DAY 6

Take The Easy Pro Funnels 7 Day Challenge

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7 Day Challenge Day 6

Hi and a huge welcome to the Easy Pro Funnels (EPF) 7 Day Challenge.

What To Do On Day 6

Hi, Today is a bit of fun. And should show you just how easy it is to present your offers in different, effective and professional ways.

Of course building you list via a lead magnet is still a great way to make affiliate marketing profitable. And it is something that can be listed in many places that do not like or allow affiliate links.

Sales links that go directly to the affiliate product are harder to sell to "cold" traffic so generally best saved for your own list or for "warm" traffic.

But if you want to present a direct offer then you can effectively warm your traffic up first.

Two great ways of doing this to create WEBINAR STYLE pages and PRODUCT REVIEW pages.

WEBINAR STYLE AND PRODUCT REVIEW PAGES

In today challenge you are going to create webinar style and product review pages. You will do this from the Webinars & Review Center page https://everi.be/webinar-review/

Webinar Style Sales Page

It's a fact that Webinars sell and sell extraordinarily well. In fact they work so well that generally they are used to sell very high price products. Products that you would normally struggle to sell.

One of the key things about Webinars is that they give training or information to the viewer and this makes them feel like they know you and they trust you more.

So when you present them with a product to purchase they are

much more likely to purchase.

Of course a live webinar is a huge overhead and the systems that are used to run them are very expensive. However "replays" of webinars have become very popular. In fact I only ever watch webinars as a replay and many people do the same.

In EPF you can create a Webinar Style page. No need to create any videos. YouTube is your best friend here.

YouTube has videos for absolutely anything and most can be used in any way you like.

So if we consider a product to promote you can find a suitable video that offers some training or guides on that subject.

OK, lets take a look at creating a webinar style page.

Firstly please take a look at this video
https://easyprofunnels.s3.amazonaws.com/videos/create-webinar.mp4

Completing The Webinar Form

There are are few things you need to enter into the form to create your webinar

1. Select a sales affiliate link for your main product.
2. Add a webinar name. This is just for your reference so it useful to add the free-offer-main offer and-webinar title.
3. Add the webinar title. This will be displayed at the top of webinar page.
4. The YouTube video ID of the video you want for your webinar.
5. Select a bonus pack. This is the main free offer that will encourage people to watch your webinar video and keep them

engaged. It will be shown in a pop-up window along with your affiliate offer at a time of your choosing.

6. The start time of the video
7. The time for the bonus and the affiliate offer to pop-up.
8. The time to end the video.

In the above example I have:

Selected a sales link to the affiliate product I want to promote. CLICKBANK MARKETING MASTERY.

The name tells me the free offer in the campaign I am using and the main product. This will help me remember what this particular webinar is about later.

The webinar title needs to reflect the webinar content. It should be aimed specifically at your target audience. i.e. people likely to be

interested in buying Clickbank Marketing related products.

The webinar title will be reflective of the actual video you choose. It may be easier to choose the video first and the webinar name second.

In this case it need to be some ClickBank training. Go to YouTube and search for CLICKBANK TUTORIAL or TRAINING or even WEBINAR. And I generally use the YouTube filter option and select videos uploaded in the last year. That way they are more likely to be current.

In this example I see a video called ClickBank For Beginners

Step by step tutorials or specific "tricks" are perfect for webinars.

You just need the actual video ID. That is the code at the end of the video URL.

Click the video to play it in youtube and copy the video ID from the browser address bar.

i.e. https://www.youtube.com/watch?v=FsKhUbMx1jw
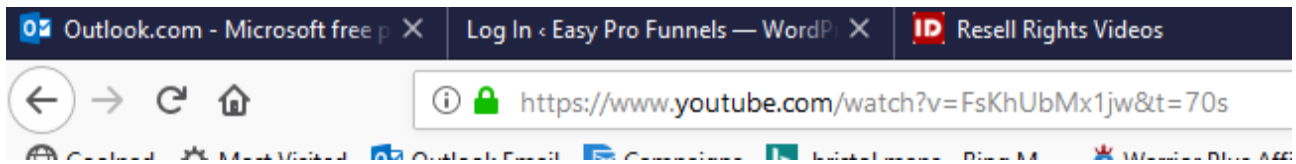
You just need the code at the end FsKhUbMx1jw

NOTE: if it has '&' after it do not include anything from the & onwards.
Ensure it is just the code.

