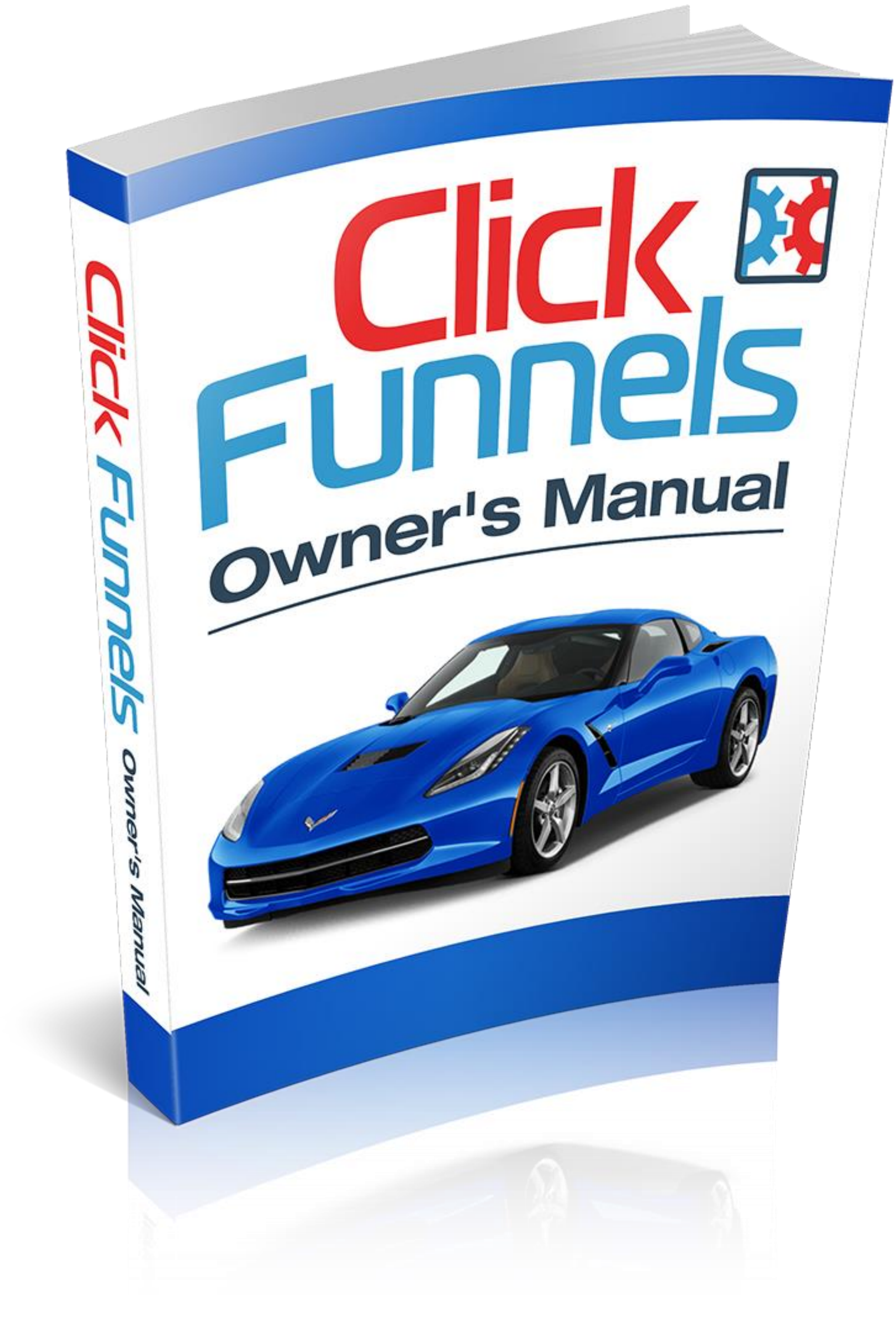

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Special Bonus:

Click Here to Download Jay's Most Profitable Automated Webinar Funnel

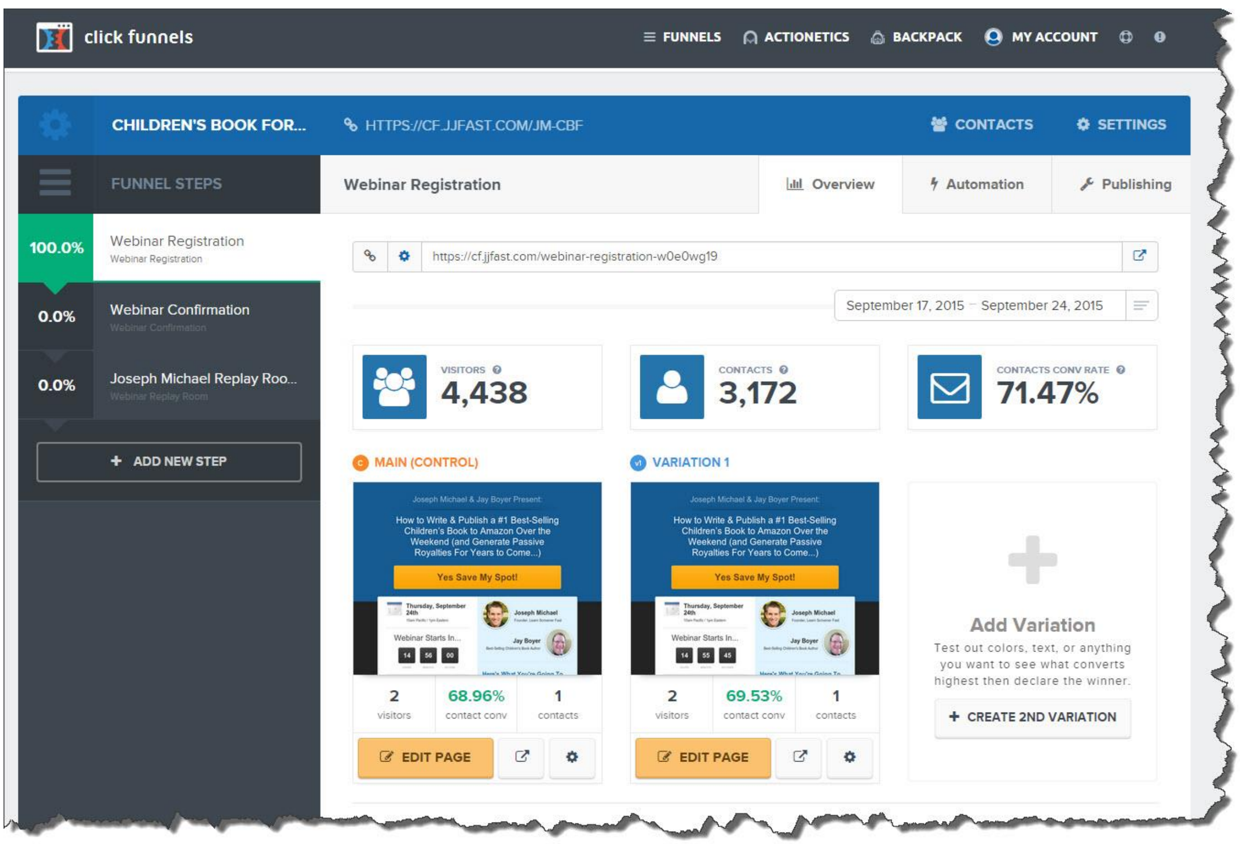

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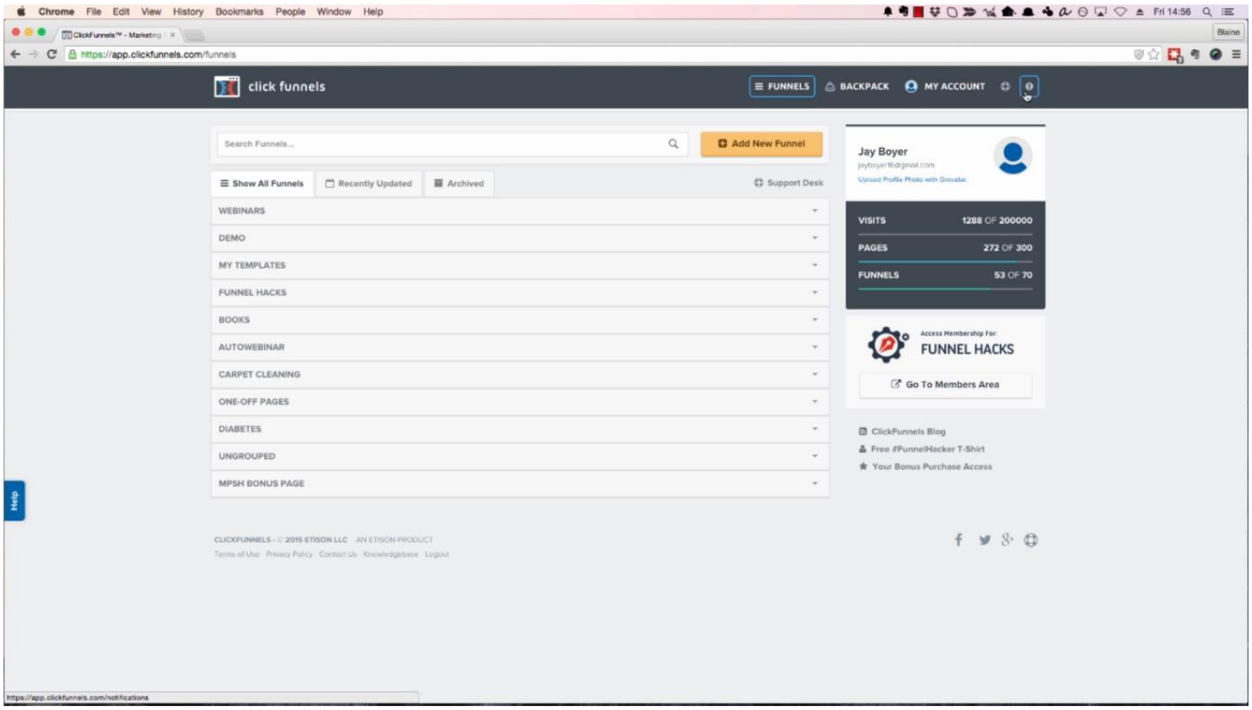
Table of Contents

Introduction

Welcome to ClickFunnels! In this training, you are going to learn about different ways to go about using this program. The information found herein was originally presented by Blaine Moore of JJ Fast Publishing. He has not only been trained and certified in how to use Click Funnels effectively, but he also uses it daily in his work. This training is presented in a step-by-step manner, but follow carefully because Blaine shares some very cool tricks that one might not normally think of.



Navigating the Interface

This portion of the training will focus on navigating the interface. Look at the screenshot above. There is a button selected over on the top-right. This notification is going to tell you when there are new blog posts or other notifications to look at. The button directly to the left of this is going to become your best friend. This same symbol is located at the bottom right of the page. This button will bring you into the support desk and the knowledge base that contains everything that you need to know about using this platform.

There is video training that covers pretty much every aspect of Click Funnels. This page is also where you open support tickets. Click Funnels have a great support crew that's very responsive. There are people that you can reach in pretty much every time zone, so you'll usually get a response quickly after opening up a ticket.

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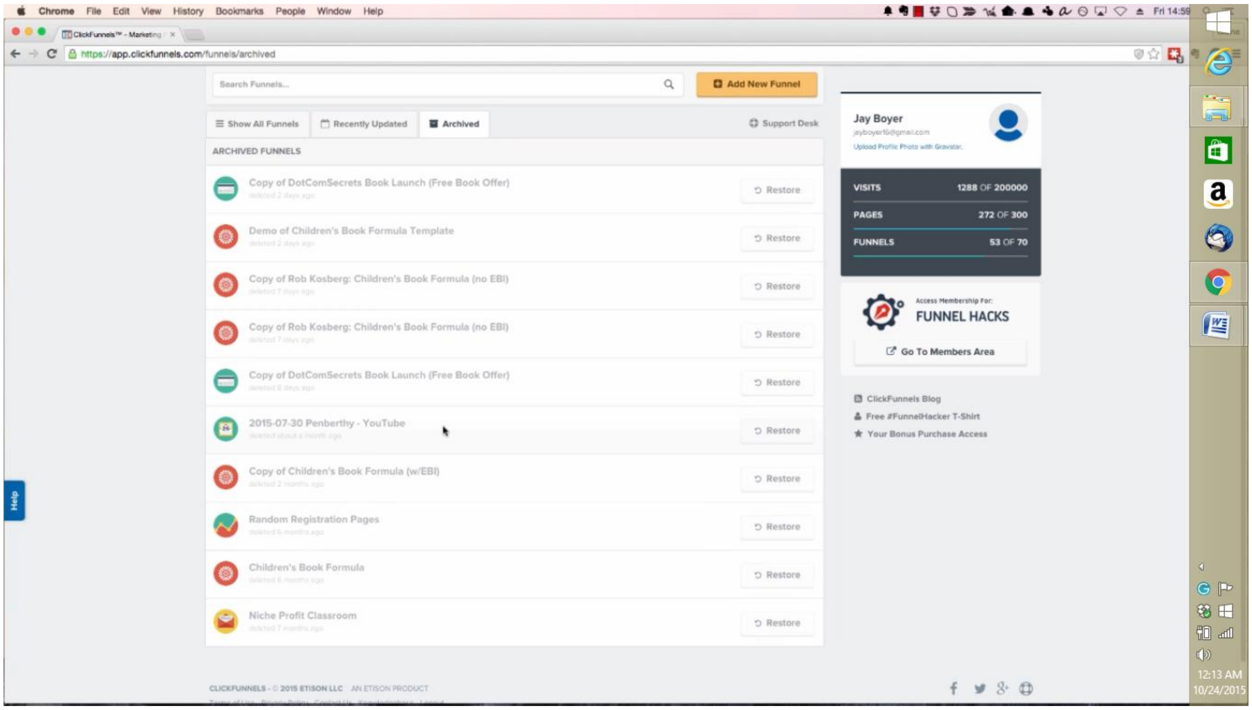
Now that you know how to find support, let's look at what happens when you click on the 'My Account' button up at the top. When you click on this, a dropdown menu appears, and the first option listed is 'Settings'. This is where you'll find all of the options pertaining to the integration of your auto-responders, payment processors, and so on. You'll learn more about this in future portions of this training.

The next section listed is 'My Templates'. One of the cool things that you can do is take some of the existing pages that you have created and make templates out of them. This makes it really easy to set up similar pages over and over again. If you are reselling Click Funnels, there's an affiliate area that you can use to look at various stats pertaining to people that have signed up under you.

The next section shown on the menu bar in the screenshot may not be shown in your account. This is 'Backpack', and it is currently in beta. This is the affiliate module which allows you to pay others for promoting your products for you. You will learn more about this further on in the training as well. Using affiliates to make more sales is something that you may want to do at a future date. All you have to do is open up a support ticket and ask them to turn 'Backpack' on for you.

The page shown above is your 'Funnels' page. All of your funnels will be listed on this page. This makes it easy for you to add a new funnel or search your existing funnels. There are a few different tabs up at the top of this page. First, if you click on the 'Show All Funnels', the page will list all of the funnel categories that you have. You can click on any one of these categories to see what's listed within them.

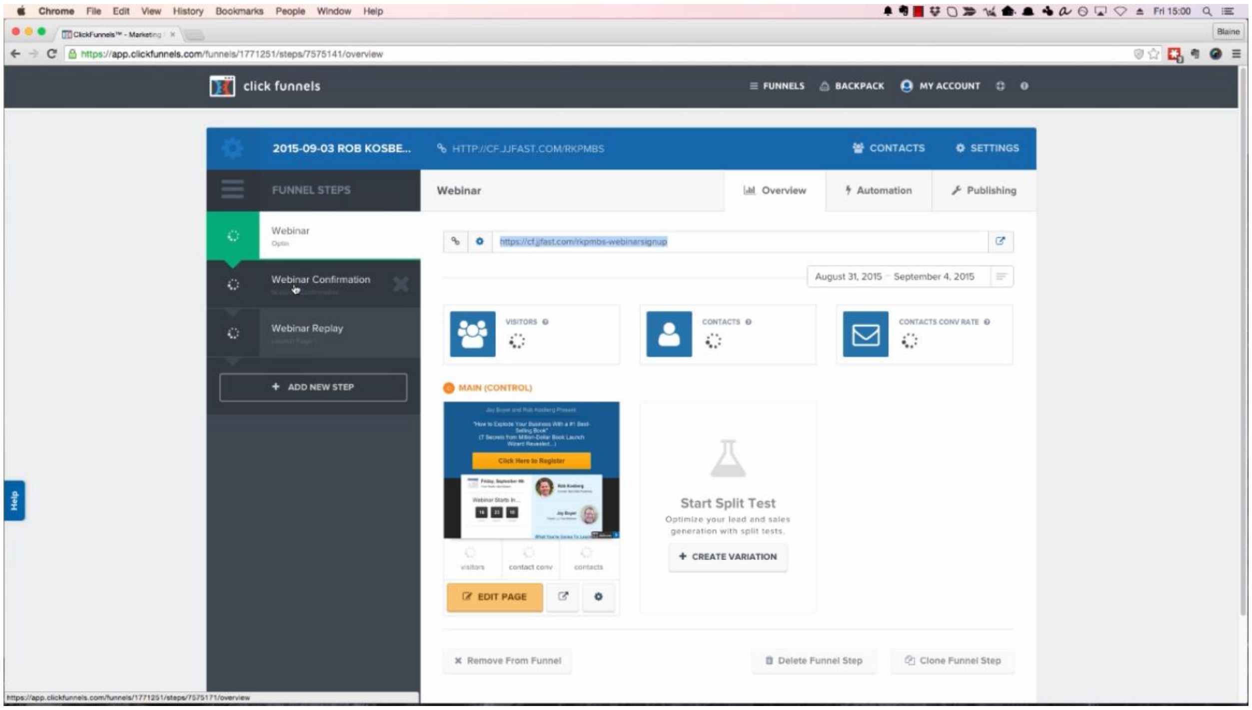
The 'Recently Updated' tab contains a list of all the funnels that you have updated recently. This is a quick way to find the funnels that you are currently working on without having to sort through your entire list. There's no way to delete a funnel in Click Funnels yet, unfortunately, but what you can do is archive them. This will allow you to take a funnel out of your account so that the pages won't be live anymore. The good thing about this is that you can come in and restore any of your archived funnels to start using them again, if you like. You can see the 'Archived' tab opened up in the screenshot below.



Sometimes there will be a fourth tab shown on this page. It will be labeled 'Shared Funnels' whenever you add a new funnel from someone else into your account. This will give you quick access to these funnels and tell you what the status is for the copy of that funnel as you bring it into your account. This process usually only takes about five minutes.

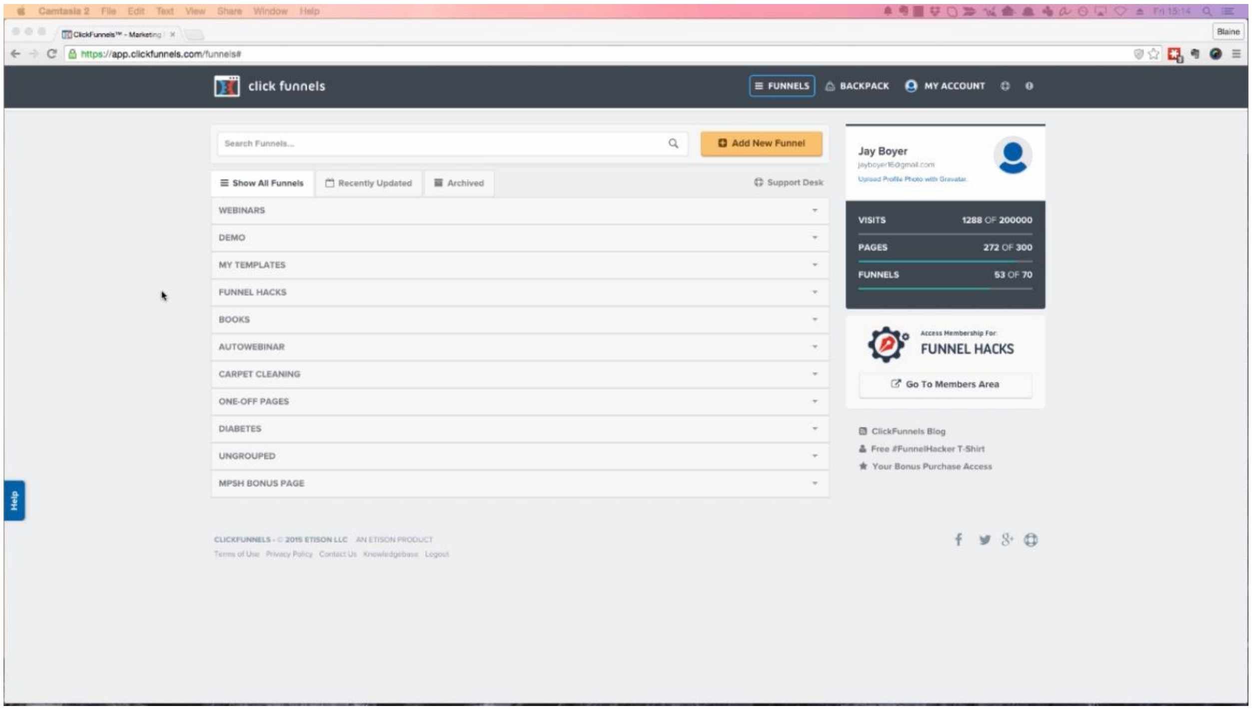
Up at the top-right, you'll find your dashboard. This will tell you how much you have left in your funnel based on your current account. If you have signed up for the Funnel Hacks program, there will also be a button you can push here that will lead you to the Funnel Hacks member's area. Funnel Hacks is a great program which shows you, pretty much, how Russell Brunson runs his business. If you don't have access to this as of yet, you can simply send an email to Support@JJFast.com. They will send you a link to a page from which you can purchase this membership. This gives you a pretty good deal on accessing Click Funnels as well.

Underneath the 'Funnel Hacks button', you'll find a few more links. You can click on the top one to access the Click Funnels blog. The next one links you into the on-boarding process, which will take you through some Click Funnels basics. Then finally, there's a link to some of the bonuses that are included in our account.



As you can probably tell, this all works in a fairly straightforward manner. When you click on one of the funnels you have listed you'll arrive on a page much like the one shown above. You'll find that the pages within that particular funnel are listed within the panel on the left. These are also shown in the main section of the page, and beneath this you'll find some general information about the page that you have selected.

If there are any additional pages that you have created for the funnel, but they don't appear in the funnel itself, they will be listed in a dropdown menu that appears beneath the pages listed within the side panel. Up at the top of the page, in the center of the menu bar, you'll find the link for the funnel that you have opened up. You'll also find the 'Settings' over on the far right of this menu bar. This has been a very quick walk-through of the ClickFunnels interface. You'll be learning even more details like this in future portions of this lesson.

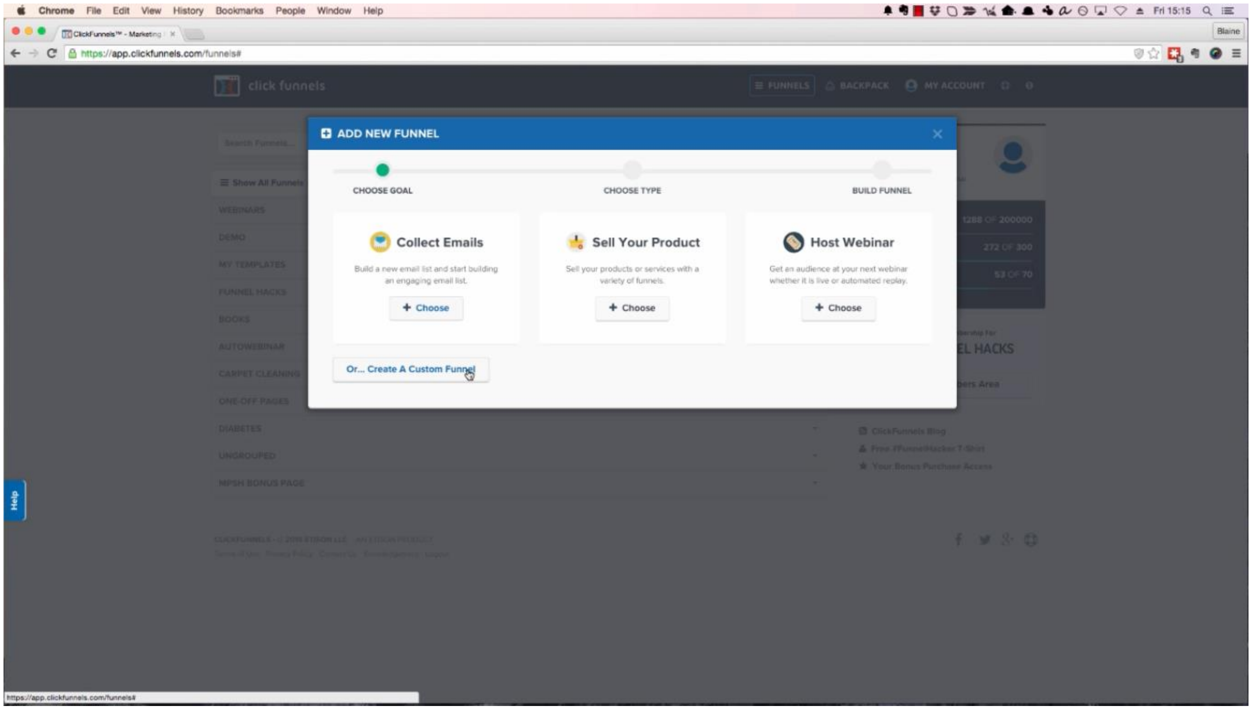


How to Create & Organize Your Funnels

In this portion of the lesson, you are going to learn how to create and organize your funnels. There are a few different ways that you can go about creating your funnels. The easiest way is to just go to your main funnels page and click on the 'Add New Funnel' button. This button is shown in the picture shown above. Also, from anywhere in your Click Funnels account, you can click on the 'Funnels' button at the top of the interface to bring up the 'Add New Funnel' button.

When you click on the button to add a new funnel, the options shown below will appear. Basically, you're just being asked what your goal is for the funnel. There is also a small button at the bottom of this window that you can click on if you just want to create a custom funnel from scratch. Otherwise, you can choose from one of the three options, depending on whether your goal is to:

- Collect Emails
- Sell Your Product
- Host Webinar



Let's say that you wanted people to join your webinar, so you chose that option. After that, you would be presented with two other options. Are you holding a live webinar, or is your goal to lead people to a webinar replay? Once you choose from one of these two options, you're going to have the ability to name your funnel and select a tag for it. In organizing your funnel. When you only have a few funnels, the way in which you organize your funnels isn't that big of a deal. However, if you plan on having a lot of funnels, it's really important that you choose a good name that allows you to immediately recognize what the funnel is for.

When it comes to their live webinars, the JJ Fast team will name their funnels according to the date that the webinar is to be held. Then, they add the name of the presenter and the name of the product. They handle their book funnels a bit differently. In this case, the funnel's name will start with their book name. Whatever the case may be, it's wise to come up with a naming system which will allow you to organize your funnels in a way that makes sense for your particular business.

In this example, they were setting up a funnel for an automated webinar, so the product name was used to name the funnel. It was 'Amazo Partnering'. After naming your funnel, you'll want to select the group tag underneath. When you click on this, the program is going to give you the ones that you've already used. If you want it to create a new tag, you just type this in. JJ Fast keeps all of their automated webinars under the tag 'AutoWebinar'. After doing all of this, you'll want to click on the 'Build Funnel' button to continue.

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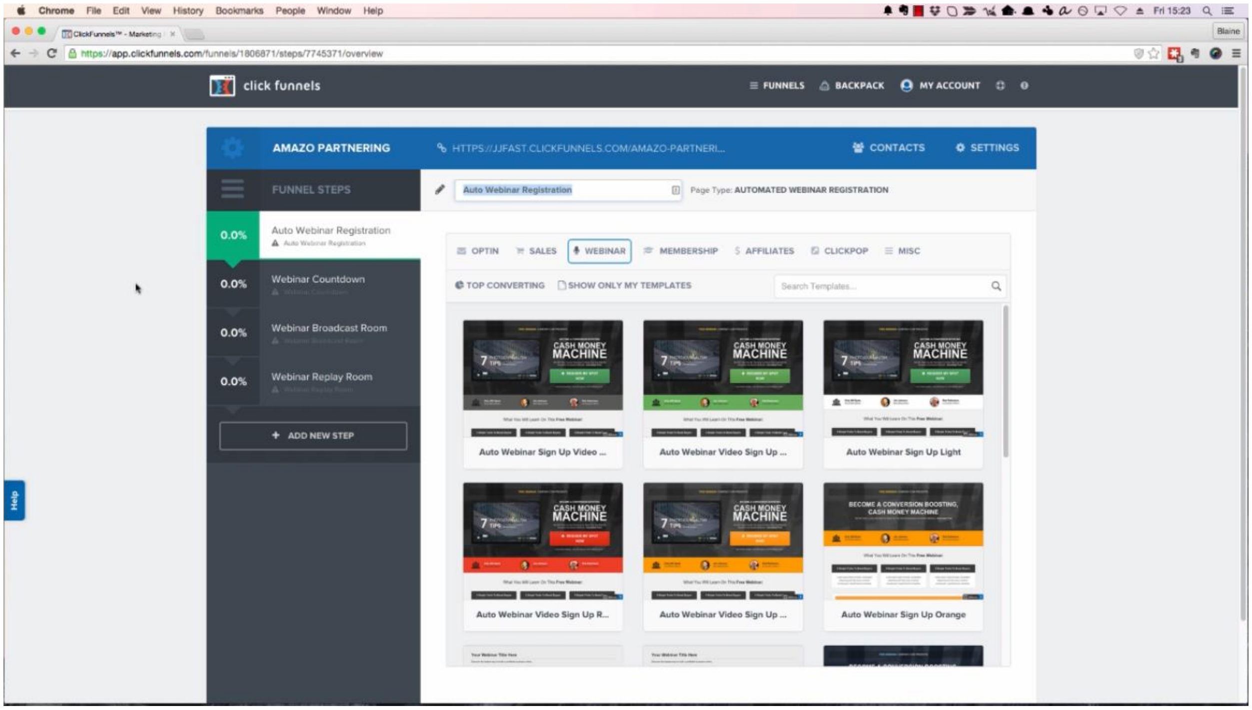
The page that you come to will have a number of different default pages listed. You are going to select the page that you want to work on first and then select a template for it. How to go about this will be discussed further in the next portion of the lesson.

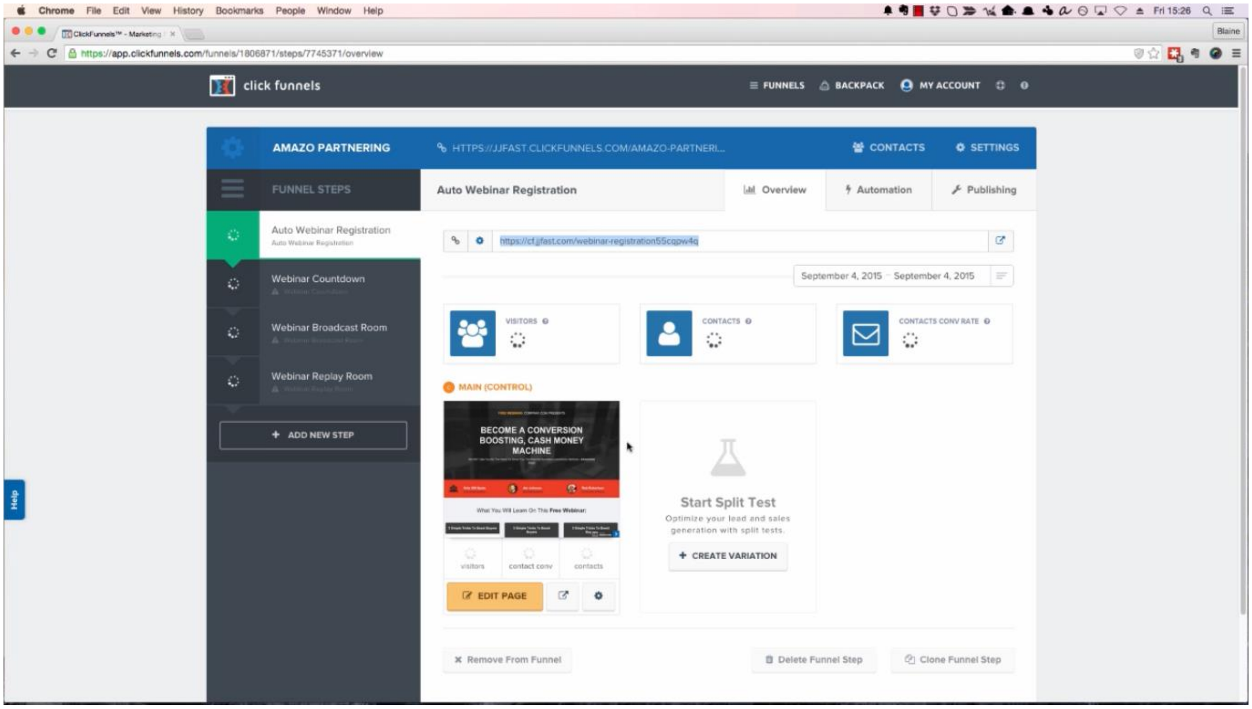


How to Manage the Pages in Your Funnel

Now let's learn how to manage the pages in your funnel. When you first add pages to your funnel, you're going to see where you can choose a template. You're also given the option to give your page a name. You can see that the current page in the screenshot above is named "Auto Webinar Registration". This isn't going to appear to your customers, by the way; you're the only one that can see this.

Naming your pages is going to allow you to be able to tell what each page is, and you can be as specific as you like. To the right of this field, you'll see the 'Page Type' specified. In this case, the page is an automated webinar registration. It's important to pay attention to the page type. Each type of page has its own templates available, and the different elements available in the editor will be based upon the type of page you are using. Therefore, you need to be very careful about which page type you choose.

The templates that you find in the main section displayed can be sorted by the top converting, or you can only look at your specific templates, if you like. In any case, you can select whatever template you would like to use for the type of page you are creating. Once you have chosen a page, you are going to be brought to the interface shown below. As you can see, this particular interface is set up to give you the stats for the page you are working with once your funnel has been launched. The link for this particular page is going to be shared up at the top. This is currently highlighted in the screenshot below.



There are two buttons to the left of this. One is the settings button that you can use for editing this particular funnel step. This is the one with the little gear symbol. If you click on this, a number of options will open up. If you select 'Publishing', you'll be able to update the 'Funnel Step Name', you can choose what 'Domain' you want the page to appear on, and you can change your particular 'Path'. In this example, the name 'auto-webinar' would be inside of the path, so you would probably want to change this. When you are done making your changes, you simply click on the 'Update Funnel Step' button to save the changes that you made.

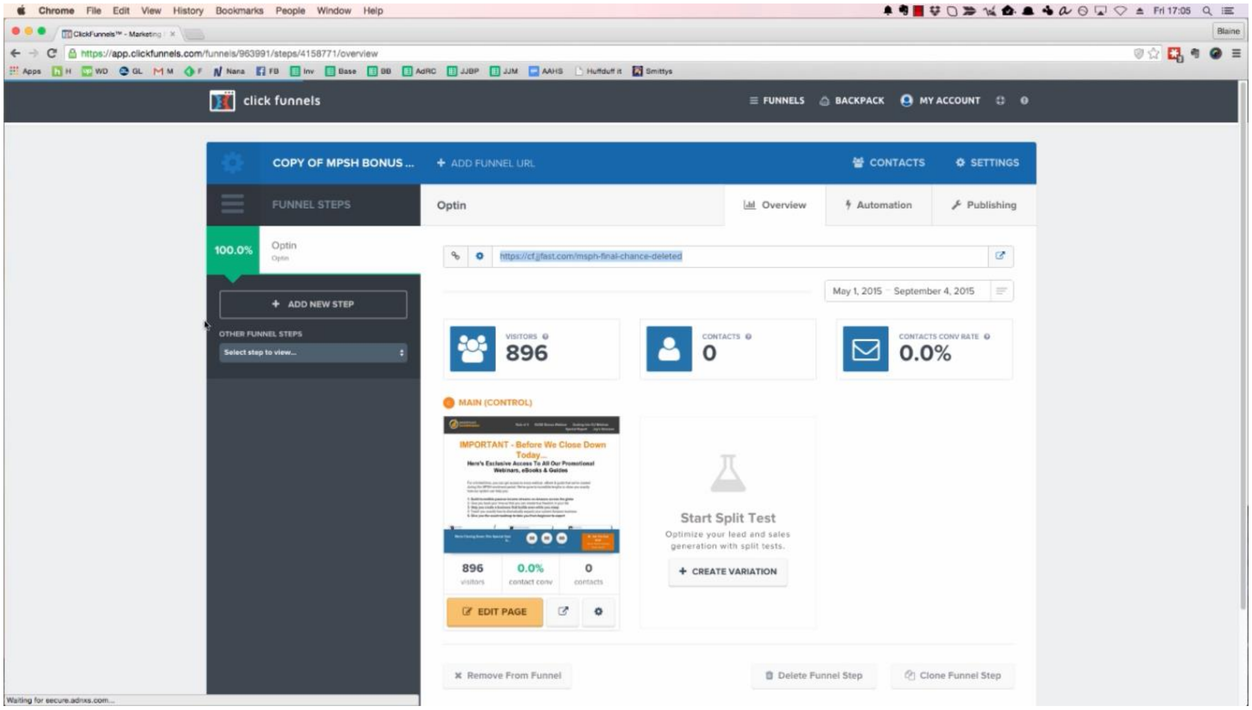
This will bring you back to the main interface for the page that you are building. To the right and above the stats that are shown on this page, there is a dropdown menu that contains some dates. This is where you select the range of time that you want stats for. So, for example, you could choose September 4, 2014 to September 4, 2015 to look at the states within that time frame. At very first, however, you are only going to be able to view the stats for the number of days you've actually had the funnel going.

In the screenshot above, you can see that there are stats being shown for 'Visitors', 'Contacts' and 'Contacts Conv Rate'. All of this is going to be set to zero in the beginning, until you start using the page. There are also options for setting up a split test for the page. This process will be covered in more detail later on. For now, just know that you can click on the settings button within this portion of the page to set that up, and you can click on the 'Edit Page' button to edit the existing page.

As you probably already know, the pages that are in your funnel are listed over on the left-hand side. You can change the order of these quickly and easily, simply by clicking and dragging them into the order you would like them to be in. If for some reason one page needs to go before another logically the program will prompt you and let you know that the order you have chosen won't work. In most cases, though, you'll be able to reorder your pages as much as you like.

You might want to add an extra page to your funnel at times. For instance, you might want to add a one-time offer to your funnel. There's a button at the bottom of the left side panel that you can click on to '+ Add New Step'. Click on this, and you will be able to add, name, and adjust the settings for this new funnel step. You have the ability to set whether or not you want this step to show in the funnel. In other words, you can have this page grouped with the funnel, but not part of the flow of that funnel. You have the ability to add in the domain to the page and choose what your path is going to be. When you click to create this funnel step, the page will be added to the last part of your funnel. From there, you can click and drag it to move it up in the sequence if you like.

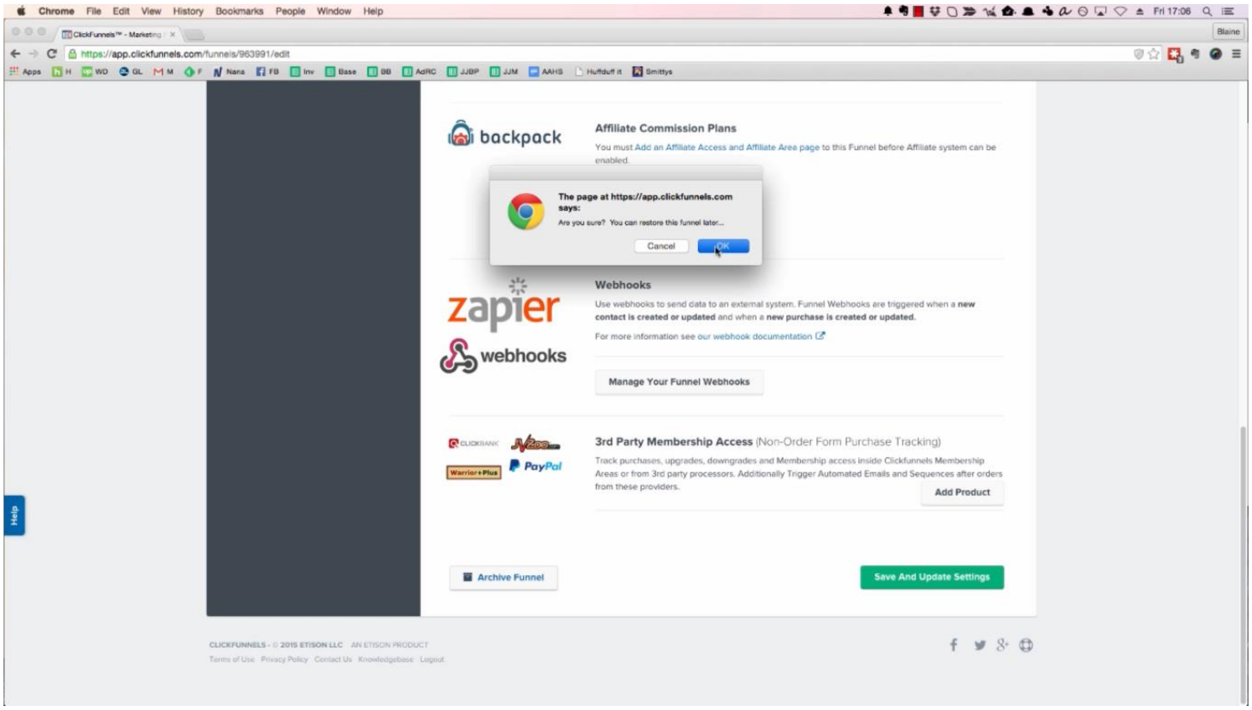
From there you can choose what type of page you want that to be. If you don't want a certain page to be in your funnel, all you have to do is hover over the step on the list and an 'X' will become visible. Click on this to delete the step, and the program will prompt you to confirm your decision. Click 'OK', and that page will be removed from the list.



How to Archive Funnels

In Click Funnels, there's no way to actually delete a funnel. What you do instead is archive them. This will essentially delete the funnel. It will remove it from being live on the website at least and clear up any URLs that you are using so that they are available to use again. They'll basically just disappear from everyday use, meaning they won't show up in searches or anything like that. Once they are archived, you can also restore them later. So, they're not gone for good.

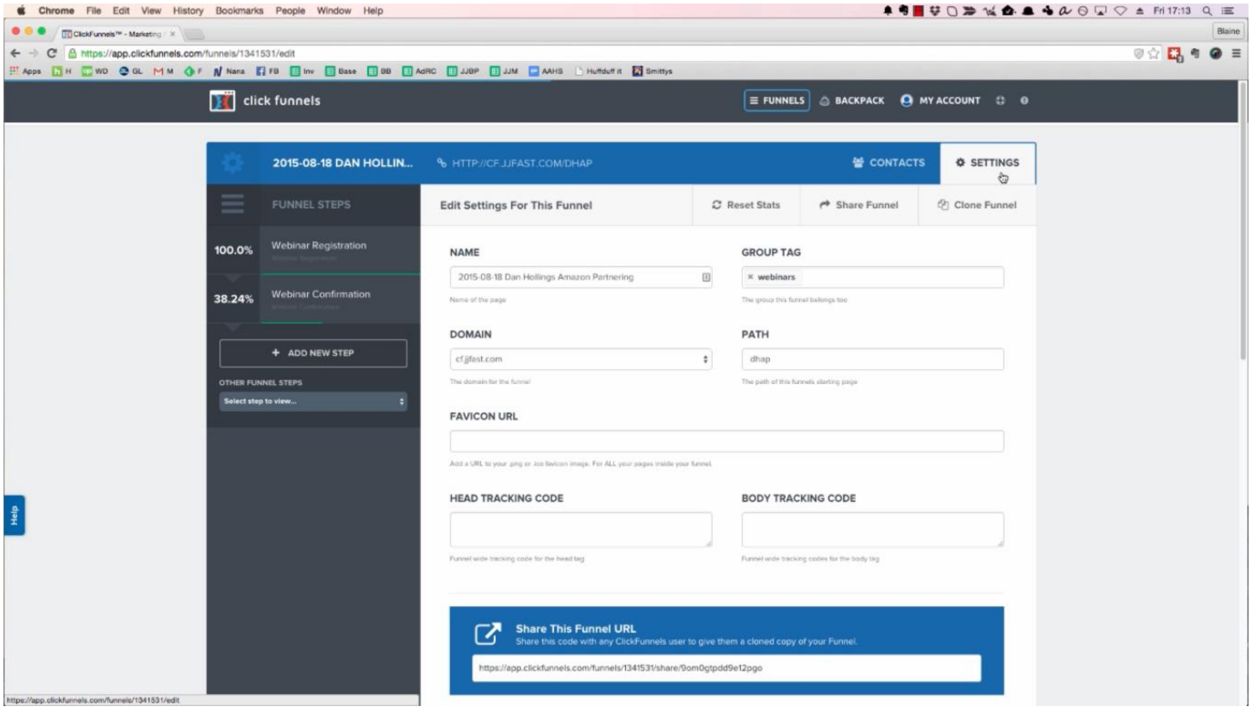
All you need to do in order to archive a funnel is to visit the Click Funnels dashboard and choose the funnel that you want to archive from the list of them in the main area of the page. Once you select the funnel that you wish to archive, go ahead and open it up. You'll come to the page shown above as you usually would, but now, you're going to click on the 'Settings' option, which is located in the header bar. Your settings options will open up, and if you scroll down to the very bottom of this page, you'll find a button labeled 'Archive Funnel'. This is shown in the screenshot below.



