Easy Pro Funnels
Starters Guide

Welcome to Easy Pro Funnels (EPF).
This guide is specifically designed to help you get started in the fastest and easiest way possible.

Please follow the simple steps below to Configure your Easy Pro Funnels account and learn how to use the basic functionality of the system.

Important Information.

1. The fastest way to get help is to raise a support ticket at http://TonyMarriott.info.
2. I highly recommend GetResponse as your preferred autoresponder. It is the simplest and quickest to set up. and If you do not have a GetResponse account you can get a free 30 day trial by clicking the button in the Settings and Maintenance Center.
3. Please read my Traffic Intro guide (Start Here- Guides => Traffic) before buying any traffic.
4. There are a full set of user videos (Start Here – Guides=>Easy Pro Funnels Set Up Guides) which I highly recommend you view and is a good place to go if you are stuck on anything. Each section of EFP has it's own video tutorial and can be views directly inside EPF.

Settings and Configuration

There are minimal but important settings to complete before starting with Easy Pro Funnels.

From the Affiliate Centers top menu select Affiliate Center Settings & Maintenance. The page will look something like the screenshot below.

Please notice the red play video icon at the top of the page which covers the functionality on this page.

There are only two key settings.

Add GetResponse API Key

1. You will need a GetResponse Account. If you do not have one then please get a free trial account by following the big orange button at the top right of the page
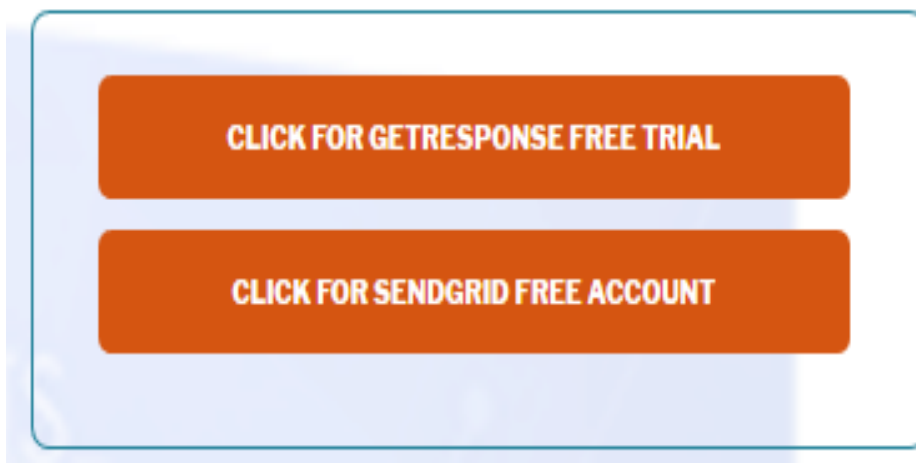
2. Follow the prompts in GetResponse to create your account.
IMPORTANT: Do not use a free email address (hotmail/google/yahoo etc.) create an email address on your own domain. This will be important for email

deliverability later.

3. Login to your Getresponse account

4. Click the [Click Here For New Key] link in the GetResponse section as seen below.

Add/Edit Getresponse API Key (note:All new GetResponse campaigns will be created in this account)
Your API key is (truncated): *****0a6acc6
[Click Here For New Key]

Getresponse API Key   **ADD GETRESPONSE API**

[Click Here And Add the above GetResponse API Key To JVZoo]

This will take you to the GetResponse API page similar to the screenshot below. Initially there will be no API key displayed. Click the Generate API Key button create one. See the screenshot below. - [the API is obscured for security].

