:

Sales Pg: LeadPages or Wordpress
Payment: PayPal or Stripe
Product Delivery: Dropbox or Vimeo
ESP: Mail Chimp or ConvertKit

Blog: Squarespace or Wordpress

Key advantages of option #1:

- Bare bones (costs and complexity)
- You don't need to be highly technical
- Fewer obstacles when starting out
- Higher chance of success

Key disadvantages of option #1:

- Product delivery not as clean and professional if using audio
- Not as seamless an experience for the customer

Explanation of Tech Elements

Leadpages

Affiliate URL: http://link.leadpages.net/aff c?offer_id=6&aff_id=20258

Standard URL: www.leadpages.net

(Side note: Some of the links in this handout are affiliate links. That simply means that if you use that link and you decide to buy the product or subscribe to that particular service, we may get a commission from the company for recommending them. Please note, however, that we're very particular about the companies and products we endorse. So if you see an affiliate link listed, that's a company or product we truly believe in. And you won't pay any more for using the affiliate link vs. the standard link.)

What they provide: A platform that lets you create beautiful and high-converting landing pages, sales pages, pop-up forms and more.

Pros:

- The templates are prebuilt
- Super-easy to create your pages using their templates
- All pages and elements have been tested rigorously for conversion effectiveness
- Leadpages hosts all the pages, which reduces your risk if your website goes down
- Lower plan is very reasonably priced

Cons:

- Their pages do have some limitations (you can't customize *everything*)
- It's an additional cost if you're already hosting your own Wordpress site

PayPal

www.paypal.com

What they provide: Full payment processing. That means capturing payment info, authorizing transactions and transferring those funds to your account.

Pros:

- Great option when you're starting out
- They've been around for a long time
- Buyers recognize and trust the brand

Cons:

- Mediocre customer service
- Hidden fees
- Extra fees if for taking credit cards via PayPal
- Limitations if/when you offer 1-click upsells down the road
- Chargebacks/disputes usually side with customer

Regarding Paypal and similar aggregators: Because they don't know anything about you or your company, if anything happens that they find "unusual," their only recourse is to freeze your account entirely or hold your money.

In addition, Visa and MasterCard monitor aggregators very closely. Once an individual or business sells more than \$100,000, Visa and MasterCard force the aggregator to issue individual, traditional merchant accounts for the business.

Dropbox

www.dropbox.com

What they provide: File hosting service that provides you with affordable cloud storage.

Pros:

- Excellent file storage and delivery option (especially for audio & handouts)
- Very simple to set up a folder with your product files
- Very cost effective (\$10/month)

Cons:

- Not the most polished option in terms of product delivery
- No login credentials needed to access the folder
- Not the best option for video files

Vimeo

www.vimeo.com

What they provide: Video hosting for your info product lessons

Pros:

- Excellent interface
- Reliable video players
- Reliable file hosting (both speed and uptime)
- Fixed, affordable annual fee for premium level

Cons:

- You can't host audio files

Mail Chimp

www.mailchimp.com

What they provide: Email delivery and list management

Pros:

- Good-quality free plan
- Relatively easy to use

Cons:

- Somewhat difficult to migrate if you want to switch to another ESP
- No tagging functionality
- Not everything is user-friendly

ConvertKit

Affiliate URL: <http://mbsy.co/h9MTc>

Standard URL: www.convertkit.com

What they provide: Email delivery and list management + landing pages for opt-ins

Pros:

- Very easy to use
- Tagging functionality not available in most other ESPs
- Easier to segment your list as you grow
- Landing page builder included (for opt-in pages)

Cons:

- Cost is \$29/month

Squarespace Blog

What they provide:

- Pre-made templates (with some level of customization)
- Site builder
- Hosting

Pros:

- A great way to launch your first info product web property if you're not tech savvy
- Beautiful, clean and professional templates to choose from
- Cost effective
- No need to deal with plugin headaches

Cons:

- There are some design and customization limitations
- You may eventually want to move to Wordpress
- You'll still need another tool to create your sales pages / thank-you pages

Wordpress Blog

Note: This option is in lieu of a Squarespace blog.