You can also see in the picture above that when you click on the 'Archive Funnel' button, you'll be prompted to confirm your decision. After you click 'Okay', you will have essentially deleted that funnel. The funnel will still appear on the homepage of your membership area for a few minutes. It takes a number of minutes for the funnel to actually get removed and copied into the 'Archived' section. A little notice will appear at the bottom of the screen once a funnel has become archived, and if you click on the 'Archived' tab at that point, you'll see the funnel that you just removed listed up at the very top.

Eventually, the page will no longer appear within the 'Show All Funnels' section, but please take note that this doesn't occur immediately. It will still show up, but you won't be able to access it. If you ever want to get that funnel back, all you need to do is click on the 'Archived' tab, and click on the 'Restore' button that's directly in line with the funnel you want to restore. Now, some of the links might change when it becomes restored, so you might have to update a few things. A prompt will come up informing you of this. Just click 'Okay' and within a couple of minutes your funnel will appear again.

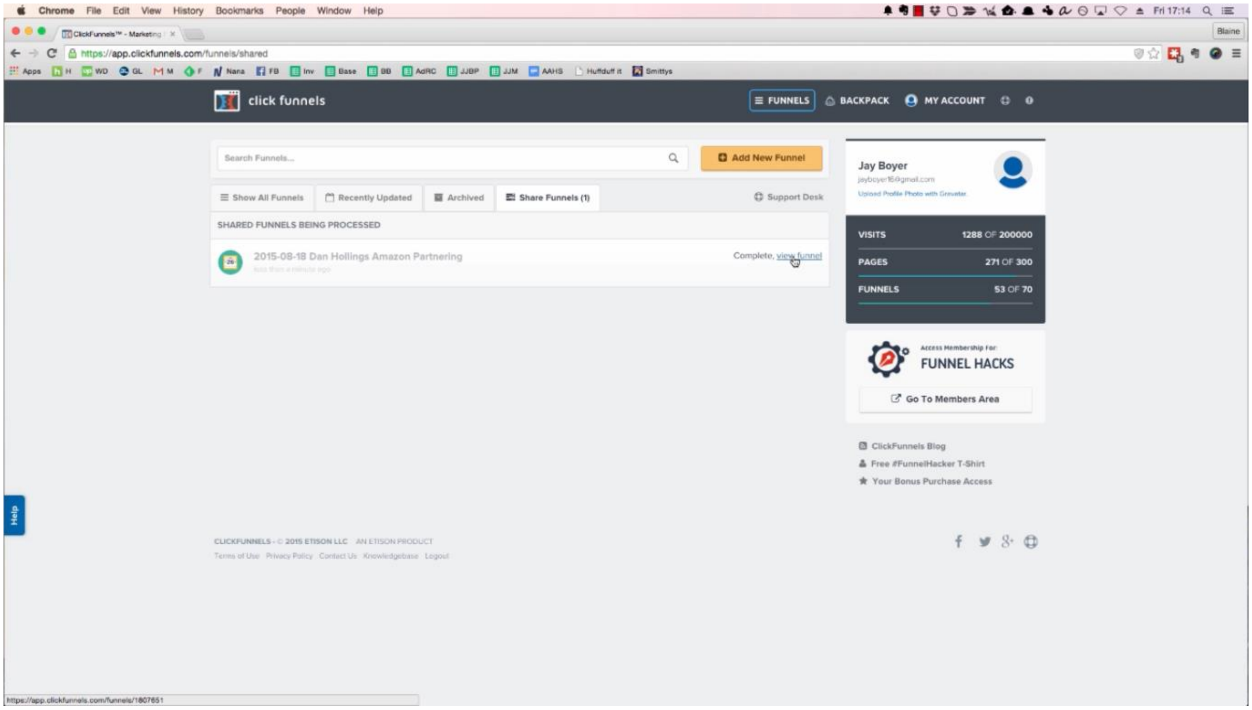
How long it takes for a restored funnel to appear again is going to depend on how many pages were in that funnel. If you have a 10-step or a 15-step funnel, it's probably going to take three or four minutes for that funnel to reappear. Once it's there, you can go ahead and just edit it like you would any other funnel in Click Funnels.



How to Clone Funnels

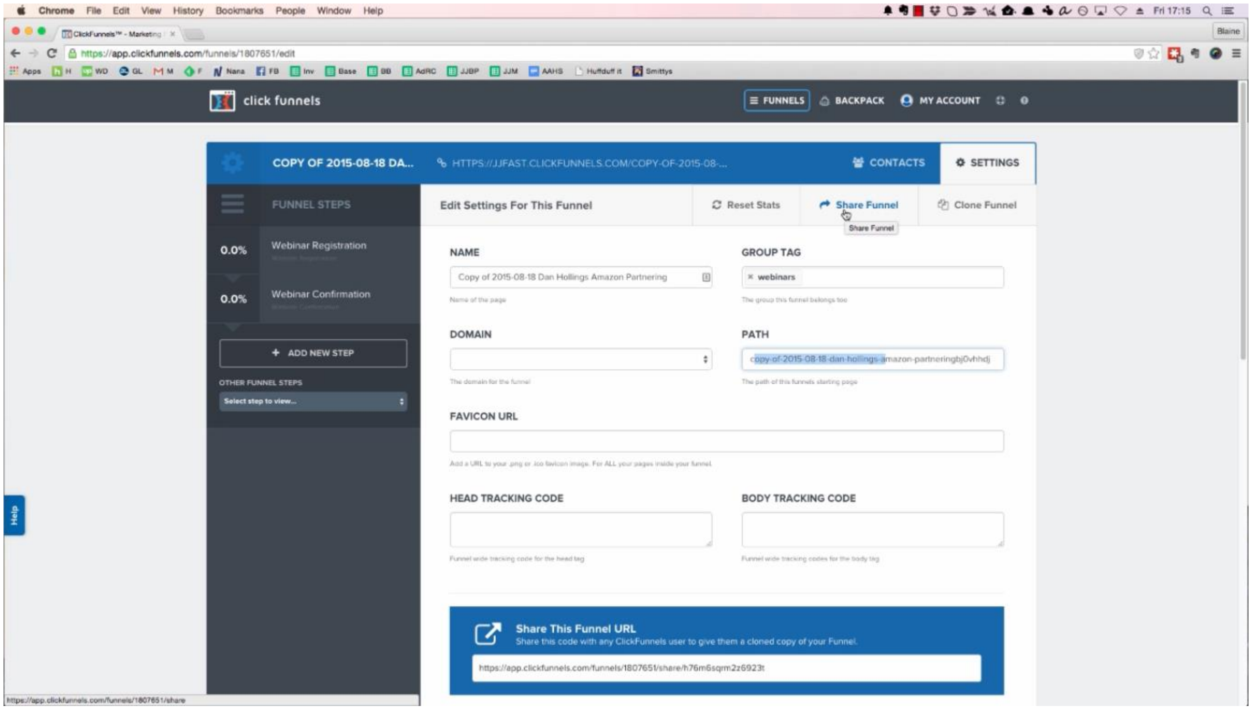
In this portion of the lesson, you're going to learn how you can clone existing funnels and share funnels with a friend so that they can clone your funnels inside their account. The first thing you're going to want to do is visit the funnel that you want to clone. Once you have that page up you'll want to click on the 'Settings' button that's up on the upper right-hand corner of the page. Right at the top of the settings options, you'll see a button that says 'Clone Funnel'. This is shown in the screenshot above.

After you click on this button, there will be a 'Share Funnels' tab on the 'Funnels' page. This is where you will find your newly cloned funnel. Sometimes it can take a couple of minutes for the cloned version to upload, depending on how busy the server is. Once it's done loading up, you'll have a new funnel to work with. The name of it will still be the same as the original funnel, except it will show to be a 'Copy of'.



When the funnel is done loading onto the site, you will see a link labeled 'view funnel'. This is shown in the screenshot above. This new funnel will also be accessible under 'Show All Funnels' and 'Recently Updated'. After you open the funnel up, you'll see that it still says 'Copy of' as part of the name, so the first thing you're going to want to do is click on 'Settings' to change the name. Give it whatever name you want your new funnel to be called. You'll also want to check your 'Group Tags', change the 'Path, and probably also change your 'Domain'. These are all the same things that you would do when setting up a standard funnel.

You should also go into each of the pages of the funnel, just to make sure that everything is set up correctly. You should have the correct email integration or webinar integration, whatever the case may be, for that funnel. You also want to make sure that any redirects you have in place are going to the correct URL to get to eventually get to your confirmation page. Basically, you should be able to set up everything as you normally would, the only difference being that it's all based upon a previous funnel.



There's a second way that you can go about cloning your funnels, and that's to use the 'Share Funnel' option within the settings for that funnel. This is shown in the picture above, and if you scroll down the settings you'll find the option to share a funnel there too. There will be a section titled 'Share This Funnel URL, and there will be a field that you can paste your funnels URL into. You can give this URL to anyone, and if they click on it, it's going to automatically be queued to copy into their Click Funnels account.

The neat thing about this is that if they don't have a Click Funnels account yet, they will receive a two-week free trial. This will give them the chance to try out your funnel and potentially start using it. If they decide that they want to continue using Click Funnels, you will get the affiliate credit for that. This is a really good way to get people to use Click Funnels, using your affiliate link. You can give them some funnels that you've created ahead of time, and they can just customize them for their own use.

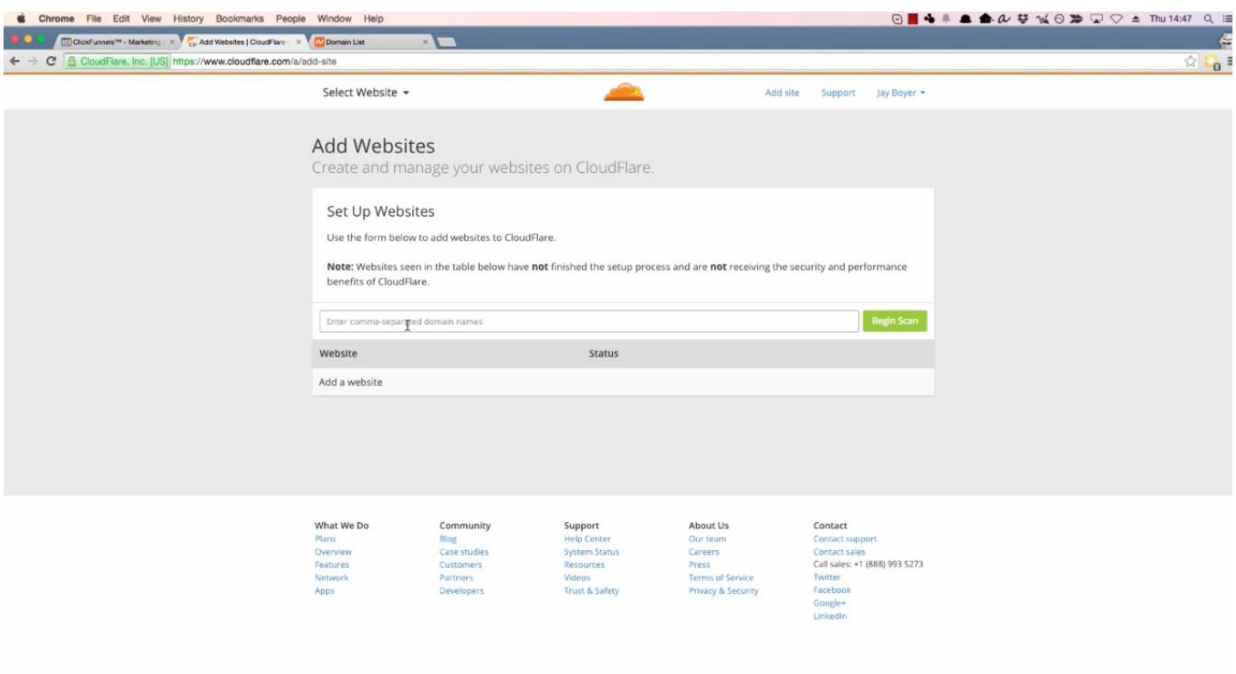
Integrating Other Platforms

One of the coolest things about Click Funnels is that you can integrate it with all sorts of platforms. In the sections to come, you'll be taught how you can use a number of different services in conjunction with Click Funnels in order to accomplish even more. Plus, Blaine shares some great tips and tricks about some of his favorite services in this section.

How to Set Up a Custom Domain with CloudFlare

In this portion of the lesson, you'll be learning how to set up a custom domain in CloudFlare so that you can use it instead of the ClickFunnels.com domain name. The first thing that you're going to want to do is log into your Click Funnels account, click on 'My Account' and then 'Settings'. When you reach the 'Settings' page, you'll want to click on 'Custom Domains'.

Inside of the 'Manage Custom Domains' screen, you'll find a list of domains that you have set up already. There will also be a couple of links to some of the 'Help' pages for setting up a custom domain or custom sub-domain. Blaine recommends watching a couple of the videos inside of the Click Funnels knowledge base. However, you should have the basics of this process down after reviewing this lesson.'



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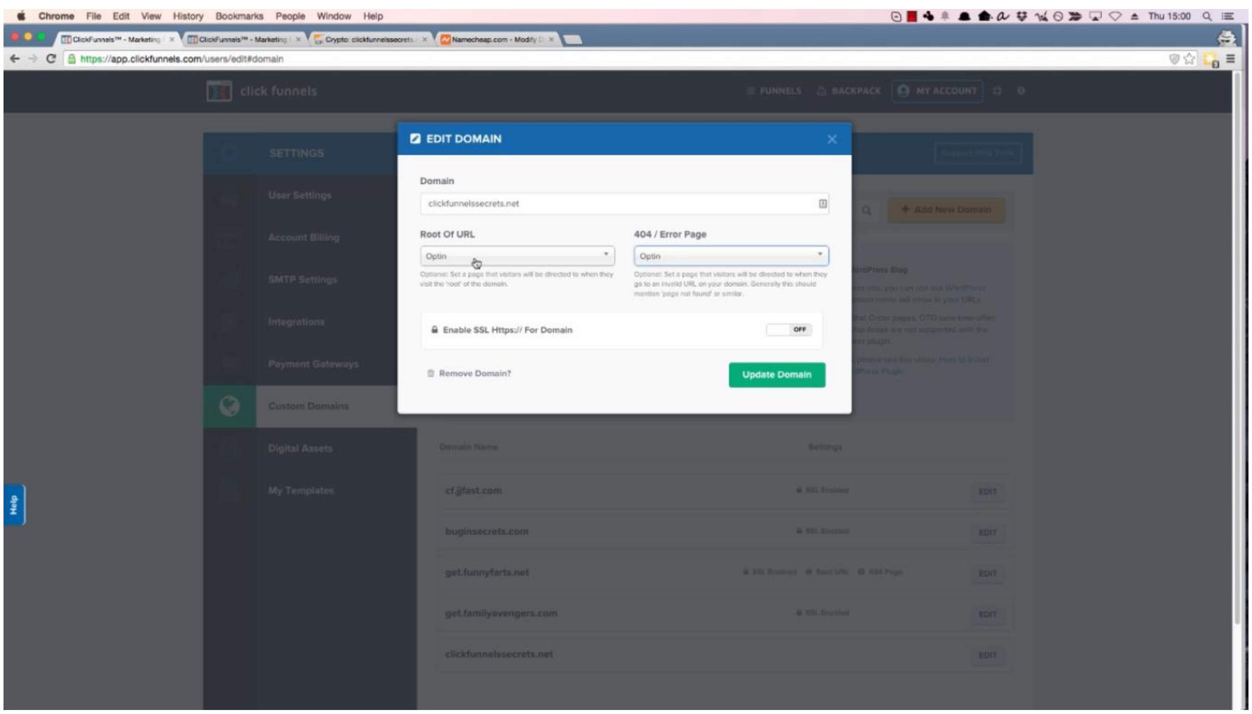
You are going to begin by deciding which domain you're going to move and whether it's going to be a sub-domain or the actual domain for the website. Either way, the next step is to go into CloudFlare and add a domain. Up at the top-left, you'll find a link labeled 'Add Site'. This will open up the screen shown above. You just want to type in the domain itself, without 'www', in other words. Once you've chosen domain name in, CloudFlare is going to look up the DNS records for that particular domain name.

CloudFlare is going to set up everything so that there's nothing you actually have to do once you change the name servers. For the most part, you're going to be able to leave everything as-is. What you'll be doing is pointing the domain directly to Click Funnels so that they will serve everything up for you, for the entire domain. You will want to have a sub-domain as well, and you will learn how to go about this too in just a moment. In the screenshot below, you can see that CloudFlare generated a list of domains that have already been set up for the domain that was searched for.

This was a completely blank domain that was just registered by JJ Fast. They didn't actually want to use any of these records, so one-by-one Blaine clicked the 'X' button to delete each of them. If you already had your domain hosted at another company, you wouldn't want to delete these pages because that would be pointing your domain to your hosting company. In general, this is what you would want.



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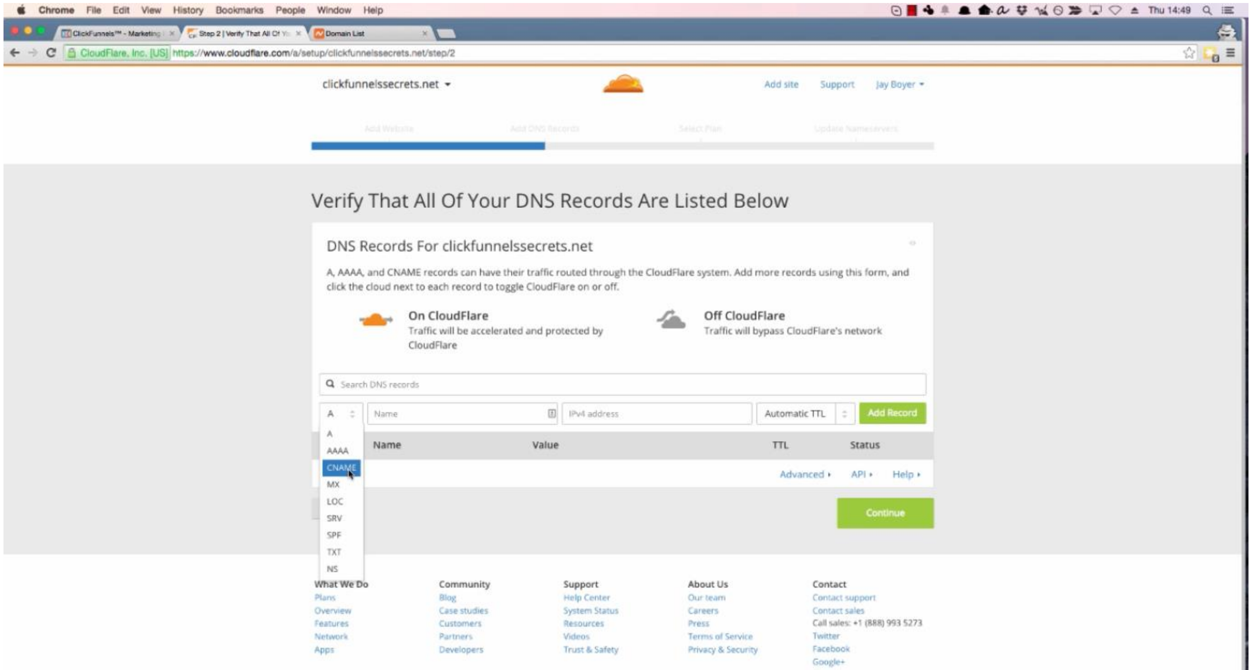
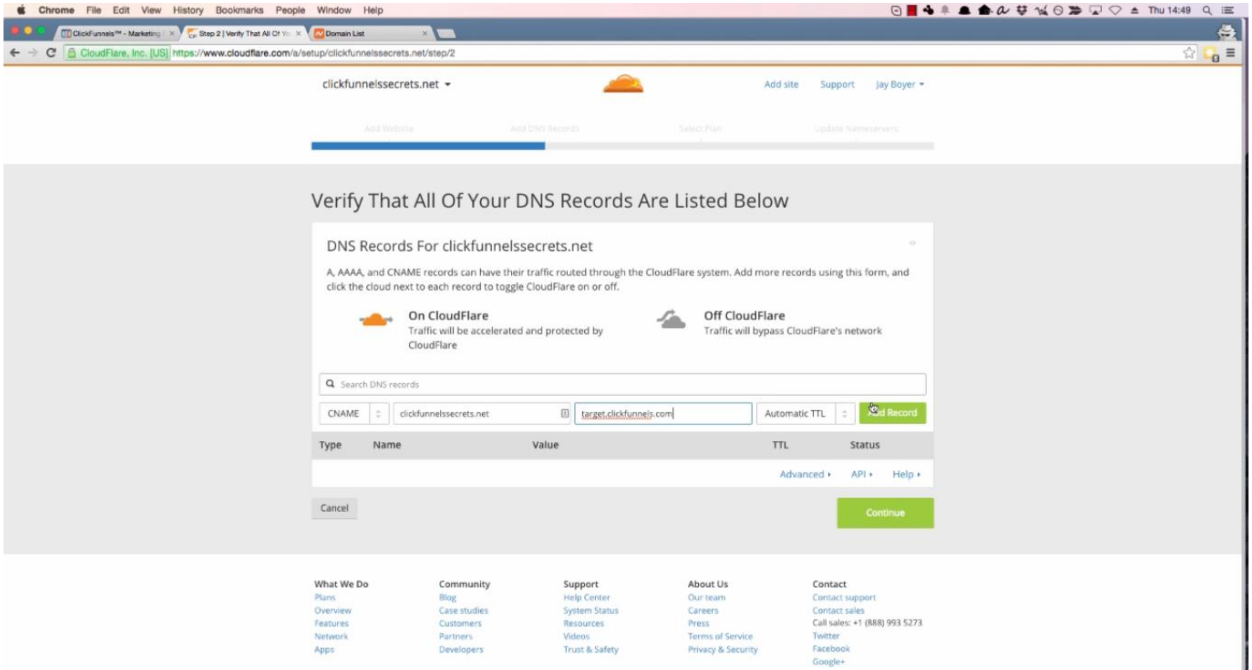


What you are going to want to have is something called an 'A Record' for the top level of your domain. If you are going to be hosting through Click Funnels, you're going to want to use a 'CNAME' record, which can be selected from the first dropdown menu on the left in the page shown above. This is something that CloudFlare does differently. Normally, you can't set things up this way when you are using regular DNS services. All you really need to understand is that it will work this way for CloudFlare. You don't have to understand what's going on behind the scenes.

Anyway, in the next field over, you'll want to type in the domain. The next field over is for your target, or where you want to send the domain. So, in this case, if someone goes to ClickFunnelsSecrets.net, they are actually going to go to Target.ClickFunnels.com, as demonstrated in the screenshot below. After you are done with these fields, simply click on 'Add Record'. Your record will now be listed in the section beneath these fields. Next, if you want the 'www' to go there too. So, in this case, you can just type 'www' into the first field the '@' symbol into the second field. This is shown below. Once you click on 'Add Record', this record will be listed down in the lower section too.



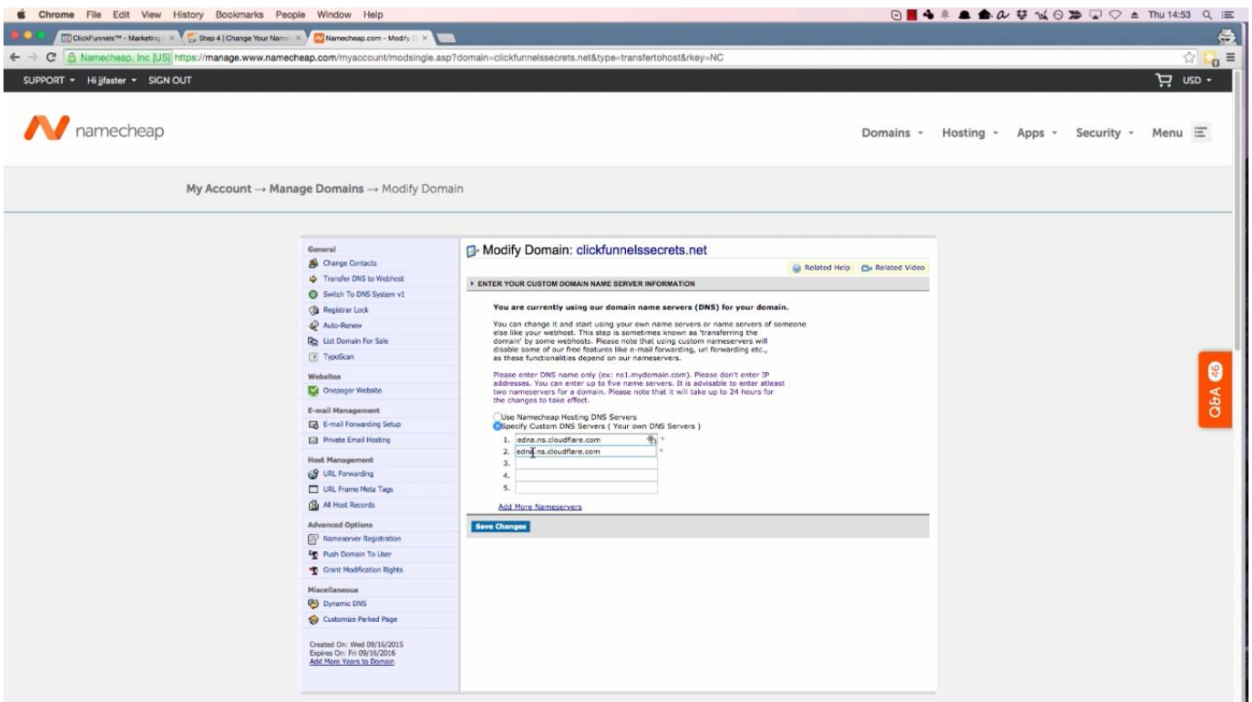
If you were going to point the domain to your own hosting, then you would want to select the option to have an 'A' record, and then in the second field, you would put the IP address. Then you would click on 'Add Record' to do this. That's not what you need to do for your ClickFunnels though. Now, let's say that you wanted to have the sub-domain 'get.clickfunnelssecrets.net', you could just type 'get' into the 'Name' field. After you have created these, you can click on the cloud symbol in the 'Status' column to turn CloudFlare on for each. When you do, they will turn orange.

There are some other records that may appear, like text record or MX records. Those are probably important, so if they do come up, just leave them as they are. Again, you're only going to be pointing this to CloudFlare. If you're not going to include email on this domain or anything like that, there's no reason to do anything else right now. The important thing to remember is that if your whole domain is going to Click Funnels then you need to have a CNAME.

If the whole domain is going to be going to Click Funnels, then you need to have a CNAME for your domain name and point it to 'Target.ClickFunnels.Com'. If all you want is a sub-domain, then leave everything else the way it was when you first scanned it and just put in a CNAME for whatever your sub-domain is going to be, whatever that might be. In this case the word 'get' was typed in because the sub-domain is 'get.clickfunnelssecrets.net.

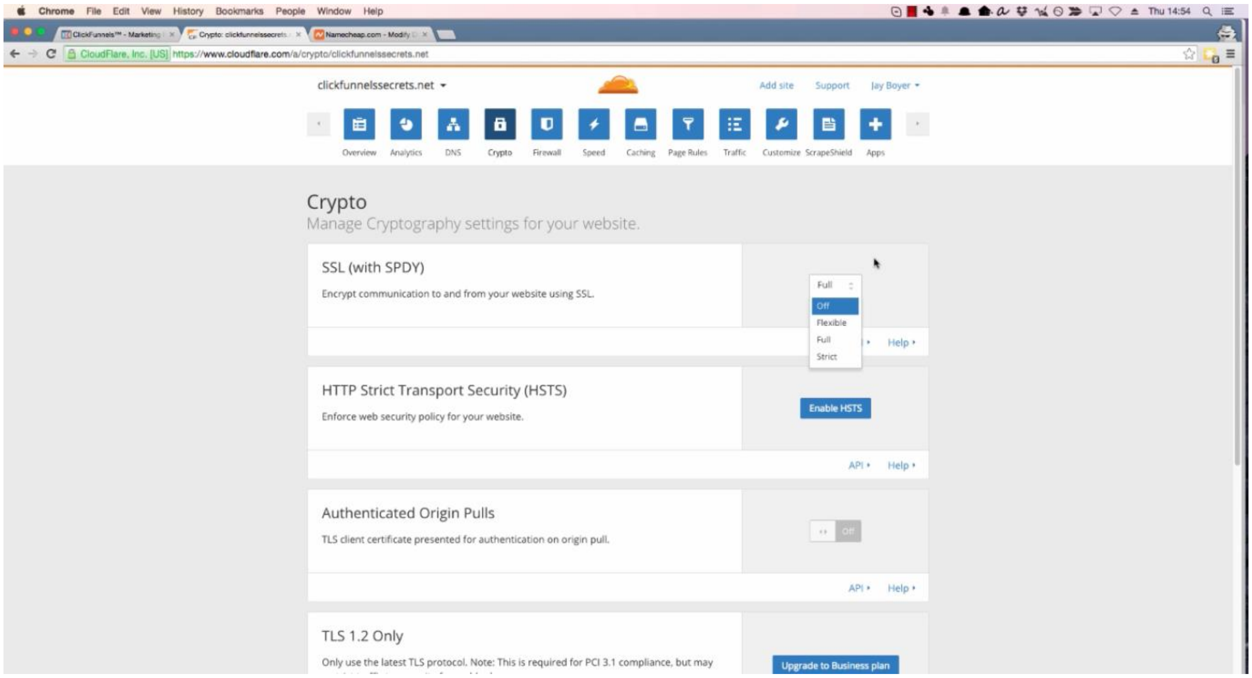
When you are done setting this up click on 'Continue' and you will be able to choose what plan you want. For what you are learning to do, you only need the 'Free plan'. After selecting this, you can click 'Continue' again. From there, the service is going to tell you what to change your name servers to. How you go about doing this is going to be different depending on which domain name registration service you use. There are some general directions on how to go about this on the page. The service that JJ Fast uses is called NameCheap. This is a very reliable service.

Once you reach NameCheap.com, you can click on 'Manage Domains' and a list of all the domains that you have registered with them will appear. You can click on any domain that you're interested in using. After selecting this, there's going to be a list of options over on the left-hand side. One option that you'll find is 'Transfer DNS to Webhost'. If you already have this set up for a specific web host, then you'll be able to just choose 'Update Name Server' instead. In any case, the next thing you're going to need to do is paste in the names that CloudFlare gave you to change your name servers into. This is demonstrated in the screenshot below.



After you have inserted the names that have, click the 'Save Changes' button to move forward. At this point, you are pretty well set up. Now, understand that it may take a few hours or even a couple of days for this type of change to take place. Most likely, within an hour or two you will notice the difference, but it may take a while before your domain starts to work. You would go ahead return to the step you left off of on CloudFlare. You should still be on the step to 'Change Your Nameservers', where you got the new name server names from.

Scroll down the page at this point and click 'Continue'. When you reach the next page, you'll see that the status says 'Pending'. This is where the site tells you that it may take up to 24 hours for the changes you made to be processed. You can click on the refresh button, if you wish, to see if the changes have already been made, but it's unlikely that they would have that soon. Up at the top of this page, you'll find a button that's labeled 'Crypto' underneath. You'll want to click on this because you'll want to turn SSL on for your domain.

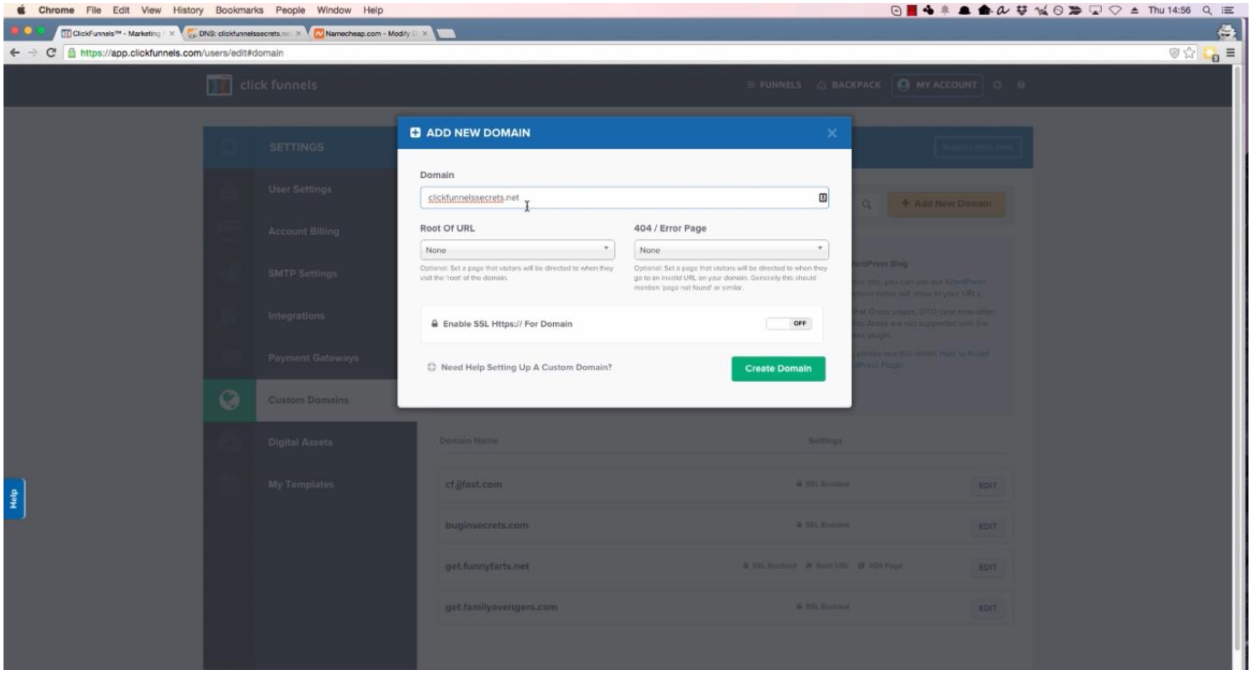


You'll find that you have four different options in the dropdown menu when you go to do this, as demonstrated in the screenshot above. The first, 'Off', basically means that SSL is not available for your domain. Then there's 'Flexible', which means that SSL will exist just fine on the CloudFlare side of things, but your web server, whatever that may be, doesn't necessarily have to have SSL available. 'Full' means that there has to be an SSL connection from the original server through CloudFlare and to your customer. Finally, there's 'Strict', which means that CloudFlare will actually verify that the SSL certificate that you're using matches the domain that the customers are on.

The 'Flexible' or 'Full' options should work just fine for what you are trying to accomplish. It can take up to 24 hours for the SSL certificate to actually get issued to your site. You'll learn how to address this on the Click Funnels side of things later on in the lesson. On the page shown above, it will say that your certificate is active once it is available. You'll want to turn that on inside of Click Funnels so that you can have a secure web page.

The next thing that you'll want to do is log into Click Funnels and start setting up some DNS records. You'll want to have all of the domains and sub-domains that you set up working with Click Funnels, in other words. In the 'Settings' within Click Funnels, you'll find an option titled

‘Add New Domain’. You’ll want to select this and then enter in the domain that you would like to add.

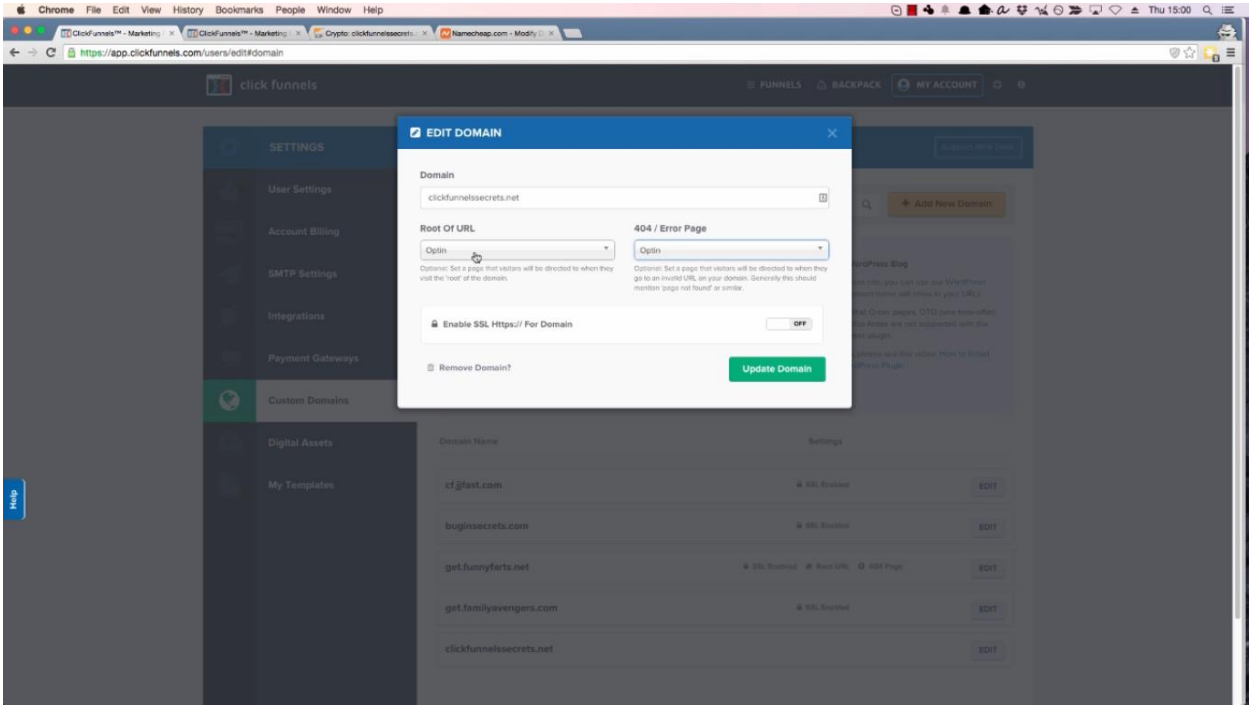


Now, when you go in and set these up, you can also set up a Root and/or a 404/Error page. That means if someone comes to a specific landing page, for example, it will be the full URL of that landing page. It should display fine once you fill the fields out within the ‘Add New Domain window (shown above). If they just come to the root of your URL, you can choose which funnel should be shown. On the other hand, if they come to a page that doesn’t actually exist, that hasn’t been set up yet, you can choose which funnel will show there.

Blaine recommends setting up a default funnel for your 404/Enter Page. Then you can choose them inside of the root URL. Underneath these options you’ll find the option to ‘Enable SSL’. That just means that it’s going to be a secure connection. You can see in the screenshot above, this was left off. That’s because the SSL certificate had not been approved yet, but once it is, you’ll want to turn this option ‘ON’.

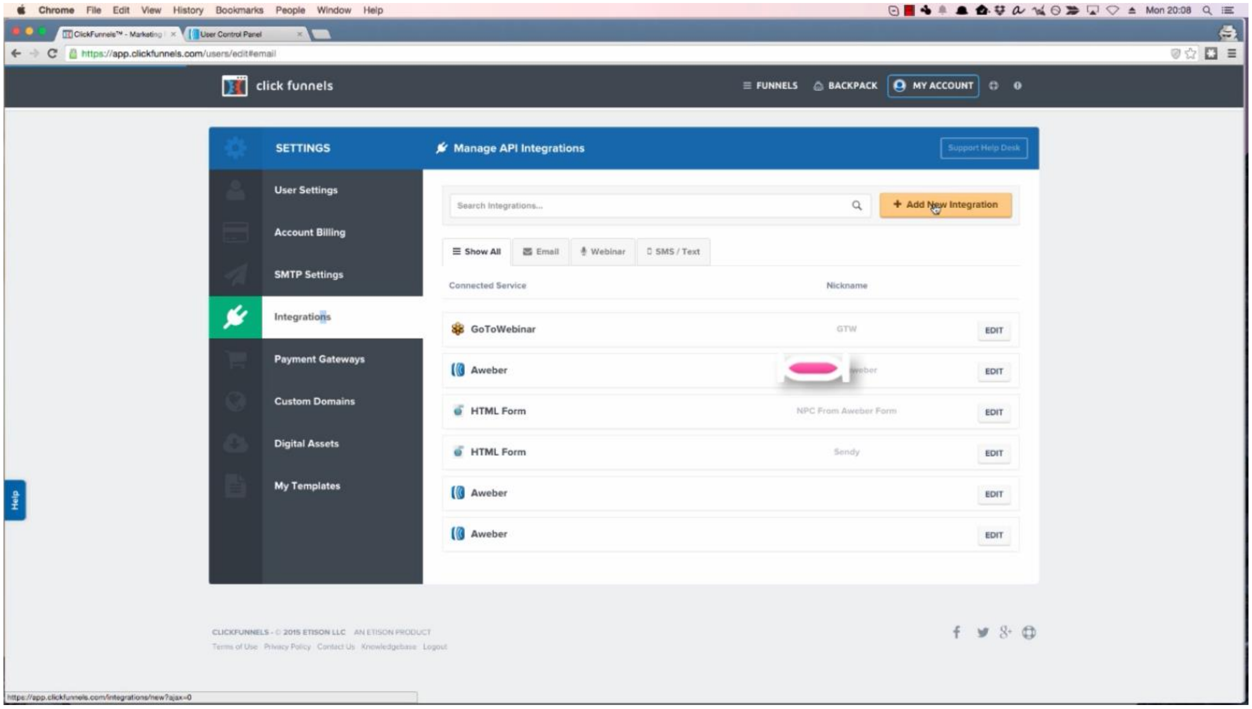
From here, you’ll want to add a new funnel. Blaine chose to build a custom funnel during his presentation, but you can create any type of funnel you want to for your project. Once you choose the type of funnel you want to create, you’ll be able to name it. After that, you’ll give it a relevant tag, and click ‘Build Funnel’, and then your funnel will come up so that you can edit it. If you were to go to ‘Settings’ at this point, you’d notice that under ‘Domain’ the one you just created is listed. You would want to choose it from the dropdown menu.

You can also set up the path, which will be the domain that you added, then a '/', and then the name of the funnel. Once you are done with the settings, don't forget to scroll down to the bottom of the page and click the button to save and update what you changed. The name of the funnel is shown up at the top of the page along with the new domain name for this funnel. Don't forget that you can edit the domains and add a 'Root or URL' and/or a 404/Edit page.



For sub-domains, this process is the same. You simply open up the 'Add New Domain' and enter in the domain name or sub-domain without the 'www' or the 'http' at the start, just like Blaine did in the screenshot above. Once you have added them, they should show up on the page titled 'Manage Account Settings'.