Next select a bonus pack. You should create a bonus pack specifically for this product. 3 to five free products should be enough. In some cases just one will do. It depends on what the free product is.

Finally you will need to add three times. These are how long into the video things will happen.

Start Time allows you to cut of any introduction in the video that you may not want. Often this is promotional, asking for subscribers etc. This means you can start the video at the exact point that it suitable for you audience.
If you want to start at the very beginning still need to add a start time.

i.e. 0:1 start at one second

The Pop-Up time is the time at which the bonus and paid offer will be displayed. This can be at any suitable time in the video, i.e. near the ned to encourage viewers to stay watching or at a particular point during the video that may seem appropriate. In all cases you should make it at least 25% into the video as the point of the webinar is to build familiarity and trust and that takes time.

The End Time is the time at which you will end the video. Often videos have a pitch or promotion at the end and you can remove that by ending the video before the promotion.

Save the Webinar by clicking the CREATE WEBINAR button. The new webinar will be listed below the form.
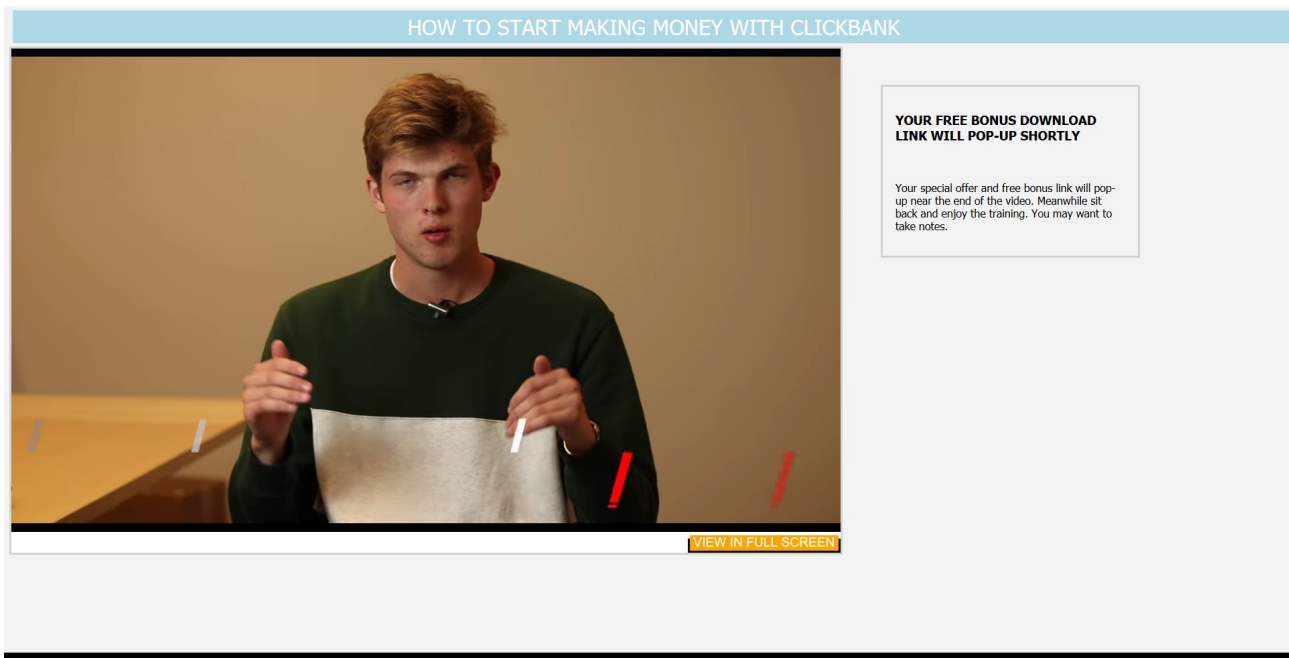

Viewing And delivering The Webinar Page

You can view the full details of the webinar by clicking the VIEW/HIDE INFO button as seen above.

