**Transcript – Nancy’s Bonus Session for TRIBE Subscribers (5-13-20)**

NM: I going to talk about today about tech-related things so there's nothing in your way of moving forward of creating your founder's launch .Peggy Lee, you did your founders launch, right? Let's hear about it

PEGGY LEE: You know, it was crazy. During the free training, you know, everybody was saying, I launched my meeting. You know, but when I did my founders message, I started feeling the pull and I had just gotten off an author's giveaway I added 360 people to my list so I thought everything was aligning like crazy and I have this new list and there are people who want to write their book.

So I only sent it out to whoever signed up for my ?, I gave away my two step outline, but as you know, when they come in free, they also will immediately unsubscribe. So I probably had about 25 unsubscribers right away that signed up for the freebie and locked out which is not a lot for 350 people and that's okay. I don't care. You know, that that's what they do. I have done that before.

So it's all good I decided I'm just going to put one together. I started using his script, which was great, but then it didn't sound like me and I thought “Well, I'm going to rewrite it a little bit. It probably took me a day to rewrite it and then I left it alone for a day, came back to read it and **I launched it on Saturday morning**, **which, you know, a weekend is probably not the best day to launch it, but yet at the same time it was just like**, people get emails all the time.

And for those who are really starting to get into business, they don't take weekends off really I still have my email ready. I did not get anyone signed up from that list, but I felt really good about my email and I had gotten some responses back from people in Australia.

I can't remember where the others were, but the one from Australia just stood out in my mind. She said, you know, I really like what you're doing and giving away all your stuff you know, for, that's affordable. She said “Right now I can't do it because circumstances.” She asked some questions

NANCY: Tell us about your pricing. PEGGY: I offered them a $20 a month ongoing, $200 a year and then $397 for lifetime. And I also put a caveat in there. I'm actually still in the middle of the launch right now. I said it was going to go on for a week so I still have like 3 days to introduce it to my other list and I told them that when I entered that to my other lists. But lifetime membership was going to go up a hundred bucks. NANCY: So did you get any takers? No.

NANCY: I recommend you may be giving them too many choices. Aa confused mind doesn't buy.

NANCY: You need to switch that up. I would do the annual and the monthly and get rid of the lifetime for now. That would be my suggestion primarily because when I think about writing a book. . Mostly, are you're telling me I need to have this skill set all the time? No, I'm not going to write a book for my lifetime so it's $20 a month over the course of the year. Here's all the things you're going to get. So I would just switch it up, take out the lifetime and they get the $20/month or $200/annual . That’s good because I was thinking: Who ever starts writing one book only to realize they want to write more books? NANCY: Correct. But they don't know that going into the game.

They're struggling with just getting their first book done. So the idea of all these books, they don't even have a concept cause they don't know that they have the capacity for it yet.

SANDRA: I just have one ? When you're doing that and you have the two pricings, one is monthly and one is full.... Should you give a discount for paying in full... llike most people do, be $220 a month would be 240 a year. So they save $40. I did some recent math on like five or six that were in the, the free course and the last people who we brought on and I checked their pages, the average is 12.5% discount.

LINDA? What should your regular pricing be?

NANCY: It seems like you're not enticing them enough on the founding member side if you're going to do ultimately, you know. So what is your email? Did you have it in your email? What the price was going up to? Uh, only for the lifetime membership and that was for $97. So you upgrade probably stepped a little too far away from Stu’s script because it does have that in there e.g. as a founding member, you get it for $20 a month, when you launch your course to the public, it's going to be $30 a month**.**

**You have to put that language in there so they understand that was a good point.** And they have that for the rest of their lives? They're grandfathered in. Why don't you forward me a draft of the email so I can kind of go over it a little bit. WHO? Okay.

NANCY: And you did the most difficult part, you launched it! Everything from that point is tweaking and listening and talking to people and then massaging. The thing that we all need to really \*get\* about marketing is that it's an ongoing process. Any of the **big guns out there will tell you, you need to do split testing**.

You're going to try this. All you hear about is people’s successes. They don't tell you about their duds, but there are duds so it's about continuing to test and listen and refine your messaging and you did the most important piece you got it out! That's awesome..
?? I was out there and then I just said *‘Oh Well, What the Hell’(inserted by Aneta)* I wasn't trying to tie myself to an outcome right now

NANCY: Good. Get it out there. You're going to continue. You're going to email the rest of your list. Yes. Beautiful. So email the rest of your list and you probably are gonna um, make your list a little bit tired if you do this right. So when does it expire? Uh, technically I gave it a week. So it expires on Saturday at midnight. Yes. And today is Wednesday.

NANCY: You probably need to send three emails out. One every day in order for this to be effective and I say you're going to make your list tired. They'll understand that it's about a sale, you know, or something special.