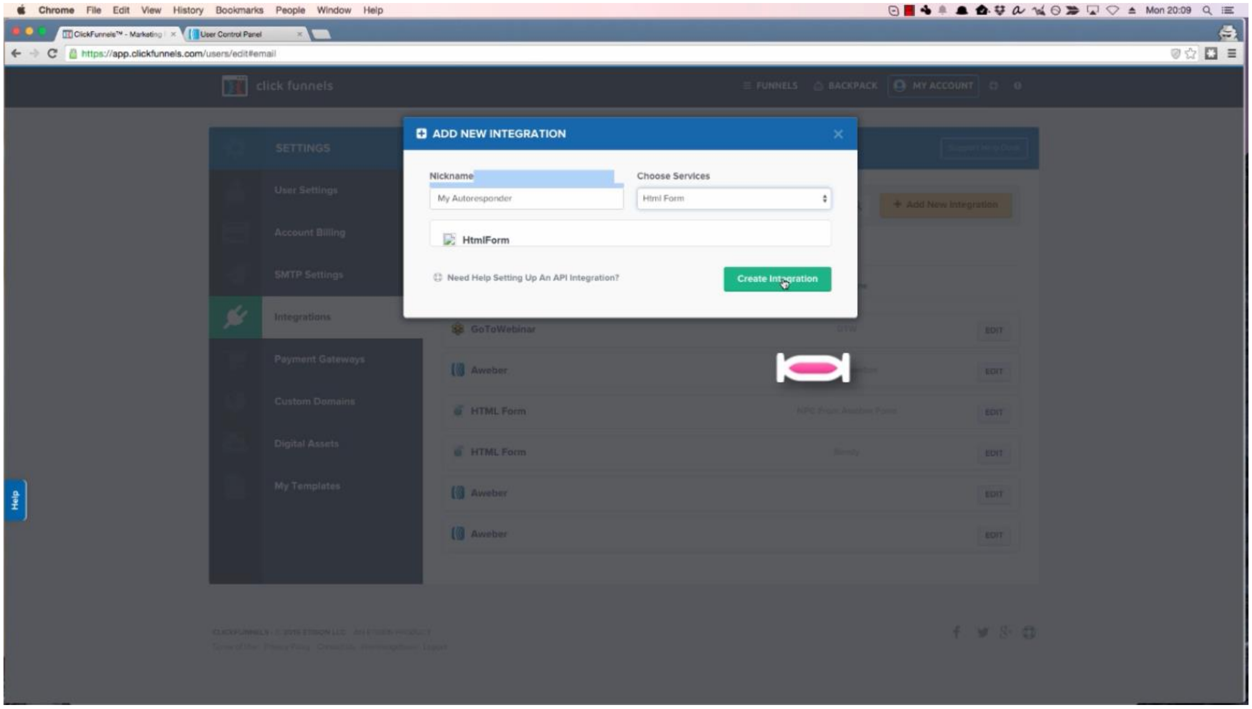
You have just learned how to add customized URLs into your account, as well as how to use CloudFlare. There's actually a lot that CloudFlare can do, and so Blaine highly recommends looking into this service. He says that you will be in very good shape if you use CloudFlare to manage your domains, and you can integrate very easily with it as well. You should be able to do all of this just by following this training step-by-step, and you can get a refresher out this in the knowledge base. Again, there are two videos on this topic to be found there that you can refer to as well.



How to Integrate Aweber & Other Auto-Responders

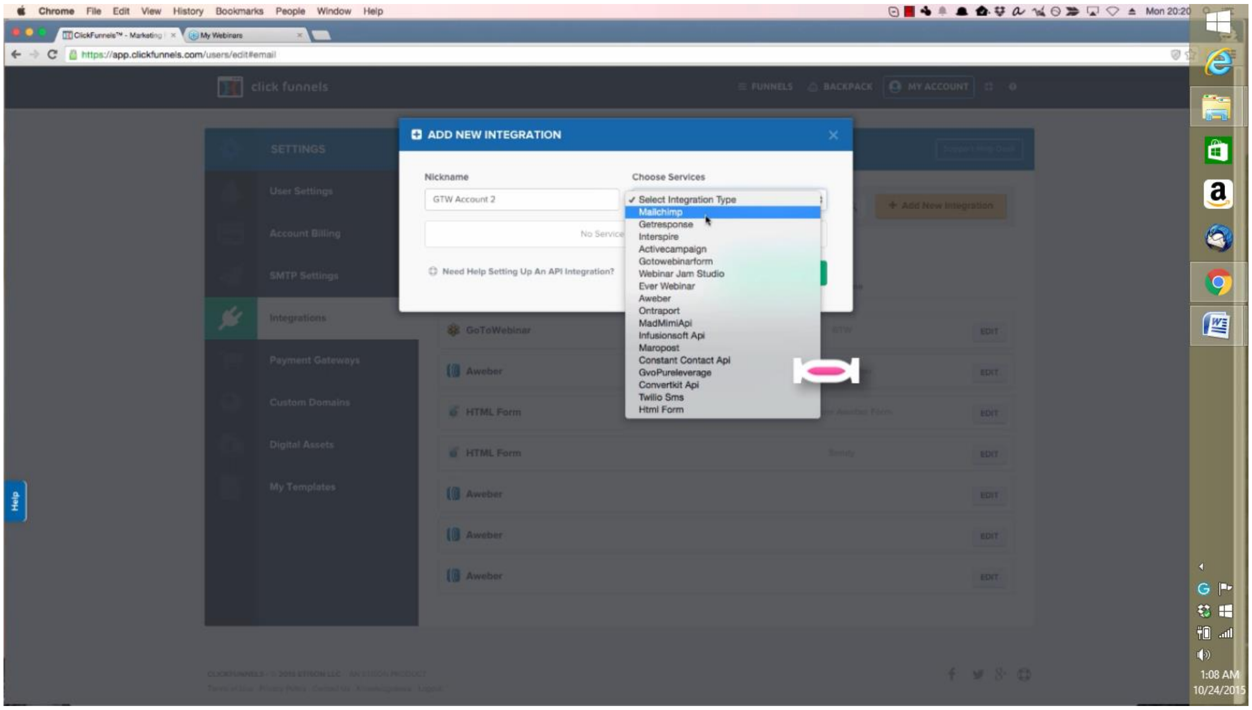
In this section, you're going to learn how to integrate your auto-responder service with Click Funnels. You will begin this process by clicking on 'My Account' and then on 'Settings'. From there, you would need to click on 'Integrations'. The 'Integrations' screen is shown above, and as you can see, on the upper right-hand side there is a button labeled 'Add New Integration'. When you click on this button, you are going to be able to give you new integration a nickname Then, you can choose the service that you'd like to integrate.

Pretty much any auto-responder service is going to have an html form that you can put in place. In order to use that, all you would need to do is choose 'HTML Form' from the 'Choose Services' dropdown menu. This option is shown in the screenshot below. When you are done adding your integration and nicknaming it, you can go ahead and click on the 'Create Integration' button. This will add it into your account, and when you go in and select the option to 'Edit' this, you'll just be asked to paste in the html code that your auto-responder provides. This will work with just about any services, even the ones that aren't explicitly integrated with Click Funnels.



If you use Aweber, integrating it is a very straight-forward process. Just the same as before, you would click on 'Add New Integration' to bring up the window that allows you to nickname the integration you are adding. Then, you simply open up the 'Choose Services' dropdown menu and select 'Aweber'. Once selected, the 'Add New Integration' window will appear as it does in the screenshot above. Simply click on 'Connect'. This utilizes Aweber's API, so that you'll have a direct connection with your account. When you click on 'Connect' a different screen will appear and you will be asked for your Aweber information. You'll also be asked whether you want to allow or deny access.

After you click to allow access, the service will authenticate this, and then you'll be able to use your Aweber account inside of your Click Funnels account. It will take a minute for the site to authenticate this, but then you'll be all set to go. That's how you integrate with Aweber. The process is pretty much the same whether you are using MailChimp and any of the other services that ClickFunnels already integrates with. Again, if Click Funnels doesn't integrate with your service of choice, you can just use the HTML option, in most cases anyway.



How to Integrate GoToWebinar

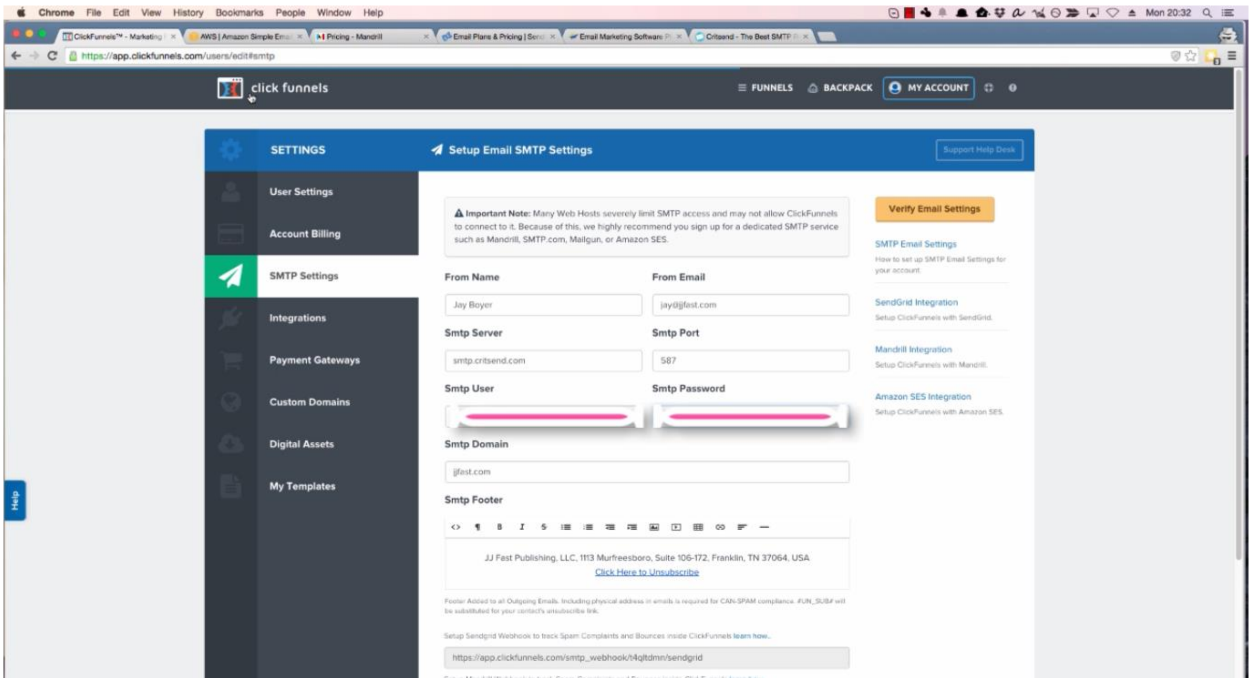
Now it's time to learn how to integrate GoToWebinar with your Click Funnels account. To begin, you'll want to click on 'My Account' followed by 'Settings'. Then, you'll click on 'Integrations'. From there, you can just click on 'Add New Integration' and give your new integration a name.

Within the drop down menu under 'Choose Services', you'll find the option 'Gotowebinarform'. When you choose this option, you will then be given the ability to type in your username, and once you enter that, you'll be able to click on 'Create Integration' to finish this process. That's all there is to it. You will now be able to use GoToWebinar and integrate it with your funnels. After you do this, you will be able to find the option to utilize GoToWebinar within the settings when you edit your pages. This will be grouped with the email integration settings, and all you will need to do is paste in the link to the GoToWebinar form into your Click Funnels. It will automatically integrate directly with your funnels.

How to Integrate SMTP

You are about to learn how to integrate an SMTP service. The way that this differs from an auto-responder is that this is for sending the trans-actional emails from within Click Funnels. They are coming out with a feature that's called Actionetics. This is going to act more like an auto-responder would. You can actually semi-automate some auto-responder type of interactions right from within funnels as they are right now. This is something that you'll learn more about in future videos.

Right now, the important thing to take note of is that if you have your own SMTP signed up through Click Funnels, then what you'll be able to do is edit the automated emails. So, if you do an automated webinar, or a webinar sign-up. You can actually have an email going out to remind people when the webinar is and what the links are for everything. This can all go out right from within Click Funnels, so you don't have to integrate with a third-party to do that.



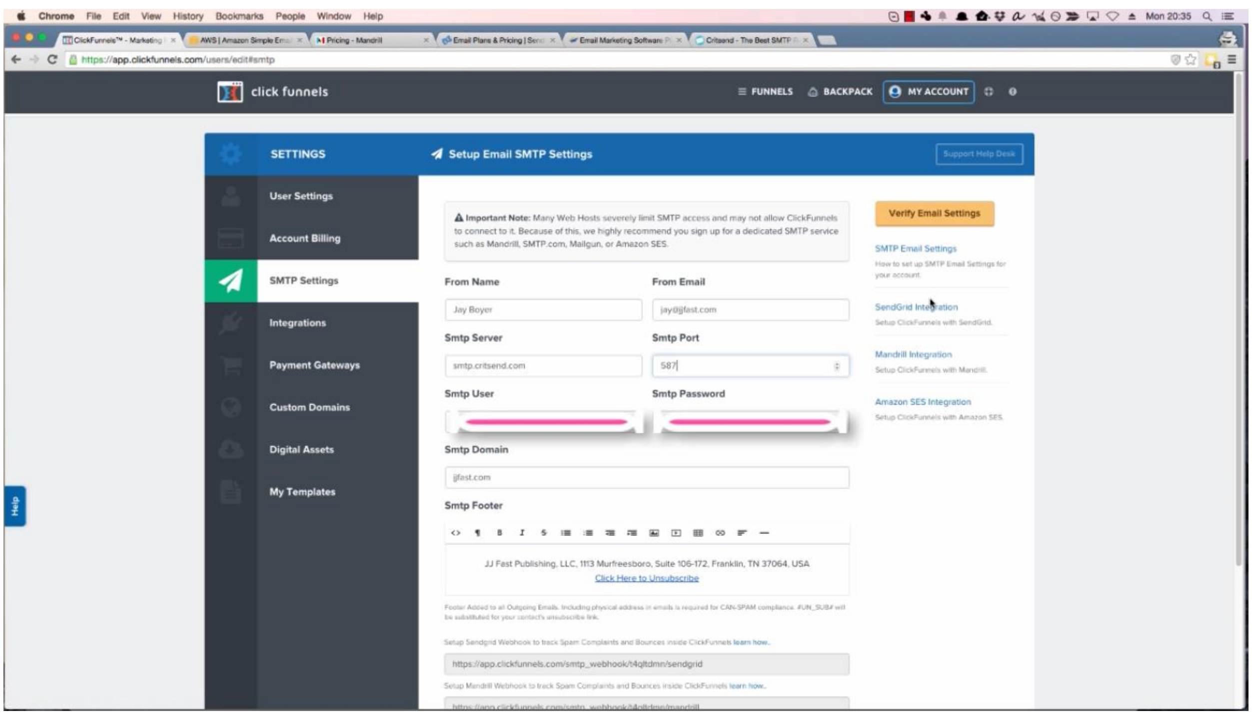
This is all very easy to set up. Simply click on 'My Account' followed by 'Settings'. The page will change, and over on the left side panel, you'll find an option titled 'SMTP Settings'. The screenshot above shows everything opened up. All you need to do is enter your SMTP server into the field that calls for it, and then enter the username and the password that you have for that server.

There are four different services recommended by Click Funnels. The first is Amazon SES, which is probably the cheapest option. It's basically $1 per 10,000 emails that you send out. There's also a free tier so that your first 10,000 messages for the first billing month for the first year of your account will actually go out for free. This is how Blaine understands it to work, anyway. There are some limitations to this, and obviously the pricing could change at any given time. For now, this is going to be your cheapest option, but it's also going to be one of the more difficult to set up.

If you don't have someone that's very comfortable with web technologies, you're probably going to want to skip this and go with one of the other options. This will be a little bit simpler because when it comes to Amazon, you will have to create users and everything to get SMTP to work. The next option is Mandrill. They aren't all that expensive. The service charges $10 for the first 25,000 emails, and $0.20 per 1,000 after that. The price goes down as you send more emails.

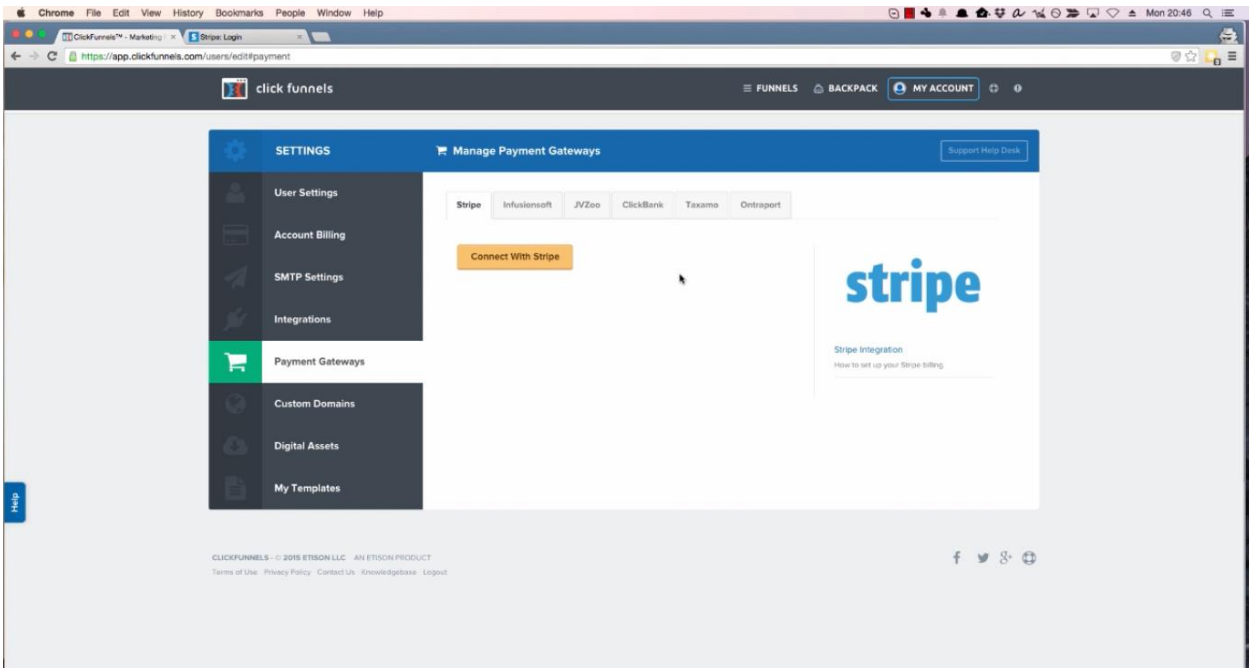
Another option that you might choose to utilize is SendGrid. This service charges $10 for the first 40,000 emails that you send, or you can send $100,000 for $20 a month. The last option that ClickFunnels recommends is going to be SMTP.com. They charge $15 a month for 10,000 emails. This is 15 times more expensive than Amazon SES at the outset, but again, it's a little bit easier to integrate. Mandrill and SendGrid are a bit more cost effective than SMTP.com.

JJ Fast uses a service called CritSend. Their pricing begins at $5 per 10,000 emails. So, it is a bit more expensive, but it's still priced reasonably. Also, if you purchase your emails in bulk then you'll actually wind up saving quite a bit of money in the long run. The level that they usually pay is 3,000000 emails for $1,000. That ends up being $3 per 10,000. So, this is what JJ Fast recommends you use, especially since they have had some "less than stellar" experiences with Amazon SES and Mandrill.



According to Blaine it's also very easy to sign up with CritSend. If you do sign up with them, then you would type in 'stmp.critsend.com' in the 'SMTP Server' field, and the port will be '587'. However, if you want to use one of these other services, then Click Funnels has some great integration guides that you can refer to. They are listed over on the right-hand side of the page shown above, as you can see.

When you do sign up, you will want to create a footer that will go out at the bottom of all of your emails, and it should include the option to unsubscribe. An example of this is also shown at the bottom of the screenshot above. You will also want to click on 'Verify Email Settings' in order to make sure that everything is working correctly. After you send out the test email, a green box will appear underneath the 'Verify Email Settings' button. It will say "Email Settings are good! We've sent you a test email."



How to Integrate Stripe

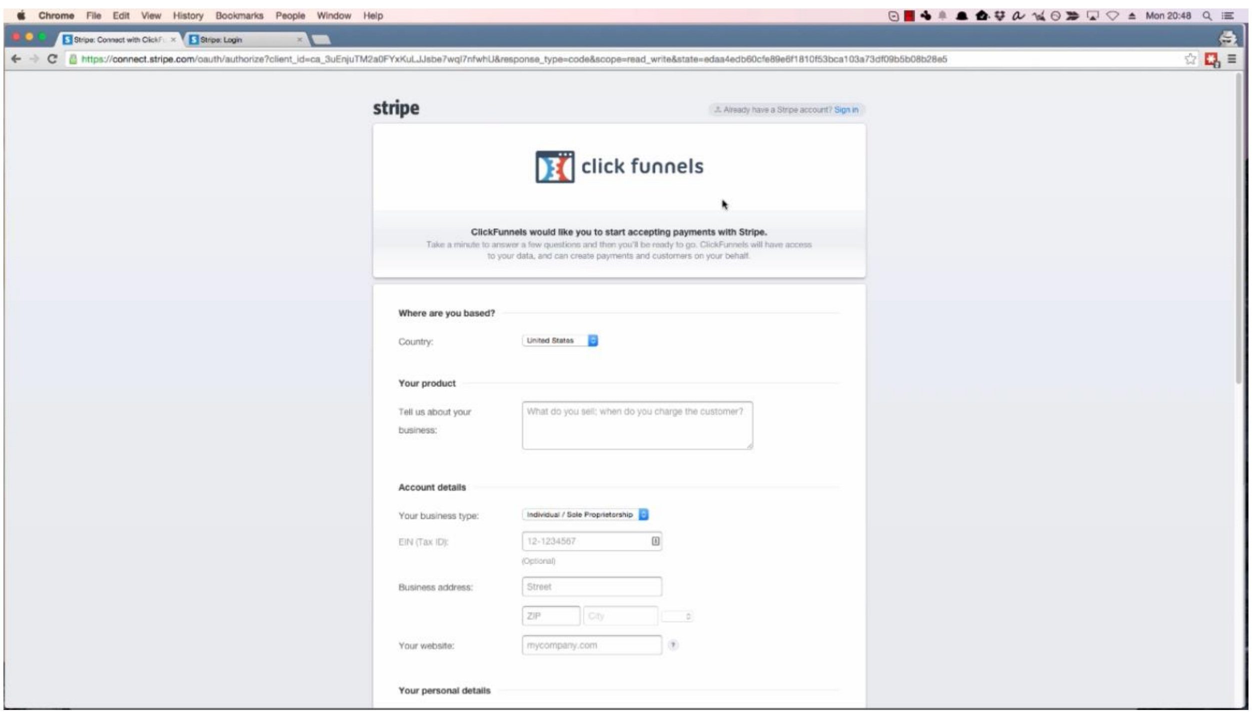
Your payment integration is going to be the topic of this section. Specifically, you're going to learn how to use the Stripe platform because this is what's preferred by JJ Fast. To begin, you'll want to click on 'My Account' and then 'Settings'. From there, you'll click on 'Payment Gateways'. This portion of the settings is opened up in the screenshot above. As you can see, the very first tab contains the options that you are going to utilize if you are using Stripe. However, Click Funnels also supports:

- Infusionsoft
- JVZoo
- ClickBank
- Taxamo

- Ontraport

Blaine recommends that you go straight to the Stripe platform. That's because Stripe enables you to accept credit cards directly on your own domain. You will need to read over the previous section on how to set up custom domains with CloudFlare. You will have to have a secure SSL connection to your website, but you can get that completely free directly through CloudFlare and have it pointing directly at Click Funnels for you.

Having people stay on your own domain to check out instead of having to switch over to an external shopping cart is going to increase the trust factor. In addition to that, you're going to receive some of the best merchant rates out there with Stripe. Blaine says that these rates are some of the best anywhere that he has seen working online. Stripe is completely free to use, and you pay per transaction. So, it's a small fee, plus a percentage of each order. If you use some of the other options listed, you'll be paying a monthly rate, plus you'll have to pay those 'per transaction' fees as well.

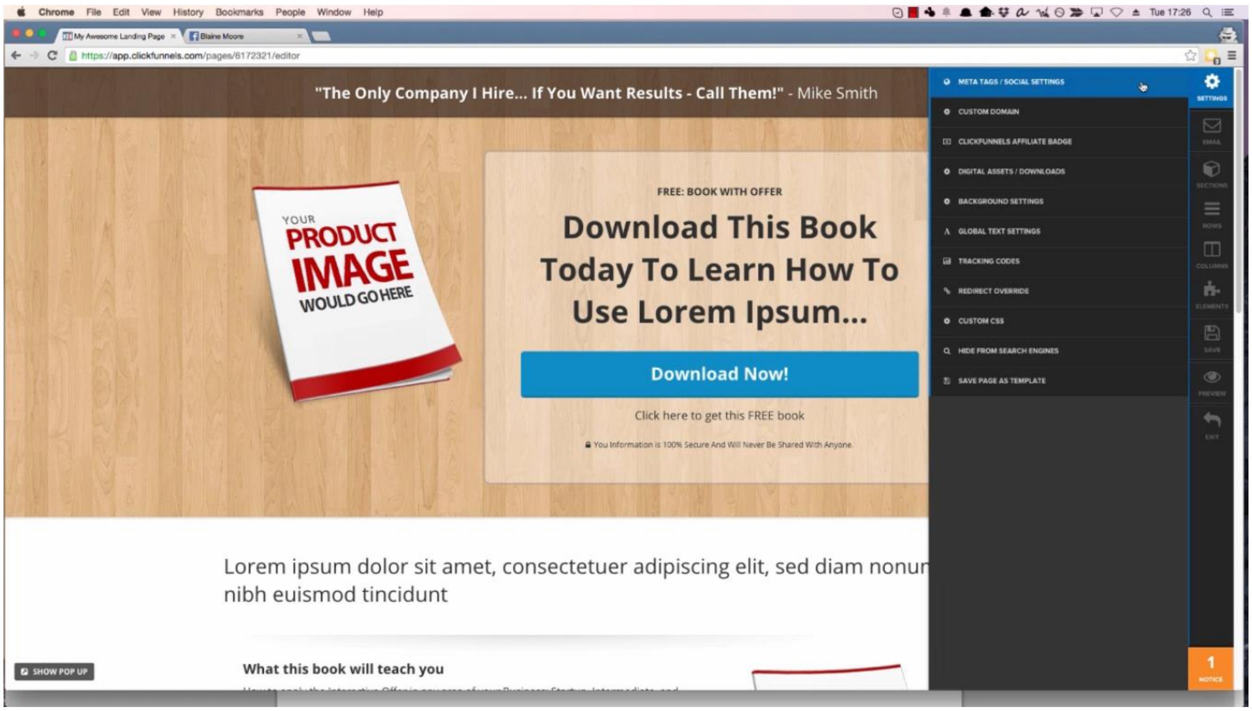


It's very simple to connect with Stripe. If you already have an account and are logged in, you can simply click on the 'Connect with Stripe' button shown on the page above. This will automatically set you up, and you will be good to go. There's nothing else to do. If you don't have an account, or if you're not logged in, when you click on the button to connect with Stripe button, you will be brought to the page shown above.

You can actually sign up for an account with Stripe from this page, or you can click on the ‘Sign In’ link up at the top-right to sign into your account. After you do this, you will be redirected to a page where you can enter your username and password, and then when you click on the ‘Sign In’ button, your account will automatically be authorized to work with Click Funnels.

Using the Editor

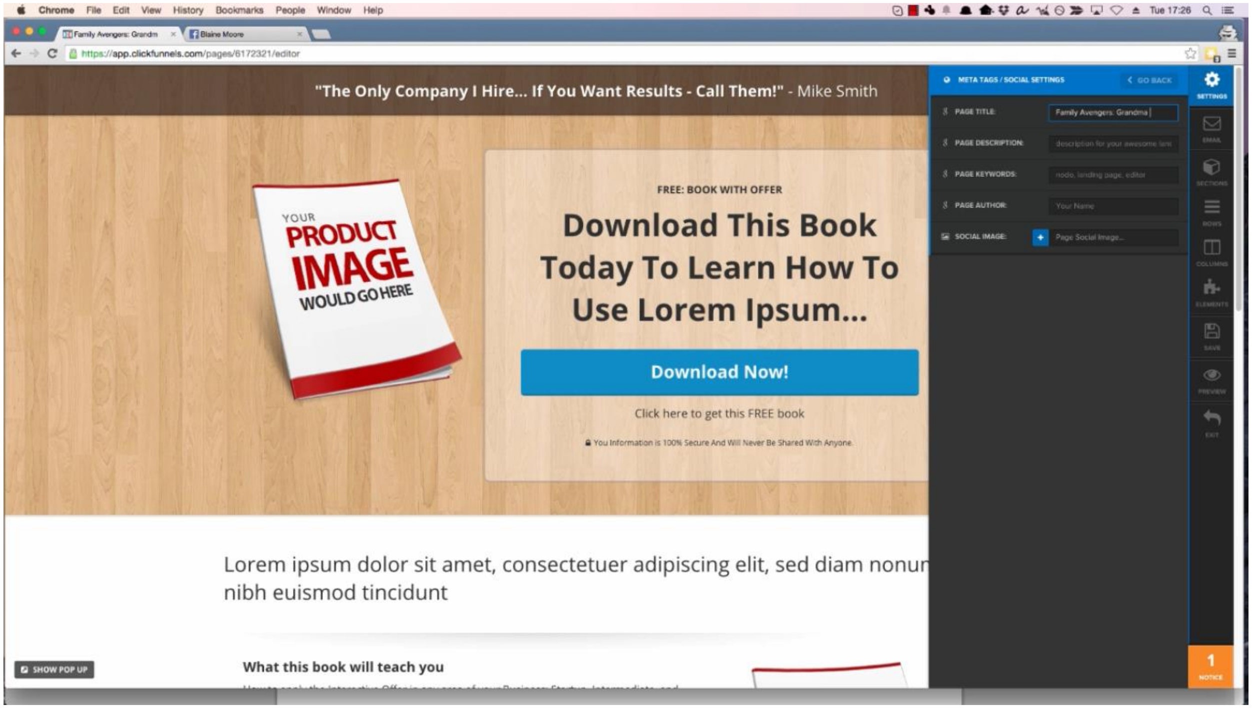
Over the next few sections, you are going to learn about some of the specifics of how you use the page editor. This is the fun part. You are going to be able to start setting your actual funnels up. By the end of this section of the training, you will have an idea as to how easy this is and you'll know how to go about getting everything to work as it should.



Page Settings

The page settings are just the metadata about your page. This controls how other people see your page. That way, if someone links to your site from Facebook or Twitter, or if someone finds your site through the search results on Google or Bing, there's a controlled way things on your page are going to look because of the settings that you used.

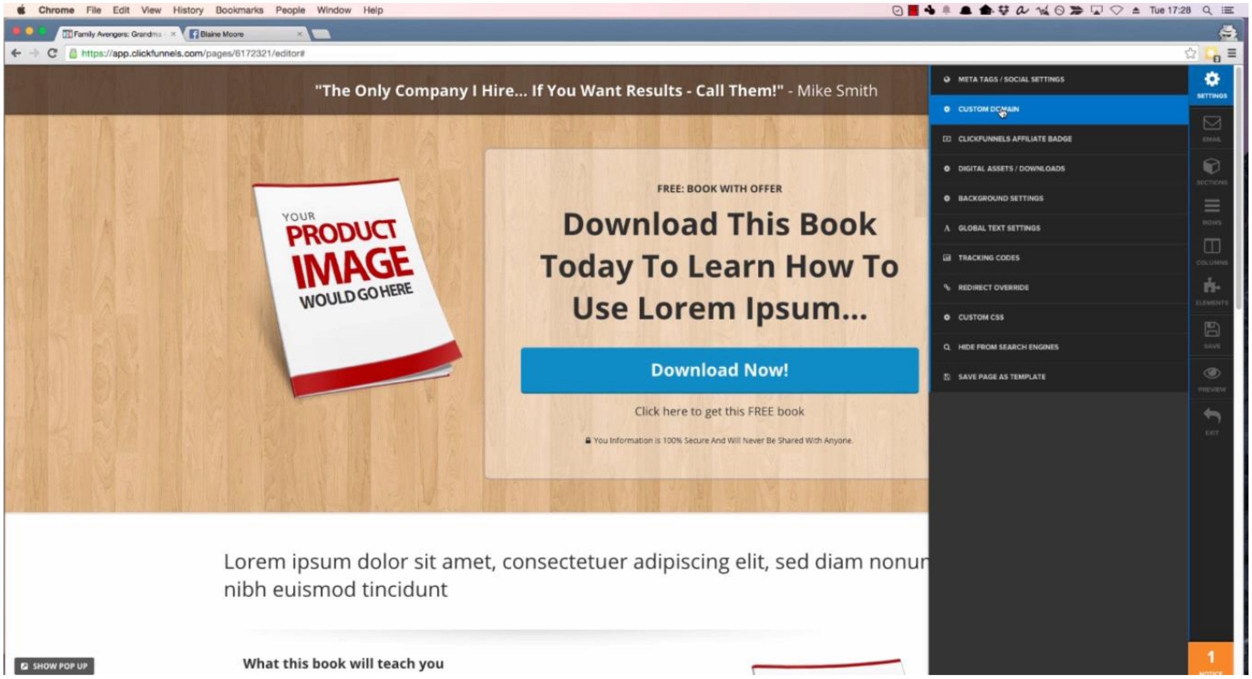
Inside of the editor, on your page, you're going to want to click on 'Settings'. When you do, a panel of options will open up. This is demonstrated in the screenshot above. Within this panel, you'll find an option titled 'Meta Tags/Social Settings'. You'll want to click on this. When you do, you'll find options for all of the different sections of your page, starting with your page title. This is what will appear on the tab within the browser being used. In this case, it currently says "My Awesome Landing Page". This is what all of the page tabs say by default when you make a page with Click Funnels. You can change this by changing the text in the field for it within this side panel.



You can see in the screenshot above, this has now been changed. It says "Family Avengers Grandma vs. Zombies", which is the title of a book that's being marketed. Next, you can change the page description. This is the text that appears underneath the search result in the search engines or on Facebook. Blaine entered in "Thank you for buying my book! Here is the free audio book I promised." So, this is just a little description that's meant to get someone interested in clicking through.

The 'Page Keywords' are what's going to appear in the meta tags. No one will actually see these unless they look at the code in the liner page. These keywords are going to be used by the search engines, primarily. In this field, Blaine entered in keywords that would be relevant, such as 'book', 'children's book', and 'zombies'. For the 'Page Author', you'd usually want to use your name or something appropriate for who actually owns the page.

The last option is titled 'Social Image'. This is one of the most important aspects of your funnel setup. This is what's going to appear on Twitter or in Facebook. It's the image that will come up if someone shares your link. You definitely want to make sure that you set this up. Blaine used one of the images from the book itself.

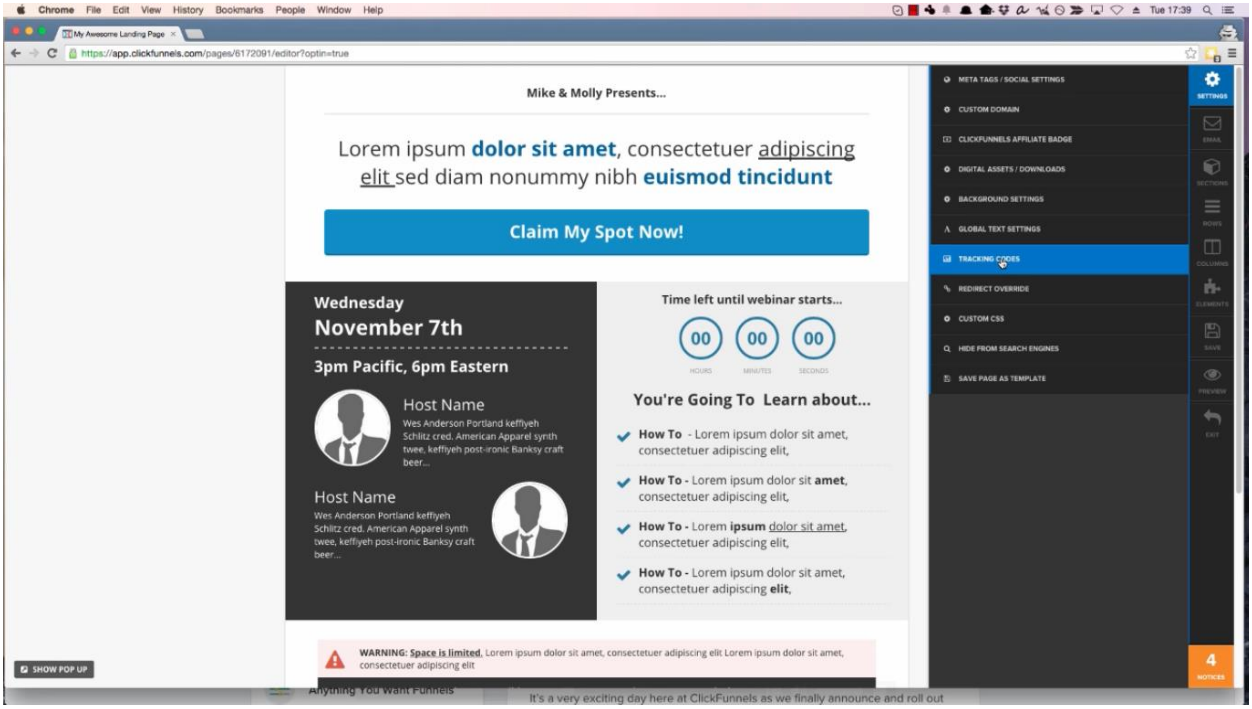


After setting up the meta tags and social settings, you'll want to move to the next option, which is 'Custom Domain'. This option is shown in the screenshot above, and this is the domain name that your funnel is going to appear on. By default, it will be your "[account name].clickfunnels.com/[URL for your product]. However, if you have a custom domain set up, then you're going to want to use that. Blaine used the family avengers URL for this example, which was "get.familyavengers.com". There are a few other types of settings that you are going to want to utilize in most cases. You'll learn about this further on in the lesson.

Third-Party Tracking

This portion of the training covers how to integrate third-party tracking. If you have some tracking that you want to appear in your entire funnel, you'll want to begin by going into the settings for that funnel. There you will find the option to add any header or body tracking code you want to use, and these will automatically be inserted into every page of your funnel without you having to do anything extra. For example, you may want to use Google Analytics and have a specific link for just that funnel.

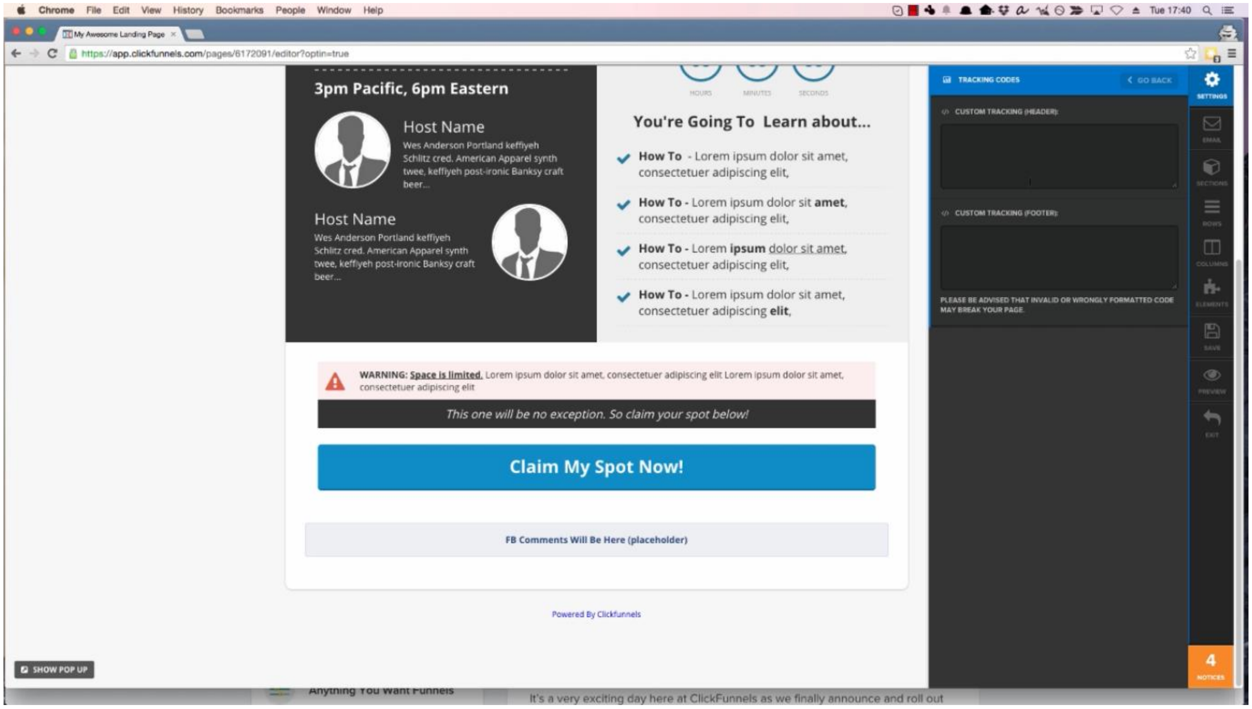
Another option for getting everything going outside of Click Funnels is just to use Cloud Flare. With that service, you can actually turn on automatic analytics for the entire domain. In other words, if everything is using its own custom domain, then that entire domain would be covered for your particular Google Analytics. This is just a little side note.

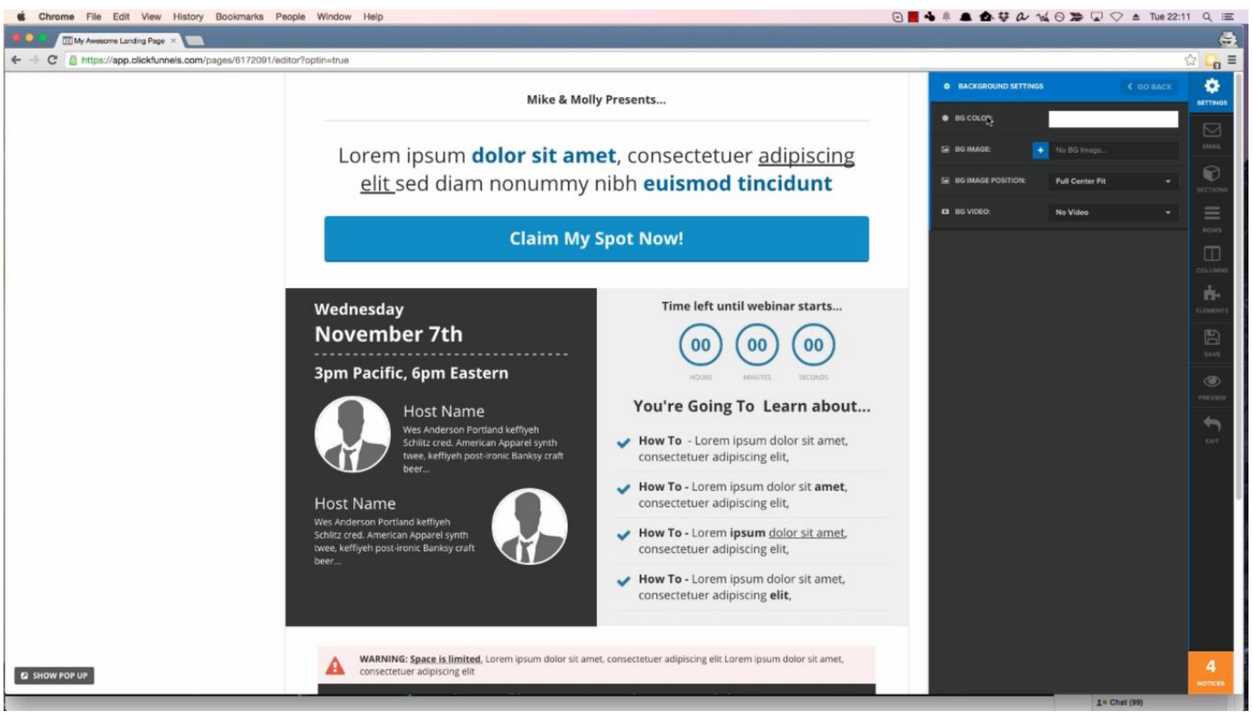


If you come back to one of the individual pages, and you go in to edit that page, then you can open up the settings. This option is located at the top of the tool bar on the right of the editor. When you click on this, a list of options will open up, and you will want to click on 'Tracking Codes'. This option is shown in the screenshot above. After you click on this option, you will see fields that you can use to add custom tracking into the header and footer of that page.

This can be something like your tracking code for Google Analytics, but it's much more likely that you're going to want to use your custom audience pixel for Facebook. If you're editing a confirmation page, you'll probably want to use your conversion tracking pixel for whatever testing software you are using. For instance, you might be using Facebook Ads to track your conversions, Click Magic, or some other split testing codes. This works if you are using Google Webmaster tools or anything like that. You can put those tracking links right into these fields, and it will show up right on the page without you having to do anything else.

Whatever service you are using will give you what you need to copy and paste. The only difference is that the 'header' will contain your meta information, and the footer is actually the body of your funnel. It will actually appear right before the ending HTML tag. In any case, the section shown below is where you will go to add in any third-party integrations.





Page Defaults

You're about to learn how to set the defaults for the pages that you set up in Click Funnels. Whenever you create new elements, there are certain values that will appear. To begin, you'll want to open up the editor for one of your pages, and then you will want to click on 'Settings'.