The link icon is the URL to run the webinar and the URL you would give away or send to potential buyers.

The format of the webinar style page is shown above. Note that there is a notice on the top right that explains that their bonus and a special offer will appear shortly.

Also note that you can view in full screen by clicking the VIEW IN FULL SCREEN button.
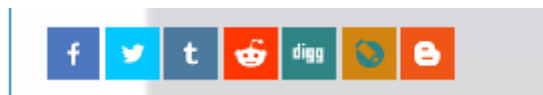Even in full screen the pop-up will come up over the video.
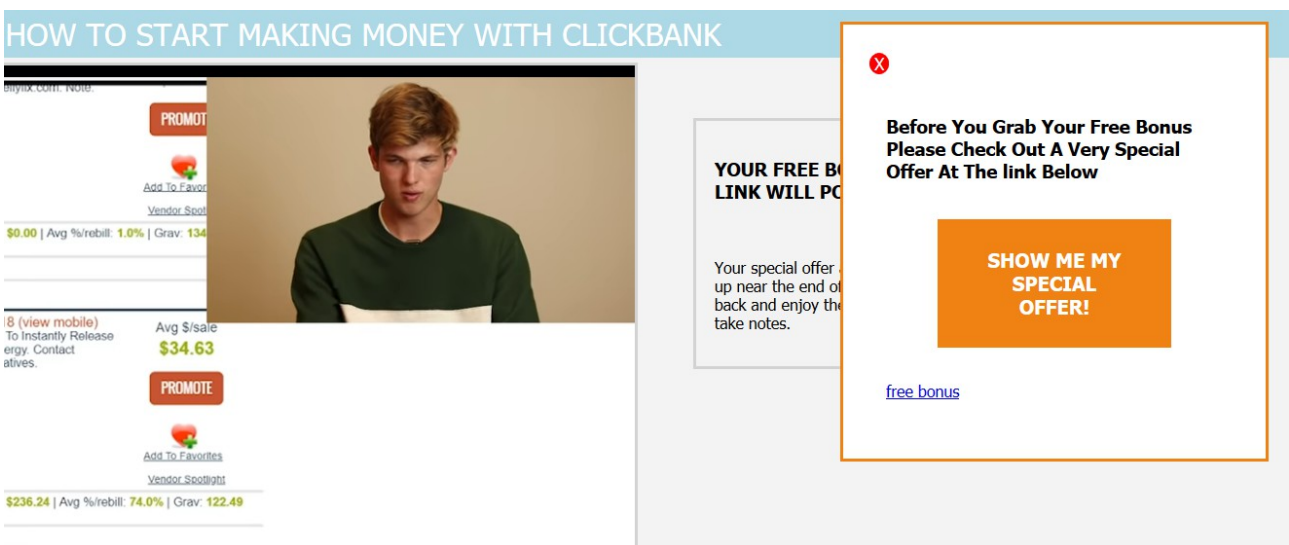
In normal view the pop-up will appear on the right of the video. You

can close the pop-up box but it will re-appear within 30 seconds.

Promoting Your Webinar On Social Media

When you create a webinar and view it's details you will see a list of social media networks at the bottom of the details list.

Clicking any one of these will open up the social poster and load the post (or tweet etc.) with the webinar link and title. You can also edit or add anything else you want to the post using the post editor.