Also, I wanted to share how it looks from their perspective: “ I wanted to make sure that you don't miss this, don’t let this chance pass you by...we have done over the years, something similar to what Stu does and well, both of us learned it from this guy Jeff Walker,and it's referred to as your ‘Founding Member Launch.

Another term for it is a four-day cash machine. It’s a special that you run just for four days, 1. you send an email out the night before the cart opens, one on the second day, on the third day again, and then we send two out on the fourth day. So it's a total of five emails in the sequence..

NANCY: So Stu’s \*Founding Member Launch\* is based upon a structure known as a four day cash machine that you run for four days. When we needed a cash infusion, we create a platinum membership as the next level of membership.

**SEQUENCE OF EMAILS:**
We sent an announcement out the night before the cart was going to open: ***“Hey, something special is happening tomorrow!”*** Then we sent an email out the day in the morning of the sale, like at 6:00 AM, another one on day two, another one on day three in the afternoon, and on day four you send one out in the morning and one out late at night just before it closes. And while you will get some people who will unsubscribe, you'll also get people who wait till the last minute. And that's the other thing I want everybody to get is that there are people still thinking about the email you sent out on Saturday, but they haven't pushed button yet. They're waiting until the last minute, which is why we have a responsibility to remind them.

Even if just four days, the price is the same. The ‘Beenefits’ are 1) This is a onetime special, 2) you're getting all these, 3) you're getting all this special stuff or 4) it's a founder's launch and 5) you're getting it at half off plus 6) you’re getting bonuses e.g. things like that.

LISA: Do you change the time of those emails to capture people who are early email, lookers in the morning, afternoon, all of that. Is that another strategy within those four days? And we do quite a bit of email marketing as you've all experienced. So, bottom line, what are the best times to emails?

NANCY: Let me give you some structure around that Sunday evenings, about 8:00 PM Monday: mornings around 6:00 AM; Tues-Thursday: Sent out ln Afternoons are good e.g. between three and four o'clock all business days. Monday through Friday, three to four. And when you're doing a founder's launch or any campaign like this, you want to send one out like 11 o'clock at night on the SECOND day/NIGHT or maybe midnight***, “It's midnight and THIS email could change your life!”*** because, sometimes, there are people who were scrolling late at night & THIS is when THEY buy!

NANCY: If you're going to do your four day cash machine, let's say Monday, Tuesday, Wednesday, Thursday closes at midnight on Thursday. Okay. send 1st email out on Sunday night @ 8 o'clock. Monday morning, 6:00 AM; Tuesday at 11:00 PM Wednesday. On Wednesday, I would do midday and then Thursday the final day I would do 6:00 AM and then like eight or 9:00 PM.

SANDRA: Okay. I'll send the replay replay beause I have this in my head, not on paper. I think I missed something in the beginning that threw me off completely. So...is this after you've already launched the founders?

NANCY: No. This is the email sequence for your founders launch. Okay. So when you say email one day before the cart opens, Sunday night, you're implying that there's a cart that will be opening &. that's when, with your shopping cart people can actually buy..

SANDRA: Okay. NANCY: Well it's not that the program has started Let's remember where the founding members launch. You're actually not even giving them necessarily anything. It's this is your funding process and speed back process from the people that you're bringing in. You do not have to have your content ready to do a founding members launch.

SANDRA: That's where I kept getting confused when Stu was talking about all that and I don't think I'm very clear myself, but I don't want to take away too much.

NANCY: No, that's okay. We'll come back to this because it's an important point. So let me get a Anita, Becca, then Linda,

ANETA: How many days do you recommend spacing between the last sales day given this example of Thursday and when the training begins? Days or one week could be month.

NANCY: That's really up to you. Let's say you did a founding members launch on what we've talked about, Aneta, and you don't have the content created. You have a rough idea of the outline. You've maybe gone through the success path and some of the modules, but it's not all created and buttoned up yet, right? You launch your founding members launch and maybe you know, estimate for yourself, how long is it going to take me to put this? Then, you actually only need to put the first module together. You don't have to do the full year of content or the full six months. So how long as it going to take you to get the first, you know, one or two modules done or the things that they'll need and how long will it take you to get that done? Is it going to be 30 days or 60 days? It doesn't really matter because you're giving them such a deal. That's why, and when you read the founding members script that Stu created, he talks about, “*Hey, I'm doing this for all of you. Nothing's created again. Let me be very clear on doing this so that I can invest back in you to deliver a better course””*

ANETA: Yes, I did. I have read through that, but I have not done the work.. What I have drafted is a survey of, this is what I plan on including, and I'm saving space to include anything else you would like included. So...when's the best time to send that survey out?

NANCY: You could do that either b4 your founders launch or you could do it after a wk or two later.

BECCA: I already have memberships out there. Can I use this to do like an eight week program where I'm going to drop the price on it. And my second question is how often can we do this type of a message because maybe I will have a rock bottom kind of a price for my regular membership or..