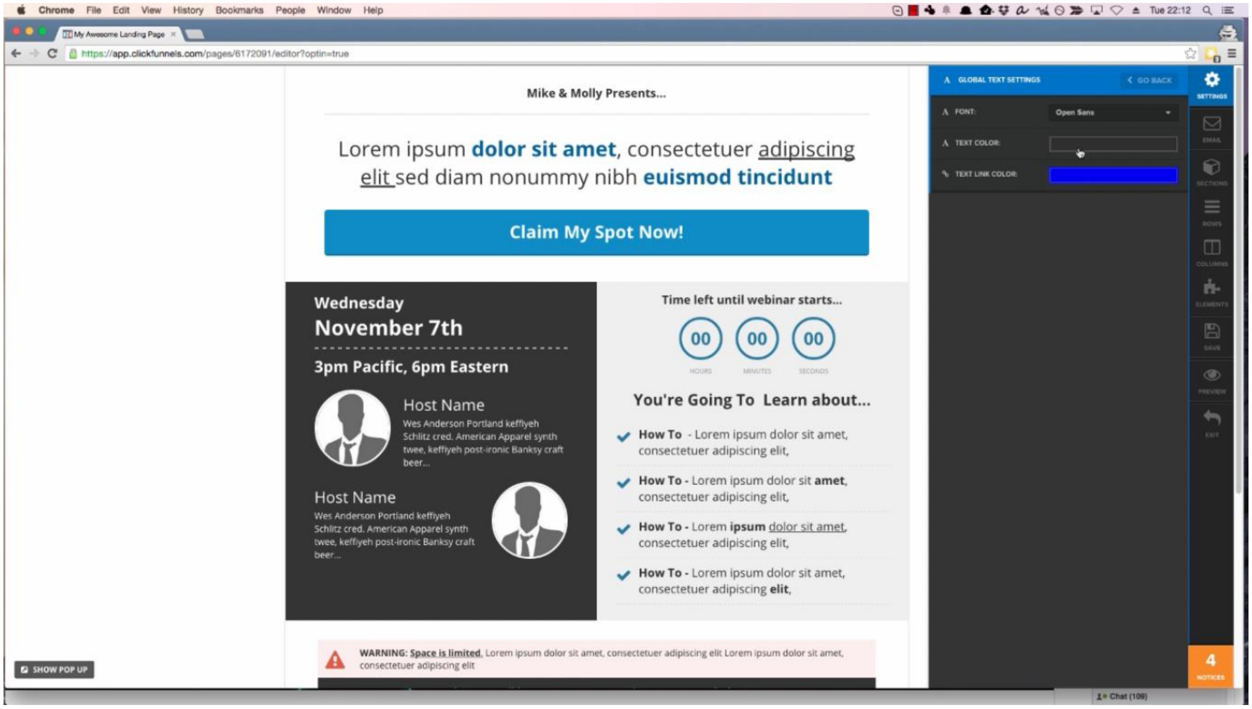
Then, a good place to start is with your backgrounds, so select this from the menu. The background settings for the page being set up in this lesson are shown above.

As you can see, the first setting listing is for the background color. If you click on this field, a color pallet will appear, allowing you to choose the exact color you want. Whatever color you choose will appear as the background by default if there's no background for any of the individual sections of your page.

Another option is to choose a background image. If you do choose a background image, there are also options which allow you to customize how you want the background to fit. For instance, you can choose whether you want the image that you choose to fill the entire screen or just fill the width. You can also choose 'Repeat' to make the image appear in a tile formation in the background. There are quite a few options that you can set for how you want your image to appear.

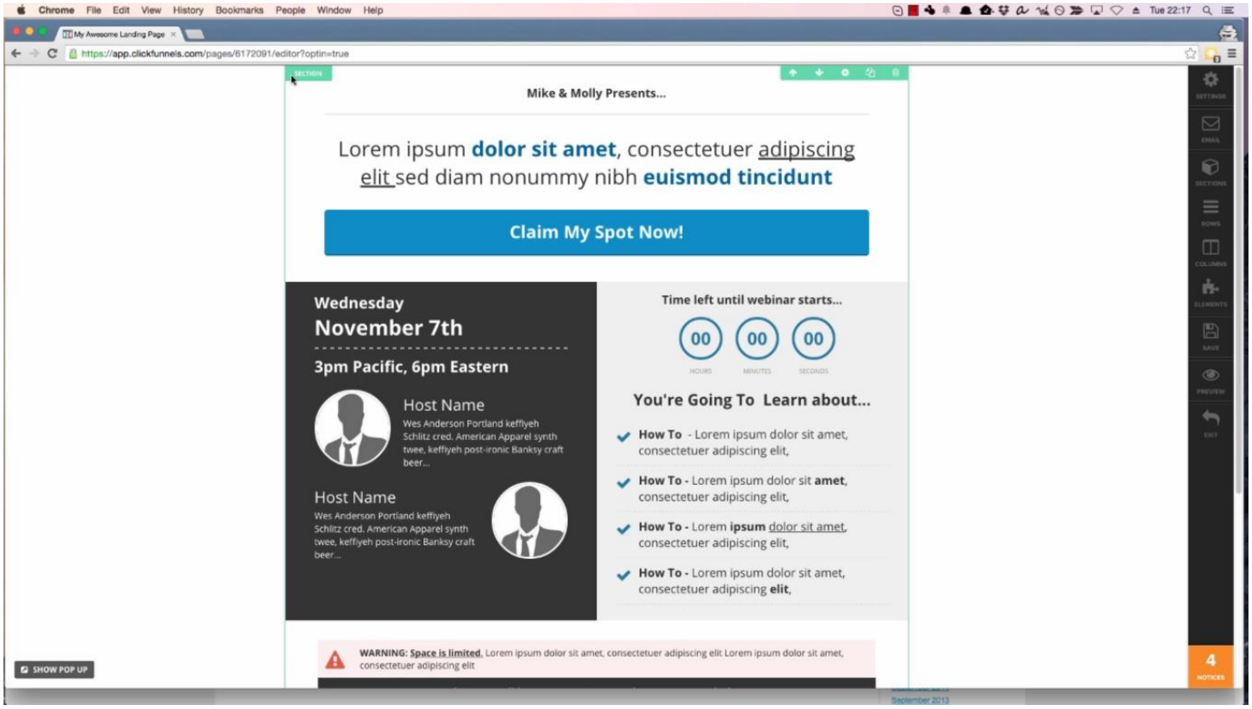
One really cool thing that you can do is set a video as your background. You can use a video from YouTube, and this video will run behind all of your content. This particular feature will be discussed further in a later portion of this training.

Another default that you can set is going to be the Global Text Setting. If you click on this, you'll see the options shown below. As you can see, you can set by default what the font, the text color, and the hyperlink color. You see, if you are going to the settings for any of the elements on your page, and you look at the font settings, you'll notice that it's always set to default unless you change it. So, what you're doing on the menu is actually changing what this default is. Adjusting these 'global settings' is an easy way to adjust the look and feel of your entire page all at once without having to change all of these characteristics individually.



You might also want to adjust the 'Custom CSS' settings. This menu will give you the ability to apply some CSS codes to your entire page. This is an advanced topic, so if you are unfamiliar with how CSS works, you probably will never have to touch these particular fields. But, if you're comfortable with web development, then this will be something that you're used to doing. This is where you can put in your CSS codes and have them applied to the whole page.

You can use some standard CSS that applies to everything by using this menu, or you can come into the individual elements and look at the settings. When you do, you'll notice that there is an 'Element ID' field. This is what you would use if you wanted to apply a CSS to a specific element. Just copy that 'Element ID' and put that into the 'Custom CSS' field in your global settings. Again, you have just learned how to set the defaults for your page.

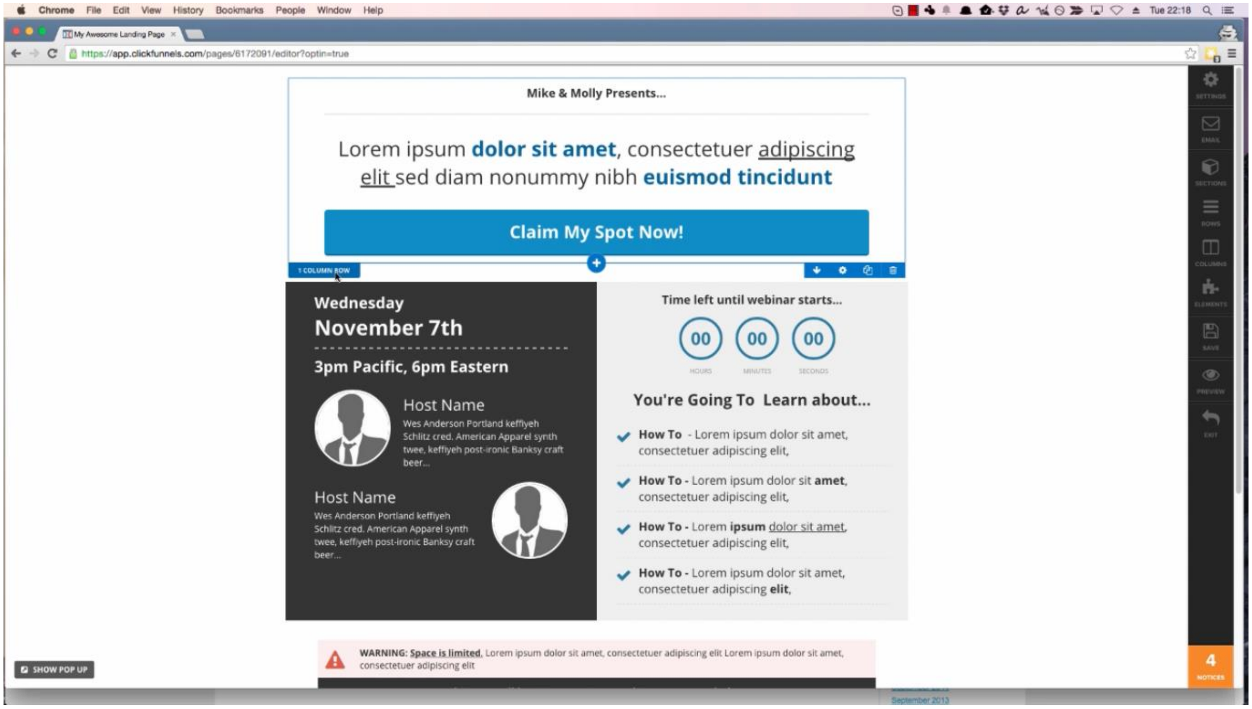


Elements of a Page

This section will describe how the different elements of your page are put together. There are three basic sections in a standard Click Funnels page. Well, there's actually four technically, and this fourth one will be covered at the very end of this section.

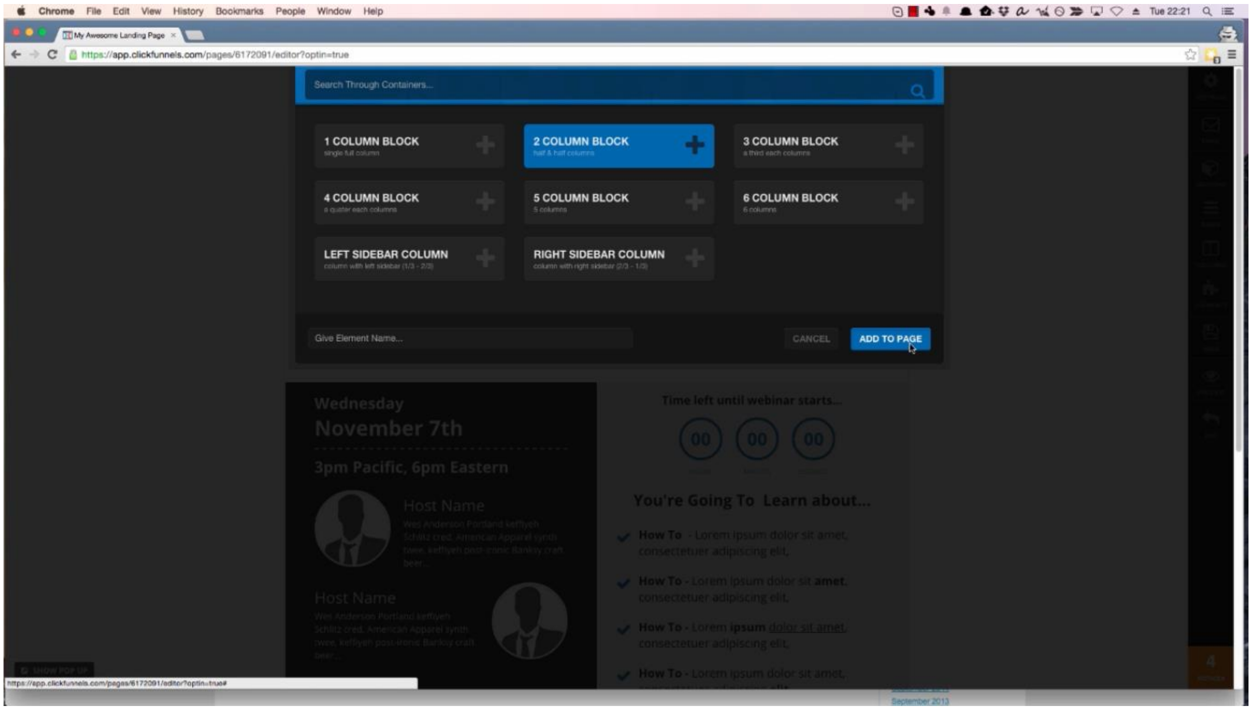
First of all, there are broad sections, and when these are selected, the selection shows up green. This is shown in the picture above. Each section of your page will consist of broad strokes of different types of content. As you scroll down, you'll notice that there are different sections throughout the page, and you can click on the 'Sections' option in the toolbar on the right to see what different sections there are. In this particular case, there is a main body section and a footer section down at the bottom of the page.

Next, you're going to have different rows. The rows are marked with blue when selected. You can have rows with multiple columns, if you like, and everything inside of it will run the entire width of that section. The top row selected below is a one column row, for example, while the second section is a two-column role. As you can see, in this case there is a 50/50 split between these two portions of the page. The rest of the rows on the page are one column.



You can access the individual rows by clicking on the 'Rows' option in the toolbar on the right. There you will also find your 'Column' option, which will allow you to access the individual columns inside of each of these rows. Inside of the different columns are your individual elements. The page shown above, for instance, starts with a 'Headline' element, and then after that there's a button element, and so on.

One thing that you might want to do on a page like this is to add a new section. By clicking the arrows for that section, you can move it to the top of the page. Inside of this section, you can add a new row. You can go in and choose what type of row you want by clicking on the row that was created in the section. You can see the options available in the screenshot below.



The '1 Column Block' option will give you a row that fills the entire section. If you choose '2 Column Block', you can create a row that fills the entire section but is divided in half. Then, you have the option to split the row into 3, 4, 5, and 6 different columns. There are also options to create a 'Left Sidebar Column' and a 'Right Sidebar Column'. These two options will give you the ability to adjust the size of each column so that they can be split at a different ratio than just 50/50. You'll have a '1/3:2/3' or a '2/3 : 1/3' split instead.

In his presentation, Blaine just added a one column block. After adding this, you can begin adding elements into your row. There a lot of different elements to choose from in Click Funnels, and which elements are available to you at any different time are going to depend on what kind of page you are setting up. For instance, an opt-in page is going to have different elements to choose from than a webinar broadcast page.

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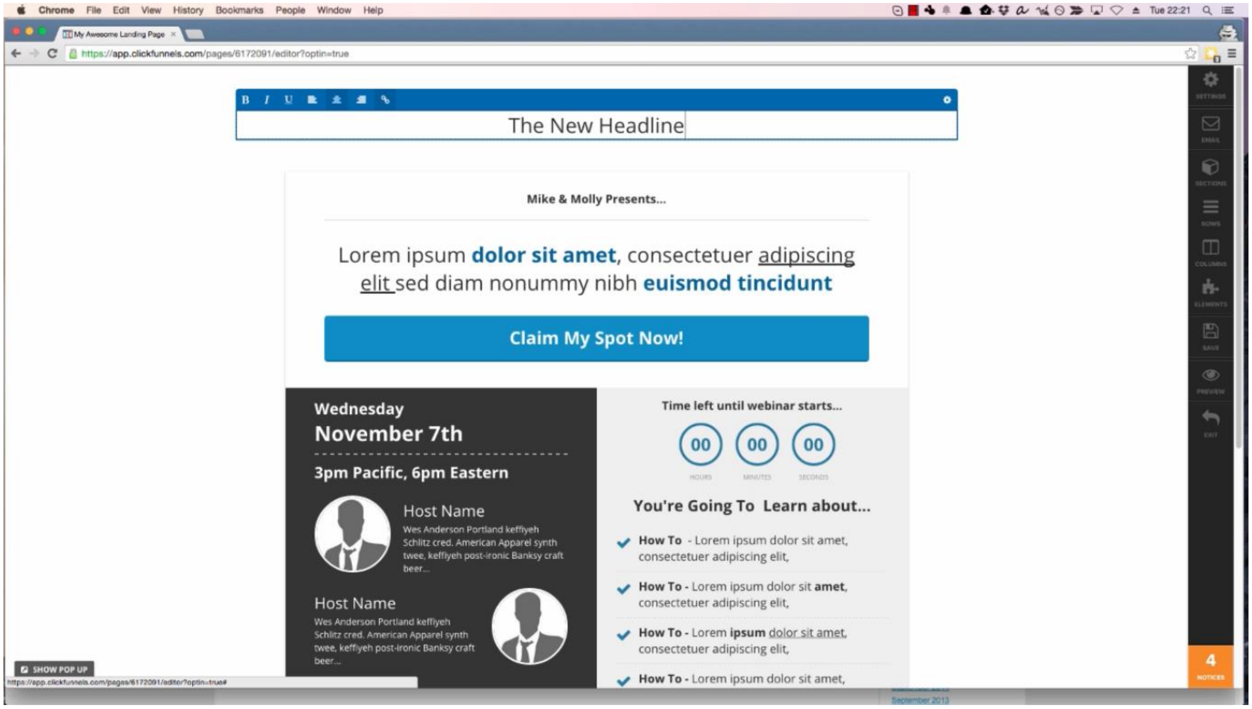
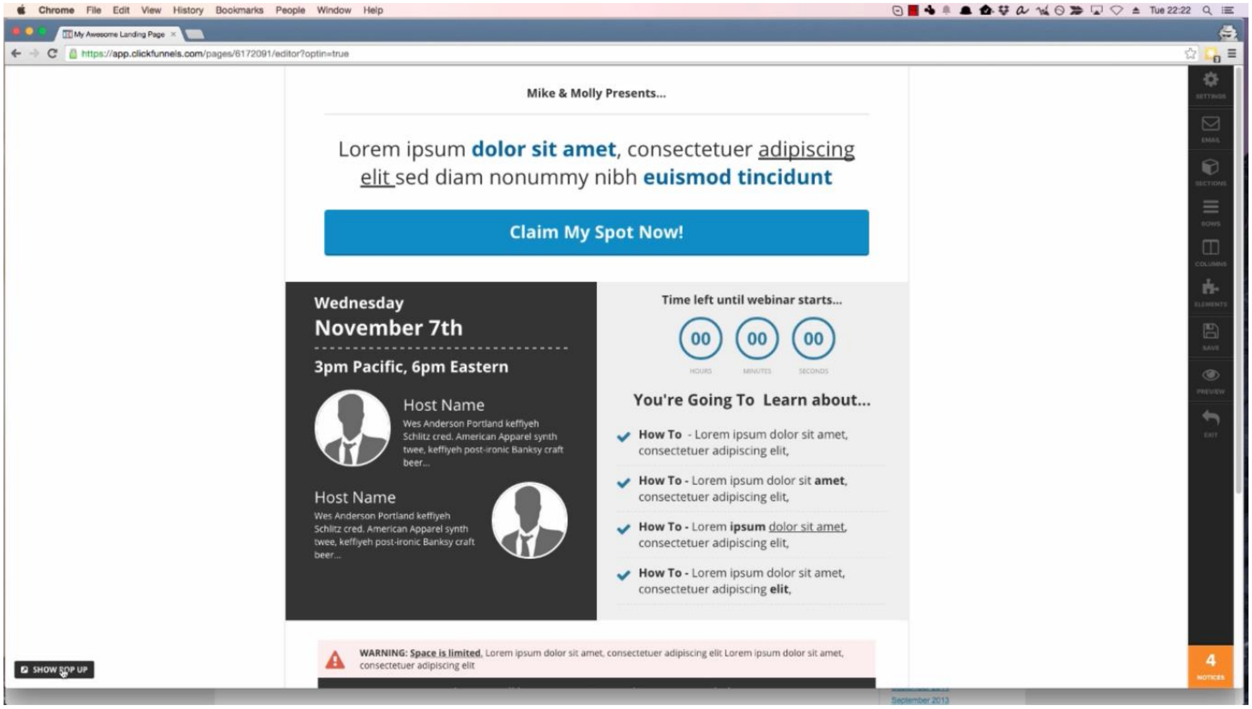
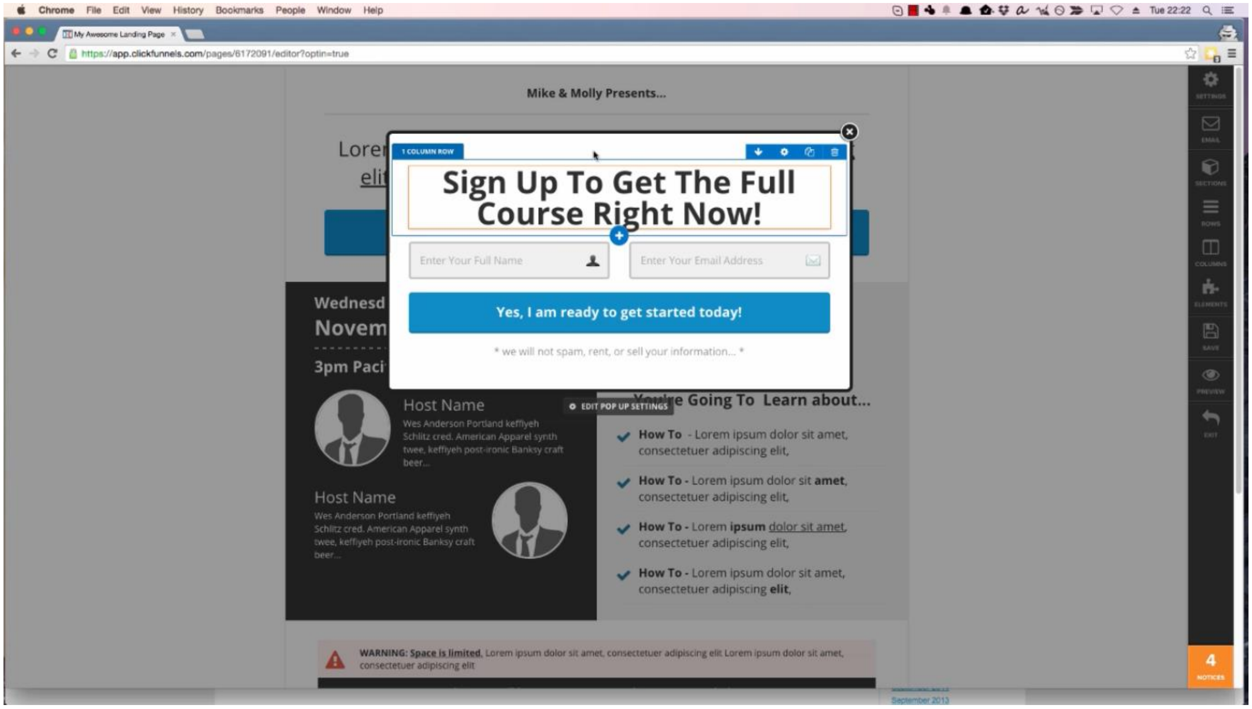


In Blaine's example, he chose to add a headline to this new row that he made. Then, he clicked within the element section to edit this. After that, he entered the words "The New Headline". This is demonstrated in the picture above. The section, the row, and the element are the three different parts of a Click Funnels page, and each of these is going to have their own types of settings, depending on which is selected. These settings give you the ability to fine tune how you want your page to look.

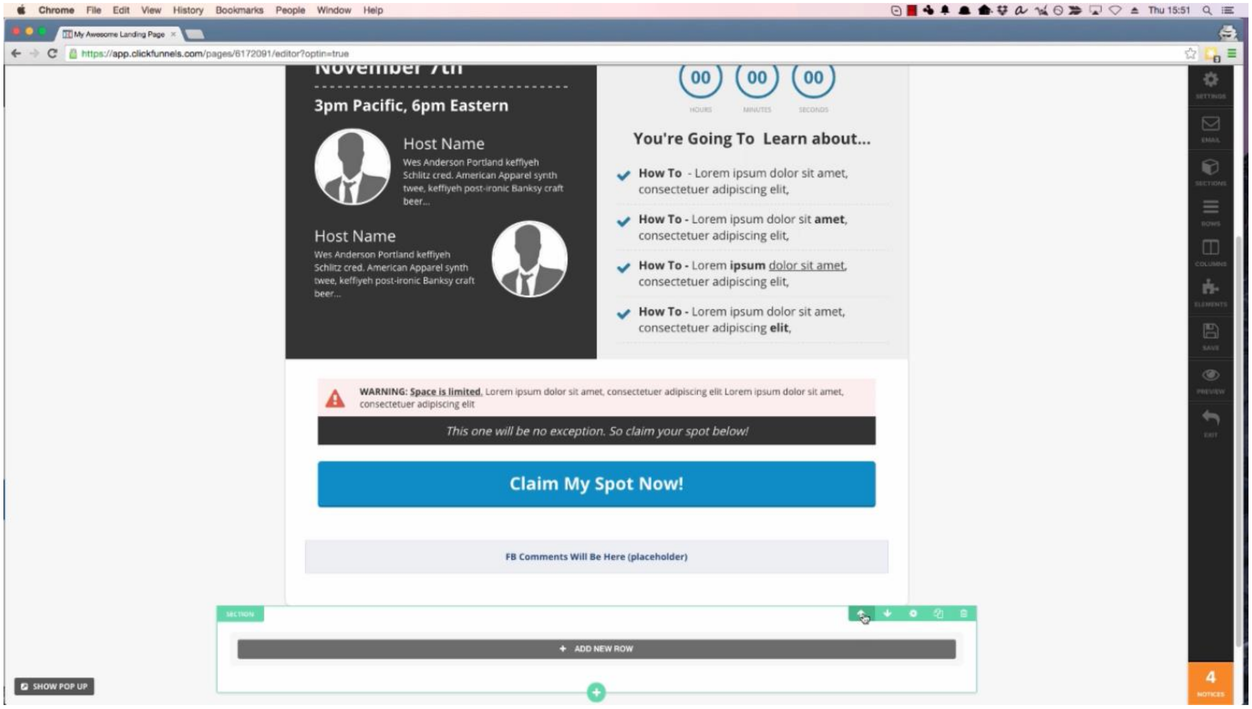


There is a fourth part of a Click Funnels page aside from the sections, rows, and elements, but it's not an option in all the different types of pages. If you look at the screenshot above, you'll see that there's a little button floating on the bottom left of the page. It is labeled 'Show Pop Up'. If you click on this, a little pop-up will appear that you can set up. This is shown below. This little pop-up contains sections, rows, and elements of its own. On certain pages, the URL action set for a particular row may be for a pop-up to open.



The page being set up in this example contains a button that says “Claim My Spot Now!” This button is set up so that when someone clicks on it a pop-up appears and they can opt-in. You can change the look and feel of this pop-up by clicking on the individual elements and rows within this pop-up. You can also edit these settings by clicking on ‘Sections’, followed by ‘Modal Block’. That will bring up some settings for your pop-up.

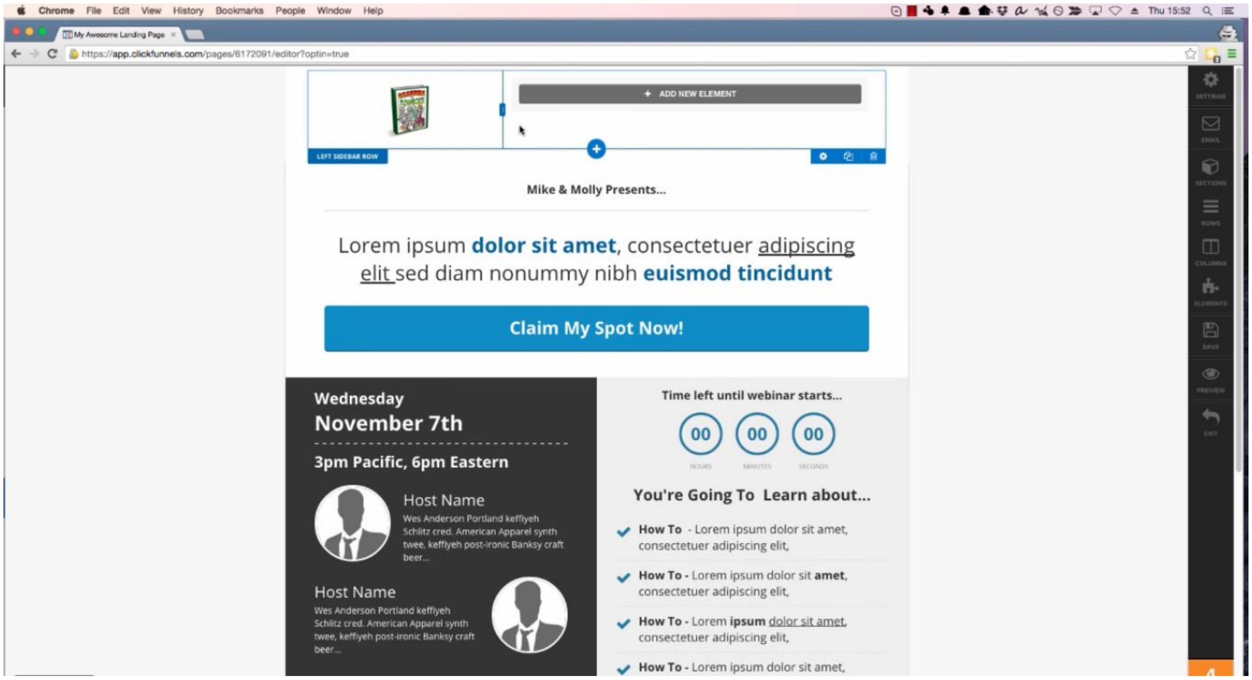
This pop-up isn’t something that you can add to a page yourself. Also, the pages that it appears on, only allow you to have one of these for each page. However, it is a fourth part of the page for many of the pages on Click Funnels.



Logo Navigation

You are about to learn how you can create a logo and navigation section of a page. In order to do that, you need to add a new section. You may remember, a section on a page is marked with the color green when highlighted. If you scroll down to the bottom of a section, you can click the '+' symbol to add a new section. Then, if you want to, you can use the 'up arrow' button to move it higher up on the page. Of course, you can use the down arrow button to move a section down the page. These buttons are shown in the screenshot above.

Whenever you add a section, a row will be entered into it automatically. By clicking on this row, you'll be able to bring up the options to split up the row in various ways. In this example, Blaine used a 'Left Sidebar Column. This allowed him to insert two columns that weren't the same size. You can see in the screenshot below that this makes a 1/3:2/3 split.

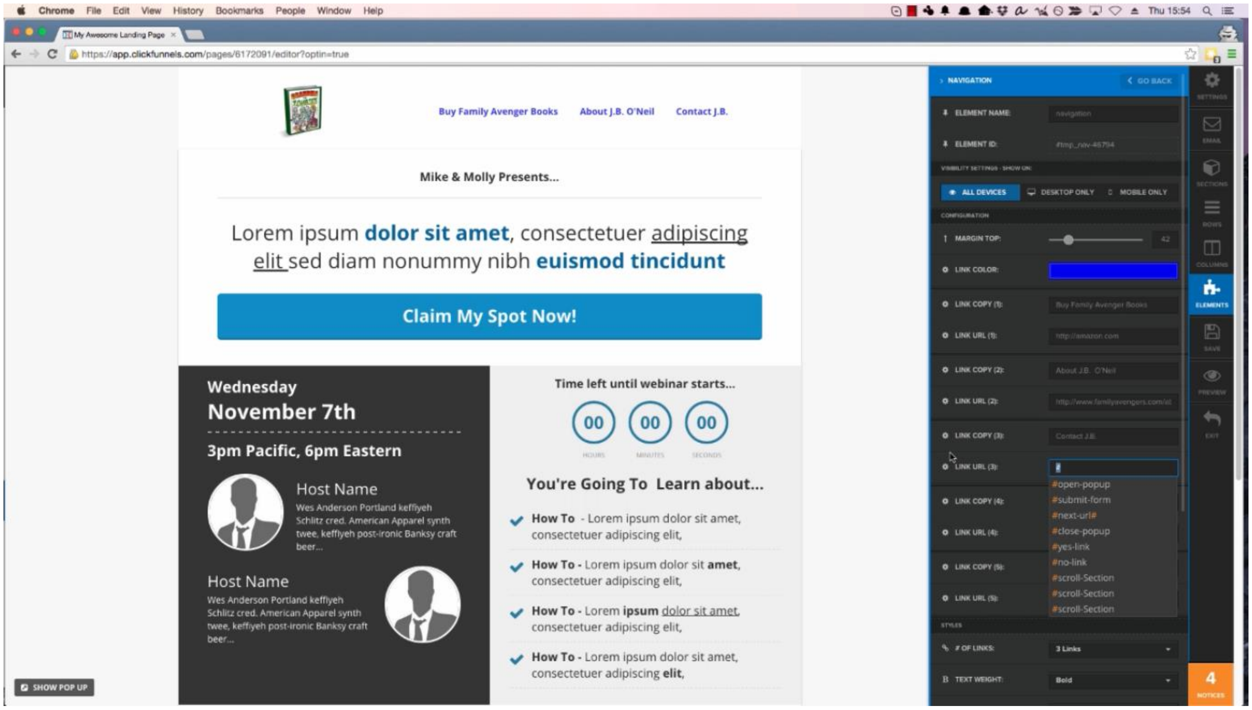


Blaine went on to add a single image on the left side. He did this by clicking that column. When he did that a menu of options came up, and he chose 'Single Image'. This caused a placeholder to appear that was sized for a 350x150 image. When he clicked on the placeholder box, options opened up over on the right-hand side. One of these options was 'Image URL'. It had a field beside it that you could enter a URL into and there was also a '+' symbol. The '+' symbol was what Blaine clicked on because this would allow him to either choose an image from the vast library he had inside of Click Funnels or upload an image of his own.

He chose an image that he had already uploaded some earlier point in time, and it looked great, except that it was a little larger than he wanted it to be. He was able to resize it using the options over on the right-hand side. There are fields for the 'Image Height' and 'Image Width' in the settings when you have your image element selected.

Another thing Blaine did while editing this page was adjusting the amount of padding there was around the elements he inserted. This was done by adjusting the 'Margin Top' section within the settings for the row. Then he also did this in the section they were in. These settings allow you to adjust the padding for the top, bottom, left, and right of the rows. You can also go in and reset the width of the whole section. You can sometimes make a page look more uniform by making sure that a section is the same width as the section below it, and this is one of the things that Blaine did in his case study example.

Blaine placed a navigation element within the right column. This is shown in the screenshot below. He then used the settings in the panel to the right to adjust the words so that they were placed where he wanted them. The first thing that he did was adjust the alignment so that they were aligned from the center. Then he decided how many links he wanted. You can have between two and five links inside of this type of element. He decided that three would work just fine for his purposes.

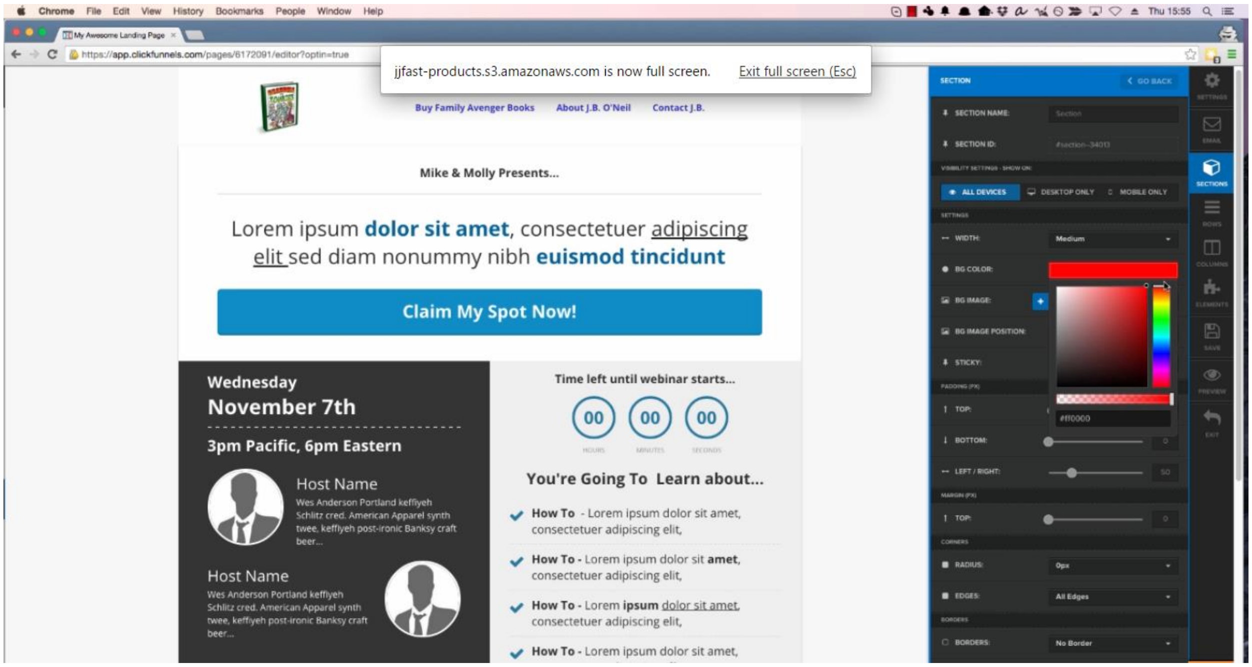


In addition to those changes, Blaine decided that the words would look best centered right in the middle of the column. So, he added a bit more padding to the top of this element. After that, all he had left to do was to put in what he wanted each link to say and to change where he wanted the links to take the user to.

You can type within the 'Link Copy' field to change what a link such as these say. In this case, Blaine changed the first link to say 'Buy Family Avenger Books'. Then, in the 'Link URL' field, he just put in the URL that would take people to an Amazon page where they could buy the books being advertised. Next, Blaine put in a link that would give people the ability to read the author's bio. So, he typed the author's pen name, J.B. O'Neil, into the 'Link Copy' field in this part of the element. Then he used the 'Link URL' field to the bio page on the FamilyAvengers website.

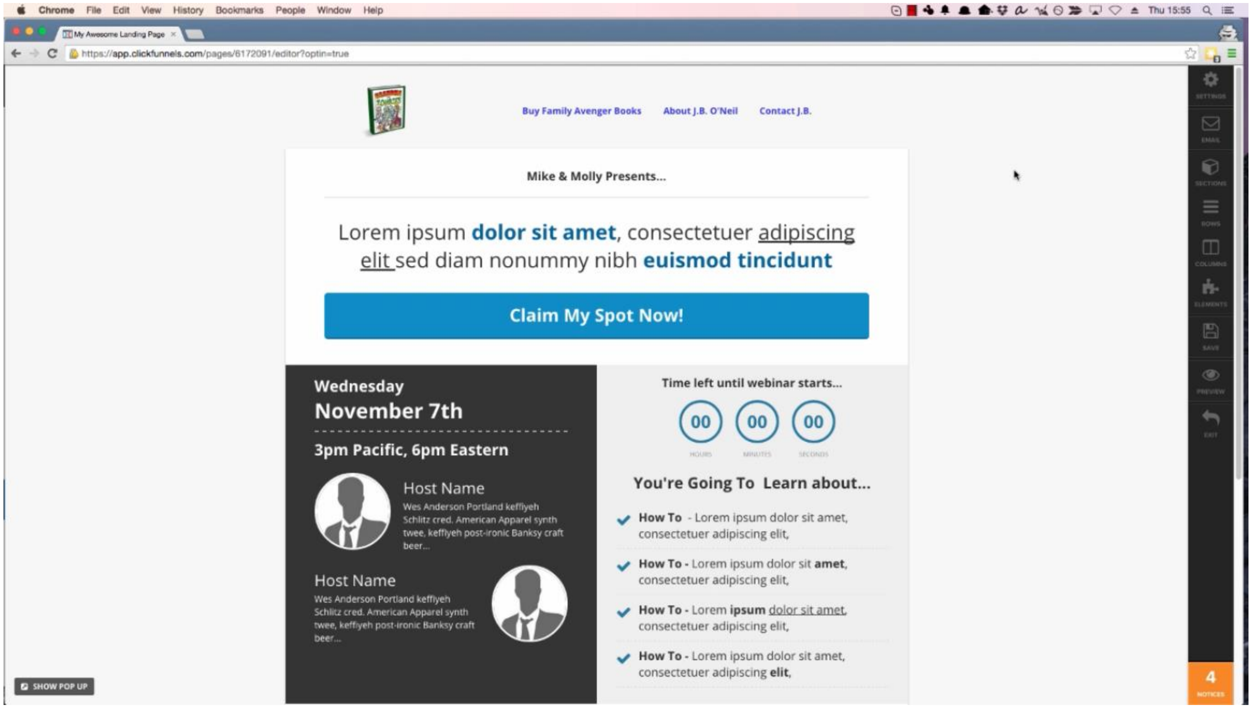
Blaine created a third link that would allow people to contact the author. He linked this to the page that contained a contact form on the Family Avengers website. Another thing that you could handle this would be to add a contact form and a bio section to the bottom of this Click Funnels page, and then you could link these words at the top to those sections so that the links just bring the user to the bottom of the page. It just depends on whether or not you want to allow the user to leave the page.

Since these columns were made with one of the sidebar options, you have the ability to adjust how much space in the row each column uses up. This is very easy to do. You just click and drag and anchor point between the two columns. Blain did this, and now you can see in the picture below that the right-hand column now takes up most of the section it's in.

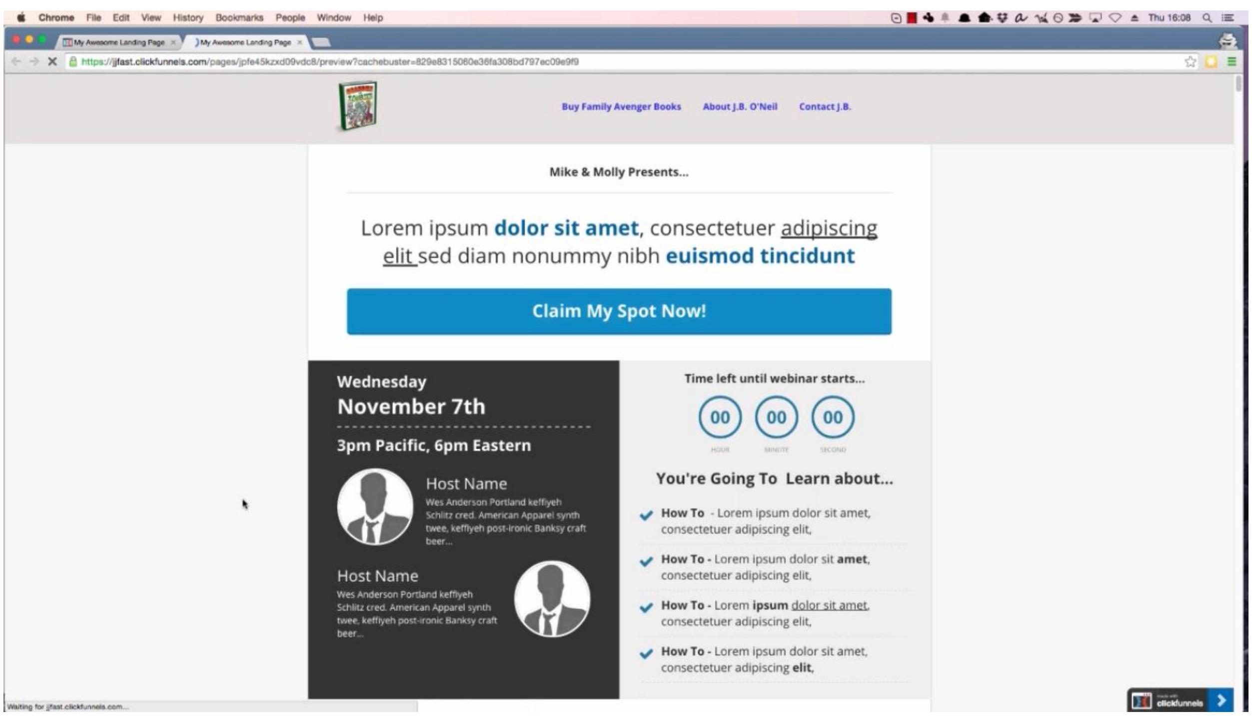


At this point, if you wanted to, you could change the background of the whole section so that it stands out from the rest of the page a little more. You do this within the settings of the entire section, and this setting is marked 'BG Color'. You can see the color pallet being used in the screenshot above as well.

