

“To get maximum value from this live tele-training call, print this handout so you’re prepared to take notes on each strategy I reveal during the tele-training.”



- Danette Hibberd

www.ProductFunnelFormula.com

Your important 4 Part Tele-training Dial In Details – Part 4

- When:** Tuesday September 29, 2009 (Aust) 12 noon EST (Sydney, Brisbane, Melbourne)
Monday September 28, 2009 (USA) 7pm Pacific (Los Angeles)
- Continued:** Wednesday September 30, 2009 (Aust) 12 noon EST
Tuesday October 6, 2009 (Aust) 12 noon EST
Wednesday October 7, 2009 (Aust) 12 noon EST
- Duration:** Approx 60-70 minutes
- Dial In Nos.:** All Conference Calls allows people to connect by dialing a local number.

Select whichever number is nearest for you and **join in for the cost of a local call.**

Brisbane	07 3123 5124	Melbourne	03 6349 1222
Newcastle	02 4013 4043	Canberra	02 6108 4316
Adelaide	08 7123 2361	Darwin	08 8986 7038
Alice Springs	08 8921 4109	Melbourne	03 9001 6668
Sydney	02 9037 2747	Perth	08 6365 4490
Wellington	04 974 9405	Auckland	09 909 7814

UK, US, Canada and All Other Countries – check from the many available at
<http://allconferencecalls.com/international-conferences/international/>

Dial the appropriate number, ENTER YOUR PIN #392653

SPECIAL NOTE: This tele-training will begin promptly according to www.time.gov so please dial in a few minutes early to make sure you don’t miss any of the valuable content. Thanks.

Before each training, it is suggested you download the relevant notes at

www.ProductFunnelFormula.com/ippt-notes

“Growing your Prospects, Prestige & Profits”

www.ProductFunnelFormula.com



“How To Create Info Products That Earn You More Money and Give You More Time”

“Unlock The Secrets To Create Your Very Own Product Funnel and Your Own Info Product Empire”

TELE-TRAINING PART 4

Today’s tele-training will focus on setting up systems to sell your information products on autopilot, and some strategies to attract more prospects, prestige and of course, profits!

Remember -

Proper Prior Planning Prevents Probable Poor Performance

Two Step Formula:

Step 1.

Step 2.

Breakdown Steps to Product Creation

1. RESEARCH
2. BRAINSTORM
3. DATA DUMP
4. ORGANISE CONTENT
5. COMPELLING TITLE
6. CREATE IT
7. PREPARE TO SELL IT
8. PROMOTE IT
9. SELL IT
10. CONTINUE MARKETING – CREATE NEXT PRODUCT

.....
.....

“Growing your Prospects, Prestige & Profits”

Audio and Video Creation and Streaming:

Notes:

.....

.....

.....

.....

Graphics:

Professional looking graphics are important for a number of reasons:

- You want your product to
- You want your product to
- You want your product to
- You want your product to
- You want your product to
- You want to
- You want to
- You want a product

Testimonials:

Testimonials must be credible and believable. Use a questionnaire containing specific questions:

- How long have they been using the product?
- How as (their problem) improved since using the product?
- How/where do you use the product (at work, leisure, relieve pain, make money)?
- How much time do you invest using the product?
- What has been most useful?
- What other information can you share about your experience with the product?

"Growing your Prospects, Prestige & Profits"



Ask permission to use:

- Photograph
- Full name
- Location
- Contact url

Video or audio testimonial packs punch!

PAGES FOR WEBSITE:

3 pages are required:

Sales Page:

Elements Required:

1.
2.
3.
4.
5.
6.
7.
8.

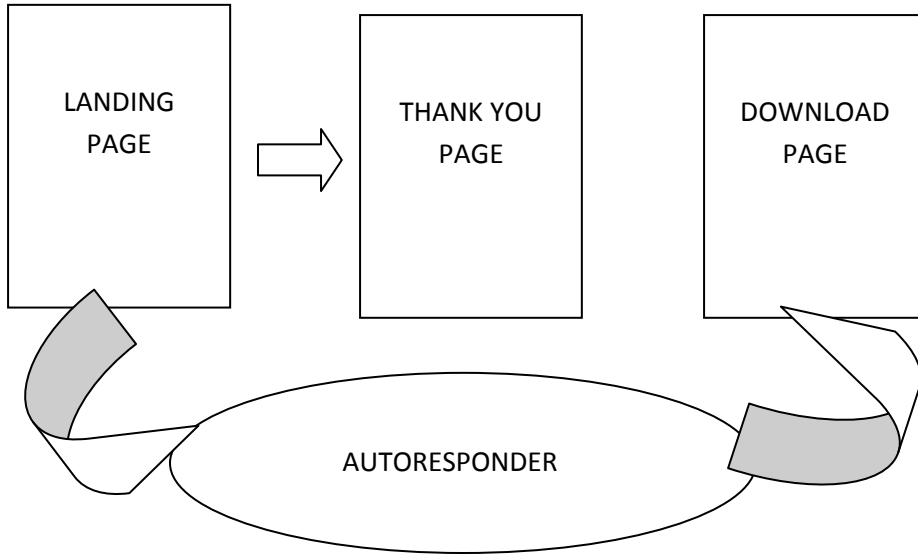
More success if you include:

1.
2.
3.
4.
5.