What they provide: Content management system for your website

You will need to build a self-hosted Wordpress site. (We recommend Genesis themes from Studiopress or Thrive Themes)

Pros:

- It's the most common website platform

- Relatively easy to build a site with Wordpress
- Lots of themes (templates) available that are beautiful and inexpensive
- Easy to find affordable help if you're not interested in building site yourself
- You can buy a theme for your sales & thank-you pages, reducing the number of technologies you'll need to deploy

Cons:

- You still need some tech knowledge
- You need to hire a VA to help you if you're not tech savvy
- You need to buy and maintain plugins for different functionality
- Things can break
- Not fun if you're not technical at all

OPTION #2:

Sales Pg: Wordpress

Payment: PayPal or Stripe

Product Delivery: WP eMember + Amazon S3 (audio) **or** Vimeo (video)

ESP: Mail Chimp or ConvertKit

Blog: Wordpress

Key advantages of option #2:

- Wordpress functionality without complicated bells and whistles
- You don't need to be highly technical, but you need to know Wordpress
- Alternatively, you could hire a Wordpress VA (virtual assistant) to set it up
- Adding WP eMember enables you to protect your content
- More clean and professional look and feel

Key disadvantages of option #2:

- Big jump in tech skills needed from option #1
- You may need to pay a VA to set this up for you
- More complexity

Explanation of Tech Elements

WP eMember

<https://www.tipsandtricks-hq.com/wordpress-emember-easy-to-use-wordpress-membership-plugin-1706>

What they provide: WP eMember lets you selectively protect articles by creating various membership levels (example: Free, Basic, Premium, Ultimate etc.) and protect the content (posts, pages, comments etc) of your site. The plugin manages all the membership management side of things

Pros:

- Easy to use interface
- Simple and straightforward protection for content protection and delivery
- Can generate protected download links to prevent content sharing

Cons:

- This option only works with a Wordpress self-hosted site
- Customization of elements is slim unless you have advanced technical knowledge or hire a VA.

Amazon S3 + EZS3 Interface

What they provide: Cloud hosting for all your digital files.

Pros:

- Much faster and reliable than hosting these files with your web host
- Inexpensive
- Enterprise-level hosting (incredibly reliable)
- EZS3 interface makes it easier to work with Amazon S3

Cons:

- Not user friendly
- EZS3 interface makes it easier, but still not a super-friendly solution

OPTION #3:

Sales Pg: Wordpress

Product Delivery: Access Ally

Payment: Access Ally (PayPal or Stripe in background)

ESP: Mail Chimp or ConvertKit

Blog: Wordpress

Explanation of Tech Elements

AccessAlly

www.ambitionally.com/accessally

What they provide: AccessAlly is a WordPress plugin that lets you assign membership levels to your customers, track your students' progress, and easily create course content. It also allows for secure media content hosting, whether that is audio files, PDFs, video or Google Hangouts.

Pros:

- Can work with your existing WordPress theme and its layout is fully customizable.
- Host as many programs and courses as you like
- Allows you to run time released courses
- Accept payments directly via Stripe or Paypal, and allow customers to update cards for recurring subscriptions
- Built-in customizable shopping cart
- Secure content hosting
- Integrates directly with most email service providers
- Excellent customer service

Cons:

- Significant monthly fee
- More than most beginners will need

Making Your Decision

You need to decide what's best for you based on:

- Budget
- How tech savvy you are and how much you enjoy tinkering

- Features you want from the start vs. growing into them over time
- DIY vs. get help from a VA

Our general advice:

- **Start with option #1** until your info products business is generating steady revenue
- Don't strive for perfection (Ready, fire, aim!)
- As your business grows, you can move to option #2 and beyond

We are going to provide you with a more advanced technology training session as this program comes to an end. But in the meantime, stick to the simple options outlined here.

Your Assignment

1. Review the three technology bundle options from this session and make a decision on which one to start with.
2. Set up an account with each company (e.g., LeadPages, PayPal, etc.)
3. Familiarize yourself with each tool. Go through the tutorials each company provides.
4. Once your product is created, upload the files into the product delivery platform you've chosen.
5. If you haven't yet done so, start importing or entering the names and email addresses you gathered during your research and validation phase into the ESP of your choice.