For example, if I click the Twitter social poster you will see something like this:
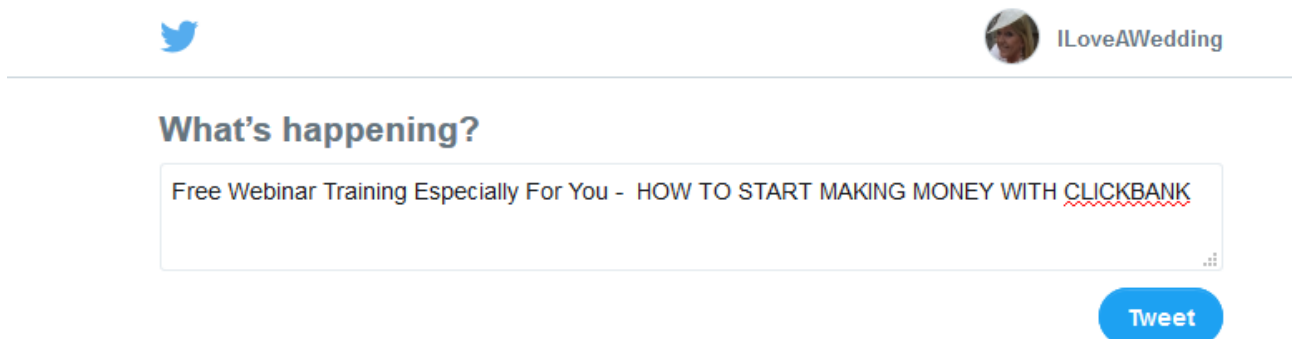
This works in exactly the same way as it does on the main Affiliate Pages. See this video for more details:
https://easyprofunnels.s3.amazonaws.com/videos/social-posting-1.mp4

Creating a Review Style Sales Page

You create a Review Style page from the same EPF page as the Webinars. Use the right hand column form Create Review Style Sales Page.

Although the review form is similar to the webinar form there is a

distinct difference in how these pages work.

People love reviews and many will actually search and look for reviews before buying a product. Although some may want to see if others feel the product is good, many more are really looking for the best bonuses.

This is because most (video) product reviews are designed to sell the product and not really designed to give the viewer an unbiased and honest opinion (ouch!).

This review style page leverages on the love of reviews and bonuses.

The idea is to offer a sizeable bonus package if the viewer purchases through you affiliate link.

Although the video is used to gain familiarity and trust (similar to the webinar) the video style needs to be very different.

The videos you need to look for are either:
1. A review of the product
2. A demonstration of the product

Both work well.

Most products will have lots of review videos on YouTube and using the Start Time/End Time options you can effectively edit out any promotions by the original video creator.

And don't worry it is 100% legit. Just check that the video is available for embedding (99.99% are!). If it is, then the creator has agreed to the standard YouTube terms which allows you to do what we are doing here.

Completing The Form

Please see the associated video
https://easyprofunnels.s3.amazonaws.com/videos/create-review-pages.mp4

1. Select an affiliate sales funnel link from the drop down option box. This will be the actual product that you will be creating the review for.
2. Select a bonus pack from the drop down option. Create a specific related bonus pack for the product. The idea of the bonus pack is to offer huge added value to the potential buyer. Remember many look for reviews specifically for the bonuses. So either offer high value bonuses like video courses and/or software or make up the perceived value with volume. i.e. add 8-10 bonus items. If you are stuck for ideas then try searching for reviews and bonuses for the product and see what others are giving away.
3. Optionally you can add a Bonus Request Email Address. This is used if you do not auto-deliver the bonus via JVZoo. This is the address that buyers must contact you on after purchase to get their bonus. It will explain that to them on the review page.
4. A descriptive review name that only you will see.
5. The YouTube code of a review or demo video. You can search specifically for "product name + review" or product name + bonus" or "product name + demo" to find a suitable video. Good videos are personal product reviews, product walk throughs or product demos. As in the webinar page just use the actual video id NOT the full URL.
6. The Start and End times are used to remove any promotional or bonus description etc. of the original video.
7. The Headline will be shown at the top of the review page and should be something that will grab the visitors attention. This can be copied or derived from the actual sales page of the product.
8. There are two sub-headlines to help further entice the vistors to

stick around and watch tye video. Again in it's simplest form just get these from the product sales page.

9. The Background image is the full direct URL of an image (jpg or png). This is optional as it will default to a standard background. To select a new background click the magnifying glass icon and copy the URL from the displayed backgrounds. Or use the direct URL to any images you have hosted or stored online.

10. Features are the actual features and/or benefits of the product. These can usually be copied from the product sales page. Often in bullet list format. The feature box is quite intelligent. Just copy and paste and list into the box and it will tidy it up for you.

11. Finally click the CREATE REVIEW button to save the review.

In this example I have used the same product as the webinar page so that you can see the different styles.