NANCY: Let me answer your second ? first. One of the things that we’ll go through in the training with you is considering whether your membership is going to be ongoing open enrollment or open and closed enrollment. For example, our WPN traditional membership is an open enrollment.

There's an advantage to that because people can always get in. The disadvantage is to create a sense of urgency. We end up having to make specials come up with bonuses and it's a lot of work. So with our coaching program, we switched that up by learning from Stu. Now, we only do open and closed enrollment every quarter so it's once a quarter that we open enrollment for that.

BECCA: That makes sense. So my membership is simulated as in WPN where people can come in, but I have special courses and special programs that have a start date and have an end date.

NANCY: You can definitely run as a four-day cash machine special that I just outlined. It's the same flow of a founding members launch except you're actually launching a course.

BECCA: And how often can you do that kind of a thing?

NANCY: It may be quarterly. That would probably be the most successful...or...one or two times a year might suffice. But it depends....especially if you think about this: How many courses do you have?

BECCA: I have a lot of different courses, but it's not about how many courses I have.....

NANCY: For you to actually launch this as a new membership, put all your courses together, deliver one per quarter over the year, bundle it together and sell it all at once.

BECCA:Holy COW! NANCY: “I know you love me & I love All of you! ☺........................
So, you only open membership for this special advanced program or whatever it is! Say: *“I only open this enrollment twice a year*. Maybe you only open it at a 50% discount. *But, RIGHT now, you not only can get it for a 50% discount, but when you buy it NOW, you get these bonuses. This deal would never be offered again.”*

BECCA: “Oh my gosh. I'm filled with chills. Nancy, you are so brilliant!”

NANCY: Thank you. I get help from all of you and up above.

BECCA: THAT's why there's value in being a WPN member and I appreciate you. Perfect timing! God is so amazing that we reconnected and you said,”*You got to talk to Stu*.” Thank you.

NANCY: ‘You're welcome. .. That client is probably got a little bit of a different mindset, you know, the one that are going to do the courses and it could also be a way to bring people in who ends up in your continuity of your membership which you already have built in, which is awesome.

SANDRA: So when you open, you're doing these emails before you're opening your cart and you said you don't even have to do the launch until maybe a couple of months or a few weeks or whatever but they're beginning to pay now. If they're doing monthly payments, they're beginning to pay the minute that they start and they're paying monthly and it might be three months down the road before it even starts.. So it's coming together, it's still a little bit out there, but what I have right now, what you and I did the other day, that little chart thing that we put together that you put together for me. I have a basis for it now... I can do my founder's lunch now and say,”*I'll be ready in a month or two to actually launch it, but, at this point, I’m just start getting people in.*

NANCY: And, and if you're gonna do something like that, you want to talk to your founders during the ‘in between’ timespan because part of what you're saying is you want feedback and input on some of the content and the way it's delivered.

So, to the founding members, you may say “*The course isn't gonna launch until 60 days from now, but in between now and then, we're going to have two conference calls or two zoom sessions together and just get together with the founders”.*

SANDRA: And then that's the survey that I think Anita was talking about sending out to the people. Now what about doing that before you have your people? Like if you have just a people like, um, well you wouldn't know if they're looking for what you're offering. Okay. Can you do a survey ahead of time to find out what people might be interested in beginning with?”

NANCY: Yes. That's the kind of stuff that you want to do. Did Stu talk about one of the bonuses yet that you all will, likely, get re Rachel Miller’s course, Instant audience? Did he drop that one yet? Not yet. That's part of building your audience. So if you do that, you can do a survey beforehand because it actually will help build your audience.

Like you could post on Facebook, and I think Regina has done something like this recently, right?

REGINA: Yah post on Facebook that you’re are thinking about creating a program about blah, blah, blah. Tell me what you'd be interested in learning. I went ahead and created the nuggets of the program. And I love what Stu said about **keeping it simple**. So like for my content, I kept it to five things. Some of them are videos, some of them are going to be like tangible things. And I love this conversation cause I'm coming up with more ideas on how to put it together cause it's true. Like if you know what people want, then you create it and then you deliver it to them because they've already told you they want it.

NANCY: You have proof of concept and part of the reason it's, it can be challenging to wrap your head around this whole founders launch given we’ve been trained: “If you build it, they'll come” Well I'm telling you if you build it, they ain't going to come. Instead, if anybody's like feeling, “Oh but I haven't created it yet, how could I sell it? That could be like feel like an integrity issue. But it's not. You'll create it. Think about this. Has anybody here ever bought a ticket to a concert or a play or a seminar? When you bought that ticket, they had not delivered yet, right? It's the way of the world.

It's really the same thing. First find out what they want, do surveys, post on Facebook and then you know, if it'll come in. I'm kind of, you're helping answer my question, which was that I had emailed and that night it was late at night and I was just like brainstorming.