Blaine changed the background color to red at first, and then he changed it to a grayish color. After that, he changed the transparency so that the background of the section was the same color as the background of the outside border of the page. That way, it looked like these elements were just sort of floating up at the top.



The result of this entire process is shown in the screenshot above. Again, this is how you would go about putting your logo and your navigation elements on one of your Click Funnels pages. Obviously, you have the ability to customize this as much as you like.



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Stickiness

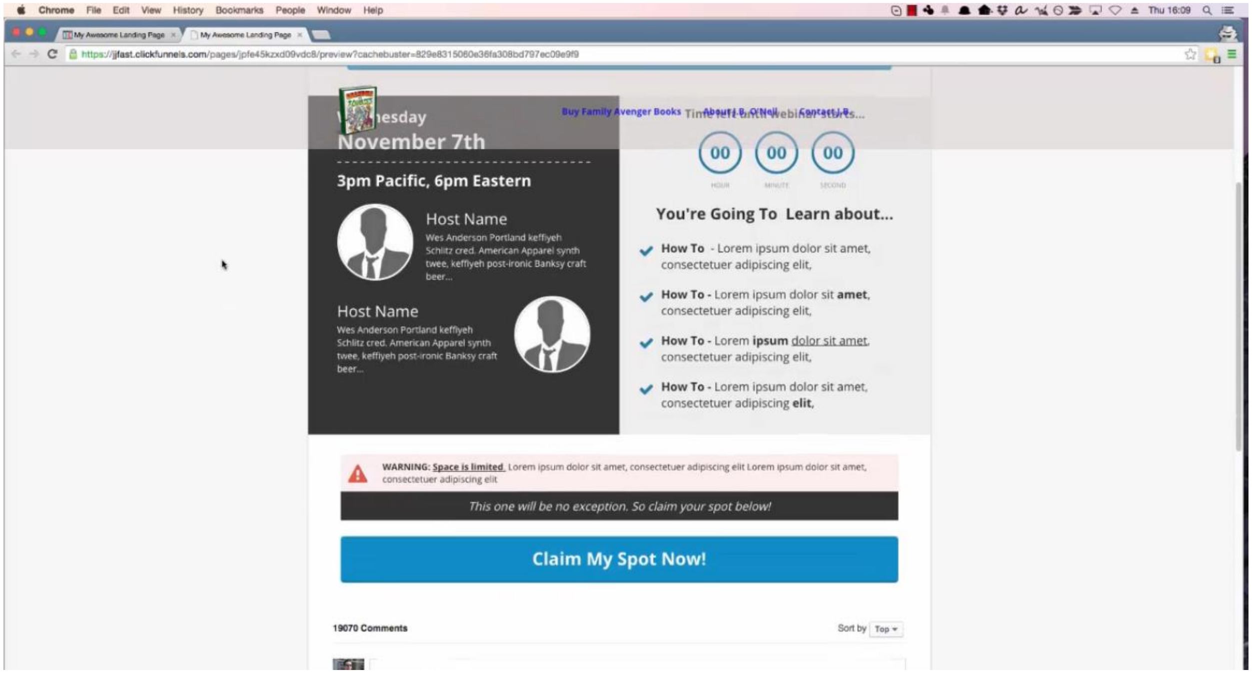
You are about to learn a neat little trick you can use on some of your pages. Have you ever been to a web page in which elements follow you as you scroll up or down? Well, you can do this inside of Click Funnels. Look at the screenshot above, and you will see that the page is the same as we left it during the last section, with a thumbnail image of the book at the top-left and some navigation elements to the right.

Right now, if you were to scroll down this page, the elements would disappear up the page. So, you wouldn't have access to these links anymore without scrolling back up. What you can do is make this element stick to the top of the page as the user scrolls up and down. This is what's referred to as the 'Stickiness' feature inside of Click Funnels, and you can cause the page to perform this action by going into the settings in this top section.

There is an option within the settings that's marked with the word 'Sticky', and to the right of this word is a dropdown menu that contains several different options. They are:

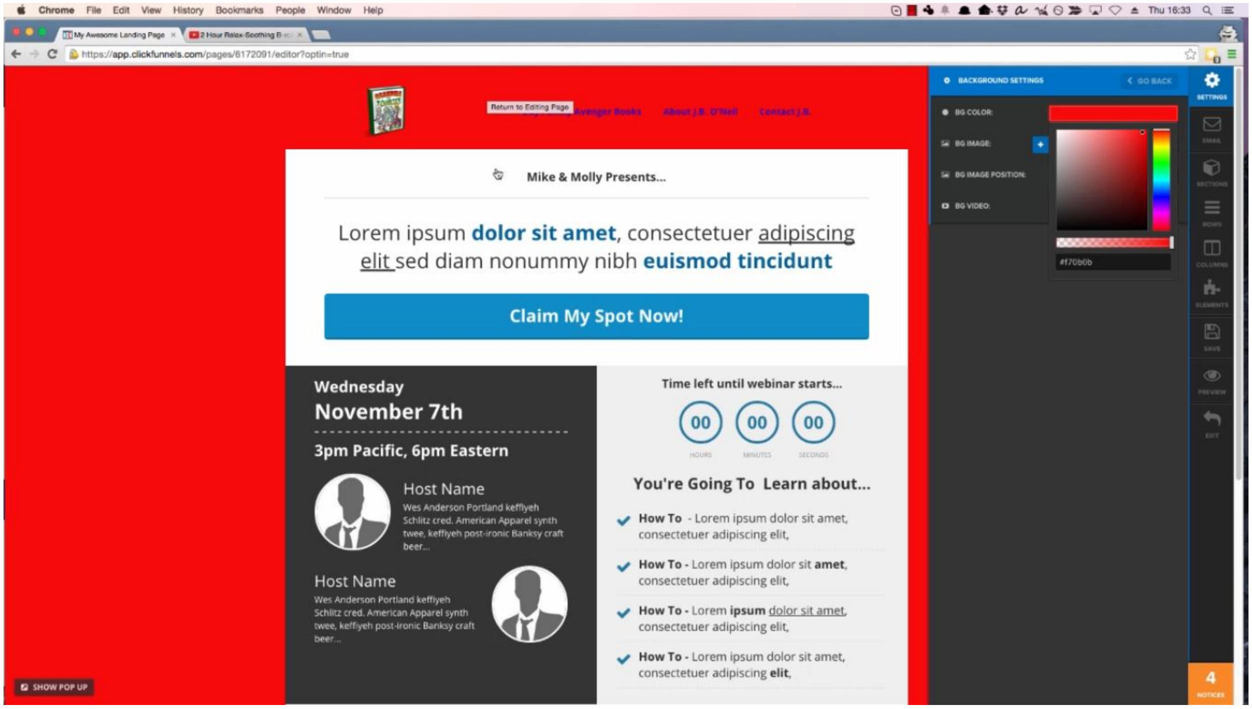
- No Stickiness
- Stick to Top on Scroll
- Stick to Bottom on Load

In his example, Blaine chose 'Stick to Top on Scroll'. Once he selected this, he immediately saved his changes and clicked preview so that he could demonstrate the feature. Of course, you can't see this live right now, but if you look at the screenshot below, you can see that although Blaine has scrolled down the page, the header section is stuck to the top.



You probably noticed that the header is still transparent. So, the words on the page are showing through. You probably don't want to have your header transparent like this because it makes things unclear. All you have to do to fix this is to put a solid background behind the header. Anyway, hopefully you can tell that the header just stays at the top. This is a pretty neat little feature that you can add to a page.

You can also have elements further down the page that won't scroll. In other words, you can actually have something move up the page as you're scrolling and then stay up at the top once it gets there. This is also a fun feature to add.

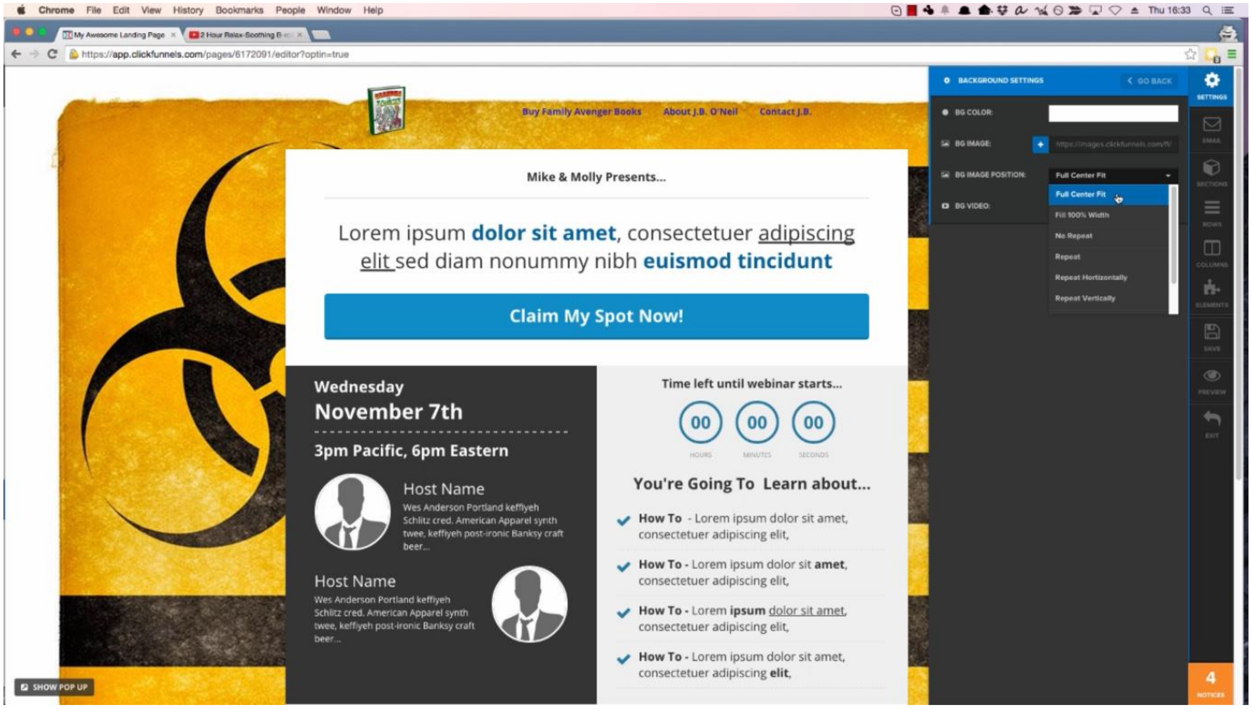


Backgrounds

Now let's take a look at how to adjust the backgrounds for the entire page and for the individual sections. It's going to be the same process no matter which way you go about it. To change the background of the overall page, you'll want to click on 'Settings' and then 'Background Settings'. These settings are shown above. As you can see in the picture, you can open up the color pallet and change the color of the background fairly easily.

If you remember, the section at the top was left transparent, so it's going to change color with the rest of the page. There are three other sections shown in the screenshot above, and as you can see, one has a white background while the other two have backgrounds that are two different shades of gray.

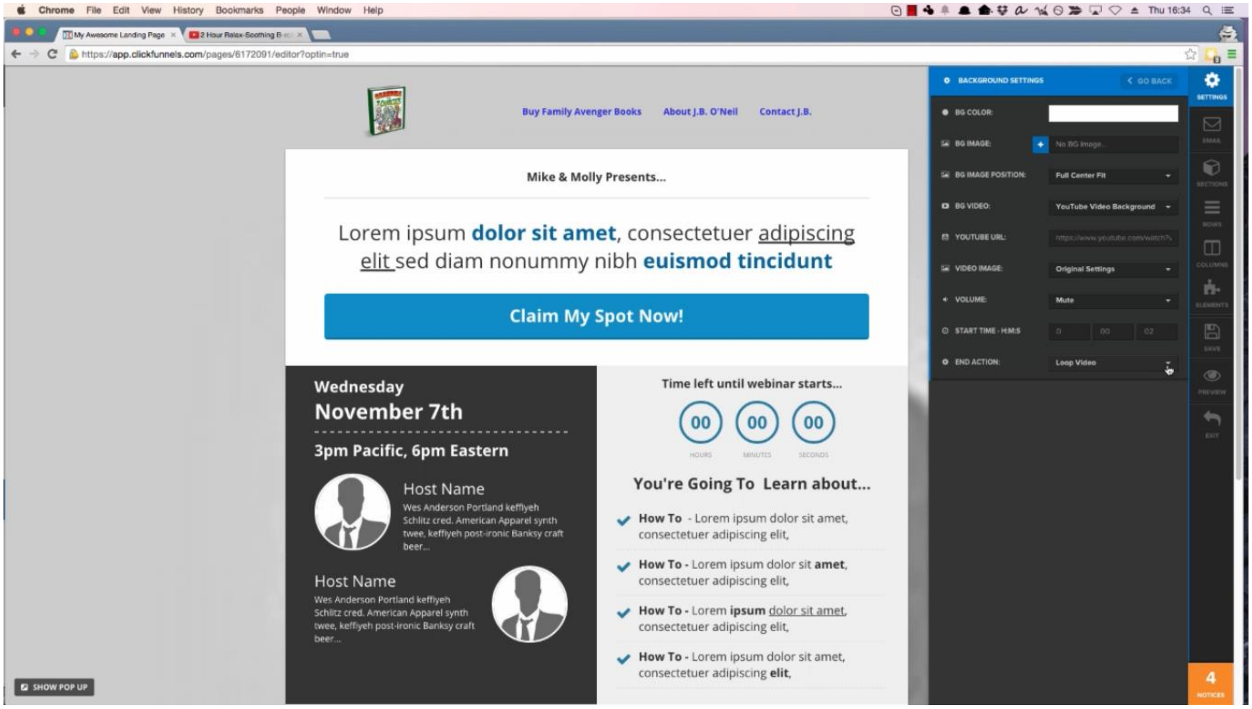
Another thing that you can do is use an image as your background. This option is the second from the top in the right side - panel. You would simply click on the '+' button to either choose your image or upload one to use. An example of this is shown in the screenshot below. Pretty cool, right?



You can choose how this image is going to behave based on the options you are provided. Some of the options that you have are:

- Full Center Fit
- Fill 100% Width
- No Repeat
- Repeat
- Repeat Horizontally
- Repeat Vertically
- Etc.

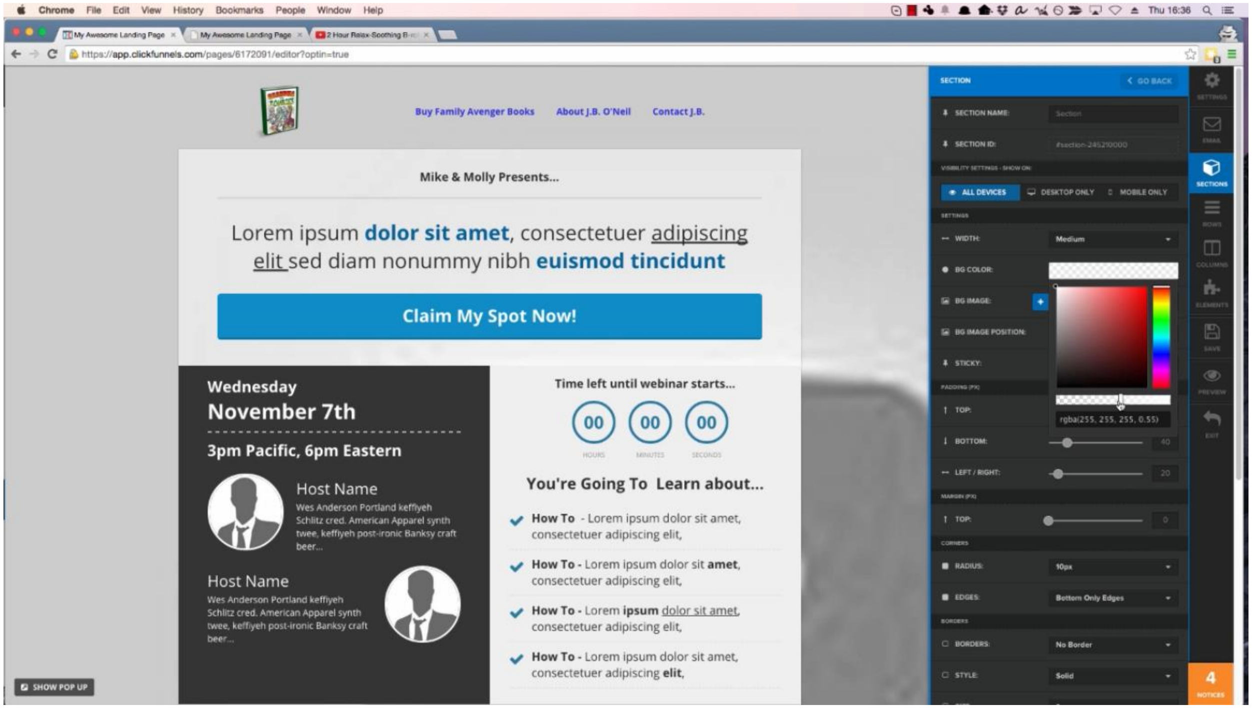
There are a lot of different options for how to make your images work. Another great feature that you have available to you is the ability to make a video run in the background of a page. This can be really powerful, as you might imagine. All you have to do is choose the 'YouTube Video Background', and then you can go to YouTube and find some type of video that would be appropriate for your page. Obviously, you'll want to either use something that's licensed for use, or you might use something that you've made yourself. No matter how you get the video, all you need to do is paste the video URL into the Background Settings. It just needs to be a standard URL. You don't want any extra stuff or the video isn't going to work.



There are other settings, as well, when you use this option, as you can see in the screenshot above. You can choose what type of video image you want. You can use the original thumbnail or the original settings from YouTube. Generally speaking, you're going to want to keep the video you use muted, and there's a setting for that as well. Also, if you don't want the video you're using to start right at the beginning, you can actually choose the point where you want it to start with these settings.

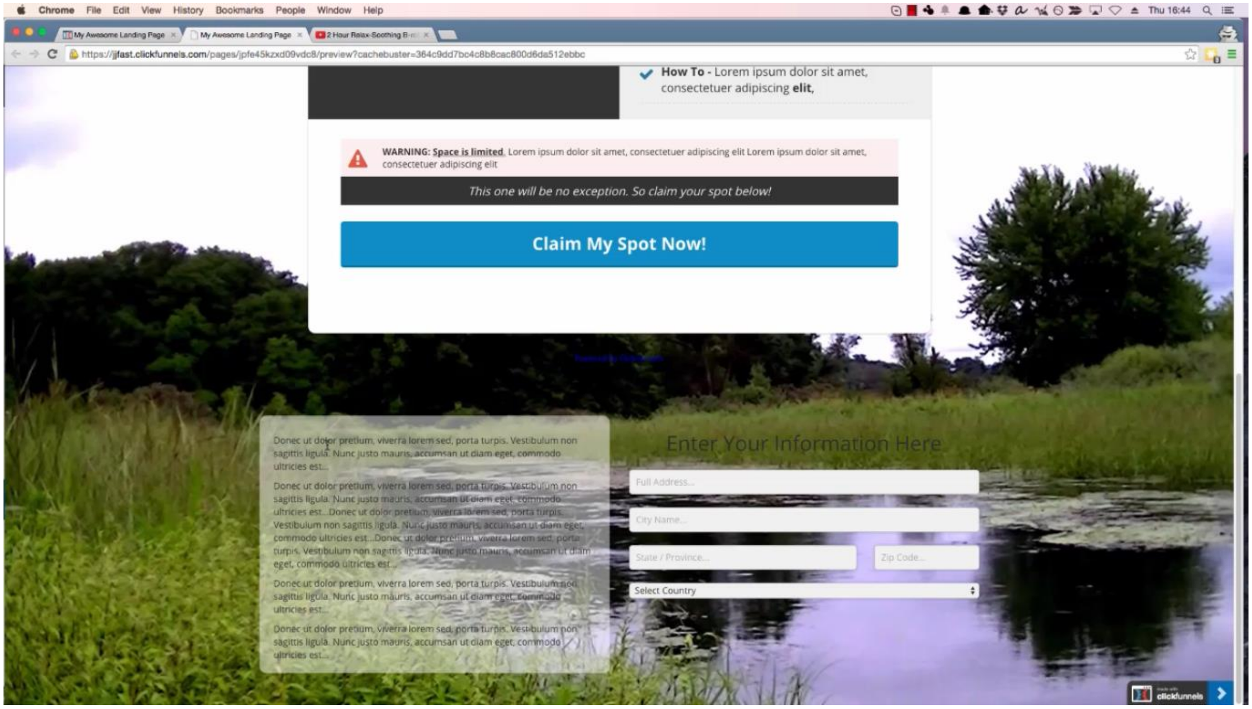
Finally, you can choose what happens when the video ends. In most cases, it's probably best just to let the video continuously loop. Other options that you have are to have the page redirect to another one, you can have a pop up appear as the video winds down, and the last option is just provided to make the video go away after it's done playing. In that case, it's going to go back to whatever color or image you have set up for your background in the settings.

One thing to keep in mind, when you are using a video background, is that the outside portions of the video that will show are eye-catching but that they still allow someone to focus on the main portion of the page, which includes the copy that you want them to read. If there's something in the video that you don't want people to see, you want to make sure that you can block it out with the center portion of your page.



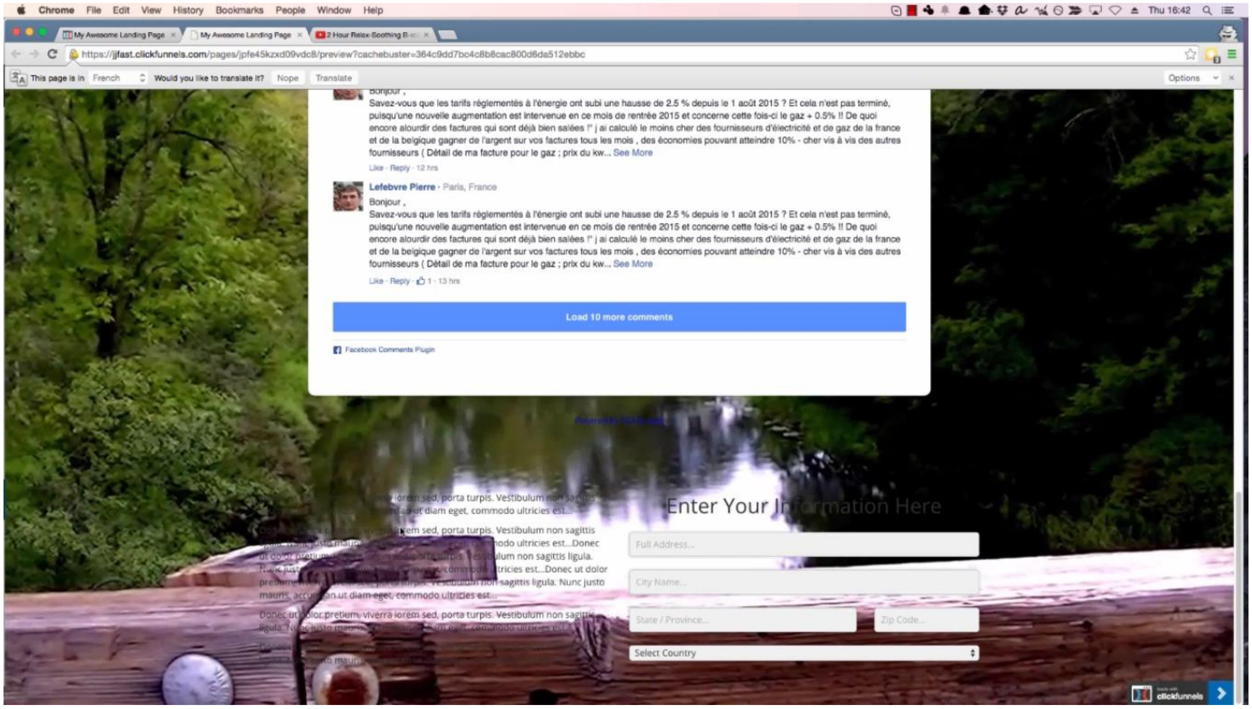
If you want, you can make the background to the other sections of the page a bit translucent so that you can kind of see behind it, but you don't want to make it show so much that it's going to distract the reader from the other elements of your page. If you want to make a section of your page translucent, simply go into the settings for that section and bring up the color pallet for the background. Right underneath this pallet, you'll see a slider that you can use to adjust the translucency of the section. This is shown in the screenshot above. Moving this slider to the left will make the section you're working on more translucent and moving it to the right will lessen the translucency.

Look at the screenshot below. You can see that the very top portion of the page is completely translucent and it's very difficult to read the text there. Then, the section underneath has some transparency. The text in this section is still pretty hard to read. Depending on what colors come about in the video, you may not be able to read it at all. Really, if you're going to use translucency with a video background, a little goes a long way. In most cases, you'll want to use a little bit of translucency so that a bit of the video in the background shows through, but not so much that it distracts the visitor from the main portions of the page.



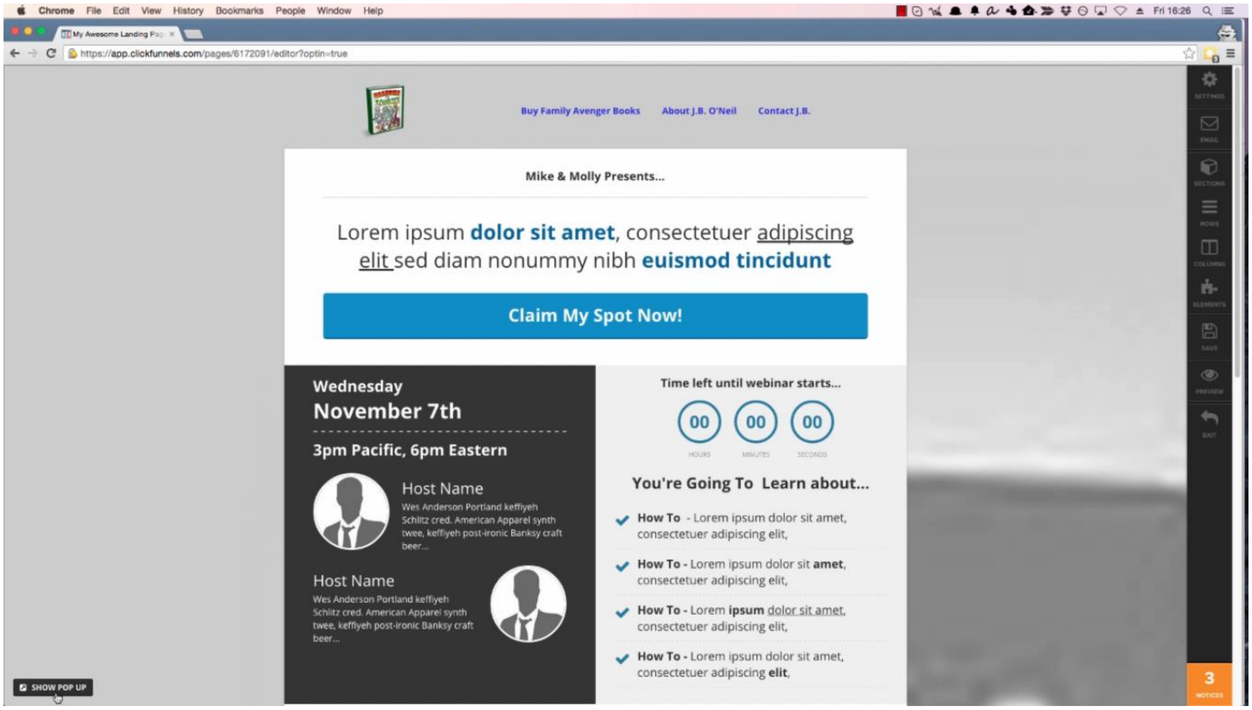
Now, what if you wanted one side of a column to be transparent, but not the other? You can do this by selecting 'Columns' in the toolbar for the whole page. From there, you can select the column you wish to edit, and then you can add a background to it. In his presentation, Blaine also used these settings to adjust the padding in the column he was working on. He also rounded off the corners of that part of the page.

The results of this process are shown below. As you can see, he was able to make the left column in this section partly translucent while the right portion of the section is totally translucent. Looking at this, Blaine realized that he should have made the left side a little less translucent to make the text read more clearly. That just goes to show you that sometimes it takes a little 'trial and error' to make these pages look just the way that you want them to.



One thing that you might want to do is give all of your columns or sections different names. This makes them easier to find when you search for them in the main toolbar of the page. You can simply change a column's name by editing the text at the top of the settings area for the column you're working with. This works the same way for a section you are working on.

Now you know how to work with the backgrounds within each section as well as for the overall page. You have also learned how to make these backgrounds translucent and what considerations to make in regards to that. Remember, you always want to make the text easy to read and the other elements on the page, such as the buttons and countdown timers, easy to see. Furthermore, although there are a lot of cool ways to set up the backgrounds, you never want them to dominate your page and distract the reader from the primary purpose of your page, which in most cases is to opt-in and/or buy.



Pop-up Window

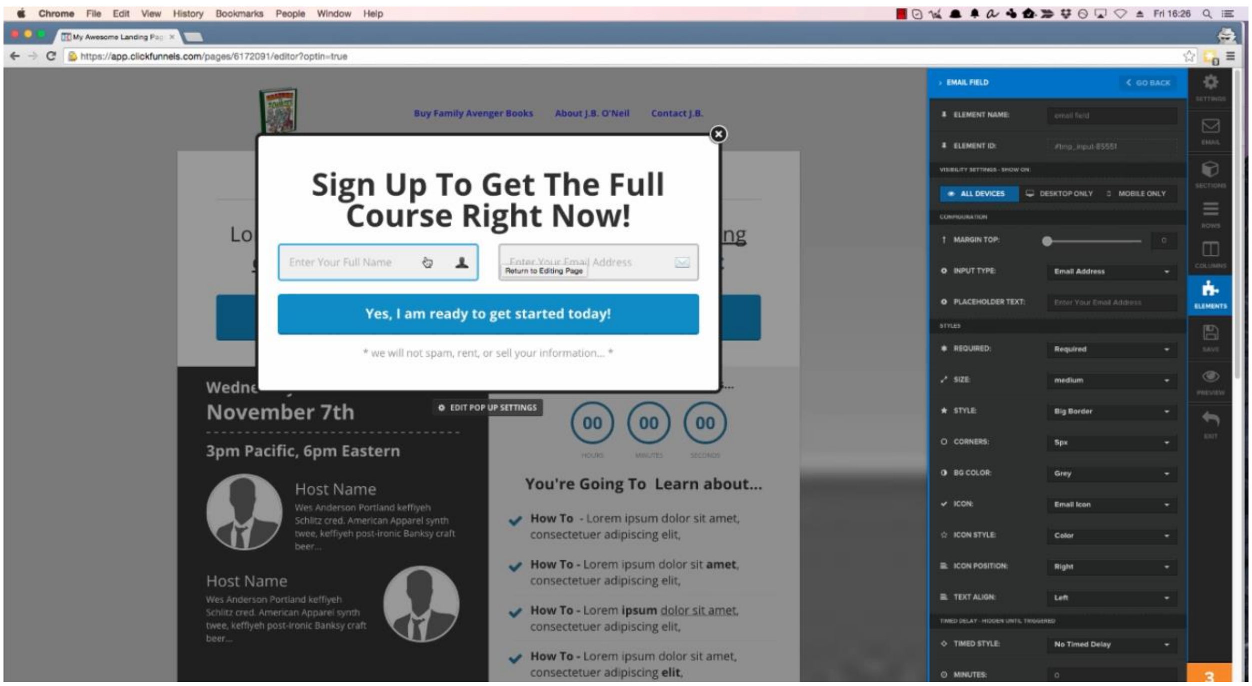
This portion of the lesson is going to cover how to make use of the 'Pop-Up Window'. As you learned in a previous section, certain types of pages allow you to have a pop-up and some do not. If you can add a pop-up window to a page, there will be a little dark gray box on the bottom left of a page that says 'Show Pop Up'. This is shown in the picture above.

If you click on the 'Show Pop Up' box, it will appear over the page that you are working on, and it's completely edit-able just like any other page in Click Funnels. For example, you can just click on the headline in the pop up box to begin editing it, and you can click to edit the fields for the name and email address. You can even add new fields if you like. You just add a new row and then add elements to that row, just like you would with any other page in Click Funnels.

One thing that you need to know about is if you click on 'Sections' in the toolbar, you can click on 'Modal Block' to bring up the settings for the entire pop up. 'Modal Block', by the way, is what the pop up is referred to technically in Click Funnels. Basically, you have all of the same settings as you would for any other section of a Click Funnels page. There are a couple of settings that a modal block has that other sections do not. First of all, you can adjust the style of how the pop-up appears. Specifically, you can have the pop-up fade in, and there are several options for how you can make it do so.

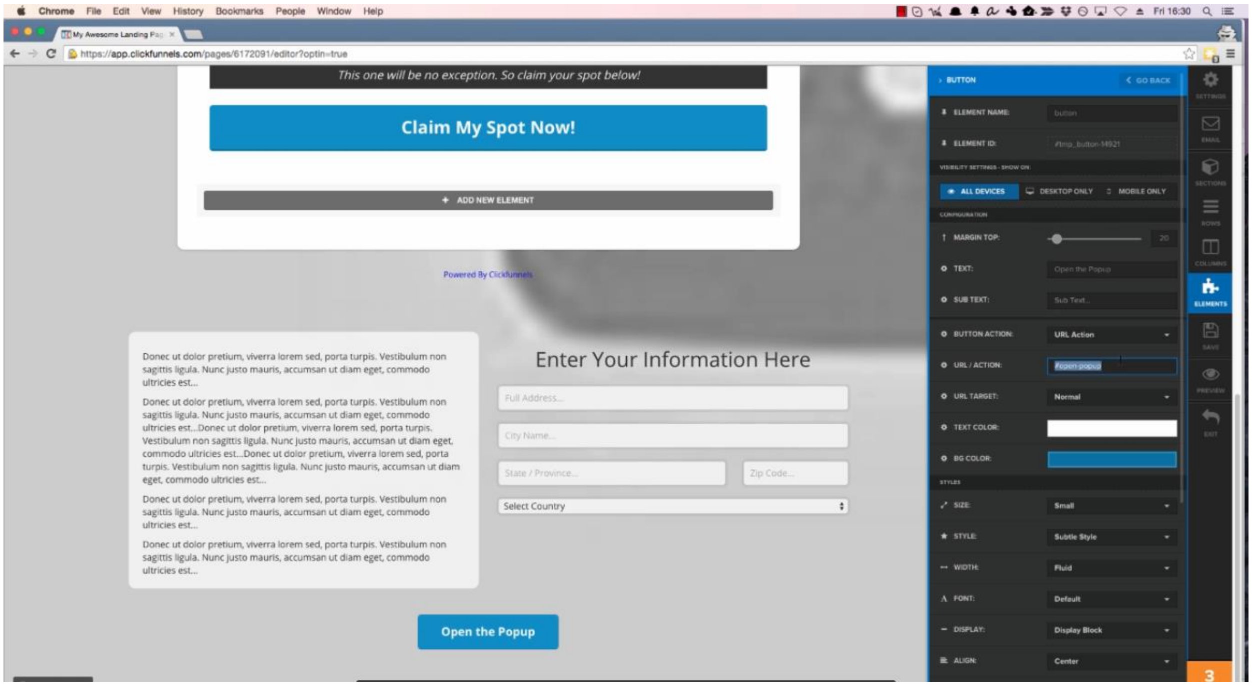
There are also various options for how to get the pop up to show up. For instance, you can set it up to where someone would have to click on the button on your Click Funnels page for the pop-up to appear. Another thing that you can do is have this pop up appear whenever someone tries to leave the page. For this, you would choose 'Show When User Exits'. In this case, it will pop up whenever someone moves their mouse toward the address bar or towards some of the other options at the top of their browser.

This is a good option if you're driving traffic directly to the page, but it's not a good option if you are driving any pay-per-click traffic, especially from Google or Facebook. They don't like it when anything automatically causes a pop up to appear. This is something to keep in mind because it's one thing that could get your ad flagged. Therefore, it's highly recommended that you only use the option to make the pop-up appear when the button on your page is clicked if you are using any type of pay-per-click traffic. That way, you don't run the risk of getting your funnel flagged.

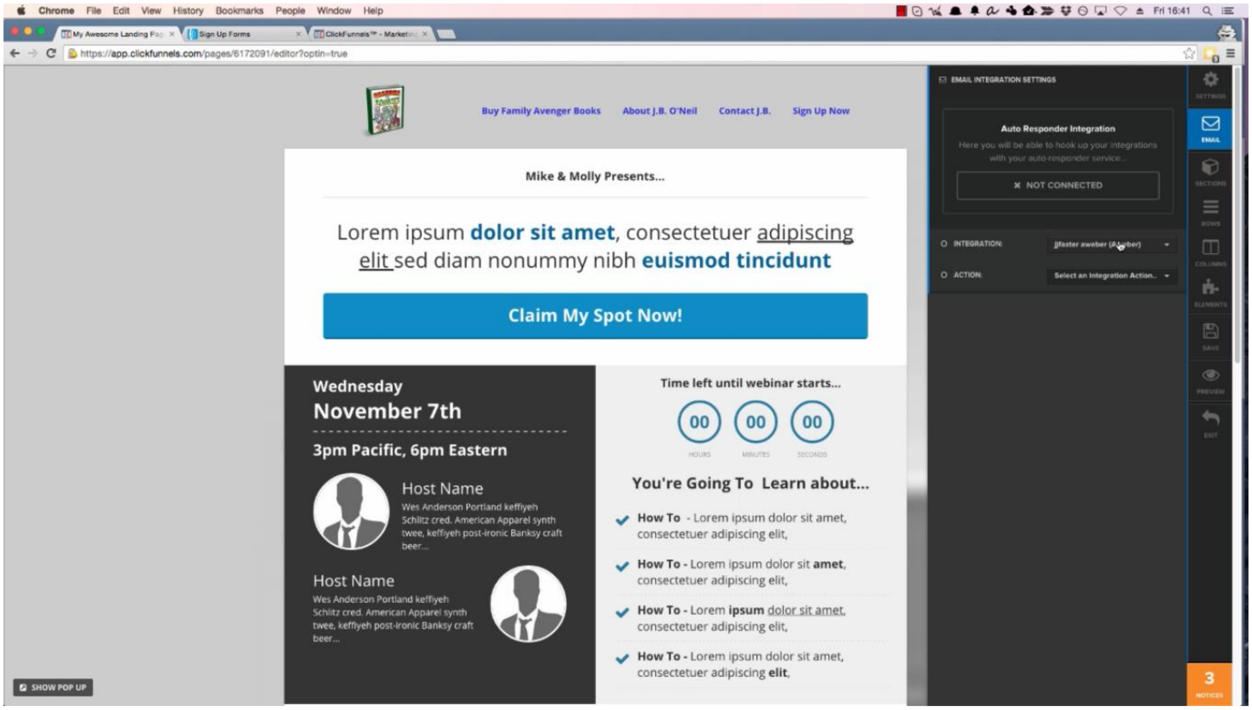


If you look at the screenshot above, you can see that there is an 'Edit Pop Up Settings' button that appears below the pop up. This is just another way that you can access the settings for the entire pop up without going through the toolbar. Now, let's say that you wanted to add a new button, and you wanted that button to cause the pop up to appear. You would simply add a button by clicking to add an element to one of your rows or columns. Then, of course, you could change the text inside of the button by opening up the settings for the element.

After this is done, the button will appear, but it won't actually be set to do anything yet. To get it to do something, you'll have to edit the 'Action' for the button within its settings. In the screenshot below, you can see that if you click on the 'Button Action' field a rather large list of options will appear in a dropdown menu. That means that there are all sorts of things that you can get it to do. For instance, you can choose '#scroll-Section' to make the button take the user to a specific place on the page. If you use ‘#open-popup’, then clicking on the button will trigger some Java script, which is what’s actually going to cause the pop-up to appear.



It doesn’t have to be a button that you use for this, by the way. You could put a link in the navigation portion of the page, for example, that would cause the pop-up to appear. This would work the exact same way. During his live presentation of this training, Blaine added a fourth link to the top of the page that said ‘Sign Up Now’. Then, he set the action of this link to ‘#open-popup’ so that the pop-up he set up would appear whenever someone clicked that link. You can do the same thing with an image too.

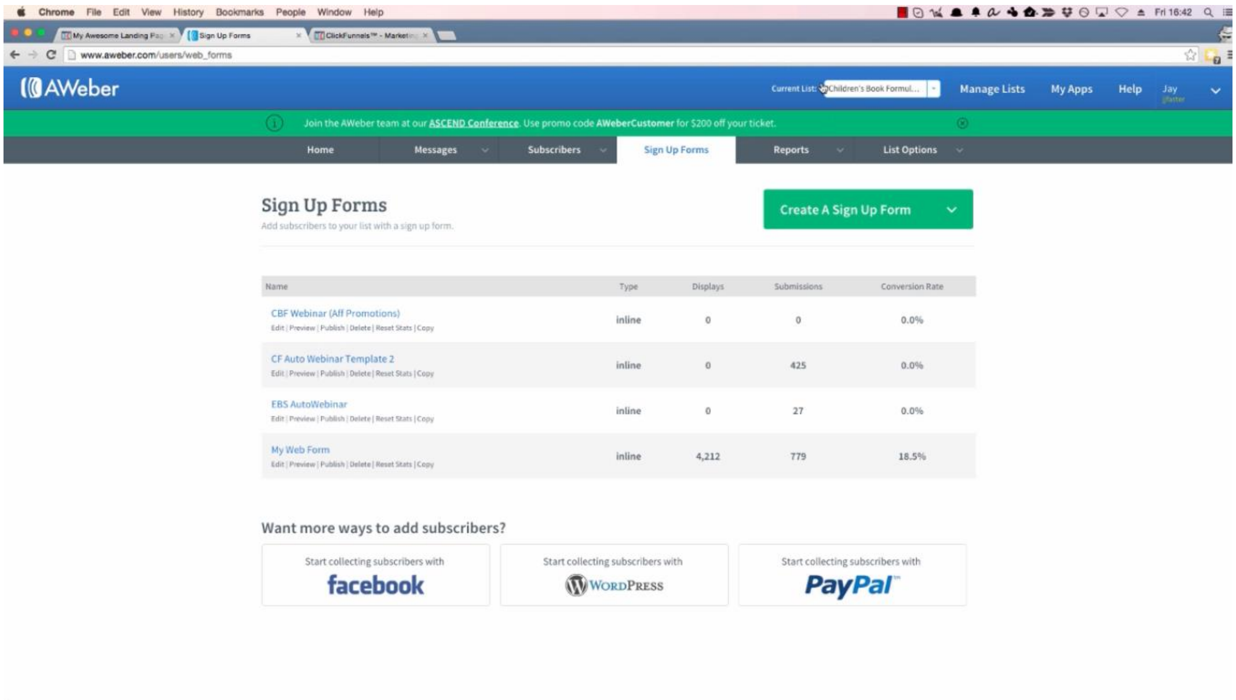


Email Integration

In this section, you are going to learn how you can integrate your email list or your webinar settings for one of your funnels. That way, when someone comes to your page and signs up, you can get them added onto your email list and/or get signed up for your webinars. To get started, simply click on the 'Email' button in the toolbar. It doesn't matter if you are doing this for your email auto-responder, or if you want to put someone into a GoToWebinar list, or anything of the like. The settings for all of these things are under the 'Email Integration Settings'.