I have used the same bonus pack created for the Webinar (but in practice I would add more bonuses to increase perceived value).

I have found a review in YouTube and have set the start and end times to only show the product description in the video.

The headline and subheading 1is straight from the sales page.

Similarly I copied the bullet list from the sales page and added a couple more of my own for the feature box.

Create Review Style Sales Page

jc_cb_fails__cb_mastery_515-1#8WghV h ⌄

CB-PACK-1 ⌄

Bonus Request Email (optional)

CB Marketing Secrets v1

66jvzfdnVMo

9:10

12:51

ClickBank Marketing Secrets

It's About Time For You To Learn

ClickBank Marketing Secrets!

One Of The Best CB Training Guides I have Seen

Background Image URL (optional)

across a very wide range of niches, you
can't go wrong with ClickBank!
Perfect for beginners and anyone not
yet making money on ClickBank
Early Buyers bonuses
Big ClickBank Bonus Pack

CREATE REVIEW

Viewing The Review Page And Details

Once saved the reviews are listed below the form.To view the full details click the VIEW/HIDE button and you will see something similar to the screenshot below.

The two link icons to the right are:
1. The bonus pack delivery URL that you will send to the buyers or add to the bonus delivery option in JVZoo.
2. The actual review page URL that you give to visitors or send out.

An example of the review (and bonus) page can be seen below.

YOUR SUPER BONUS PACKAGE

YOUR CLICKBANK WEBINAR FREE GIFTS

HOW TO FIND THE HOT SPOTS IN INTERNET MARKETING

Passion Isn't Enough - How To Locate Hot Spots In Internet Marketing Topics In A Methodical Way That Anyone Can Follow.

BONUS #1
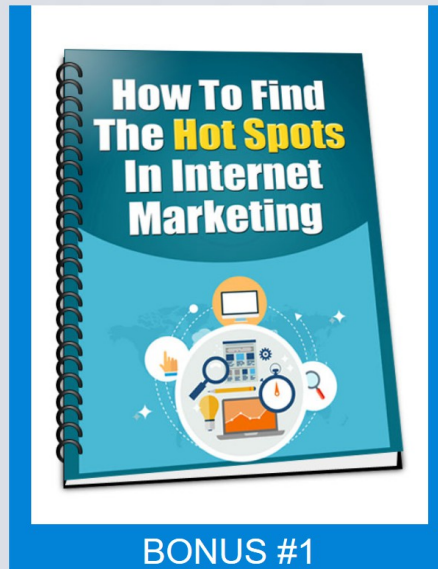
AFFILIATE MARKETING MASTER PLAN

Would You Like To Instantly Know All There Is To Know About Affiliate Marketing? You Can Now! Cash In On A Passive Income.

BONUS #2

DEADLY AFFILIATE MARKETING MISTAKES

Many Affiliate Marketers Are Actually Making HUGE Mistakes That Cost Them Time, Money, And May Even Hurt Their Reputations Permanently.

BONUS #3

WHY MOST CLICKBANK MARKETERS FAIL

...g Clear. ClickBank Is An Amazing Affiliate Program. It Really Is. It Covers Most Niches. Regardless Of What Kind Of Niche You Are Interested In ...e A Product That Is Related Or Relevant To Your Target Niche. So Why Do Many Marketers Fail To Make Money With ClickBank? There Are Nin... Reasons. Make Sure None Of These Apply To You If You're Serious About Making Serious With ClickBank.

BONUS #4

Promoting Your Review Page On Social Media

When you create a review page and view it's details you will see a list of social media networks at the bottom of the details list.
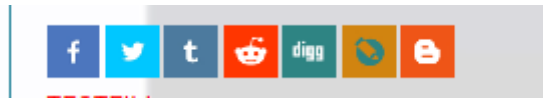
Clicking any one of these will open up the social poster and load the post (or tweet etc.) with the webinar link and title. You can also edit or add anything else you want to the post using the post editor.