REGINA: So, as I was writing the email out, to you, I realized I was writing to myself! and it was such a cool exercise because as I was putting it together, it's actually helps me to create my website.It helped me to create my opt-ins so it's such a cool process because it's like really seeing big picture....Like what is it that I want to be able to deliver to people. And, um, I think it was Linda Wright who had two or three different levels.

NANCY: I think we want to give so much that we want to give people options and that makes it harder for us because then we're trying to like almost like I'm fire hose, right? So I'm learning, keep it simple and when it's time people are going to tell me, Hey, we want more. And then I'll say, okay, great. I already have it ready,but like chunk it down because otherwise that's where people get lost. Excellent. Good stuff. Good stuff.

SIMONE: I have a few comment: During the Founder's launch, asking people to pay in advance when, when it's an annual kind of membership, doesn't feel integrous to me unless I'm asking them to really be a supporter ...not so much a member, you know what I mean? And, and talk to them in a way that while you were on the ground floor, e.g. ‘Thank you so much for helping me build that kind of thing because my mind can't picture that. I feel like I have to have it done because only THEN will I feel ‘ready.’

NANCY: People love to be founding members, they love to feel special and that invitation alone is gonna, raise their inspiration to want to be a part of it cause they want to be able to say I'm a founding member. So that's a recognition thing, a credibility thing that people like when you said you want them to thank you for helping me build this. I just want you to shift your thinking ever so slightly from they are helping you...to... They're helping you ensure that the delivery mechanism, it will serve them best and that the content is what will serve them best.

NANCY (cont.): It's not about them paying you money in advance of creation, it's about them helping make sure that they get what they need in the best possible way so you're giving them the gift of input and how the course is created and delivered and you'll give them some bonus sessions in advance of the content being created.

NANCY:...and I know you, Simone, when you get on a call or a zoom, you're going to be coaching them and helping them and making a huge difference in their lives!. You're going to be influencing the entire virtual room they're in. Just remember: **As long as you have a membership, always make them feel special.** you can say: “***Oh, she's been here since the beginning.”*** Lisa, what do you think? How would that be for you LISA” You know that's interesting because I do that intuitively/naturally!

NANCY: So when I'm doing something with a chapter leader or a mom on a group session, I’m always saying ‘*Wow! Linda's been a chapter leader for six years or someone you know, our founding members and I love to say I'm a founding member of things*

SIMONE: My last question is what platform is everyone using to deliver their material and how are you making it exclusive?

NANCY: So let's talk tech a little bit now because there's lot, which was part of my plans for this first bonus session to help you understand the techy part of creating a membership service, ok?

There's a few different ways that you can deliver your information: You can go super low, low tech and use a Facebook group and the units capacity inside of Facebook to deliver your content, and what that looks like is you host a zoom webinar, you save the recording, downloaded to your computer and upload it to Facebook and you put it inside of a private Facebook group that is set up as a social learning Facebook group.

There's different types of the groups that you get to pick from when you're setting up a Facebook group. if you say a \*social learning\*, that's what activates the units component, but (SIMONE) Does it belong to you or does it belong to Facebook? So here's the deal that the, I mean, technically it's on Facebook's platform.

NANCY (cont.): I don't think they own it, but they're not going to go take your stuff & do something with it. But if Facebook ever did shut down, you would lose all of it. But remember that you also have it on your computer. Youou save it to your computer, you upload it to Facebook and if you had to recreate it or at some point in time. It's simply a great way to get started without having to worry about a whole bunch of things so...

you start with a Facebook group, then over to a membership site, some type of platform, different membership But you can do it with the YouTube platform as well and just mark it as ‘Unlisted’ so it can't be easily found.

What I wanted to add was, yes, you still have it on your computer. It's always yours and the thing I like about the private Facebook group is it creates an opportunity for connection and conversation and interaction sothat's why it's a great way to start,

LINDA: Important thing to remember is that as long as you have their information on your own database to invite them to the Facebook group because members on Facebook, you don't own that list itself. Well they're only going to get into this private Facebook group if they paid you, right?

So they have to come through you, they'd have to register some opt-in somewhere that you actually have their contacts. Well they're going to pay money, right.

Just real quick about converting. So if I have a Facebook group, it's not a paid Facebook group and I want to do my founding members launch, just change & do another group so the purpose of having an open Facebook group is to attract your audience and attract your tribe.

What you have, is free. You do free stuff in there. Just follow what Stu did. He invited us all into the membership and subscription community. The minute we paid, we got an invitation to the new group. Right. Okay. So that's the same exact way.

And you keep the open one going because you're going to invite them again for something else. And then all the people who are in your paid group will still be in there saying, Oh my God, it's wonderful and you just don't do it. It's great.

So you leverage that audience and that community to help. The next time you're going to launch and sell something. Like we have women's prosperity network, we have an open group and then we have just the gold members group, right? You have to be a paid member for that.

