

Guide to Replay of Live Training on 14-09-13

Below is a guide to where you'll find specific parts of the training and at what minute mark

Agenda

Inside the Member's area

- Contents
- How to watch the videos in Full Screen Mode.
- How to get into the private Facebook group

<https://www.facebook.com/groups/brittanylynch/>

Q & A

- How do customers pay for products? How to set Paypal, Aweber, etc?
- Watch these **Step by Step Tech training videos**:

<https://idealme.com/sales-flow/>

00:08:35 – Trouble with Niche/Product (Inventory trick)

- Biggest problem is people rushing things/choosing a niche they don't know
- Forums are your friends – Spend time in forums to really understand your niche
- How to find a forum:
Go to Google.com and type in 'your niche' + forum
Example: photography forum

Find a few forums more popular in your particular niche

Ex. <http://www.soapmakingforum.com/forum.php>

Become a member of those forums

- How to use forums to really understand your niche:
Start by checking the Introductions
Read the FAQ – Frequent Asked Questions
Use your signature as a forum member

00:22:40 How do you decide finally what product you are going to select?

- How to get information from your competitors using Amazon.com:
Choose a product
Add it to your shopping cart
Sign in to your Amazon account so you go to the last page of check out
Change the quantity of the product to 999
Update your shopping cart
It will show you the quantity available/inventory from that seller (example: 54)

- If you do this over a few days in a row, you can track how many units of the product are being sold daily – it's not 100% accurate but it will give you a good idea of it
- You can track several sellers of a product and get an idea of daily sales volume for that product
- If it's always over 999, it's usually because that seller has a big inventory

00:32:40 Inside Brittany's Ad Campaign – This Week Stats/Results

- What's working and what's not working
- What to test/optimize
- There's nothing that is 100% success or failure

00:42:00 Q&A

The Tripwire (front end report/first info product/low price) and Continuity (Upsell, the monthly program, recurring income)

What if you don't have much money to spend on ads?

What if someone try to opt-in twice when you change ads?

Grow your business organically - with the budget you have available

Shopify

00:46:15 Formula for reaching Daily Goal Income (based on Lifestyle Costing Spreadsheet)

- Don't forget to account for your costs
- The more products you have the less you need to sell of each, each day
- Every day new subscribers are being added to your list, everyone is at different stages of your funnel
- Create a list of potential products to sell

00:49:00 Reviewing the Email Sequence

- The strategy
- How often to email them
- All emails are 'follow up' emails, not 'broadcast' emails (this is more for promoting a one-time event, or instant results)

00:56:40 Three Ways to Grow Your Business

- Increase the number of customers who buy
 - o Continue to grow mailing list
 - o Need to create a new ad

- Increase the average sales transaction value
 - o Increase price on soap guide?
 - o Decrease price on continuity
 - o Try adding sales video to continuity page

- Increase the number of times a customer buys
 - o Add more products to our back end
 - o Affiliate products or create new higher priced products

01:01:30 Adding a higher end product

01:03:25 Affiliate products – Clickbank

Clickbank Marketplace:

<https://accounts.clickbank.com/marketplace.htm>

- Sign up for an account (free)
- Search for products using your niche (Example: soap making)
- Look at:
 - Gravity indicates how many affiliates have sold at least 1 product in the last 2 weeks. Generally, the higher it is, the better the product sells.
 - Commission %
 - The sales page of the product – does it look good?
 - If you can, purchase a copy of the product or request a review copy, so you can guarantee quality of the product and are able to reference specifics about it on your emails
 - Choose a product with a higher price of your other products so this will be your higher end product
 - Get the affiliate link (use your account nickname + tracking ID)

Expanding into affiliate products is good for two reasons:

- 1- It's an opportunity to make additional sales
- 2- For information and physical products, is a good way to test to see if a certain topic is going to respond well to your list. If people are buying a lot of it, it's a good indication that maybe you want to create your own product in that category.

Q. How Clickbank pays you.

The more products you have, the longer email follow up sequence you will have, the more frequently customers are coming on to your email list, the faster and easier you will reach your Daily Income Goal.

01:10:20 Organic Traffic

On Amazon, generally the more Reviews you get, the higher ranking you are going to have.

Every time someone buys your product, your ranking also goes up.

The Ranking shows on each product page, on "Product Details".

Two Strategies to get Reviews:

1-Create a promotion

Create a coupon code (a Promotion Code) to give your product for free in exchange for an honest review (Note: it's against Amazon rules to give a product and ask for a 'positive review').

Inside your Amazon Seller Account, go to Advertising > Manage Promotions > Money Off > Create...

Look at the top sellers in your category and check how many reviews they have, so you have an idea of how many reviews you need to break into the top page.

2- Communicating with people about getting a review

Using forums

Tool: FeedbackGenius

<http://www.feedbackgenius.com/>

Opening an account (30 days free trial) and linking with your Amazon seller account

How to use this tool in your business

01:37:00 Announcing a Product Winner

01:40:00 Q&A

Adding a box with links to your emails

Amazon custom emails

What to do if a product is not on Alibaba.com

Review request reminders

Facebook accounts