For example, if I click the Blogger social poster you will see something like this:
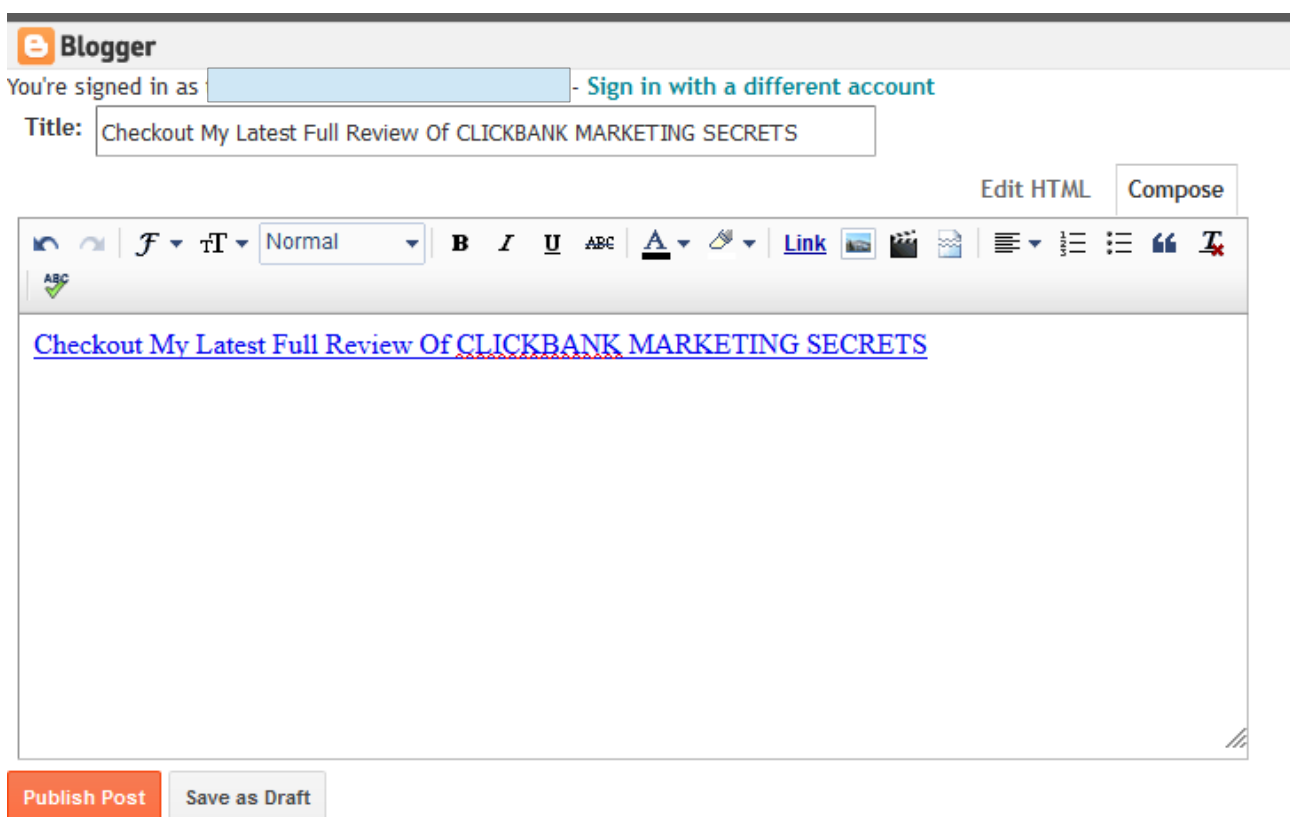
This works in exactly the same way as it does on the main Affiliate Pages. See this video for more details:

https://easyprofunnels.s3.amazonaws.com/videos/social-posting-1.mp4

Congratulations that completes
the work required for Day 6

For your reference and convenience I have listed the process below.

Task List

1. Decide on a product to promote using webinar style page.
2. Create Affiliate Sales Funnel Link if needed.
3. Find a great tutorial video on the product/topic.
4. Create a suitable bonus pack.
5. Create Webinar Page.
6. Promote webinar on social media.
7. Decide on a product to promote using review style page.
8. Create Affiliate Sales Funnel Link if needed.
9. Find a video review or demo of the product.
10. Create a suitable bonus pack.
11. Create Review Page.
12. Promote review page on social media.