JACKIE: Let me go a little deeper. I just changed my Facebook group name to awakening healers or fledgling healers, but at the same time, I am working on like a course and I feel like it needs to be a lot more specific like healing anxiety or something like that.

NANCY: Regarding the course that you're putting together, are you asking if the group name needs to be more specific? I love that it would be congruent, but I think the course needs to be a little more specific rather than just “This is for healers” You know what I'm saying? Like you got to tell me what's in it for, me...you know, what's the benefit? What's the result of the course? Okay, anxiety relief and, in a clear vision for the future.

NANCY: So I'm a healer and I have anxiety and I don't have vision. JACKIE: Yeah, a lot of healers are stuck. When it comes to their own stuff, do they identify as having anxiety? I don't know if they would self-identify as having anxiety, but maybe they would. So that's where the survey comes in handy to do.

NANCY: Yes, the survey would be helpful...and...also let's think about, the course you're creating, is that a way to launch your membership? Is that what you're thinking?

JACKIE: either that or the next step. So let's think about the, if we look at awakening healers, so these are people who know they have a gift, but they don't know how to share it. Maybe in their life tells them they're crazy. Right? You can't make a living doing that Which creates all kinds of stress and frustration. I just gave you all the marketing copy for the page, by the way.

So those are the problems, you know, would you, this is the awakening healers something, you know, path pathway to purpose and passion, healers pathway to purpose, passion, purpose and prosperity or profits or prosperity is probably good for healers.Give them a pathway to what it is that their heart is yearning and aching for. And that would, that would be the course.

Yeah, I wouldn't, I don't think you need anxiety in the course and I don't know what you were thinking about for the content,but from the purpose of who I am and what I want, I want you to let me know that I can do this. You know what I mean? And you're going to give me the tools to make sure that I'm fully enlivened and awakened and living my purpose. That would be attractive.

Aneta: From our 1-on-1 a couple of weeks ago, my intention is to start a movement not of a revolution, but a respectful-ution. So my ? is, what about offering to each new founding member can sponsor one other person who can't afford getting involved in order to get them involved.
NANCY: So you're inviting me to be a founding member and part of the benefit to me is I get to help you by sponsoring and inviting somebody else in.

Aneta: It's really training them and, then, giving them their first assignment of getting someone else involved by giving the person of their choice a free membership to my training that teaches them how to be an ongoing activator best.

NANCY: I have mixed feelings about it. I think it will work if you have really enrolled me in the vision of what your movement is all about,... I will want to activate other people if that's like a core tenant of what the movement is about is let's focus on unity in the community vs unity across humanity. You really need to get me to have that buy-in. Okay. And then we're in this together.

Your messaging has to be “We realize that we need to do this together. No single one of us can do this and right and when you're doing your, your offer, your invitation, it's that, um, you and I both know that there are extraordinary people who could benefit from this and be part of this movement and I don't want to let their financial situation stop them from being a part of it. So part of your founding membership is you are all gifted with a golden ticket to share with the right person who understands our values and what we're about to bring to this movement.

Great marketing copy. My other question questions are small. That is, how much time do you recommend we reserve to be socially active in this group? And like you said, I think you or Cheri Martin said, get involved in other groups. That's something that I don't discipline myself well enough yet. So I'm want to go back to how much time per week would you recommend I reserve to be socially active?

How much time should I reserve in my weekly schedule to be socially engaging? My suggestion would be that you commit to 15 minutes, two times a day, three times a week at the minimum. So I would do 15 minutes, you know, in the morning or lunchtime and then 15 minutes later in the day and commit to doing that a minimum of three times a week. If you can do five days a week,great. But strive to be active 1-2 hrs/day and SIX-SEVEN days a week will give you enough visibility, exposure. And remember that engagement in these groups is not just posting that, posting the question on your timeline or in a group that gets feedback coming in. It's going into other groups and lock eyes without selling. It's all, it's really about that whole process of building relationships.

Other platform options besides this first one and answer to someone’s ? re platform options like ‘Teachable’ or something like that. e.g. ones that I've heard of but not used yet

So there's Thinkific. I know Deb, um, Deborah Morrison has her course on think ethic. I know Burt Smith Lyons and I'm going to put you on mute again, Anita and u can unmute yourself if you need to. Thinkific is a good platform.

Ruzuku is another one and I think Carol has used it. Yes, it'll let you create a sales page everything within the hub. It's kind of nice, right? Yes. And you,can track peoples who sign up for your program. You can track their progress so you know who you might have to touch base with so you can keep them how much? I think around $600. Okay. The support is outstanding. I have to say that because I struggled at the beginning with, just sort of getting my feet wet lifetime or annually, annually. And just keep your eye out because i know one of our members bought Ruzuku on a lifetime special, so they do the same type of deals we're talking about here marketing.