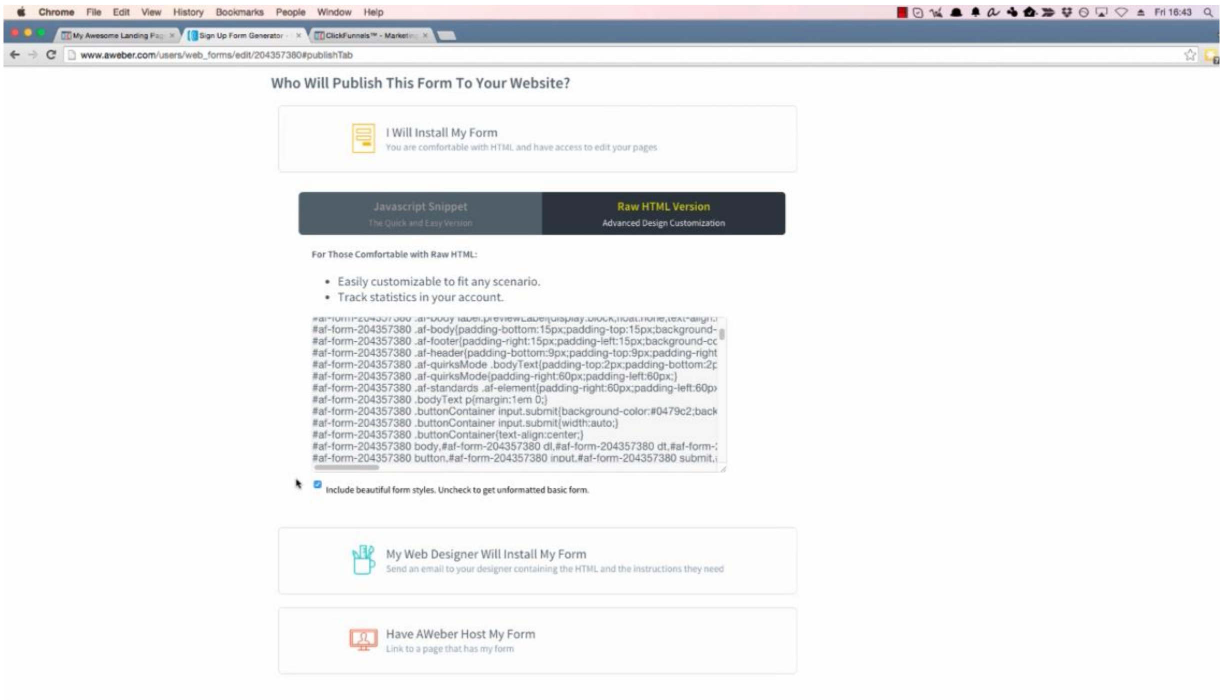
Let's say that you are trying to integrate your auto-responder. You can select your auto-responder from the drop down menu for 'Integration'. By the way, if you haven't reviewed the previous section on how to integrate your auto-responder in Click Funnels, you'll need to go and do that and follow the instructions therein. Everything that you have integrated into your Click Funnels account will be listed in this drop down menu, but if you haven't done it yet, then the service you use will not be included within this window.

Once you have selected which account you want to integrate into your funnel, you will want to choose 'Integrate Existing Form' which can be found under the 'Action' dropdown menu. Doing this will bring up the option to add a list and there will be a dropdown menu that you can choose an existing list from to integrate. Now, you have to actually have a sign-up form in order for it to appear in this list. In other words, you can't just create the list inside of AWeber or whatever account you're using.



To generate a form through AWeber, you would click on ‘Sign Up Forms’ to find options for this. This is shown in the screenshot above. After you have generated one of these forms, then you can integrate it into one of these funnels. Then, when someone signs up through your funnel, they will be added to that list. If you’re using a standard HTML form, all you have to do is click on the html for option under the ‘Integration’ dropdown menu, and then ‘Integrate Existing Form (Add HTML)’ option in the ‘Action’ dropdown menu. When you do this, a field will appear that you can paste your HTML into.

In AWeber, you could retrieve this code by finding the form that you want to integrate and clicking on the ‘Publish’ link below it. Then, once that comes up, you can click on the ‘I Will Install My Form’ option. After choosing this, you’ll be presented with a couple of different options, and you’ll want to choose ‘Raw HTML Version’. This is demonstrated in the screenshot below. You may notice that in the screenshot there is an option to “Include beautiful form styles” underneath the HTML code. You’ll want to uncheck this box and just keep things as simple as possible.

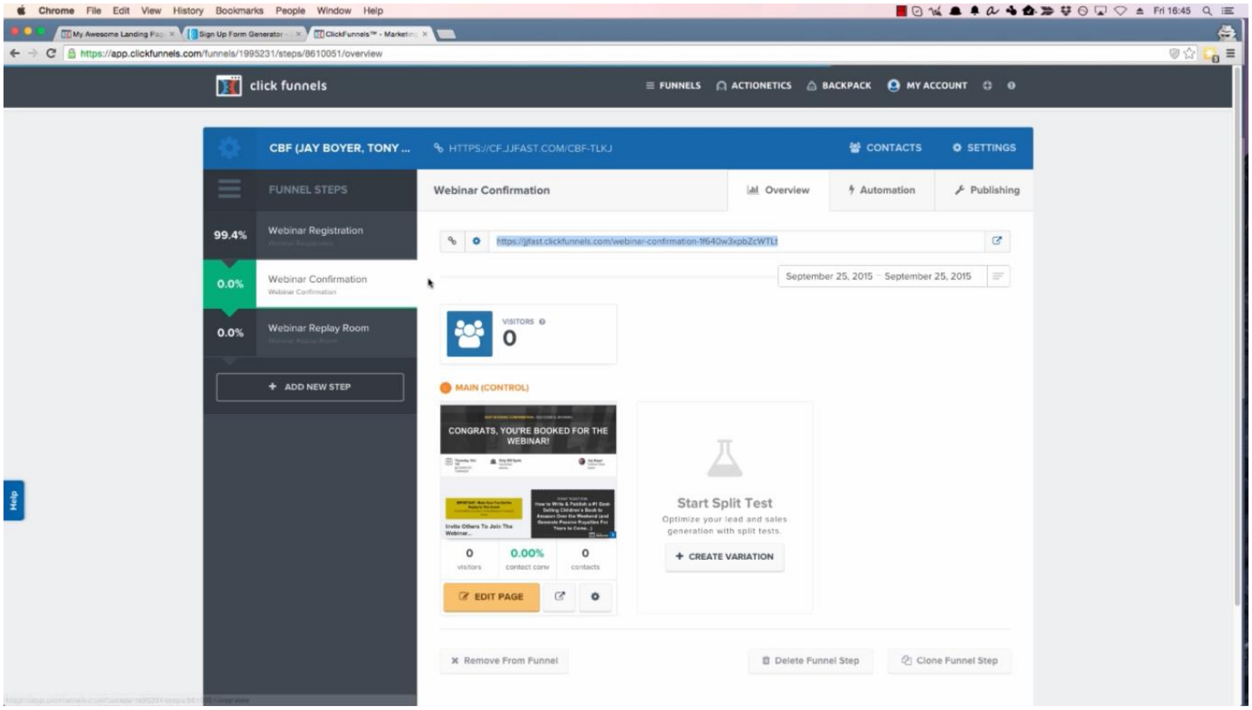


After you have pasted this code into the settings for your funnel in Click Funnels, you'll notice a button that says "Parse & Save Web Form". When you click on this, the program will find all of the different fields that inside of that form. That may be just fields for collecting names and email addresses. Below the button to 'Parse & Save Web Form', you'll find options for syncing all of these different elements up. Then, at the very bottom, you'll find a field to enter in a URL. This is for your redirect. You want to make sure that your redirect confirmation page. It's the confirmation page URL that should be entered into this field within the Click Funnels settings.

Now, let's say that you wanted to add someone to a webinar. It's a very similar process to the last. All you need to do is go in and choose the service that you wish to use, which may be GoToWebinar or another similar service. You should be able to find the service that you wish to use in the 'Integration' dropdown menu, that is, if you have integrated your account into Click Funnels.

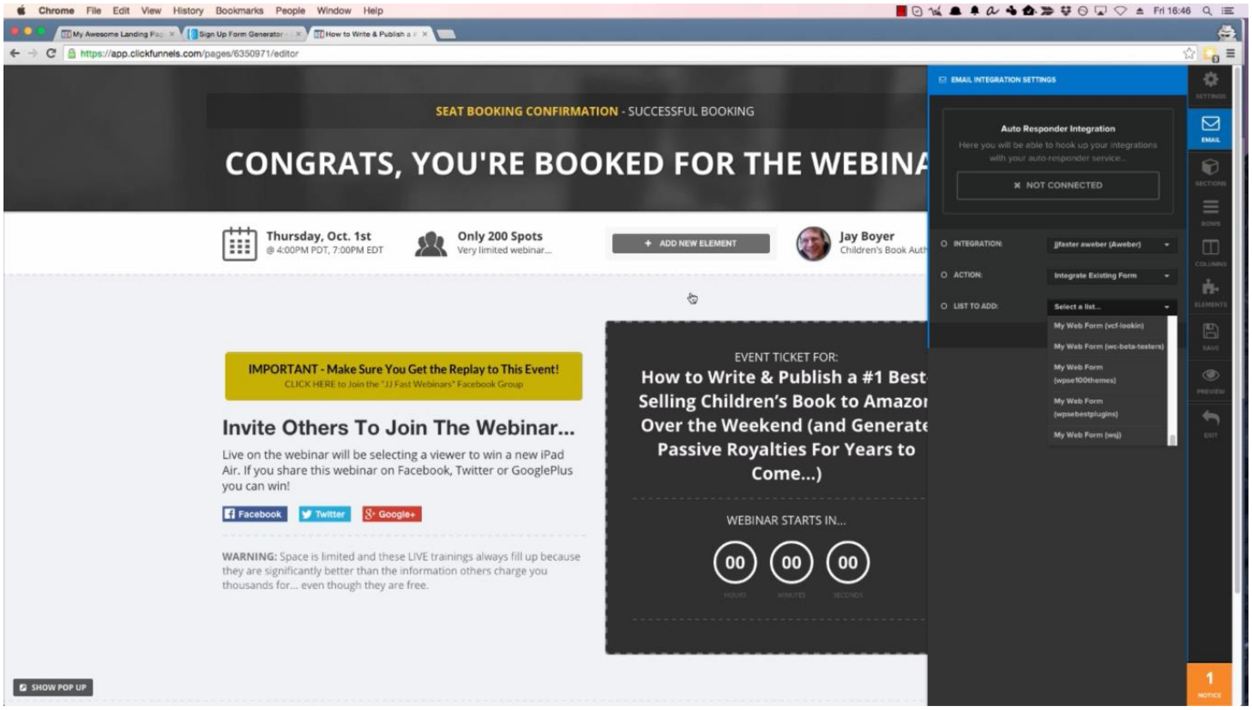
Anyway, once you have chosen the service that you want to use for your funnel, you can choose the 'Add to Webinar' option under the 'Action' dropdown menu. After that, it's just a matter of pasting in the URL address of the GoToWebinar SignUp form into the settings panel. There's nothing else you need to do, other than provide the sign up link. Click Funnels will know exactly what to do after that without you having to do anything else from your end.

There's also a ninja trick that you can use to add someone from your confirmation page. Let's say that you have a webinar Signup on the front page, and you want people to go directly into GoToWebinar. You can go to your confirmation page, within your Click Funnels account, and add the email integration. So, let's say that it was your funnel that was being shown in the screenshot below. You can see that the confirmation page of this funnel has been selected. The next thing that you would want to do from here is to click on 'Edit Page'.



The editor will then open up, just like it always does, and when it does, you would choose 'Email' from the toolbar. After that, you would just choose the service that you want to use from the 'Integration' dropdown menu, and then choose 'Integrate Existing Form' from the 'Action' menu. Then finally, you would find the form that you want to use in the 'List to Add' dropdown menu and select it.

You may notice that there are no name or email fields on the page. Well, the way that this works is that the program is actually going to know, from behind the scenes that there is someone coming into the webinar that has already signed up, and it's going to recognize that this page needs to be a confirmation page, not a sign up page. The program is going to go ahead and sign them up from the list that you have chosen. This will give you the ability to add someone both onto your email list and onto your webinar.

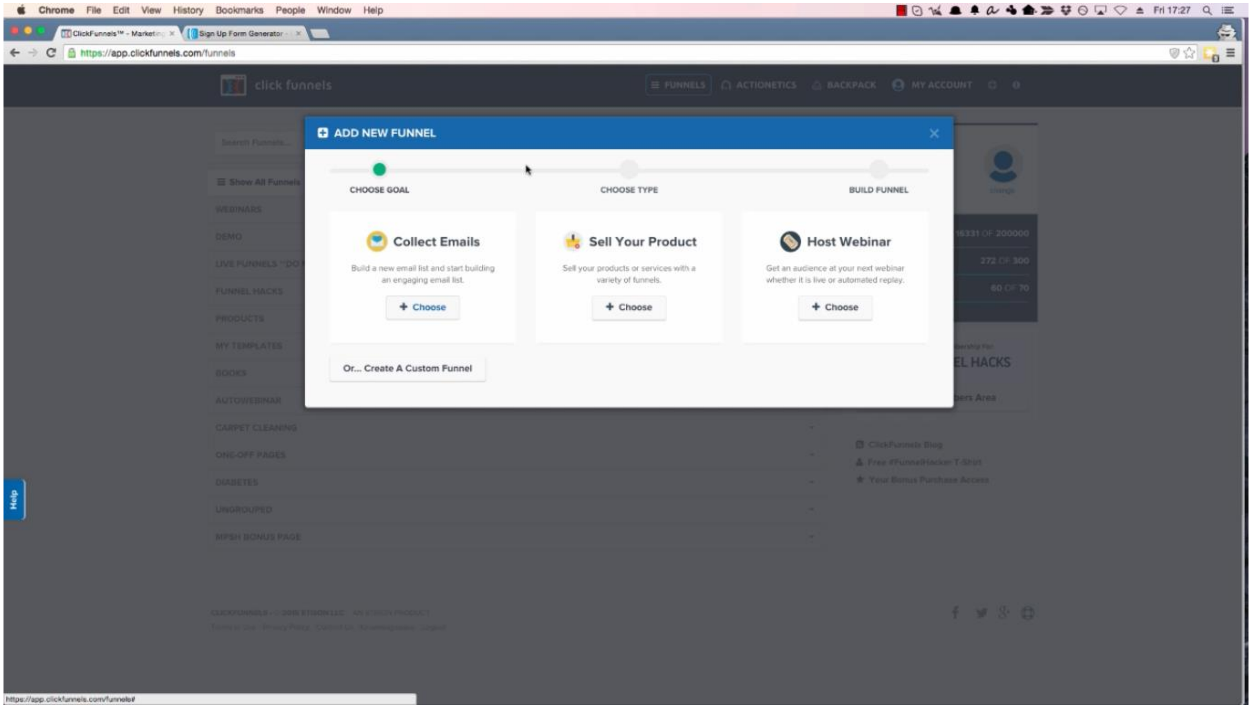


Now, AWeber is a little finicky about when they will use double confirmation and single confirmation. You'll usually use single confirmation so that someone doesn't have to click a link in their email in order to actually sign up for your list. This integration method is not going to work with that single confirmation because it will be using the API and AWeber doesn't allow using single confirmations through their API by default.

That being said, you can email AWeber's support and ask them to take that requirement off for double confirmation for an individual list, but you can't do it for an account-wide setting. So, if you do want a single confirmation from the confirmation page, and you're using AWeber, you will have to contact AWeber's support and ask them if they will set it to single confirmation for you.

Let's say that you were setting up your form from scratch. You would need to sync up your fields because you would want them to have the same name fields as you have on your pop up form. You would also need to change the button 'Action' to '#submit-form'. That way, the program will know to use the email integration and handle everything appropriately. In other words, you can have multiple places where someone can sign up, and then you'll just use those fields to gather the information and add it in a way that allows it to go through correctly.

Funnel Walkthroughs

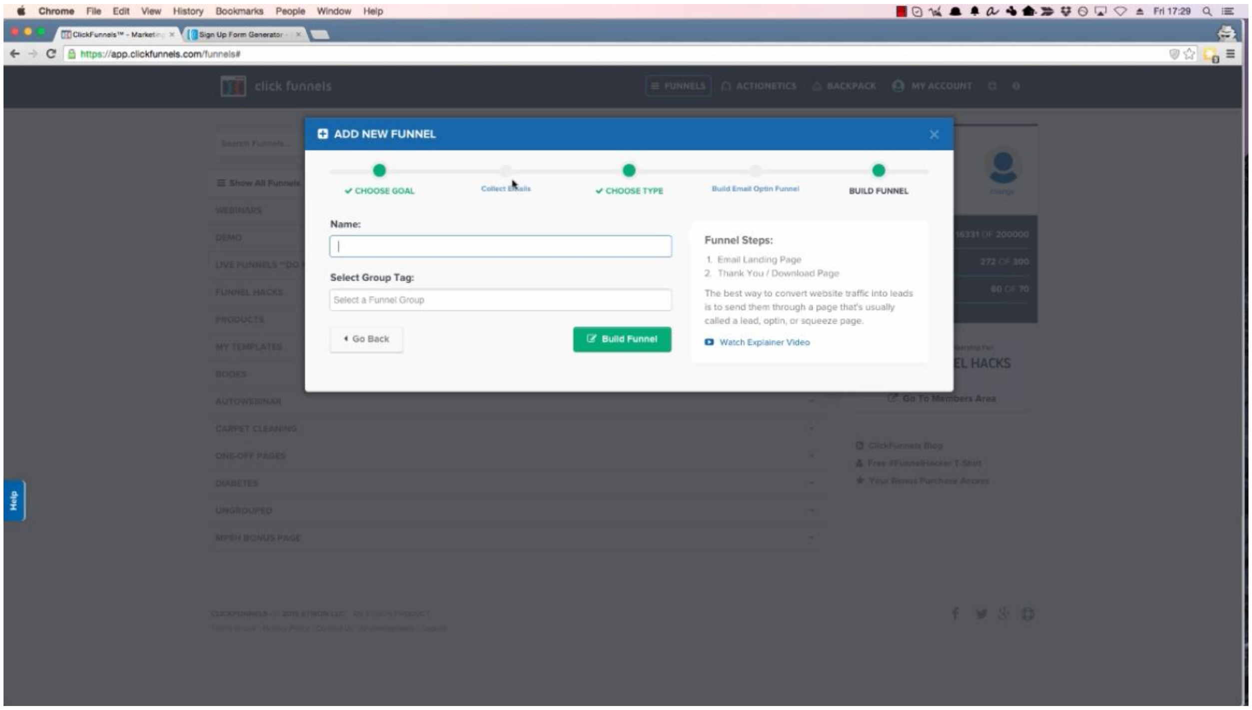


Introduction

In this portion of the training, you are going to be introduced to the different kinds of funnels that you can create with Click Funnels. As you probably already know, to create a new funnel, you just go up to the top of the funnel page and click on the button marked 'Add New Funnel'. When you do, a window will appear, walking through the process of choosing what type of funnel you wish to create. This window is shown above.

As you can see, in Click Funnels there are three basic kinds of funnels that you can create. There's an opt-in funnel, where the whole point is to collect people's email addresses. Then, there's a sales funnel, which you would use to sell a product or service. This type of funnel would also include creating membership sites. Finally, there's an option that you would choose if you wanted to host a webinar. This option can be used for both live webinars, that may integrate with something like GoToWebinar or Google+, or it can be used for live webinars where someone is just signing up to join your email list and then led through a webinar replay.

You can also just create a custom funnel. In this case, you wouldn't use any of the default pages; you'd just be creating a funnel from scratch. This is the one you would want to choose if you were just creating a website and using Click Funnels to build the pages for it, for example. This can also be quite useful. You could have your home page, and instead of building a funnel, you can set up all of your other pages, such as your 'About Us' page and 'Contact Us' page, but set it up kind of like a funnel. That would be pretty easy to do.

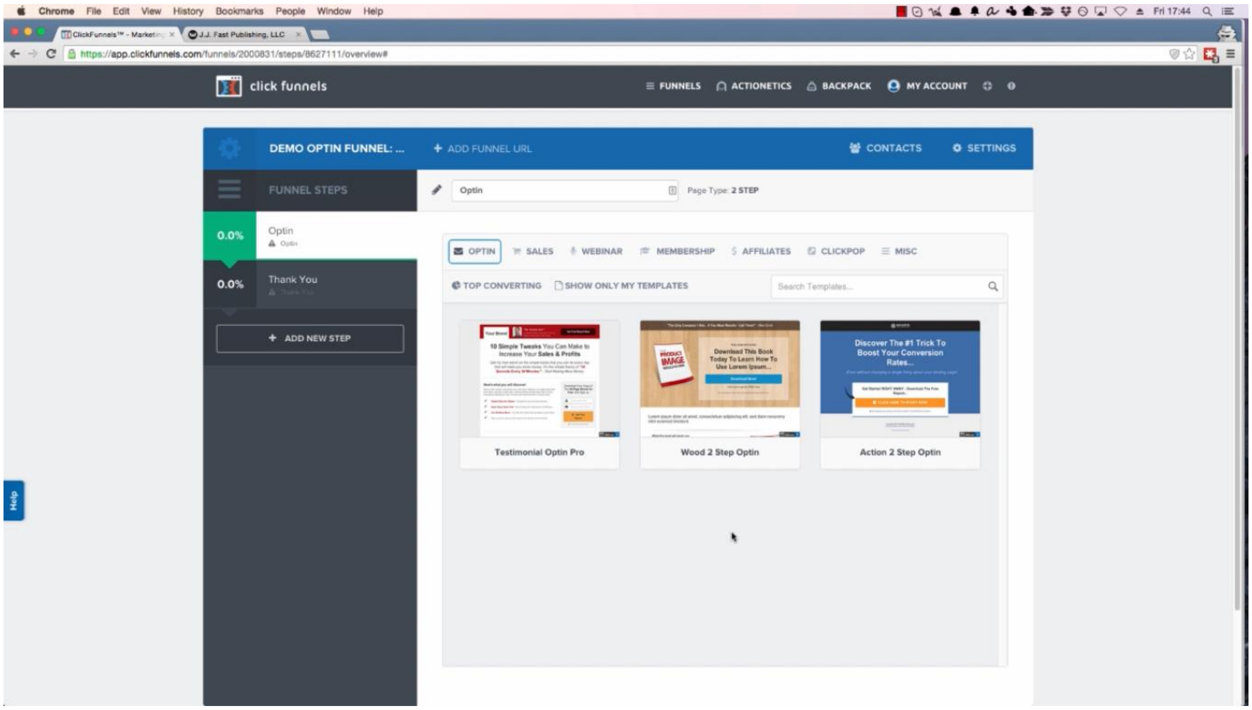


To begin, let's say that you wanted to use a funnel primarily to collect people's email addresses. When you choose this option, another window will appear, allowing you to give your new funnel a name and even tag it, if you like. From there, you can go right into building the pages for the funnel.

If you choose to build a funnel to sell a product or service, then another window will appear containing a few more options. You can choose to create a sales funnel, and this is going to include sales pages and delivery pages. You can also do a product launch funnel, and this is going to be designed to get people to opt in. Then, it's going to lead them through a series of content, such as a three day series of videos which will get people primed and ready for the launch of your product.

Jeff Walker, a famous marketer, likes to refer to these as "sideways sales letters". In other words, you essentially split your sales letter, and the different content of it, up into individual videos or other forms of content. That way, people are getting the sales letter over time, but it seems more like you are delivering value and content, which you are. The last type of sales funnel is a membership funnel. This is how you can go in and create an actual membership site. People can sign up, and they will have their own username and password to access the content.

The last type of funnel that you can create is one for your webinars. As previously mentioned, you can create a funnel that will send people to a live webinar that you're holding, or you can send them to a webinar replay. In the sections to come, each of these types of funnels will be covered in greater depth. This has just been an overview of the different types of funnels that you can create.

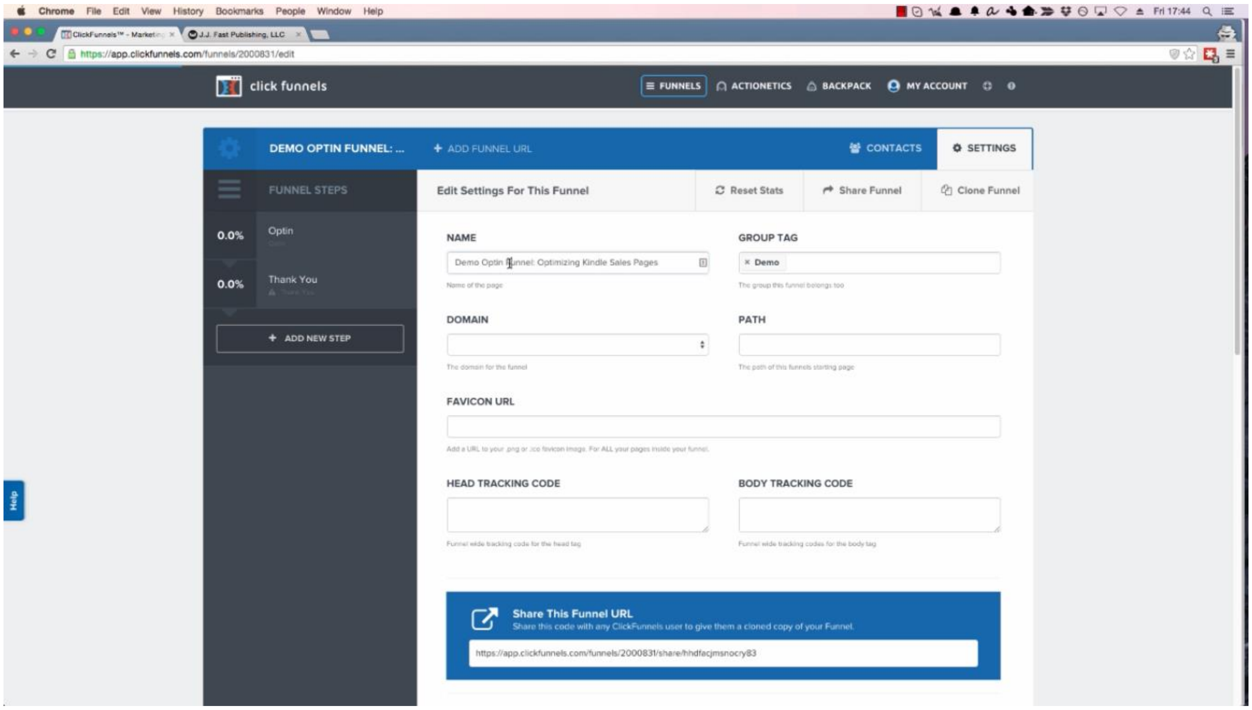


Opt-in Funnel

In this section, you are going to be walked through the process of actually creating an opt-in funnel. This training will be relatively simple. Basically, you'll be bringing people to an opt-in form, and they will essentially have two choices. They can either sign up for the bonus product that you want to give them, or they can leave the page and just go somewhere else. They won't have any options to click anywhere else.

The first thing that you're going to do is click on the 'Add New Funnel' button once you log into your Click Funnels account. Next, you'll want to choose the 'Collect Emails' option. After that, you'll be given the option to name your funnel and tag it, and then you'll be able to click the 'Build Funnel' button to get started. What this will do is create two sample pages. The first will be your landing page, and the second will be your 'Thank You/Download' page. You can see these listed in the screenshot above.

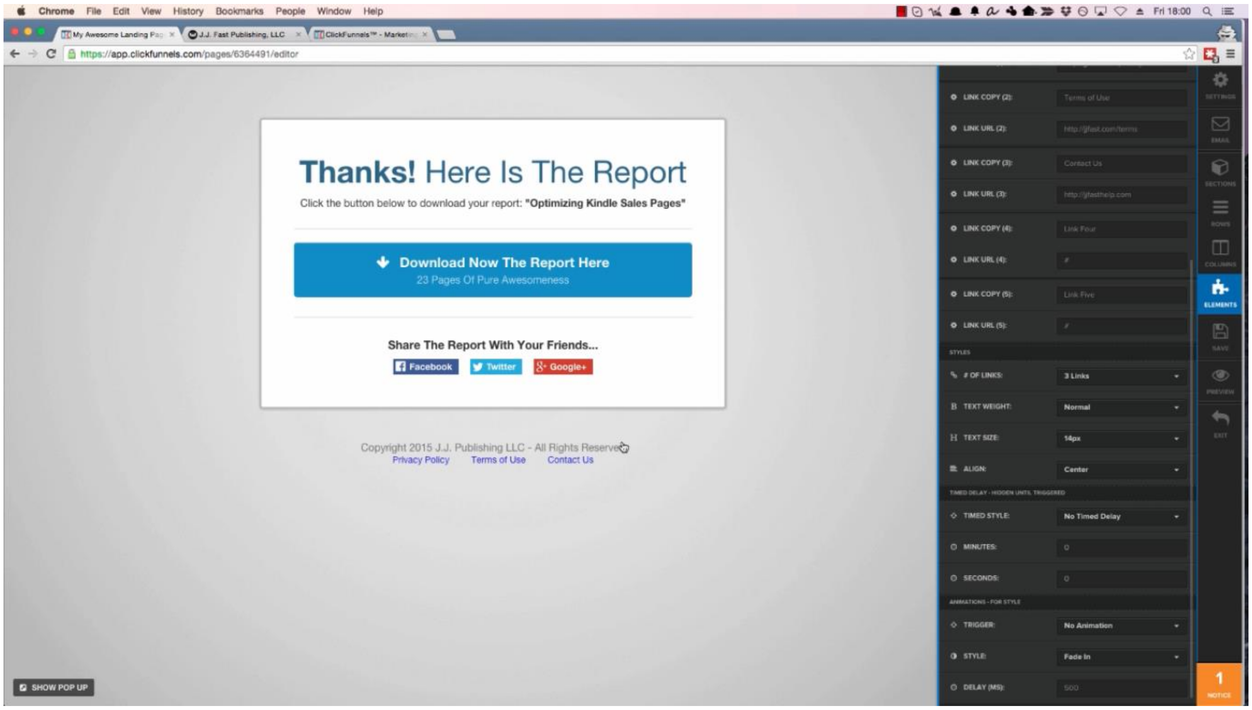
There are many different types of templates available for creating this type of funnel. Blaine says that he personally like the two-step opt-in. You can bring templates up for this type of page by clicking on the 'Opt-In' tab on the menu bar above the templates. The reason he likes these the best is because they require someone to commit a little bit before they can receive what you want to give them and signing up to your list. This way, you're not just throwing the opt-in fields up in their fact. So, you generally get better opt-ins by going about it this way, at least that's been Blaine's experience.



The first thing that Blaine did when he reached the page shown above was to enter into the settings for this page. Then, he chose the domain that he wanted the page to be on. He already had a number of different domains put into the system, so all he had to do was choose one from a dropdown menu. He chose 'ClickFunnelsSecrets.net'. Then, for the 'Path', he typed in 'demo-optin'. The next field Blaine came to was the 'FavIcon URL' field. He didn't have a 'Fav Icon' to utilize for this, so he just skipped this step. Next, he scrolled down the page and clicked on the button that said 'Save And Update Settings'.

You can see that this type of page comes with two variations. Blaine deleted one of them. He says that it's always a good idea to split test your pages, but he decided to create a page for his funnel and then create a variation based off of the page he created or create a totally different-looking page later on. To begin with, however, he just wanted to keep things simple and just build one page.

You would just click on 'Edit Page' at this point. Once done, the page editor will open up. The page was already decent the way that it's set up, but there were some things that needed to be addressed within it. The first thing that Blaine did was click on the portion of the copyright inside of it. He added 'J.J. Fast Publishing LLC' to this section. This is shown below. Obviously, when you do this, you'll want to replace this with your company's name. The links to the 'Privacy Policy' and the 'Terms & Conditions' are actually links set up for the headline section of the page. Blaine usually just copies these links and then deletes them because there's an easier way to set this up. What he does is he adds a 'Navigation' element to this section and then pastes the links back in.



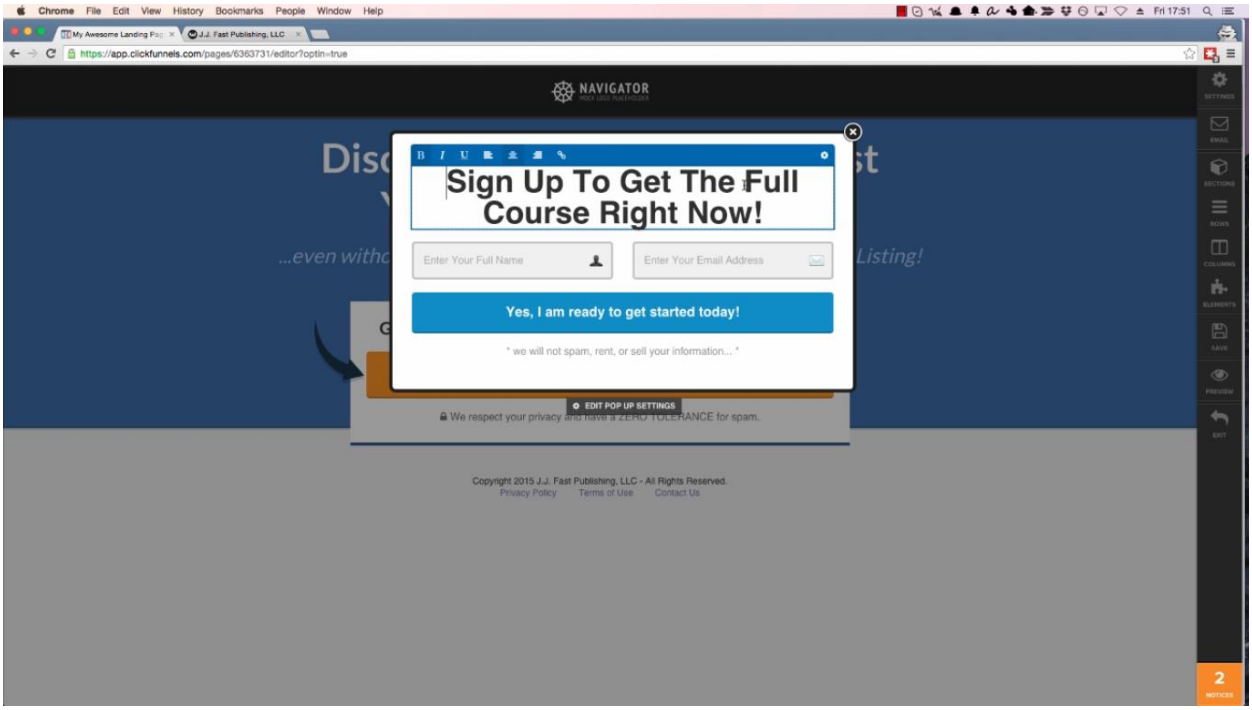
Now at first the navigation elements will be aligned to the right, so you're going to want to use the settings to center this. One thing that was stated before is not to give the user any options other than to opt in, and that's not 100% true because you will need to link out to a 'privacy policy' page, a 'terms of service' page, and a 'contact us' page. If you are going to provide any sort of advertising on Facebook, Google, Yahoo, or anything like that, they are going to require that you have those pages linked.

When it comes to the privacy policy, you would want to link to your own privacy page. The same goes for the terms of service. For the 'contact us' page, you will want to link to your support. So, you would actually include an email address or an actual link in there. After Blaine did all of this in his live presentation he saw that there was an element down at the bottom that said "Powered by Click Funnels". He just deleted this.

Now, if you do want to promote Click Funnels, you can always go into the settings and choose the 'Click Funnels Affiliate Badge'. By selecting this, you can choose whether you want to hide or show it. Blaine says that he always hides the affiliate badge on his landing pages, but he feels like it's okay to show it on the confirmation page because you've already got the person to sign up to your offer at that point. You want them to sign up for your offer and not go anywhere else before that point, unless, of course, the point of your offer is to get them to sign up for Click Funnels.

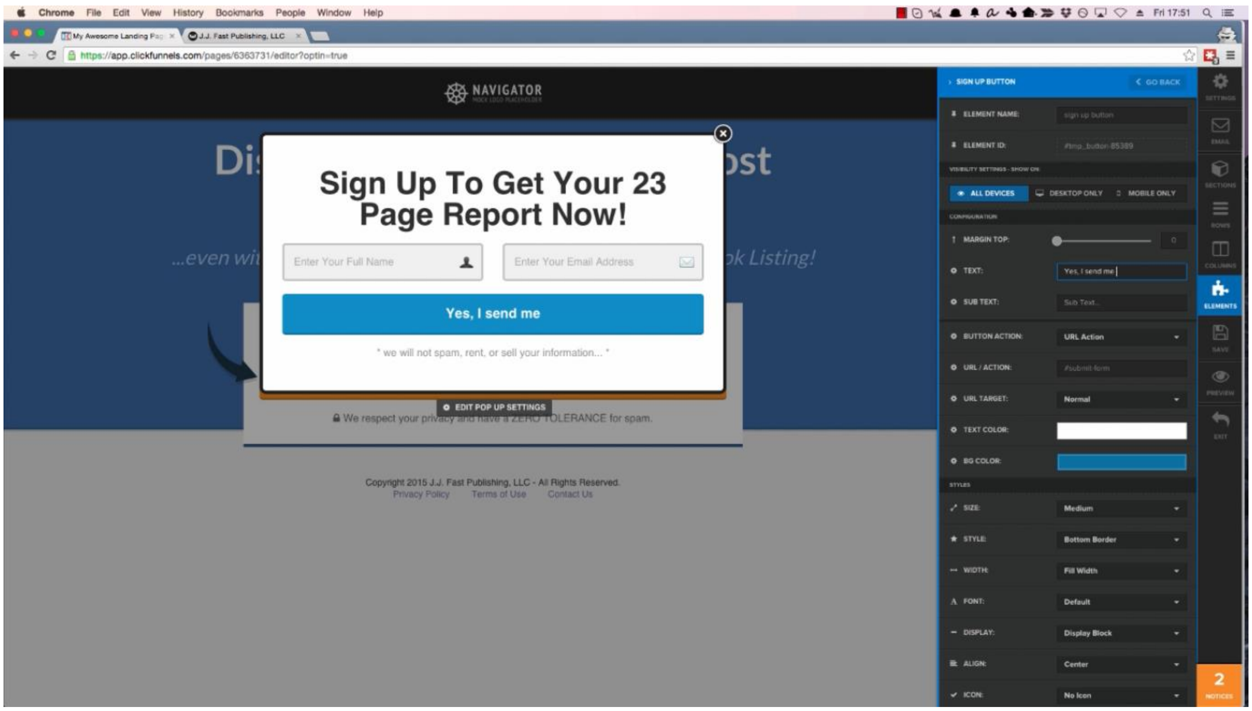
Next, Blaine moved on to change the headline. In his case study example, he was giving away a report about optimizing a Kindle sales page. The first thing that he did to the headline was lessen the padding on the left and right of it so that it was wider. That way it was two lines long instead of three. Then, he changed some of the wording within the sub-headline. Then he decided that the headline would look better a bit further up the page, so he lowered the amount of padding up at the top too. He continued to play with the settings for the page elements in this way until he achieved the look he was after. He didn't make very drastic changes, but a little bit can go a long way.

In this particular case, you would have your logo placed at the very top of the page if you were to keep with this page's design. Blaine recommends keeping your logo relatively small. Showing your logo can help when it comes to branding, but you don't necessarily have to have a gigantic logo on every single page. A small logo will do the trick and help to brand your page just fine.



Blaine decided that everything else on the page would work just fine for what he was offering. He did change the button so that it said "Click Here to Download Now!" The next thing he did was open the pop up to go ahead and edit it. As you can see in the screenshot above, it originally said "Sign Up To Get The Full Course Right Now!" This would not work in this particular scenario, so Blaine changed it to say "Sign Up To Get Your 23 Page Report Now!" He also changed the text on the button to "Yes, send me the report now!"

In the picture below, you may notice that the URL Action is set to '#submit-form'. This was discussed in previous training. This is how you get the opt-in to submit correctly. You can also see that this form contains fields for people to enter their name and email address. The next step would be to go in and set up your integration. So Blaine grabbed the code for the form that he needed to use, and then he returned to the Click Funnels page he was setting up, clicked on the 'Email' option in the toolbar to the right, pasted the code into the appropriate field, and then he clicked the button to 'Parse & Save Web Form'.



Blaine went on to bring up the settings for the pop up. He changed the setting for showing the pop up so that it would come up when the user tried to exit. If they decide to use Google, Facebook, and so on to drive traffic, Blaine says that they will either change these settings at a later date or create another opt-in page just for that purpose.

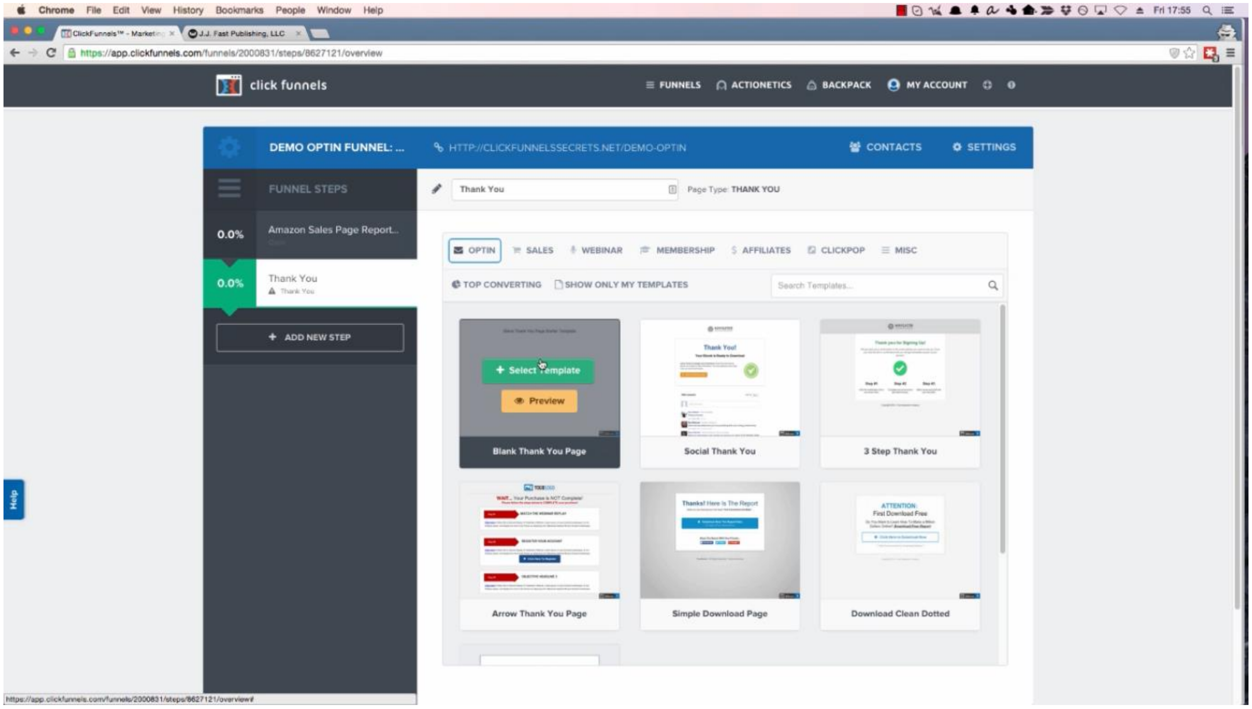
Another thing that Blaine had to change before completing the setup for this page was the meta data. Specifically, he changed the page title to "How to Optimize Your Kindle Sales Page". He also changed the description to say "This 23 page report will help you make more sales off of every visitor to your Amazon sales page." According to Blaine, you typically just need to include something simple like that.

The field that followed called for Blaine to enter some keywords for the page. He entered in 'Amazon', 'Kindle', 'KDP', 'books', and 'eBooks'. Then he used the name 'Jay Boyer' as the name of the page's author. The last step in this process was to include a social image for the page. For this example, he just used the Kindle logo. In truth, this wouldn't be the best thing to use. It would be much wiser to use something that you had created yourself. In any case, all you would have to do is choose a small image to use in the gallery or come up with one of your own and upload it.

When Blaine finished this process, he checked to see if there were any notices or warnings. One cool thing about Click Funnels is that it will tell you if there's something required that you haven't filled out yet. Since there weren't any, Blaine went ahead and exited the page after saving his settings. Then, he went into the settings for the page once more to rename the funnel step. He named it "Amazon Sales Page Report Optin". He also reset the domain for it. He didn't have to reset the path because it was just fine as-is.

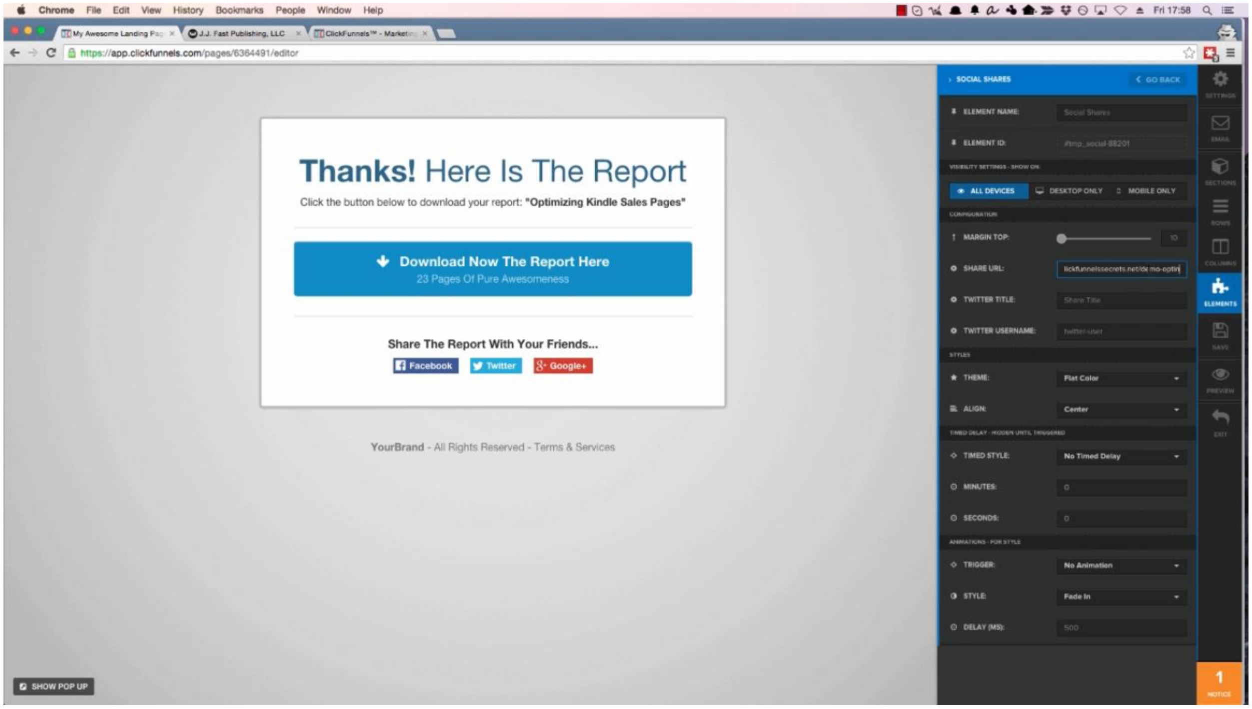
Now that all of that was done, Blaine moved on to edit the 'Thank You' page. There were about seven different pages to choose from. The first one was nearly blank, which would allow you to add everything yourself. The second template had some social media elements already in place, which could be helpful.

