

Lesson #4

FTM Quick Start 3 - Production (Part 2: Final Rundown)

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Introduction

There are two more things that we need to cover before running a test order and getting your initial subscribers...

- ➔ Order Processing / Recurring Billing.
- ➔ Uploading All Associated Materials.

These are the final two pieces of the puzzle, so let's talk about each of them as they relate to your FTM site...

1) Ordering Processing / Recurring Billing. The first thing that I want to address is your selection of who will be processing your orders and rebilling your customers automatically each month. (From now on, I will refer to order processing and recurring billing simply as "*billing*" for convenience.)

As I mentioned in an earlier lesson, the reason why I waited to cover this until the end of the setup process is because if you choose Clickbank.com as your billing vendor, they require you to have everything setup and in place before they will "approve" your recurring billing account.

While there are many options that you can use for your billing, there are three that I personally recommend. Let me quickly list them, explain the pros and cons of each and then make my recommendation for best choice...

- ➔ [Clickbank.com](http://clickbank.com). The pros for Clickbank include the fact that they have an "all in one" solution for managing not only your billing, but also your affiliate program. This makes it super easy for other people to simply plug in their "CB nickname" and promote your site as an affiliate. As your popularity rises in their Marketplace, you'll automatically attract more affiliates and an increase in sales without any effort on your part. They also have a superb Customer Service staff. The cons include a fee for setting up your account, a higher transaction fee for each sale and a slight delay in getting your account "approved" for recurring billing.
- ➔ [Paypal.com](http://paypal.com). The pros for Paypal include the ability to quickly get setup. You don't need to get "approved" for recurring billing. The transaction fees are nominal, among

the lowest in the industry. There are little or no fees for setting up an account and you receive instant payments to your account. The cons include a cumbersome Customer Service process, a history of unexplained suspensions of accounts and the fact that you'll have to integrate your own affiliate tracking and payment system as they don't have a built-in solution.

→ 2Checkout.com. The pros for 2Checkout.com are ease in setting up - like Paypal they don't require an approval process for recurring billing. They have a very good Customer Service staff. Their transaction fees aren't great, but they aren't as high as Clickbank. Payments are made by direct deposit to your bank account about once per week. The cons include a setup fee and no affiliate tracking and payment system.

Now, I use all three of these systems, so I know them all well. And for the most part I've been pleased with all three of them.

But...

My preference is to go with Clickbank. And the reason I like Clickbank is because of their affiliate tracking and payment system.

There are several reasons why I would prefer for Clickbank to handle my affiliate program tracking and payment rather than do it myself, including: no paperwork for me, no paperwork for me, no paperwork for me. ☺

No, seriously, there are several reasons, but the bottom line is convenience. Having an affiliate program is a must in my opinion and they make it as easy as possible to simply plug into an existing network of savvy affiliates.

My recommendation for you is this -

Use Clickbank.com unless you have some specific reason to use someone else.

So, at this point, you'll want to go by the vendor of your choice (Clickbank.com, Paypal.com, 2Checkout.com or someone else) and open your account and setup your recurring billing by following their instructions.

Typically this will involve -

- ➔ Opening an account. If you don't already have an account with one of these vendors, then visit the site and open one. Usually this can be done immediately, but may require a few days for approval of your credit card or checking account details.
- ➔ Logging into your account. Once you've setup your account, login to the account's control pane and look for instructions on setting up a recurring billing (aka "subscription") product. (Usually found in the HELP, FAQ or CUSTOMER SERVICE sections.)
- ➔ Following setup instructions. Following your vendor's specific instructions on getting this setup. After you have this in place and have determined an ORDER LINK, go back to your salesletter and embed the ORDER LINK into the appropriate spot on the salesletter.

2) Uploading All Associated Materials. "Uploading" is the process by which you transfer files from your computer to your web site. Generally speaking, you have two options for "uploading" your files...

Option #1: Software. There are several "FTP" software programs available that you can purchase which will be useful to your long-term business. The one that I use is "WS_FTP" (available in "Home" and "Professional" versions) which can be purchased at <http://www.Ipswitch.com>. It comes complete with instructions on using and is a great tool to have. If you have the fifty or so bucks within your budget to invest in it, this is your best option. A trial version will get you started at no cost.