"Growing your Prospects, Prestige & Profits"



- 6.
- 7.
- 8.
- 9.
- 10.



Payment Processors:

.....

.....

.....

.....

.....

.....

.....

.....

.....

PayPal

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

Merchant Tools

- Website Payments Standard
- Email Payments
- Payflow Gateway
- Additional Payment Option
- International Sales

Resources

- What is PayPal?
- Prices for businesses
- Integration Centre
- Logic Centre
- Partner Programme
- Security

Merchant Tools

PayPal is your all-in-one payment solution. PayPal allows you to accept bank cards and PayPal account balances.

Privacy. Prevention. Protection.

Our three industry-leading safeguards ensure your money and information stays safe when you pay with PayPal.

Accept all major forms of payment. Get features comparable to merchant accounts and gateways at a lower cost. Accept credit cards, bank transfers, debit cards, and more.

4 powerful solutions to meet your business needs.

Website Payments

Customers shop on your website and pay on PayPal. This is an easy, quick way to start accepting credit cards online. A simple integration into your shopping cart allows your customers to pay securely and easily.

Key Features

- PayPal Shopping Cart
- Buy Now Buttons
- Other Leading Cards
- Subscriptions & Recurring Payments
- Donations
- Gift Vouchers

[View all features](#)

[Learn more](#) | [Technical overview](#) | [Compare](#)

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

Website Payments Standard: Overview

Turn your website into an online store today

Generate revenue by selling and accepting payments online with PayPal's Website Payments Standard. Accept credit cards, debit cards, bank transfers and PayPal payments without needing a merchant account or paying monthly, set-up or cancellation fees.

Getting started is easy

Explore the tabs below to see what works best for your business.

Payment Buttons | Third-party carts | Custom integration | Pricing

Create Payment Buttons for your website

Anyone can do it. You don't need programming skills. [Give it a try](#)

Sell individual items

[Buy Now](#) | [Add to Cart](#)

Collect recurring or subscription fees

[Subscribe](#)

Accept donations from anyone, anywhere on the web

[Donate](#)

Sell gift vouchers for products or services

[Buy Gift Voucher](#)

Other ways to get started

Use a third-party shopping cart pre-integrated with Website Payments Standard. Our developer tools support custom integrations.

PayPal

My Account | Send Money | Request Money | Merchant Services | Auction Tools | Products & Services

Create PayPal payment button

Accept payments with no start-up fees. Check the [Website Payments Standard Overview](#) page for more information.

Create payment buttons for your website below. The button designer won't automatically place the button code on your website, but you can easily copy and paste the button code into your website's HTML code.

Step 1: Choose button type and enter payment details

Accept payments for: [View example button](#)

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Do you want your customers to buy multiple products before they check out?

Yes; create an "Add to Cart" button. [Learn more](#)

No; create a "Buy Now" button. [Learn more](#)

Item name: Item ID (optional): [What's this?](#)

Price: Currency: [Need multiple prices?](#)

Customise button

Add drop-down menu with price/option. [Example](#)

Add dropdown menu without prices. [Example](#)

Add free text field. [Example](#)

[Customise appearance](#)

Buyer's Email:

[Buy Now](#)

Postage

Use specific amount: AUD [Help](#)

Merchant ID for purchase transactions: [What's this?](#)

Secure merchant account ID [Why is this secure?](#)

Plain text email address: grow.wealth@hotmail.com

[Step 2: Track inventory, profit & loss \(optional\)](#)

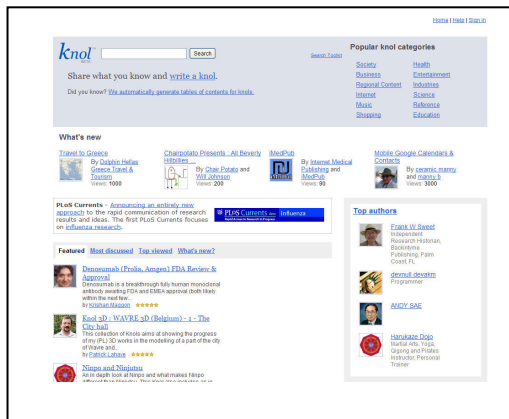
[Step 3: Customise advanced features \(optional\)](#)

[Create Button](#)

Squidoo Lens:



Knot:



Hub Pages:



Resources to many sites, programs and tools I use and recommend are available on my Resource Rolodex.

- **What ONE product are you going to create?**
- **When will it be complete?**
- **PLAN TO DO IT AND GET IT DONE!**

"Growing your Prospects, Prestige & Profits"