So we can keep our eye out for that. I can just add something in that, those sound like they're hosted on somebody else's site. So if you want to maybe host it on your own site,that's another consideration. My friends and that was my decision is to make sure that I wasn't putting out my content.I had some and you might have some, um, um, you know, content that proprietary content. I was thinking for the word. And so I use a site called **memberpress.** it has various plug-ins that connects to WordPress. It also works with my payout system for Stripe.

It works with where I host all of my podcasts? (where I hold all of my videos given I didn't want my videos on YouTube because other people's stuff and ads would come in). So I think you have to look at it and decide what’s your ultimate goal and what do you need before you just choose one based on price because its important you look down the road at what you might need because it can get expensive and made these ?\_\_\_\_? very costly, um, errors or lessons.

So that's why I'm here again with Nancy and with Stu because I want to make sure I'm doing this right and I've already found so many, so many nuggets and just the first this, um, but if you, if you can try to think about where your growth is, what you want to do, maybe how you want to even sell your membership. If that's something that you're building to sell scalable, then just try moving it backwards and make sure that you're not taking shortcuts just to take, um, budget cuts. Because in the long run, I promise you it costs a whole lot more money, time and stress. That was really valuable. Thank you for that Becca.

 So **memberpress** is great. **OptimizedPress** also has a membership portal and that's what Lisa's using.So for those of you that I've helped build your websites with optimized press, that's an we can add in, optimize member and host your content in there. So I know that Sandra will be able to do that with new Simone,

Linda, so we can use the optimized member for your websites. I think I got ahead of you, Deb, by OptimizedPress at one point too. Right on the same note, Nancy, I do have optimized press, but are there specific membership plugins like Lisa or Becca, mentioned that will work on **WordPress** through **optimized press**?

Do you understand what I need? yes to the ? “Does ‘OptimizePress’ have a lead board system? what do you mean by “ Where you can do like an award based system” That was one of my biggest things that I was looking for. I don't, I think that's why I didn't go with that one. It had so many other beautiful bells and whistles though.

I know like Lisa's got, if you can give badges and awards, let's face it, if there's a way that you build that into your memberships, it helps with retention and I think that's part of what students I'm talking about with his bonuses and his game advocation bonus module. Yeah. That's what we just built into mine.

Because I know for me, like even when I play my silly solitaire game, I have a solitaire game and I have a word game and my word game every time I get the word a word right in this puzzle it goes, “ Good job. Awesome.” Well I think that this company has nailed this is, is fit Fitbit because I just got an award this morning that I walked the length of Italy over the course of the time that I had been using their system.

And they have, I mean, they have some of the most intense recognitions because this is beautiful. Notice how brilliant they are. I don't have a Fitbit, but it made me want one a little bit. And she just advertised for the company because she's celebrating her win. Yeah. Yeah. And that's significant and that's what I'm working on for my time management course is to integrate some sort of awards when people spend so many time,so much time on, on, you know,

NANCY: You really need to put a shopping cart on our website or can we use PayPal? So I use PayPal, which is a shopping cart. What are you using for your email system?

JACKIE: I use PayPal and Constant Contact.

NANCY: So the one challenge we have with constant contact when it comes to online marketing is that there's a slight friction in the buying process. As far as constant contact, I don't believe they may have improved, but when I hit the pay button, what I want ideally is for a client to get automatically re-routed to the page that gives them what they just bought.

But I think Constant Contact I think requires an extra step e.g. an email follow-up. I'm not sure because I'm not that familiar. I just don’t know. But that's one of the features on \_\_\_\_\_\_? I like.

They accept both PayPal and Stripe as a payment system as soon as you register. So that took care of that whole perfect bookkeeping.

I believe **optimized press** just launched a feature within theirs called optimized checkout and it does launch you to a fulfillment page that you set up on your website. So you hit pay, they pay, they go directly to what you just promised them.

NANCY?;I believe it takes both PayPal and Stripe. And we may want to take a look at optimize member Jackie for what you're doing. Their checkout pages& new feature.I just looked at it with Lisa the other day. So it's a CRM & ?\_\_\_\_\_\_\_?press is not a CRM so we still need that solution.

LISA: it's active campaign is what I'm using currently. There's an API and a web hook for all that integration between optimized press, optimized checkout and active campaign. And listen once your heads to spend too much about this, you know,

NANCY?: I get that we need to make some decisions about all the functionality and the key to remember is that you want to have three things that work together nicely so that you can make money online.

The **FIRST** thing: some way for them to give you their mone y so that's going to be PayPal, Stripe, a merchant account, whatever that is.

The **second** thing is some type of website or landing page and a landing page is a website cause it's built on the web that you can put that payment button on.

The **third** ‘thing’ is some type of email response system and you ideally want all these three interconnected so that they can all talk to each other.