(Note: There are many other transfer software programs available that you can find by searching Google.com or Download.com. However, this is the only one that I have used, so it's the only one I can recommend.)

Option #2: Server. The other option is to use the file transfer function available through your hosting company. Every quality hosting service will offer this feature (the three that I recommended do have it). You'll simply login to your hosting control panel and make the appropriate selection for uploading files directly to your site. Again, there should be ample instructions included in your control panel or hosting documentation to aid you in this very simple process.

With either of these options, make sure you "upload" the files to your MAIN directory at the site in order for the links to work properly as I've described. This is also known as your "root" folder or "public" folder or "WWW" folder.

The files that you'll want to upload are...

- ✓ Sales page. (After you have added the order link as mentioned earlier)
- ✓ Customer capture page.
- ✓ Download page.
- ✓ Lesson file (PDF).
- ✓ Applicable site graphics.

A word about graphics: If you – or the person creating your salesletter page – used any graphics, pictures or images, then you'll need to make sure they are linked to and contained in your main directory and NOT in some "images" directory in order to properly view them. Or, you can create an "images" folder at your web site, but this will take additional steps (albeit EASY steps).

Upload these files and then...

Congratulations, it's time to go through your "final rundown" to make sure everything's ready to launch your site!

The Final Rundown To Launching Your FTM Site

If you've been completing the lessons of this program, then it's time to do this final rundown based on all of the things we've covered so far in our series.

The following sequences of steps will allow you to "test" the entire process from start to finish in order to make certain everything is working properly.

- Type your domain name into the address bar in your internet browser and click the ENTER button to visit the site.
- Upon arriving at your web site, verify that the page loads properly, with all images and text formatted in the desired layout.
- Click on your "order link" as if you were placing an order and verify that it transfers you to an order page with your third-party vendor. (Clickbank, Paypal, 2Checkout, etc.)

- Verify that the information contained on the order page is correct, specifically the name of the product being ordered and the price for that product.
- Either place a real order or mock order to verify proper processing and delivery. If you choose, go ahead and complete the information needed to actually order the product. (Clickbank requires this) If you'd rather not, then type the customer capture page "URL". For example:
<http://www.YourDomainNameHere.com/customercapture.html>).
- Verify that the customer capture page loads properly with images and text formatted in the desired layout.
- Enter your name and email address into the web form for members on this customer capture page and click the ENTER button.
- Verify that you arrive at the download page and that it loads properly with images and text formatted in the desired layout.
- Click on your download link for lesson #1 and attempt to download the file to your computer.
- Open the lesson file that you've just downloaded and make sure it is the correct version of your report and everything looks as planned.
- Check the email address that you entered into the web form on the customer capture page and verify that you received the initial message from the autoresponder sequence.

If everything checks out properly, then "congratulations", you're ready to take orders! (If anything fails along the way, obviously correct this. ☺)

Hip-hip-hooray! Hip-hip-hooray! Hip-hip-hooray!

Three cheers for you! ☺

This Week's Assignment

- 1) Setup your order processing.** Your last activity to complete prior to loading everything to your site is to choose a vendor for billing, open your account and following their instructions for setting up your subscription recurring billing. Then...
- 2) Upload your files.** Using a software program or your hosting company's built-in server tools, transfer the associated files from your computer to your web site.
- 3) Run a test order.** Complete the "final rundown" checklist and make sure everything is working properly. If you're using Clickbank.com, notify them that you've tested the order and everything is in its proper place ... they'll "approve" (or recommend changes) your billing in about 2 days or so. If you're using someone else, you may be ready to launch right now.

This is an exciting time for you. And we're gonna celebrate very soon.

Get that site up and "launched". And speaking of "launched", next week we're going to talk about the final Pillar... Promotion! Next week I'm going to give you ten ways to get the word out about your new FTM site and actually get subscribers to join.

See you next time.

Coming Up Next ...

Lesson #5: "FTM Quick Start 4 - Promotion"

In this lesson we'll take a look at how to promote your new FTM site to begin getting new members. We'll go through a 10-step checklist for getting the word out quickly about your site.