Integrations

API

Callback

Authorizations

GetResponse API key ⓘ   Generate API key

Name & API key ▲   Created on ▾

default API key

~~~~~~~~~~~~~~~6acc6   Copy   Mar 1, 2016   ⋮
                                                    12:13 pm

Read more about GetResponse API

Copy the API by clicking the "Copy" button or highlighting the api key.

Paste the API into the "GetResponse API Key" field in EPF and hit the "Add GetResponse API" button to save the key. It will show truncated (just the end

showing) above the field when saved.

Similar to the screenshot below

You now need to add the same API into your JVZoo account.

While logged into JVZoo click the [Click Here And Add The Above Getresponse API Key To JVZoo]. This will take you to the appropriate API page in JVZoo as seen below.

Paste the same API key into the API Key field. The campaign (list) drop down option box should now populate. If not click the "Save Get Response Account" button.

Select any list (campaign) as the default list. The list will not be used by EPF so you can select any you wish.

If you wish to create a new one for this purpose use the "Create New Campaign" button. You will see a new screen similar the one below.

Add your new required name and click the green button to save it and return you to the previous screen. You can now select and save your new list and API details to JVZoo.

If you wish to promote ClickBank products you will need to add your ClickBank nickname/id. Your nickname is the username you use to login to your ClickBank account. See the screenshot below.

Enter your ClickBank nickname into the "ClickBank Name" field and click the "Add ClickBank Name"" button to save the information. Your name will now display above the field.

Next step is to select the autoresponder you want to use. GetResponse is recommended. Click the radio button next to yur selection and hit the "Select Autoresponder" button to save your choice.

Select Autoresponder(All new lists, campagns and affiliate links will be created using this autoresponder.)
Your autoresponder is: GetResponse;

○ GetResponse
○ SendGrid (EPF Internal)

SELECT AUTORESPONDER

Alternatively you can create and add a SendGrid API and Email details to EPF. See the screenshot blow. To see the view below click the

Click here To Show/Hide SendGrid Settings. Only required if using SendGrid

Add/Edit SendGrid Details (warning: This sets for the entire system)
Your API key is (truncated): *****OluHCyE
[Click Here For New Key] IMPORTANT: You can only create a new key. You cannot view existing api keys in SendGrid.

SendGrid API Key

ADD SENDGRID KEYS

Add/Edit SendGrid 'From' Email Settings (This will show in your autoresponder emails)
Your SendGrid 'From' Email:Tony Marriott - Tony@Tony-Marriott.com
Your SendGrid Address:38 Mirador Place Plymouth PL4 9HE United Kingdom
Your JVZoo IPN URL is: https://everi.be/AR/sendgrid
/sg_265rtf77wf2wt823t7f6836r6.php?userCode=d46e49790f

IMPORTANT: You must have your API key already added (above) before completing this section
[Click Here and complete the form displayed in SendGrid. Then click the "fetch" button below.]

FETCH SENDGRID EMAIL DETAILS

RED "Click Here To Show/Hide SendGrid Settings".
There are three steps to setting up SendGrid.

1. Click the "Click Here For New Key" link which will take you to \SendGrid.
2. Create a new API key with full access.

Create API Key

API Key Name •   (i)

API Key Permissions• (i)

○ &☆ **Full Access**

Allows the API key to access GET, PATCH, PUT, DELETE, and POST endpoints for all parts of your account, excluding billing.

○ &⚙ **Restricted Access**

Customize levels of access for all parts of your account, excluding billing.

○ &ⓘ **Billing Access**

Allows the API key to access billing endpoints for the account. (This is especially useful for Enterprise or Partner customers looking for more advanced account management.)

Cancel   Create & View

3. Copy and paste the new api key into the EPF settings page and click "Add SendGrid Keys" button.

You will need to open up the SendGrid settings again by clicking the RED link.

4. Click the "Click Here and complete the form displayed in SendGrid" link. Complete the email address and name form displayed.

5. Once saved in SendGrid click the "Fetch SendGrid Email Details" button to add those details to EPF.
6. You will see a "JVZOO IPN URL" displayed in the settings. This is for reference only. After adding any new JVZOO products to EPF you will be prompted to add this URL to JVZOO. Links and instructions will be presented to you at the time.

You Have now configured your account and you are ready to go.

There are plenty of video tutorials covering everything in Easy Funnel Pro.

It will help to understand the logical process that is followed in EPF.

1. Add or use inbuilt free products
2. Create Bonus pages by selecting a number of free products.
3. Create a Lead Magnet by selecting a free product. A lead Magnet is a free offer and an email opt-in fprm.
4. Add Lead Magnet to your Autoresponder. This will create an email list and an email that will deliver the free offer to subscribers.
5. Select or Add a paid product to Product Library. This is an affiliate offer/link.
6. Join the Lead Magnet and the paid product together to form a sales funnel.
   1. Create an Affiliate (sales) link which will send visitors directly to the sales page and exit-pop to the free offer if they leave without purchasing.
   2. Create a Lead Magnet Link (Lead Link). This takes visitors to the free offer first and then redirects them to the paid offer after they subscribe to your list.
7. Create Webinar style pages from Sales links. Visitors are given a webinar style page with free bonus at end of webinar and linked to paid offer.
8. Create Review Style Pages from Sales Links.