NANCY(cont.): What that means is, let's say you have a landing, a sales page, buy my membership which is your PayPal button. They go to PayPal and pay inside of PayPal. You have told PayPal that when somebody pays me and clicks ‘Submit” finishes their order, I want you to send them to this page. So you have the redirect URL built in inside of PayPal. The other thing you want. so when somebody pays, you indicate with your email system, “Hey, somebody just bought this product, please send them an email and add them to my auto, my campaign inside of my email system. “Does that make sense?

Yeah. When they push the button to pay for PayPal, when they push the Buy button they get a landing page. So they're already in your email system? Yes.

NANCY: So was it Constant Contact? If they push a button to get to the landing page, they're already, that enters them in, in the email? Yes. Well if you, if you were sending an email from constant contact to your list and that email says go to this page to buy something,

you already have them in your system. Is that what you're saying? Yeah, if I, if,

if the link or something was on Facebook for the landing page, what I'm saying is when they click for the landing page when they click for the landing, so I'm on Facebook, I happen to see your sales page. I click, I go to the landing page. I'm not in your system yet. Okay. I thought you were.

No, just clicking on that link. I haven't given you any information. I haven't bought anything. No,

no. What I mean is when you go to, when you click on the landing page, you fill out the landing page. Well, the ladder in order to get the thing right. What I'm saying to you, have you ever sold anything directly on a website?

I sell it through constant contact. So, so the button they're clicking is to give you their money,

right? They're feeling. ‘and so constant contact talks to paper now. Right? So you don't, you automatically acquire their email. Only if PayPal and constant contact are connected through an API integration. Okay. So as long as they're connected, you're good. Okay. I've got that. Okay, good. I didn't know how tech I should go now.

At least it's all about web hooks. Hook. You need to connect to the active campaign so that the API goes back and it notified my guy whatever rabbit hole? ladies. Then we're talking yesterday and she's like, . It was a little TMI there. Nancy. I have to spoonfeed it.

ANETA: Given all the wonderful info we're receiving, maybe I'm the only one, but with receiving so much detailed TMI about all these options from Facebook through all the options you've mentioned, we haven't even mentioned Kajabi or what is it called? Infusion soft. Does anyone know of any kind of a matrix, like a consumer guide for example, if I want to buy a stereo system, first Iist WHAT features I want, then I check out what my sources offer:. Is it better to do best buy or whatever? Has anybody created a matrix so you can, if you Google, what's the best membership site to use, what's the best blah blah, two years. There are people who have put that together.

I've looked at them myself. That's how I decided to purchase infusion soft. I just Googled top 10 CRM, you know, e-commerce type of software, whatever, whatever it's called. And I have had, 10 of them and then I just read through all of the information and the features and the reviews and things like that and decided on, on infusion soft. Okay. Could you all be included in that list? Good job. Yeah, probably not because Kajabi is a combination of a membership platform as well as autoresponder.

So the job is a good one too. I'm under the impression that infusion soft takes a long time to learn , so here's what I'm going to say about that. Most things take a while to learn.

And if you were to get infusion soft, I could shortcut you through what you need to know because that's my specialty. Just I just want to get this done and I've spent,

listen for all the hours and hours, all of you have spent being frustrated with technology and trying to find an answer. I've been there too. I'm just a little ahead of the curve. Something will frustrate me too. I'm working on this new member and that's whole other thing for WPN that I've been working on for a month.

LINDA?: The one thing I, I know, for myself is I'm not a techie and when it comes to this tech stuff, I could spend hours doing what it could take somebody who knows what they're doing five minutes to do. And I have found in my experience at this point in my business development, it's a far better use of my time to pay somebody who knows how to do it, to do it.

To me it's a godsend to have professional people that you can trust to do the technology stuff and put the pieces together. So that's just my perspective!

NANCY: Debra you can google ‘How to get or use a free PDF converter. She was asking about how to turn hers or Stu’s PDFs into a fillable. I use something to convert lots of files. It's called
cloudconvert.com and it's free up until a certain point and it'll do all kinds of different conversions.

Cloudconvert.com is what I use and what I'll be back in a minute in the arena . What is game oppress? I did download some, I did what someone was saying, Google it and I, when I typed in my fillable things, the font was like negative four. It was like so small. I couldn't read it so clearly I cleared that off my computer. I'll do a clock convert. Yeah. Try that and see how that works.

So, um, game gamey press is, um, a gamification site that plugs into your word press. And I, it's, we were just talking about those bells and whistles and cheeses, so you can either do it on points, achievements or ranks and um, it, I wanted something for ink to boost my engagement and you know, different people like different things. And now I'll be, I'm looking to bring on sponsors in, in the long run. People be able to earn stuff, but sometimes people just want to be number one and that's good for them.