The third template was for a three step 'thank you'. This template provides options for sending the download link by email instead of providing it to them on the page itself. You can use your auto-responder for this. This third page, just basically tells the customer that they are on 'Step 2' and that they have to confirm their email address to receive the report. Blaine likes this one because it allows you to confirm that it's an actual, live email address.



The forth template shown above is kind of neat. It gives people multiple things that they can do before downloading their special bonus from your site. So, for example, you could give them the option of joining a Facebook group or to purchase another product. You could also give them the option of watching some sort of webinar replay. Essentially, you could include anything that you wanted to on this page, and then at the last, you could include the link to download the product. The last three templates are designed just for delivering the download link.

Blaine chose a simple download page. As usual, the first things that he did after choosing a template was to go into the settings for that page and edit them a bit. He left the domain and path the same, but he changed the name of the page to 'Download Report'. He clicked to update the funnel step, and then he clicked the 'Edit Page' button. The 'thank you' page already said pretty much what it needed to. He simply changed the call to action to say "Click the button below to download your report 'Optimizing Kindle Sales Pages'". The text on the button was already exactly what he needed for his offer, so all he had to do was add the download link to the 'URL Action' field.'



When he was done, Blaine saved the funnel. He began to test the page out, but then he remembered that he needed to set the social media buttons up. You can see that these buttons are shown at the bottom of the 'Thank You' page shown above. For Twitter, he added the 'Share URL', 'Twitter Title', and 'Twitter Username'. The Share URL was the link to the funnel. The Twitter Title was "This great report shows how to optimize your Kindle sales page." The Twitter Username was JJFastNow. The setup process for the Facebook and Google+ would essentially be the same, of course.

Blaine also added to the text down at the bottom, putting his company name in for the copyright and he took out the link to the terms and services. Once again, he added the Privacy Policy, Terms of Use, and Contact Us links down at the bottom as a navigation element. After that, he added the appropriate URLs into the settings and centered the text.

This was just a simple page, and there was no pop-up to worry about in this case. He did go into the settings for the page itself to add a page description. It said "This report shows you how to optimize your Kindle sales page." After that, he put in the appropriate keywords that he wanted to use and the page author's name.

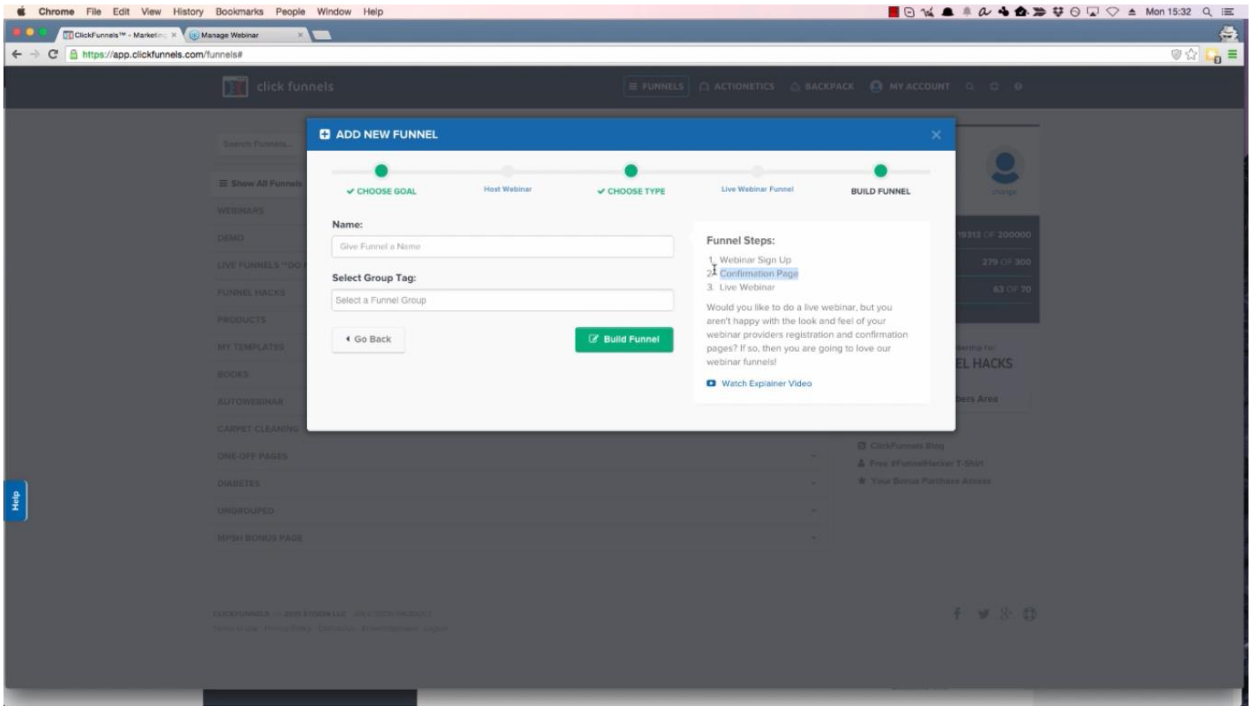
Blaine comments that it doesn't really matter, for this particular page, what keywords you link to. You don't really want people going straight to your page anyway. Speaking of which, Blaine chose the option to hide the 'Thank You' page from the search engine. You want your landing page to show up in the search engine, but you will want to make sure that you hide your 'Thank

You' pages. The option to do so can be found under the main 'Settings' options for the overall page.

The next thing Blaine did during his presentation was to save the page and exit the editor. You may remember that previously, Blaine had to manually set the redirect URL so that the integration with his auto-responder would work properly. Again, you can find the field that calls for this under the 'Email Integration Settings'. You will then need to copy that link and paste it into your auto-responder and paste it in as the 'Subscribe Success' page and the 'Subscription Confirmed' page, or anything of the like. This is to ensure that whenever anyone winds up on the page, they are going to end up on your 'Thank You' page. Be sure to save your auto-responder settings as well.

Hopefully, you can see that this process is pretty straight-forward. After you get all of this taken care of, you'd still want to set up a split test. This is a fairly simple process as well. You'd usually just create a duplicate of your opt-in page. Further on in this training, how to use the split testing functionality will be explained in a more in depth manner.

Download this demo funnel to your account here: http://jjsnip.com/cfs-demo-optin

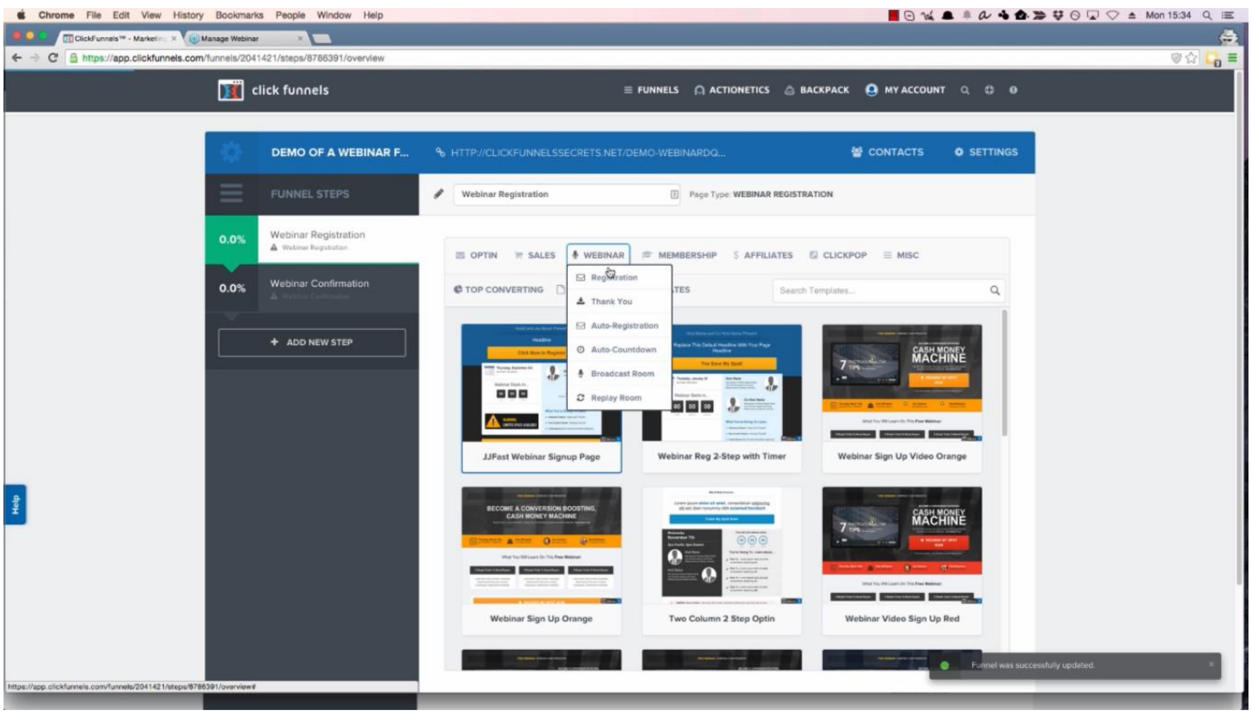


Webinar Funnel

You're going to learn how to set up a webinar funnel in this portion of the lesson. The process is very similar to that of setting up an opt-in funnel. In this case, when you go to add a new funnel, you'll choose the 'Host Webinar' option. For this example, let's say that you are setting up a ‘Live Webinar’. So, you would choose that option next, and then you would move on to name your funnel and tag it before clicking the ‘Build Funnel’ button. As you can see in the screenshot above, this time you’ll be setting up a three-step funnel. The steps are:

1. Webinar Sign Up
2. Confirmation Page
3. Live Webinar

The first thing that you are going to want to do when you start building your funnel is go into your settings. You should already have a name for your funnel and the tag because you set that up when you created the funnel. Then, you’ll want to enter in the domain name that you’re going to use as well as the path. If you have your ‘FavIcon URL’, you’ll want to put that in too, and any tracking codes that you want to use. After you are done click ‘Save and Update Settings’. This process should be the same with every funnel that you create.



The next step in this process is to create a webinar registration page. The default pages you can choose from are listed in the dropdown menu shown above. They are:

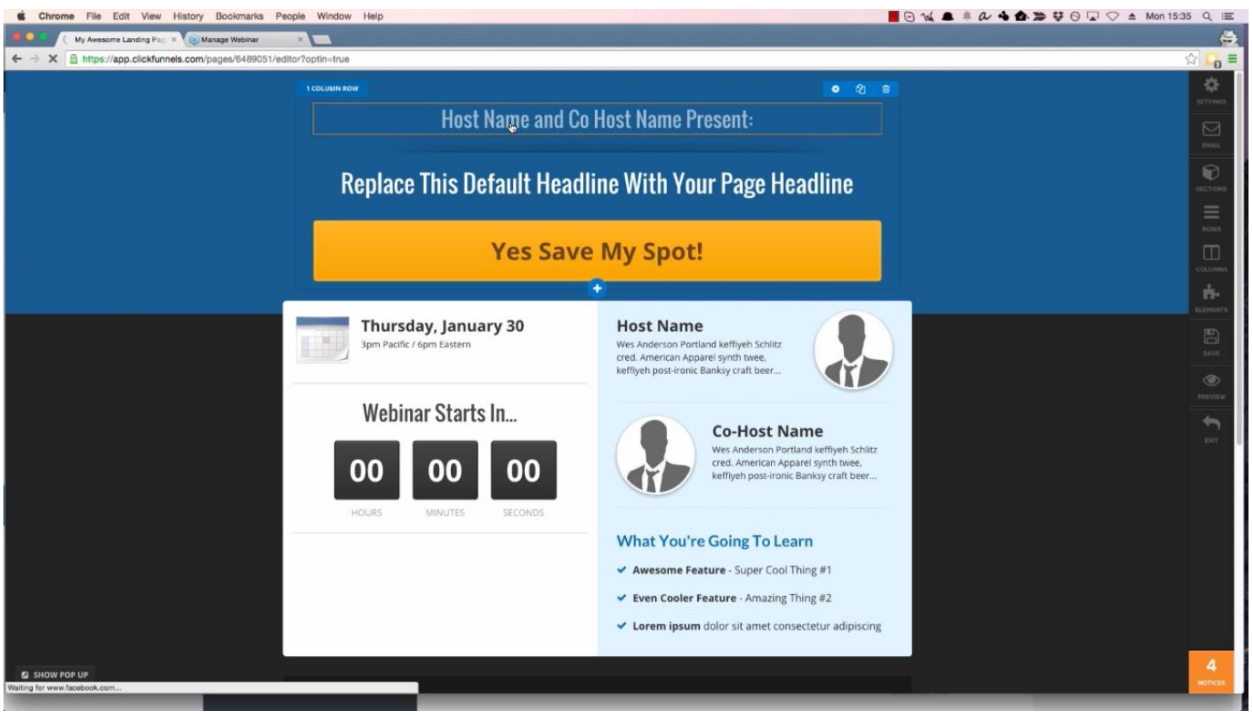
- Webinar Registration
- Thank You
- Auto-Registration

[Click Here For Instant Access to the **Click Funnels Secrets Video Training**]

- Auto-Countdown
- Broadcast Room
- Replay Room

Blaine chose ‘Webinar Registration’ from this list, and there were a good number of different templates to choose from under this category. You can go in and choose any template you want to. There are different formats that you can choose from, depending on how you want to set things up. For instance, some of them have a placeholder for a video that you can have playing when someone enters your page, while others have placeholders that you can use to place people’s photos on a page.

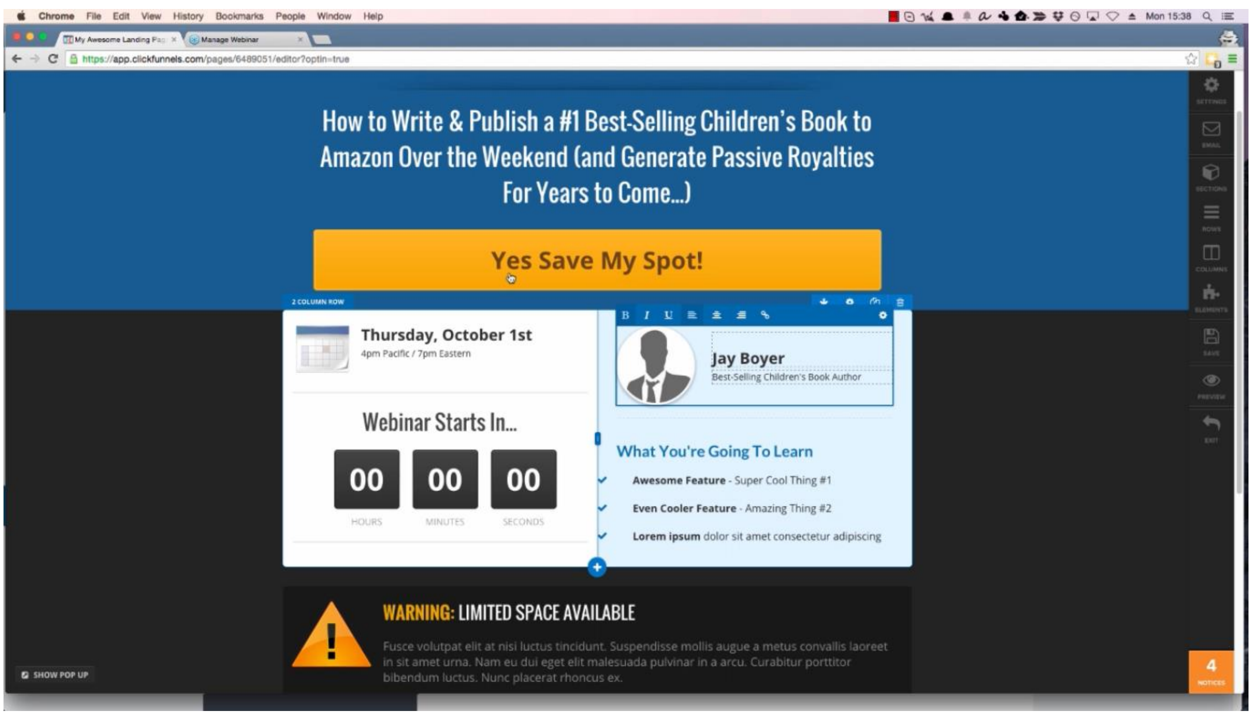
JJ Fast has had some good luck with the template titled ‘Webinar Reg 2 Step with Timer’, so this is the one that Blaine selected for his presentation. Once he selected this, he went ahead and clicked ‘Edit Page’ to open it up in the editor. This page is shown in the screenshot below. As you can see, the introduction calls for the host and the co-host’s names. In this case the host would be ‘Jay Boyer’, and there is now co-host for the webinar that’s being set up, so Blaine simply edited this to say “Jay Boyer Presents”.



The next step would be to put your headline in. Blaine changed the headline to “How to Write & Publish a #1 Best-Selling Children’s Book to Amazon over the Weekend (and generate Passive Royalties for Years to Come…)” After doing this, there was no reason to change the call to action on the button, so Blaine just left this the same. There was a date on this particular template that needed to be changed. You would also want to put in a specific time for the webinar when using this template.

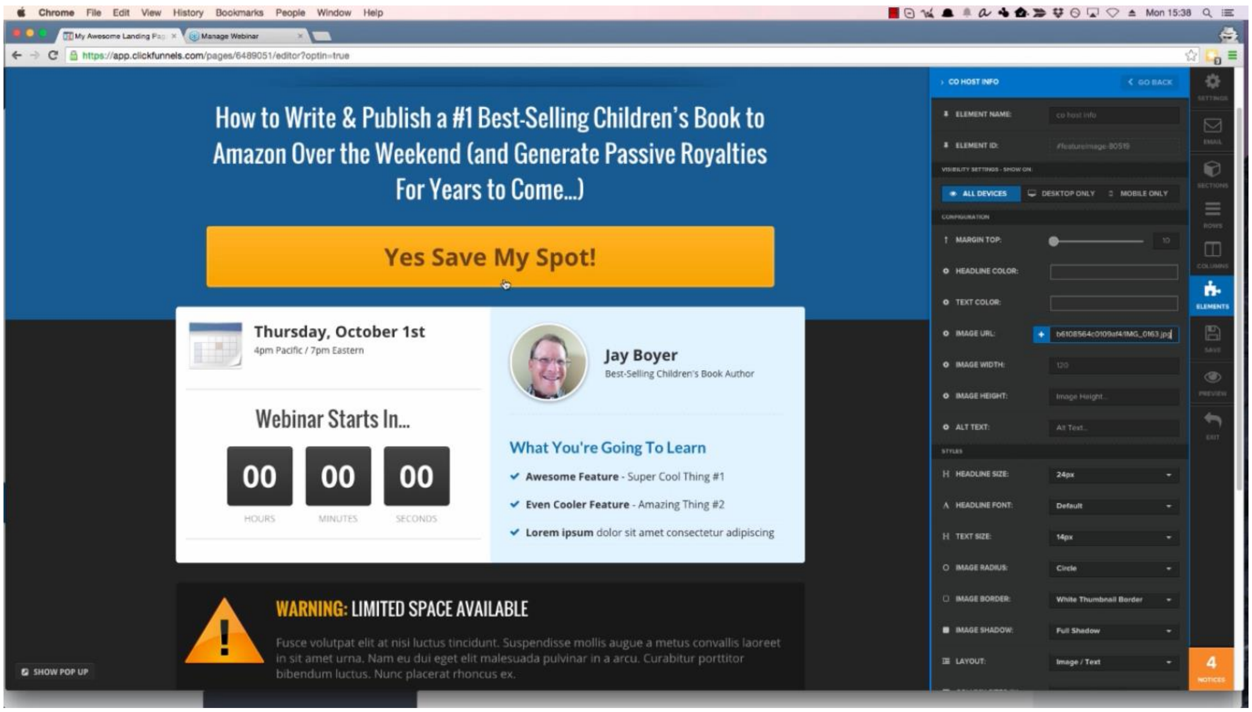
When there's a countdown time on a page like this, you can just click on this element and the settings will give you options for setting that time. Of course, you'll want to set it for whenever the webinar is going to be held in this case. Take note that there is an 'Expire Action' field, and you can set this up so that a person who comes to this page can still sign up, even after the date and time for the webinar has passed. If there is a 'Sorry' page or a similar type of page you'd like to put into play after the time for signing up has expired, you could definitely put in a link for that. JJ Fast usually leaves these types of pages up so that people can still register, and they can continue to email them if they choose to do so.

Next, you'll want to put in your host information. If there is just one person, you can delete one of these two elements. If there are multiple people, you could fill in both or even make a copy to add another. In Blaine's example, he just used Jay Boyer as a host, as you can see in the picture below. The next step was to add Jay's image. If you know what the URL is for your image, you can just paste it in. Otherwise, you can click on the '+' in the settings to pick one from your library or upload one.



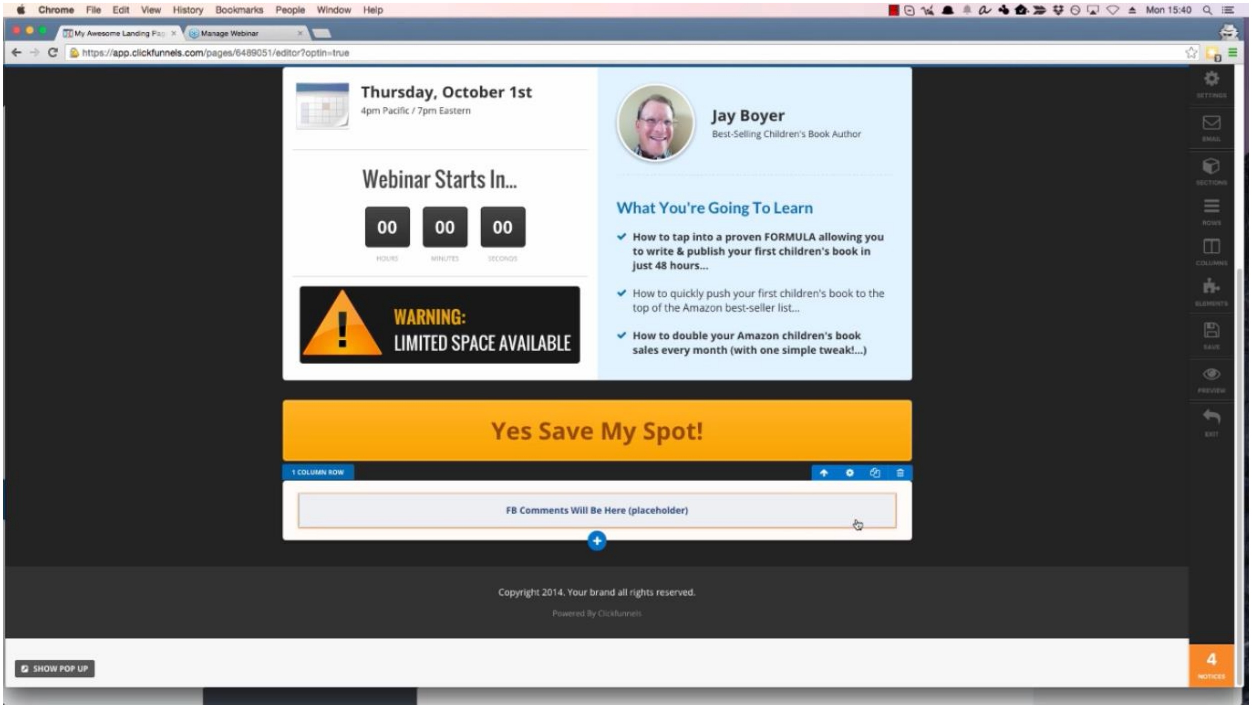
Something else to take note of is that if you don't like the circular frame around the image, you can modify it using the 'Image Border' option. For example, you can change this round frame to a square one. You can also switch the side that the picture is on so that the image is to the right of the text. Plus, you can adjust the size of the column. These are the settings you are most likely to use. There are also settings for adjusting the image shadow, image size, text size, text color, etc.

You can see in the picture below that Jay's picture has now been added. Below this there is a list element. It is designed so that every time you hit 'Enter' and add something, you automatically add a new bullet point (checkmark). You may notice that Blaine modified the bullet points in the picture below so that they pertained to what Jay's presentation was going to be about.



Originally, the section beneath this said "Warning: Limited Space Available". This is meant to create a sense of scarcity. Blaine had his own version of this that looked a bit better. So, he deleted the original and inserted his own right underneath the countdown timer. The image looked a little better there and it didn't include the text, so it didn't have to take up so much space. He used the settings to round the edges of the image a bit. Then, he made the countdown timer portion a little bit smaller. This brought the 'Warning' image up and left some space down at the bottom, which made things look a lot nicer.

Don't forget that you can adjust the padding to change the way certain elements are placed. Sometime adding a blank line of text can also be a simple way to adjust the layout. For example, when Blaine put Jay's picture in, the text beside it was too far up, so he simply hit enter to add a blank line and this brought Jay's name down a line. You can see how the page looked at this point in the process by looking at the screenshot below.



As you can see in the picture above, there originally was a white social media element down at the bottom of the page. Specifically, it was meant to be a section for Facebook comments. Blaine didn't want to include this, so he simply deleted it. Then, he moved on to add their company name to the copyright information at the bottom of the page. He also deleted the element at the bottom that said "Powered by Click Funnels".

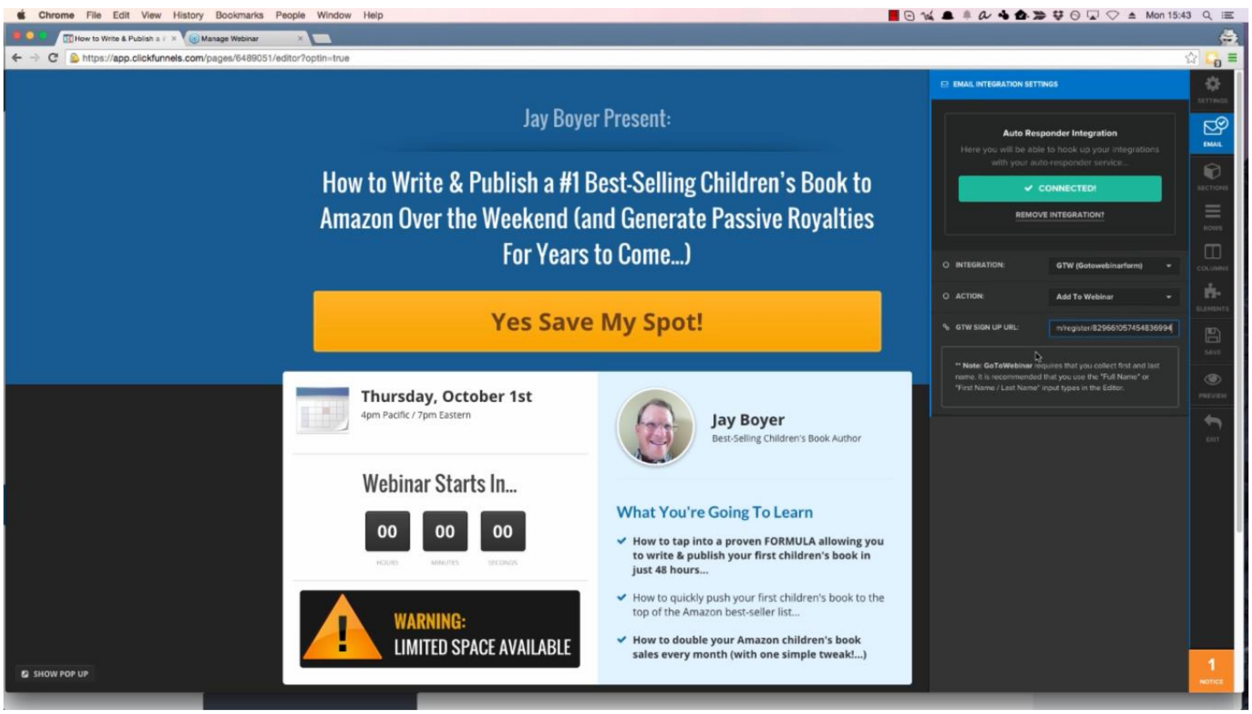
Finally, he added a navigation element to the bottom of the page to link to the privacy policy, terms of use, and 'contact us' page. Remember, you want to use this navigation to link to these important pages on your own site. It's always a good idea to have these pages set up, and they are required if you are using Google ads and Facebook ads. Blaine centered these links up at the bottom of the page, using the settings for the navigation element. Afterwards, he changed the color of the links to make them a little more visible. He just used a lighter shade of blue for this.

Blaine saved his work at this point, but there was still work to be done. He opened up the meta tags settings to add a page title, a page description, page keywords, the page author's name, and add a social image. After he was done with this, he went into the 'Custom Domain' settings to choose the domain he wanted to use. He also hid the affiliate badge. He carefully went over the rest of the settings to make sure there wasn't anything else that he needed to add.

You might want to add some tracking codes at this point in the process, but Blaine didn't need to during his live example. There are all sorts of settings such as these to be found in the settings of the overall page. It's advisable that you take some time to learn what's there so that you don't miss out on opportunities to use options that you may not have known that you had.

Blaine almost missed a very important step during his presentation. He almost forgot to set up the webinar integration for this page. Obviously, you need to do that for a funnel such as this, and this is very easy to do. This can be found under the 'Email Integration' settings. He chose 'GoToWebinar' for the 'Integration' within the settings, and then he designated the 'Action' as 'Add to Webinar'.

Next, he copied the registration link from his GoToWebinar account and simply pasted it into the 'GTW Sign Up URL' field. This is all shown in the screenshot below. There is a previous section which shows how to integrate these accounts into your Click Funnels account, if you need more information about how to do this. Anyway, Blaine was finished with the settings, so he saved and exited. Now you know how to set up a webinar registration page.



The second step in this kind of funnel is to create a webinar confirmation page, and when it comes to this kind of page, there aren't very many different templates to choose from at this point in time. Still, what you need for this sort of page is pretty standard, so choose the one that suits you best. JJ Fast has created a template for their company that already has all of the defaults in place that they like to use. Don't forget that you can edit a template and then add it in as your own template, or even create a template like this from scratch yourself. That's all up to you. It is handy to have a go-to template, however, that's set up exactly the way that you like it.

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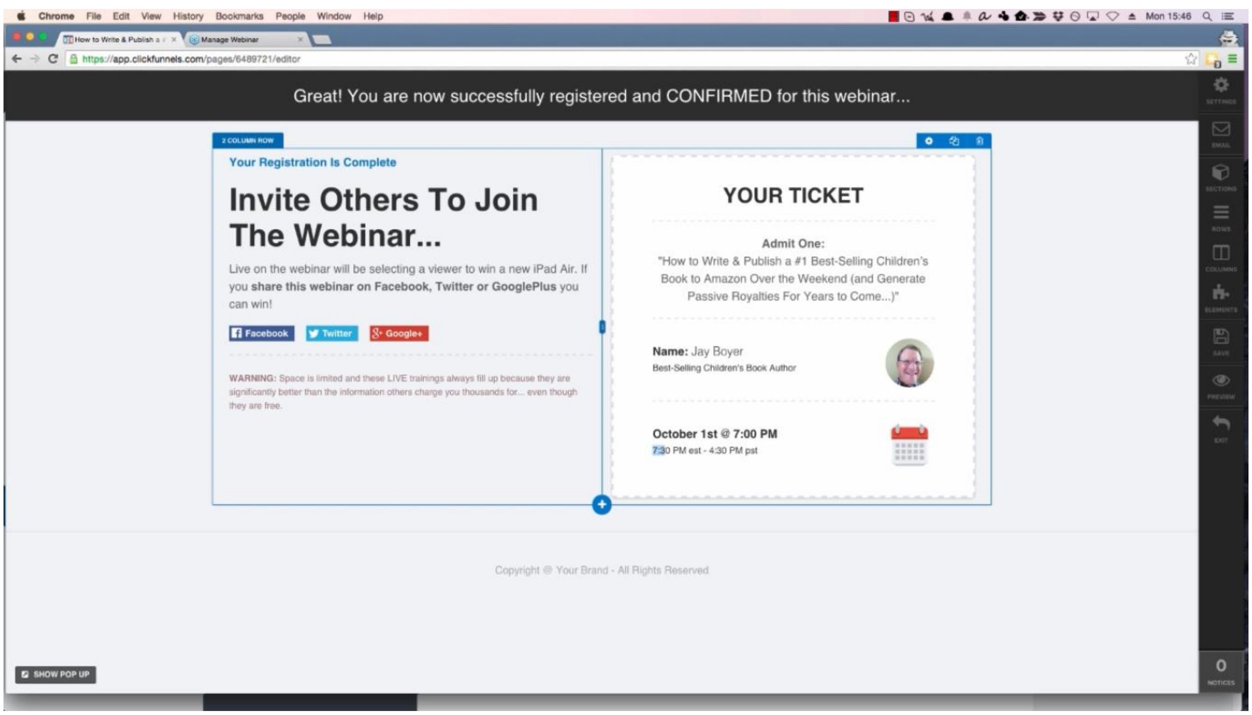
For presentation purposes, Blaine decided just to use one of Click Funnels' default Webinar Confirmation templates. Once he selected it, then he clicked to edit the page. The first thing that Blaine did this time was set up his meta data within the settings. Then, he set the domain and pretty much change all of the settings that he edited after creating the webinar registration page.

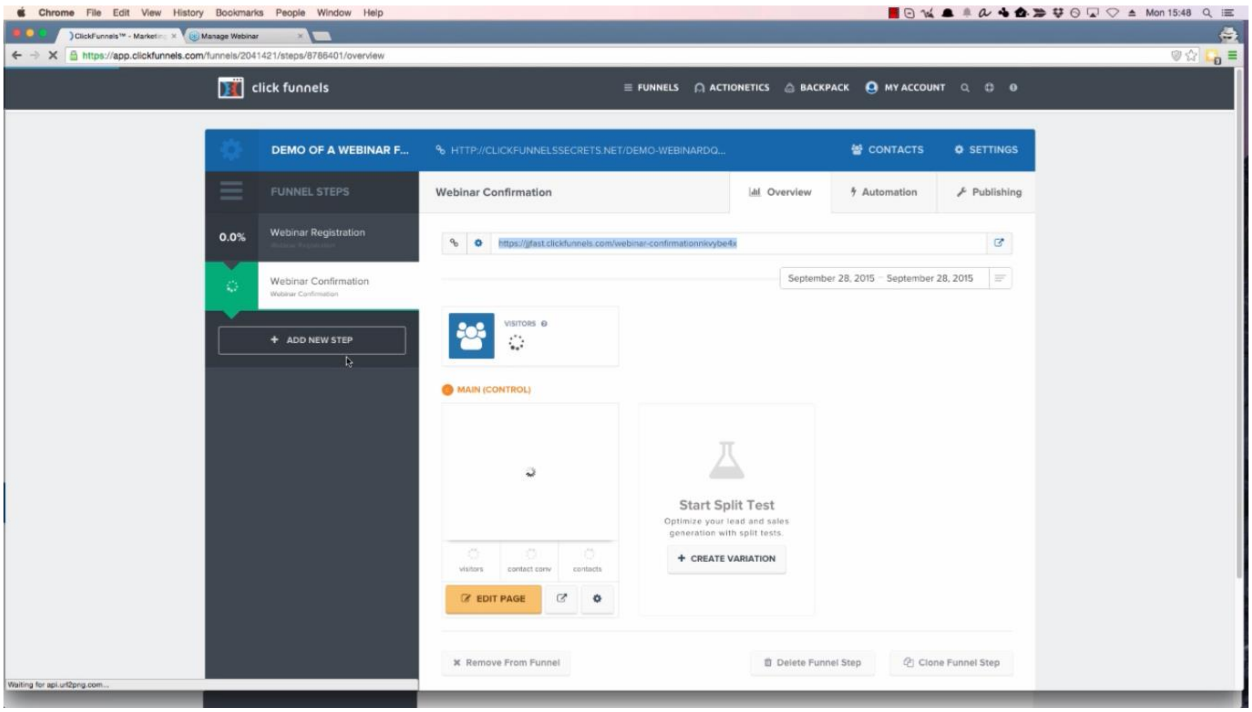
One thing that he did do differently was that he did not hide the affiliate badge. There wasn't really any reason to hide it this time because this page comes up after the user has already signed up. Another was that he hid this page from the search engines. As discussed in a previous lesson, you do not want your confirmation pages to show up in the search engines because you don't want people to find them without first signing up for your offer.

The main headline on the Webinar Confirmation template was just fine to use. Blaine did change the title of the webinar to his own title, and of course, he updated the name and the picture to that of Jay Boyer. This process is basically the same as that which you were walked through for the previous page. Again, you can just paste in the image URL or just choose from the list of images in your library. Also, you'll want to update the date and time information as on the previous page as well. This was all done on the page shown below.



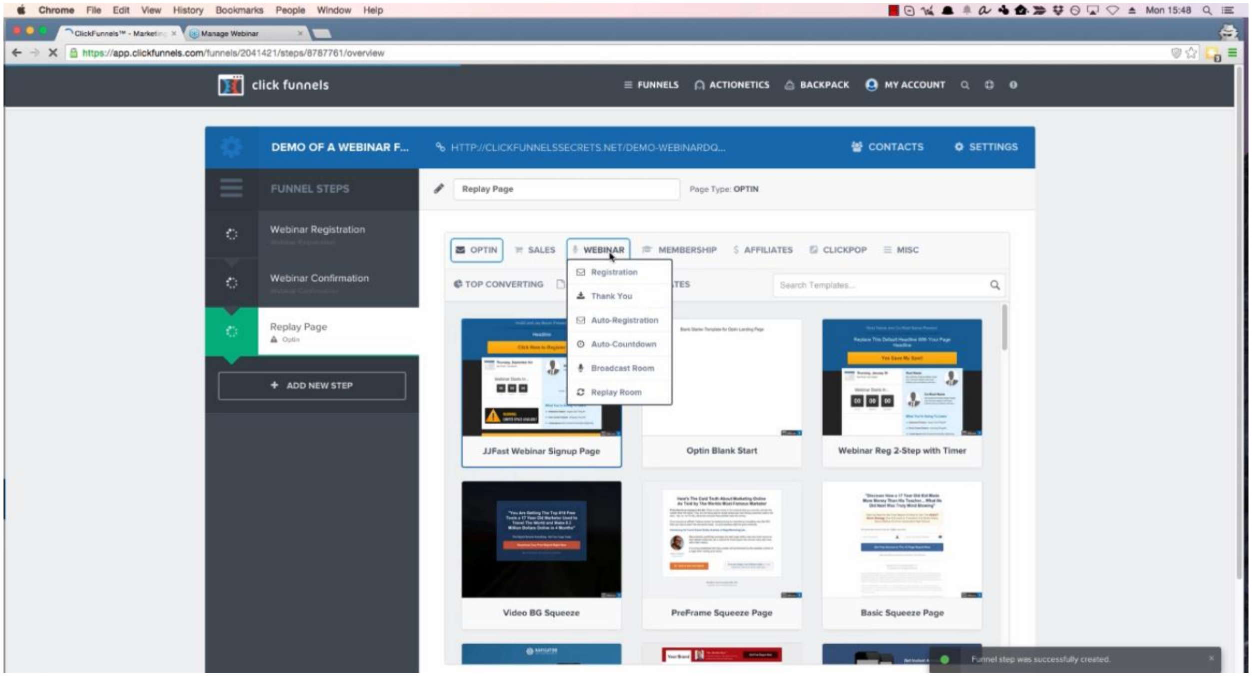
Blaine didn't really have to change much on the template at all. It was pretty much set up to be what he needed it to be. He did need to use the link for the funnel for the page he was setting up, so he saved the funnel and exited for a moment to grab it. He pasted this into the 'Share URL' field, which can be found within the 'Social Shares' settings. He also copied and pasted the title of the webinar as the ‘Twitter Title’. Then, finally, he entered the ‘Twitter Username’, which again was “JJFastNow”.

The only thing left to do was add in the copyright information and the navigation for the legal documentation and ‘Contact Us’ form. Blaine proceeded to do this. One thing that you might want to do differently is use a different call to action, especially if you have a special offer to make. You could also give people the option to sign up for your Facebook group or let them know about other things. This is something JJ Fast does very successfully. Anyway, Blaine just left the page as-is and exited it.

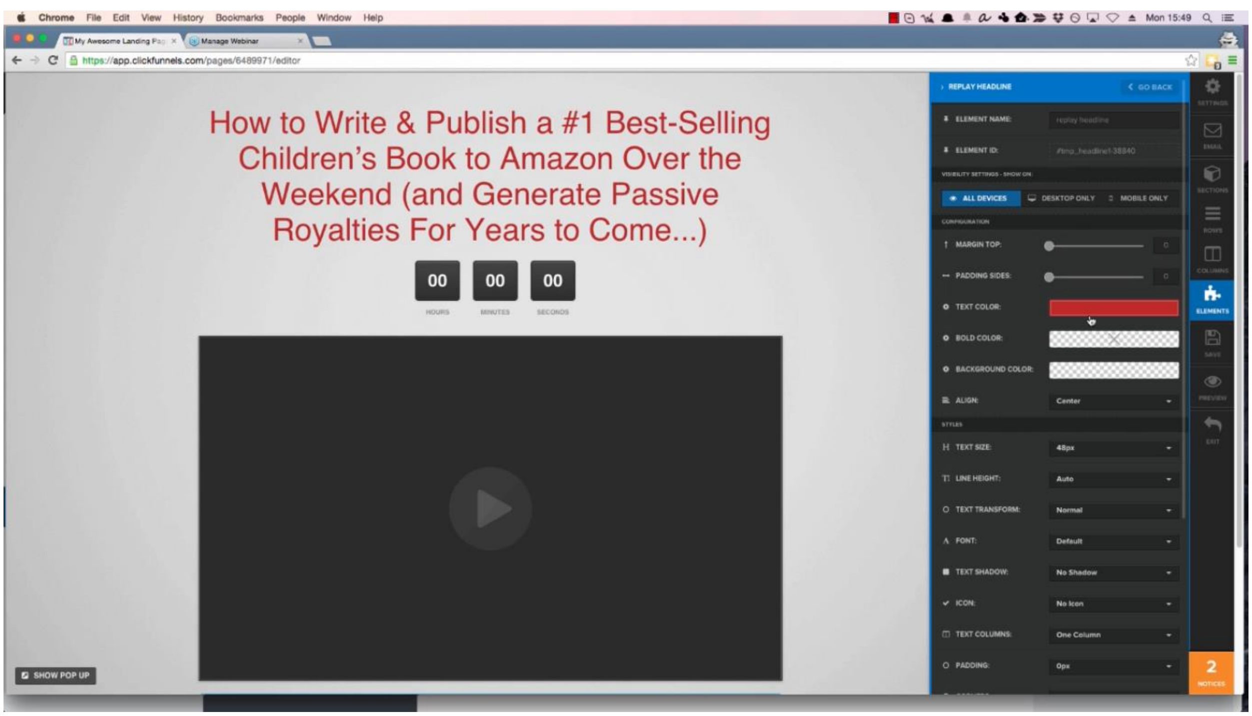


The last step, which is optional, is to add a replay page. You can do the by clicking on the ‘Add New Step’ button, which is shown in the screenshot above. As soon as you click on this button, options will appear for you to name the funnel step, enter the domain, and enter the path. Once you have entered in this information, you can click the ‘Create Funnel Step’ button, and you will see that it has been added to the list of funnel steps over on the left-hand side of your funnel setup interface.