Different people have different reasons for wanting to come in. But out of my 56 or I guess I had 70 something members altogether, 10% show up and they are actually building, I realized that a lot of people bought it because they really just want the exercise and the food. They don't actually want come in and have the high end coaching. So as you know, I'm, I'm in the midst of building another membership that is low end, very easy and accessible for people. But I still think that I can bring them to another level where people that come in at that level,

I'll be able to bring to another level. But I just want to have solutions for people. But I found in talking to people who were not showing up, why they weren't showing up, and I found for some people who were showing up some of their hot buttons that would get them even more excited to share it with other people.

Yes, because we want them to bring other people correct. Not have to always do the marketing advertising and seek and put it out the messages to this other site that I use called scrubby,

which is S C R I B I E scrubby.com and you can upload um, audio files. I think I actually did a video file in there too and they transcribe it and there are different levels of accuracy for 10 cents/minute.

it comes out kind of like you can talk into your phone too fast. That's how it comes out. But it works, you know, it gets the concepts, it gets the core things and then it goes all the way up to I think 80 cents a minute.

 I'm probably gonna test search you to see how the transcript comes out. Okay. I think I'm using Temi and the price permit is a lot cheaper. I'll check and see if I find it. T E M I. I know, but is it less than 10 cents a minute? I believe it is, yeah. I'll let you know.

You guys are taking his PDF and not making it a printout BUT? a workbook. You're keeping it online and you're being able to put your answers in on your computer. That's what I do and then I print it out. Please tell me how you do that converter? I use a PDF converter.

NANCY?: I convert it to word. I fill it out in word. Then I make it a PDF again and I print it on my computer. What? Is this for PDF converter slides from a PowerPoint document or a workbook in a word document?

It's a PDF. Change it to a word document. Your PDs might also have a type writer function up top in your tools too, depending on the version of Adobe PDF. You have wait, so I have to buy a PDF converted. Will Google. There's a free one for you. PDF reader.

But I have a Mac just so you know. That's not, that's not gonna do me any good,but I'm just letting you know. If anyone has a child in college and they have an student ID, you can purchase Adobe pro, um, for like 16, $17 a month. Not just college. High school too. Cause they get ideas. Okay. So the one, the one that I did was in one of my nieces were in college at the time that I got it and I've been paying 16, 38 forever a month. Good stuff. That seems like a lot. $15 a month?. Really?

Yeah. I've got to get the cheaper, I mean now I thought that was pretty cheap compared. It was double. If I was to get it for more than double, if I was just to get it straight out.

LISA: Two things. One, TEMI.com transcription is 0.25, it's 25 cents per minute. That's what I'm using now. If anybody can beat that price, by all means, let me know. And then this and it's been pretty darn accurate. And you can switch between different speakers if you need that for that complexity.

LISA (cont.) Then with the PDFs, you might want to try tools up top and see if tools gives you an option for a typewriter; then you can just type right on to that PDF when you open your PDF document top right. NANCY: Okay. Thank you. Great. And so we did talk a lot of tech today.

SIMON?: Awesome! Thanks so much Nancy. There was one question that I didn't hear the answer to. If it's in the chat, let me know because I'm saving the chat but I want to know what do any of your various memberships include? I don't have it yet. I wondered if I’m the only one who doesn’t have a clue.

???: I don't have mine outlines yet either. I'm going through the training and I'm going to figure out what I'm doing exactly as I go through the training.

???: I think I know what I want to do, but I won’t know for sure until I get further into the training, I, I don't know YET. I want to do it right.

CAROL?: My first cut is going to be on time management, but I'm not wedded to that so I don't know. Try to tie it to my courses. I need,

NANCY: I want to make sure that you all know the next bonus session is going to be on the 27th, so two weeks from today, 5:00 PM and I'm going to plan for 90 minutes just in case because it seems like we get into juicy good stuff while we're here together. So I'll plan for 90 minutes for that. I planned for an hour today and I have another appointment to get to in a moment. I actually need to close this out real quick. Aneta, do you have something quick?

ANETA: .First, I'm making my commitment to have that summary to all of you by the 27th and,

2nd, I wanted to share a resource that i learned about a few days ago... on Sunday of this week, it's called www.WritersBlok.org. All you do – AFTER you register on the website, is commit to a time by logging onto the app which can be anytime between 8:00 AM & 8:00 PM. it's just a commitment to keep your nose to the grindstone to either write or do any kind of task. I love it because I get easily distracted. It's two weeks free to see if you love it if it serves a purpose. Then, after that, its anywhere between $10 -32 a month. Again, the first two weeks are free and it simply provides a discipline for distracted people that serves as a virtual accountability for someone who lives alone e.g.me.

NANCY: All right, let's all do this together. I want you to breathe in for the count of four, hold it, different for breathing and then release through your mouth Let’s work forward as a team! Good evening, ladies and I’ll see you in two weeks. Thanks so much. Have a great night. Take care.