You can see that a ‘Replay Page’ has been added to the screenshot shown above. After creating this step, Blaine clicked on the ‘Webinar’ tab. A dropdown menu appeared, and he chose ‘Replay Room’. This is also demonstrated in the picture above. You could also use the ‘Broadcast Room’ option if you wanted to. Either will work for posting a replay. You can also use your own templates for these.



Look at the screenshot below. As you can see, the headline of this page reads "Limited Time Webinar Replay". You could put your own headline here. Blaine changed this so that it reads, "How to Write & Publish a #1 Best-Selling Children's Book on Amazon Over the Weekend (and Generate Passive Royalties for Years to Come…)". This headline was a lot longer than the original, so Blaine had to resize the text within the settings.



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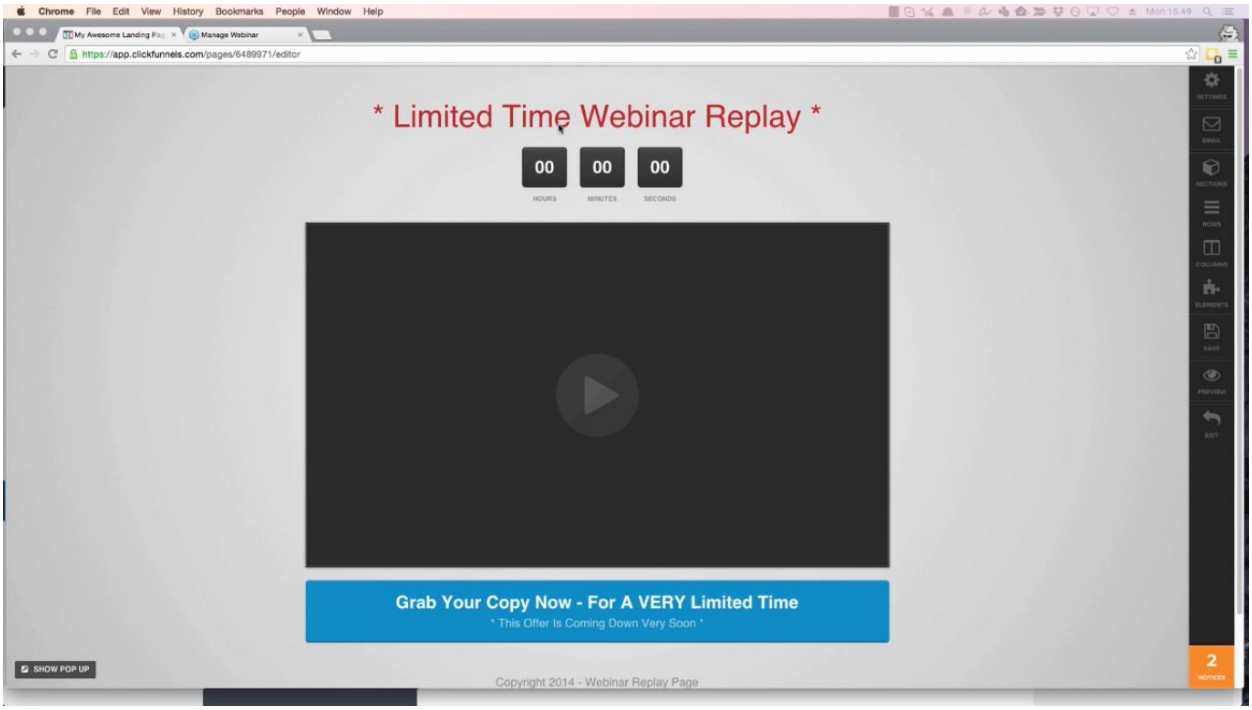
Next, he adjusted the countdown timer so that it would end a few days in the future. In this imaginary scenario, the replay would be held on October 1st, so the replay would be available until midnight October 5th. After that time, people would be directed to a page that essentially said something like "Sorry, but the offer has expired." That's because the replay will no longer be available once that time is reached. You can put the link to the redirect within the field next to the words 'Redirect URL'. This option can be found within the options for the countdown timer.

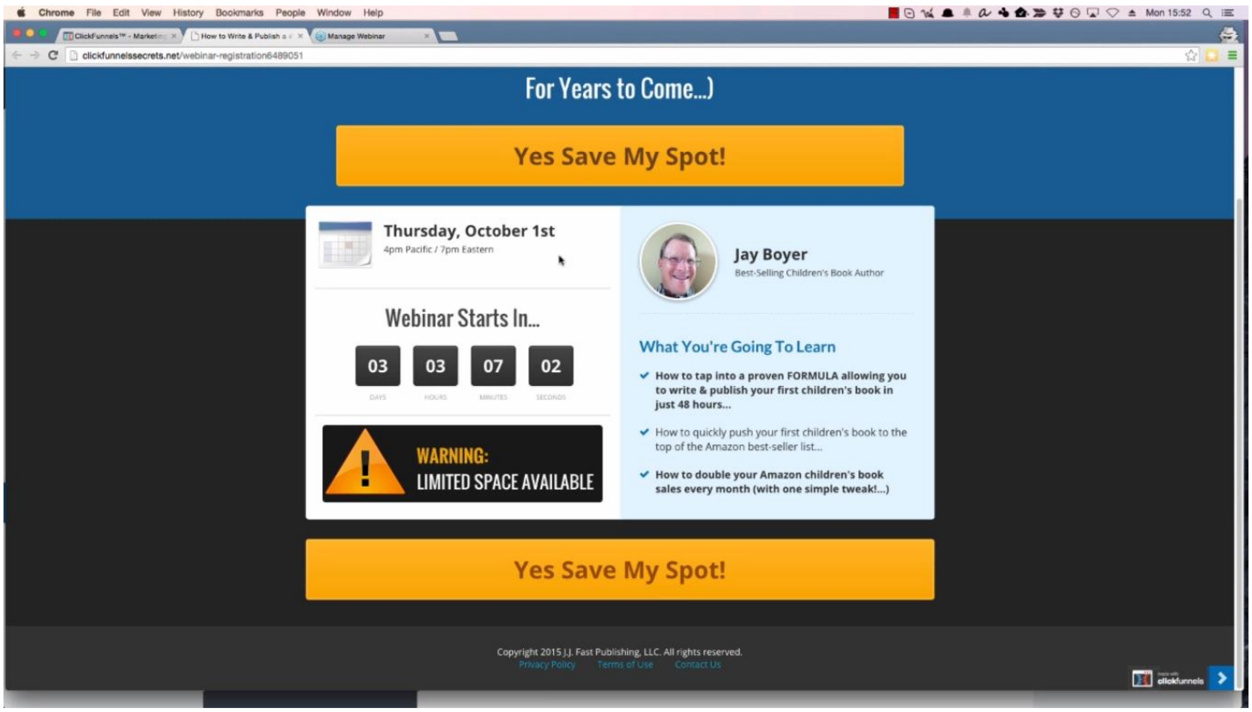


By clicking on the video, you can adjust the settings for it. You'll want to choose the 'Video Type', which just means you will select the service that you're using to host your video. That could be YouTube, Vimeo, Wistia, etc. After that, you would just paste in the 'Video URL'. These settings also allow you to choose whether you want the video to auto-play or not. That's entirely up to you.

After setting up the video settings for the replay, Blaine moved on to set up the call to action on the button. This is one of the most important things to pay attention to. If you're setting up a broadcast room, where it's not being billed as a replay, then you'll want to put a timer on the page. You'll be shown exactly how this is done in a later lesson. You can reset the text to say whatever you like, and then you can reset the 'URL Action' to whatever your purchase link happens to be.

Another thing that you may want to change is the URL Target so that it opens up in a new tab. That way, people will be able to keep the video playing while they go to a sales page. Finally, as with all pages, you want to make sure that you have your copyright information, privacy policy, terms of use, and 'contact us' link down at the bottom of the page. Again, if you like, you can do this easily by adding a navigation element to the bottom of the page.

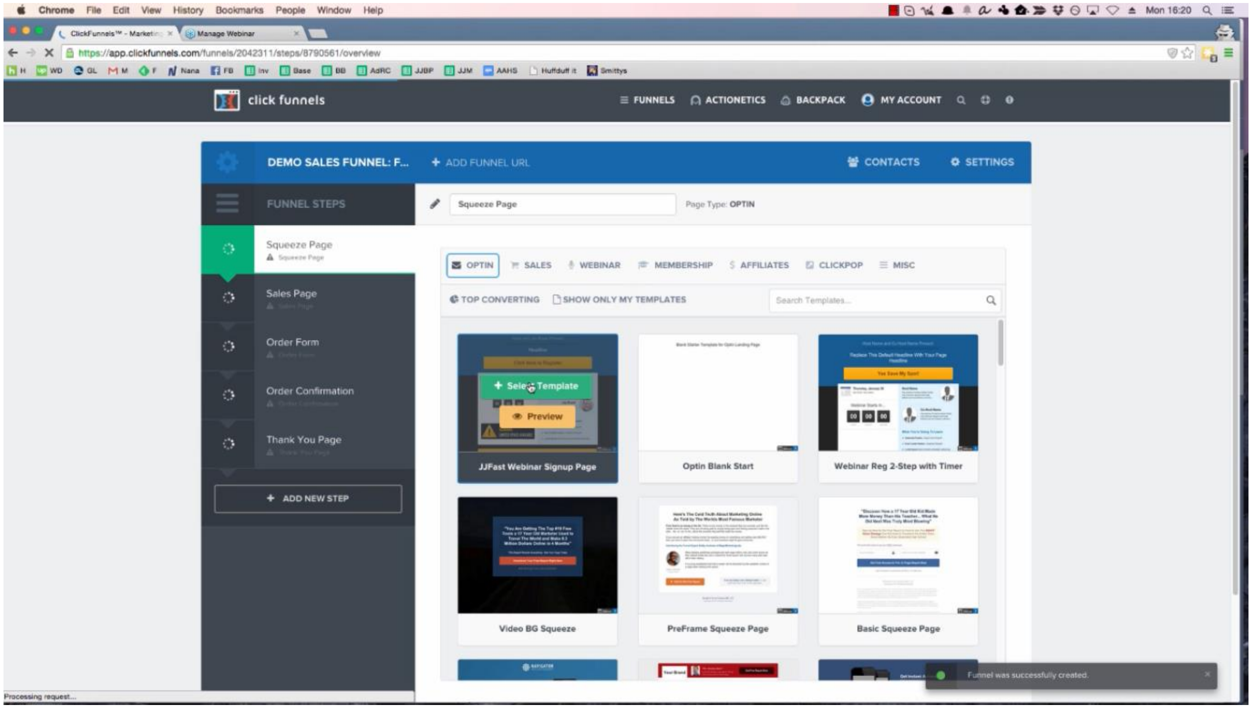
It really doesn't take long at all to go in and set these pages up once you get used to it. If you viewed Blaine's live presentation, you may have noted that the process of creating these three pages took about 20 minutes, but that's really only because he was explaining everything as he went. It's easy to get into a routine where you can start building these pretty quickly, especially if you are using your own templates.



As always, Blaine went on to set his 'Meta Tags/Social Settings'. Since this page isn't going to be showing up in the search engines, these settings aren't that important in this case. At the very least, you want to set the page title because if someone bookmarks the page, that's the page title that's going to appear. Don't forget to set the setting for this page to be hidden from the search engines. Also, this is another sign-up page, so you'll want to hide the Click Funnels badge as well. You want them to click on your sign up button, not going anywhere else.

After Blaine finished with these settings, he had a webinar funnel that was all set and ready to go. Don't forget to preview the pages to see how everything looks! The final version of the webinar registration form is shown in the screenshot above. You'll want to check and make sure that all of the buttons are linking right and so on too, before the pages go live.

Download this demo funnel to your account here: http://jjsnip.com/cfs-demo-webinar



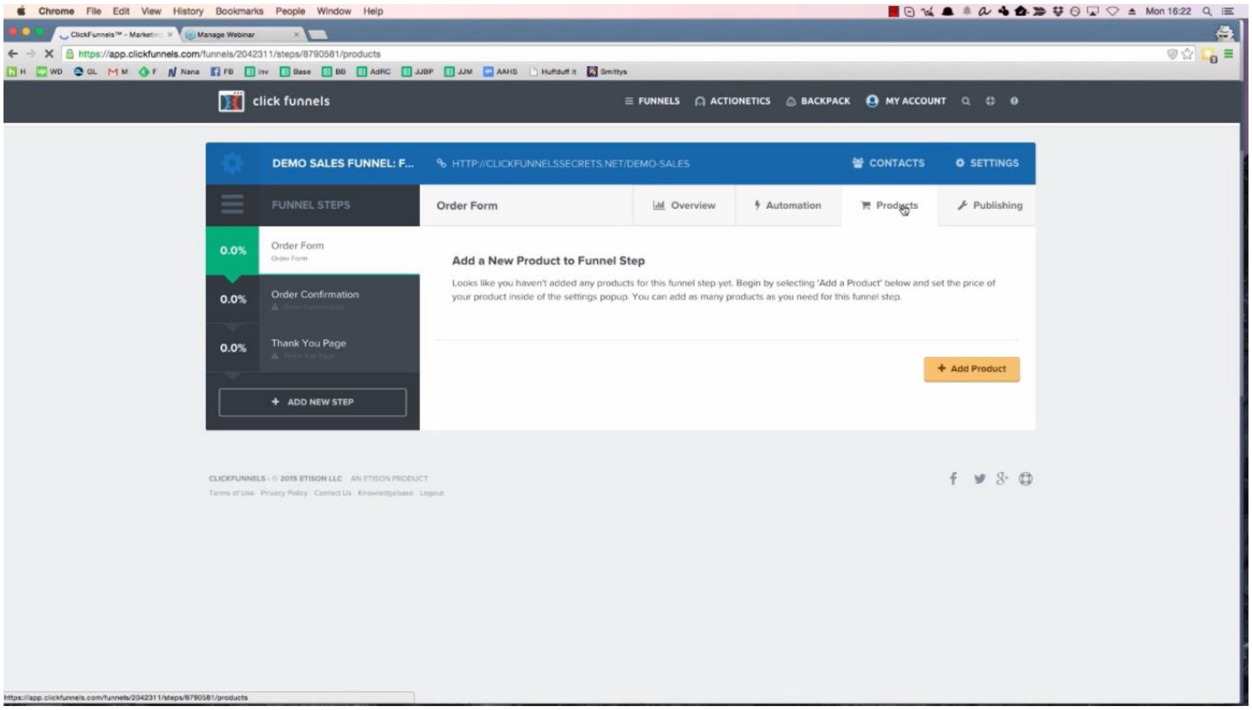
Sales Funnel

In this portion of the lesson, you'll be learning how to set up a sales funnel. You're going to click to add a new funnel, and then you are going to choose the option marked 'Sell Your Product' followed by 'Sales Funnel'. The next steps are to give it a name and a tag for organizational purposes. Once done, you can click on the 'Build Funnel' button to get started.

You can see in the screenshot above that this particular funnel starts out with a squeeze page, but in this example, we aren't going to start there. Blaine clicked on the 'X' for this step to remove that page. He did the same for the next step, which is the 'Sales Page' step. In this case, he planned on sending people straight to the 'Order Form'.

The order form is where people put in their information to order a product or service. Next, this funnel will have an 'Order Confirmation' which details for the person exactly what it was that they ordered. This should include any upsells or downsells they may have purchased, and this will be covered in a future section of this training. If you are using the Stripe integration, this is going to be the point in which the person's card is charged. That's what gives you the ability to add in upsells and downsells without there being multiple charges to the person's credit card.

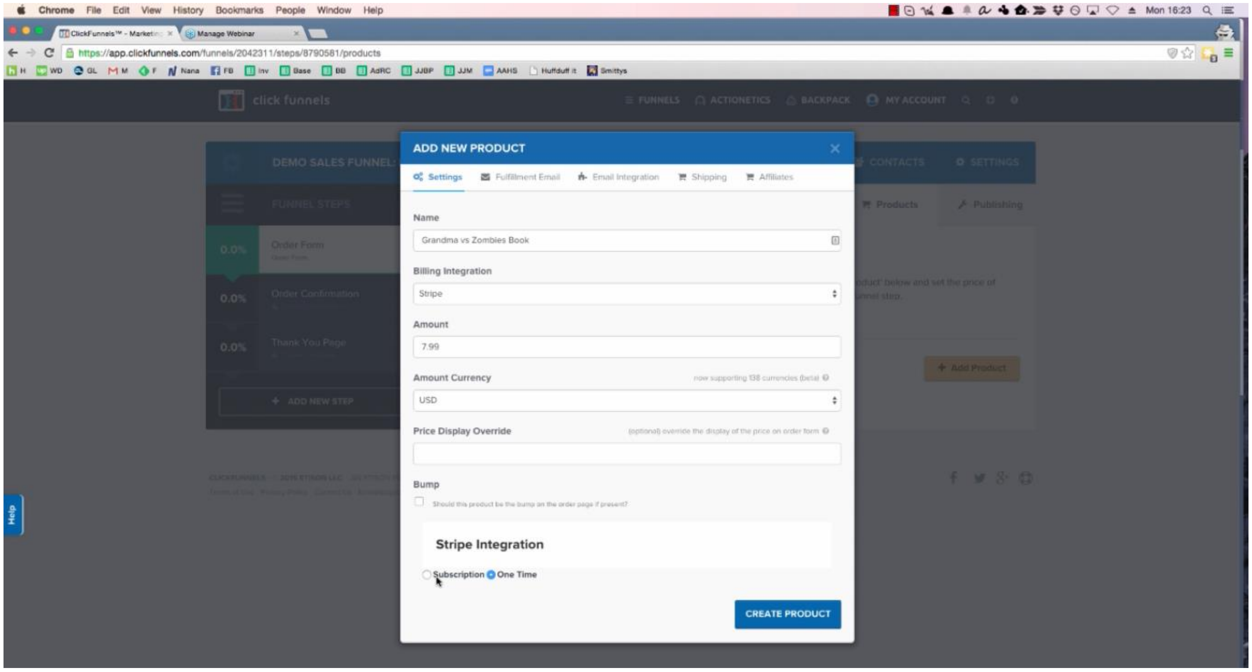
The 'Thank You' page is going to let the user know that their order is on its way. In this scenario, a physical product is going to be what's sold, but it could be a digital product instead. The same as always, Blaine went into the 'Settings' for this funnel first. The name of the funnel had already been set up, and so was the ‘Group Tag’. So, Blaine went on to set the domain and the path for this particular funnel.



The next thing Blaine did was decide which template he wanted to use for the ‘Order Form’. He selected a very simple template. Now, look at the screenshot above. This is an order form, so there’s actually a ‘Products’ tab up on top of this interface. This is what you would want to click on before you begin to edit your template. Once you do, you’ll see a button marked ‘Add Product’. Click on this and a window titled ‘Add New Product’ appear. This window will allow you to designate certain details about your product, such as:

- Name
- Billing Integration
- Amount
- Amount Currency
- Price Display Override

The window being spoken of is shown below. As you can see, the product being sold is a book that’s titled ‘Grandma vs. Zombies’. The next field asks for the ‘Billing Integration’. Blaine chose Stripe. He already had Stripe integrated into his Click Funnels account. There is some training on how to integrate it within a previous section of this course. You will need to have this done beforehand.

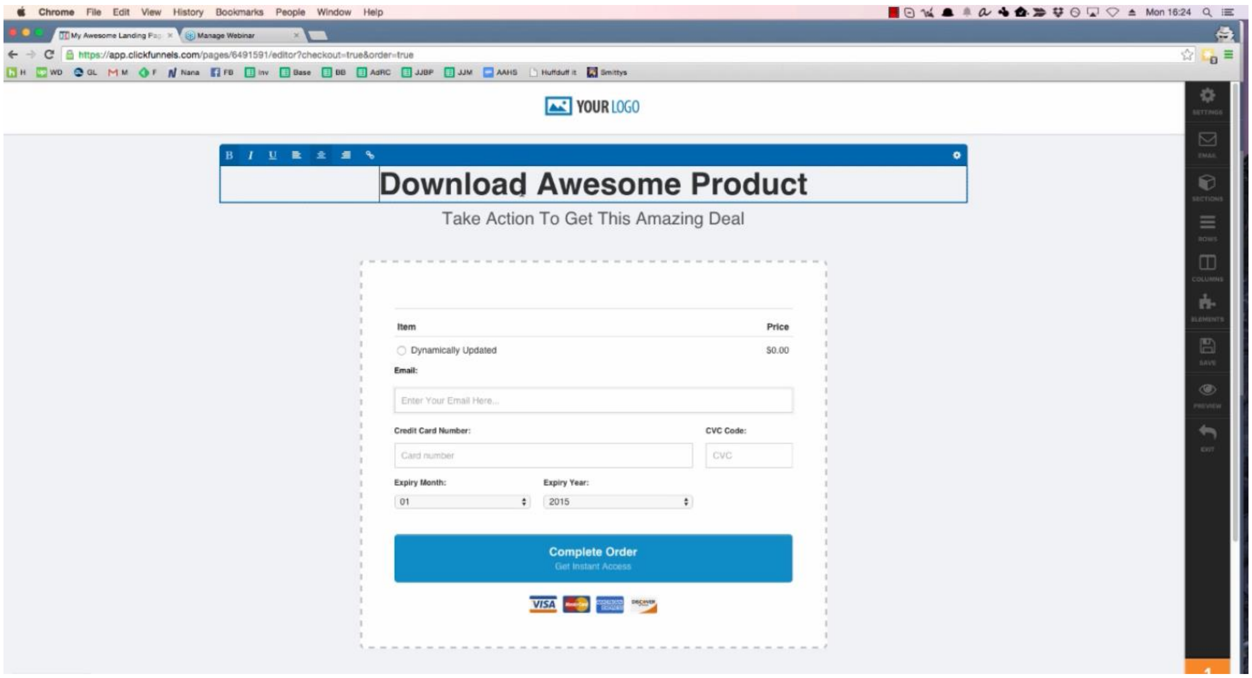


The amount listed for this book was $7.99 USD. Blaine didn't need a 'Price Display Override' in this case, so he just left that field blank. He also didn't check the box for 'Bump'. If you don't know what this is, don't worry. This is going to be covered in a future section of this lesson. You may notice at the bottom of this window, you have the option to set this up a subscription or a one-time purchase. Blaine chose the option to create a 'One-Time' purchase.

If you create a one-time purchase, you don't have to do anything in Stripe aside from connecting it to your Click Funnels account. Everything else is taken care of. Everything else is set up by Click Funnels. On the other hand, if you choose to make it a 'Subscription', you would have to create that. This just means that you are setting people up to continue to pay for the product or service at hand each month, or each week, or whatever schedule that you could have. It could be annual, monthly, daily, etc. It just depends on what kind of schedule you want to have. Take note that a subscription would have to be set up in Stripe first, and then you could come in and set this up in Click Funnels.

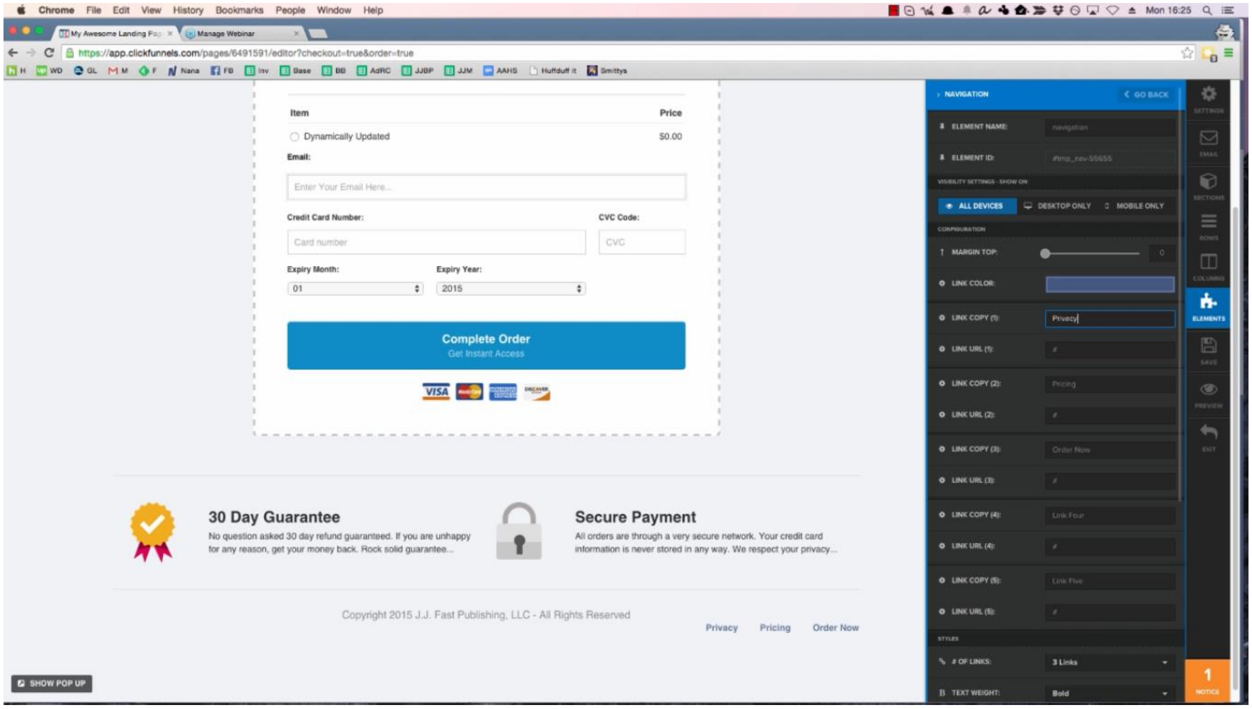
After Blaine was through with the settings under this first tab, he clicked on the 'Fulfillment Email' tab. There was no need to change anything, so Blaine left everything as it was. Then, for the 'Thank You' page, he clicked on the dropdown menu and tried to select the appropriate page. However, since the 'Thank you' page for the funnel that he was setting up had not been created yet, the option just wasn't there. That meant he would have to come back into these settings to select the appropriate page later on.

Blaine moved on by clicking on the ‘Email Integration’ tab. There wasn’t anything to set up under this tab at the moment, nor was there any fulfillment options to set up under the ‘Shipping’ tab. He decided that it wasn’t the time to set up the ‘Affiliates’ options either. So, since there was nothing left to be done at the moment in the current window, Blaine went ahead and clicked on the ‘Create Product’ option. The important thing was that the ‘Grandma vs. Zombie’ book, which would be sold for $7.99, had been added. After this was done, Blaine clicked on the ‘Overview’ tab at the top of the funnel’s interface and clicked on the ‘Edit Page’ button.



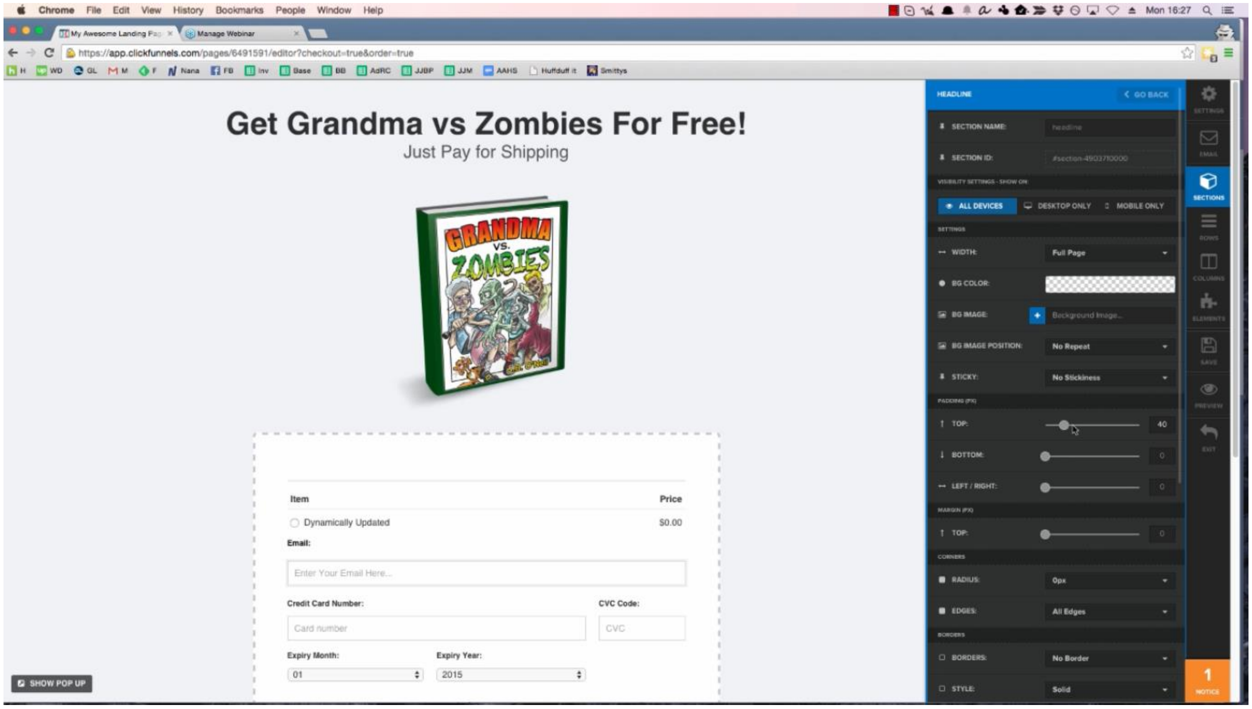
The first thing that Blaine did when editing the page above was get rid of the top section, which called for a logo. Afterwards, he scrolled down to the bottom of the page to edit the brand and copyright information. Blaine likes to remove the default ‘Terms of Service’ and ‘Privacy Policy’ links and add them back in as a navigation element, as you have learned to do previously.

In the screenshot below, you can see the fields on the right-hand side of the page that he uses to add these links in. You can also see that these were being added to the bottom of the page and that they start out over on the right-hand side instead of centered. There are options for editing this text and centering it on the page further down within these options.



Once this was done, Blaine went on to edit the headline for the page. His new headline said "Get Grandma vs Zombies For Free!" He then changed the sub-headline to say "Just Pay for Shipping". After that, he got rid of some of the padding to move these elements up the page a bit. Then, underneath the headline and sub-headline, he clicked to add an element to the page so that he could add a picture of the cover. This is all depicted in the screenshot below. Blaine also adjusted the padding around this element so that everything was more balanced out.

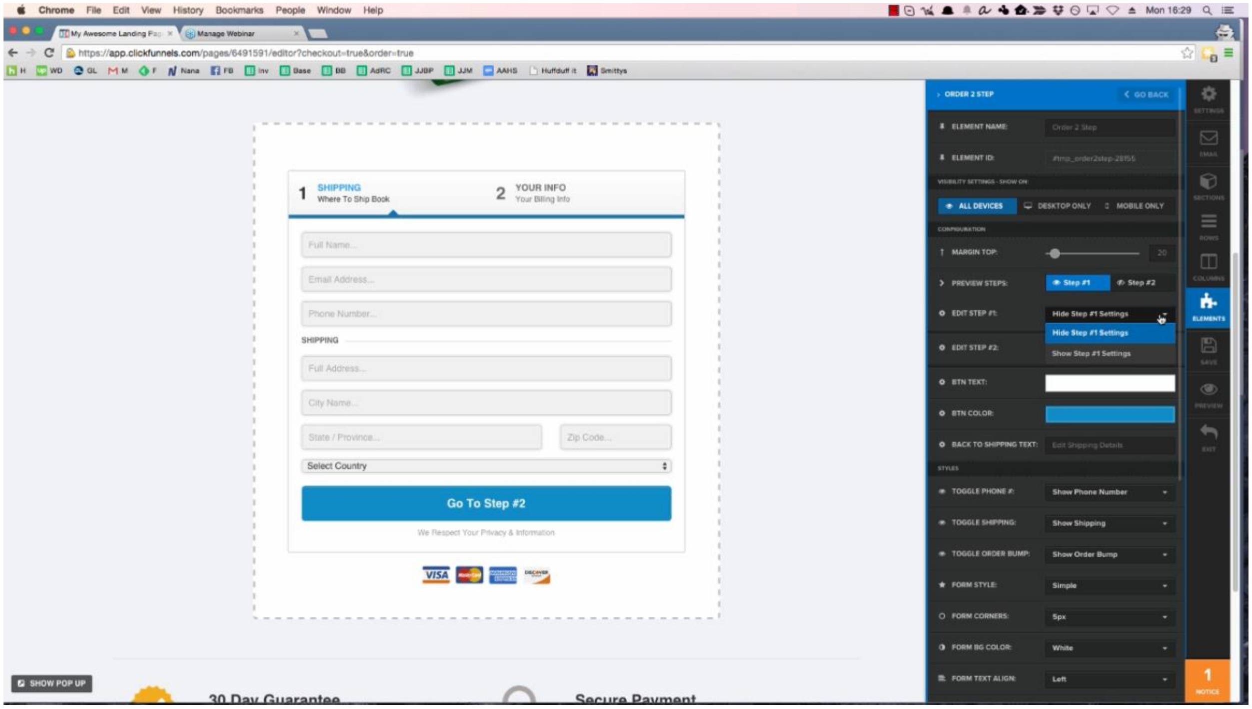
The only thing left to do was edit the order form. There wasn't much to change in the first section of the form. This is dynamically updated, which means that whatever options you set up under the 'Products' options within the funnel are going to appear in your form automatically when someone visits the live page. This is also true for the display price. Since the normal price was all that was set up, that's what would appear under 'Price'. However, if you wanted to, you could set it differently. For example, you could have it say "Free + $7.99 Shipping" instead of just $7.99.



Underneath this first section are fields for the user to enter in their email address and their credit card information. Blaine changed the 'Email' form so that there was a 2-step ordering process within the form instead. Once done, he removed the original email field from the page. He says, "The nice thing about the two-step is that you have someone entering in where they want their eBook sent first. Then they enter in their billing information."

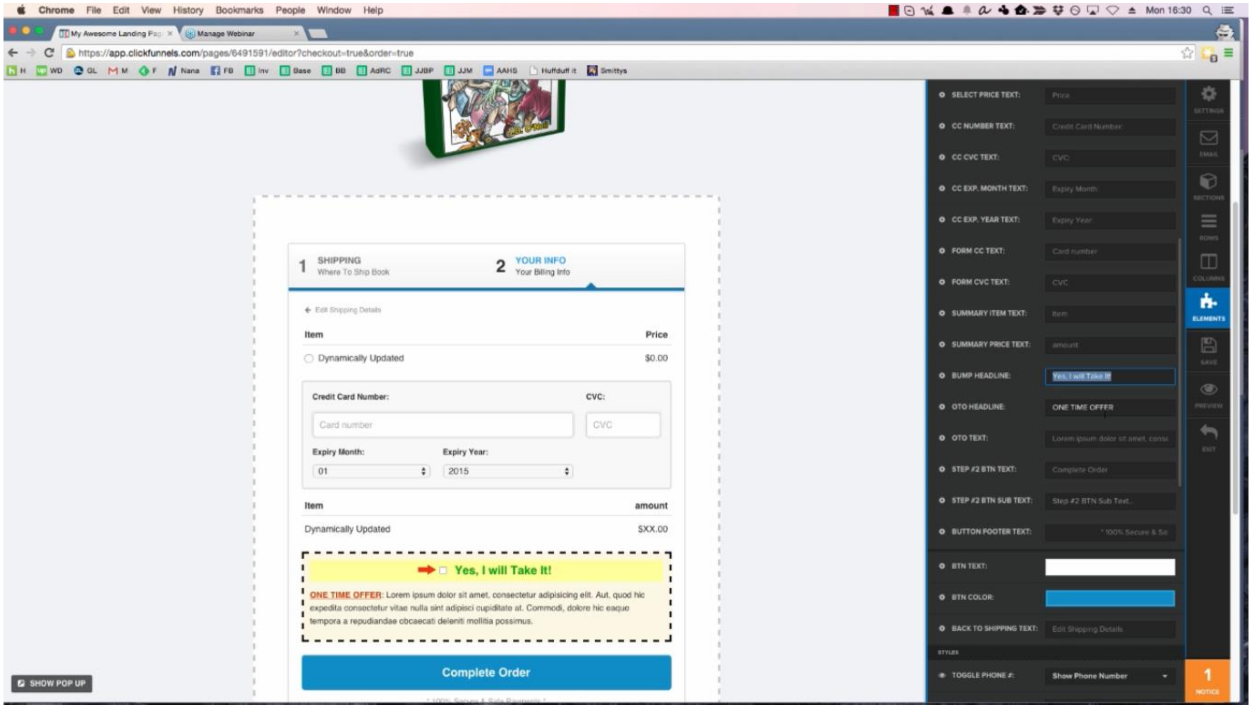
Since you would enter your billing information in Step 2, you don't need the credit card form at the bottom of the page. Blaine clicked on the trash can icon pertaining to that element to remove it from the page. The 'Complete Order' button was also removed because that appears right inside of the second step as well. He also ended up taking out the top section too, because that information was built into the 2-step element, which was something Blaine didn't realize at first.

Blaine likes the 2-step order form because this causes people to make a bit of a commitment before they even see the price. You also have everything built into one element. This means that you don't need to go in and customize much. You can, however, edit the individual steps within this element if you like.



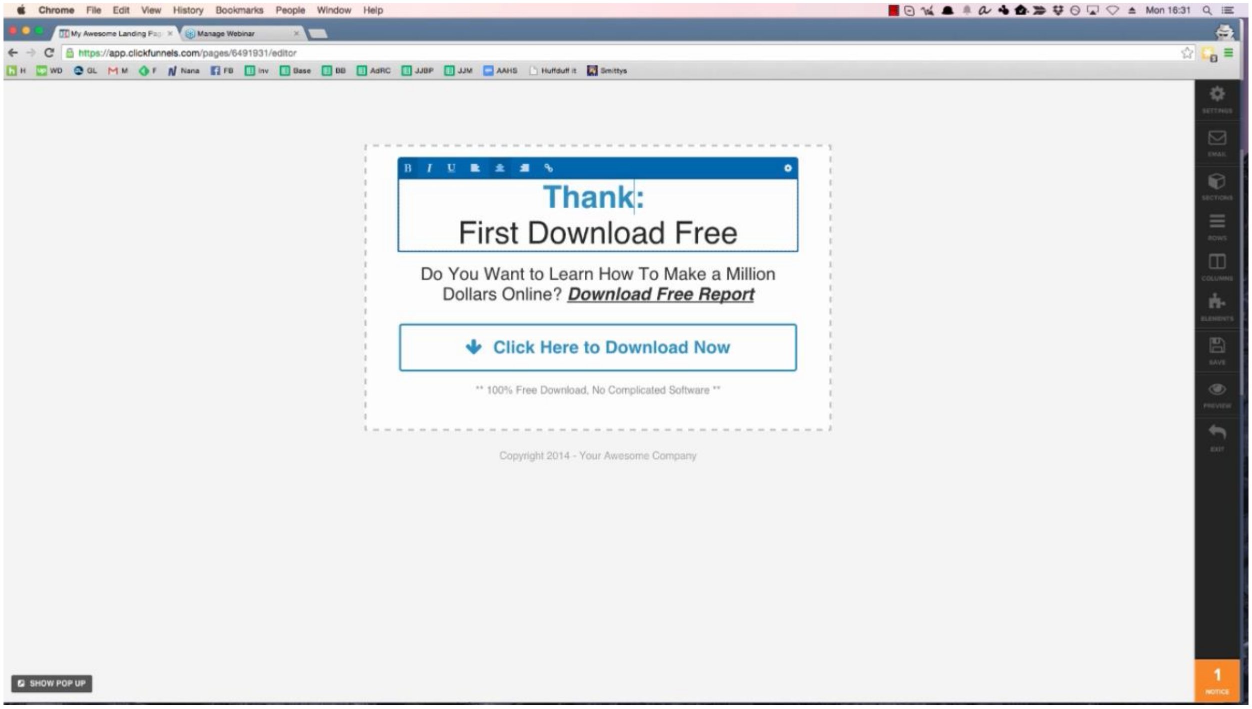
In order to make an element, such as this, a little easier to manage, all of the global options appear within its settings by default. There's also a toggle that you can use so that only the 'Step 1' settings appear, and then you can switch over to the 'Step 2' settings. This toggle option is currently selected in the screenshot above.

In the screenshot below you can see the fields for 'Step 2'. Right above the button at the bottom of this form, there's a box that says "Yes, I Will Take It!" This is what's referred to as the 'Bump'. Blaine decided to remove the text in this portion of the page and then he clicked 'Save' so that he could exit the editor. Then he moved on to set up the 'Thank You' page.



Since it is a physical product being sold, you don't have to worry about setting up anything having to do with the delivery of a digital product. Blaine chose a very simple template for the 'Thank You' page too. He edited the headline so that it said "Thank You: Your Book is on Its Way". He changed the sub-headline after that. It said "We will ship the book as fast as we can, so keep an eye on your mailbox."

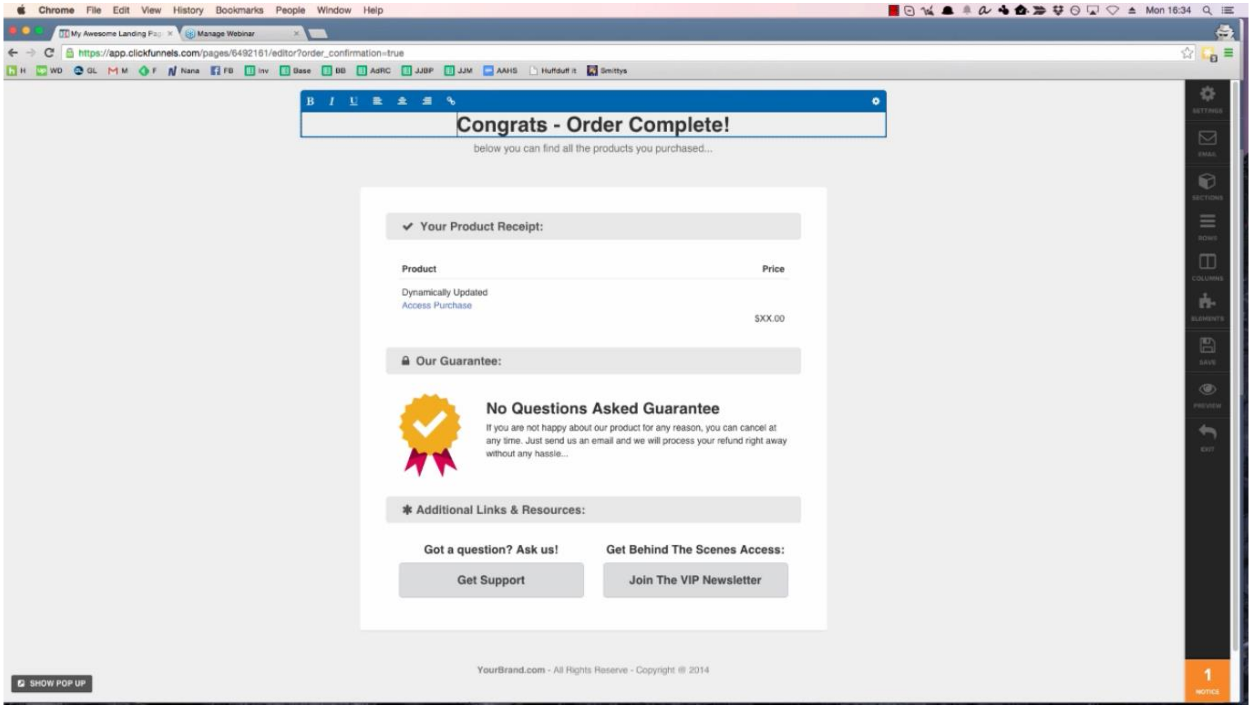
As you can see in the screenshot below, the button on the page shown says "Click Here to Download Now". You would want to change this if you were going to ship a physical product out to people. So, Blaine edited the text on this button so that it said "Click Here for More Family Avengers". He also changed the width of the button so that all of the text fits on one line. He also removed the element below that mentioned the "100% Free Download". Finally, he edited the copyright information at the bottom of the page.



One thing that needed to be added to this page was a link to another page that the user could visit to peruse and buy more products. This would be added in the settings for the button element on the page. That page wasn't set up at the time that this presentation was originally made. So, Blaine went on to save the page as it stood for now and edit the 'Meta Tag' information for the page at hand. Then, he exited the page.

You may remember that when Blaine was originally working through the settings for the product he added, there were a certain amount of things that he couldn't do because the 'Thank You' page was not set up yet. Of course, now it was, so he went back into the settings for the product once more. This time, he was able to select the appropriate 'Thank You' page under the 'Fulfillment Email' portion of the settings. It's important that this step isn't forgotten because not only is there going to be a link to this page on the 'Order Confirmation' page, but there is also going to be a link to it in the email that the customer receives. You'll want to make sure that these links point to the correct page.

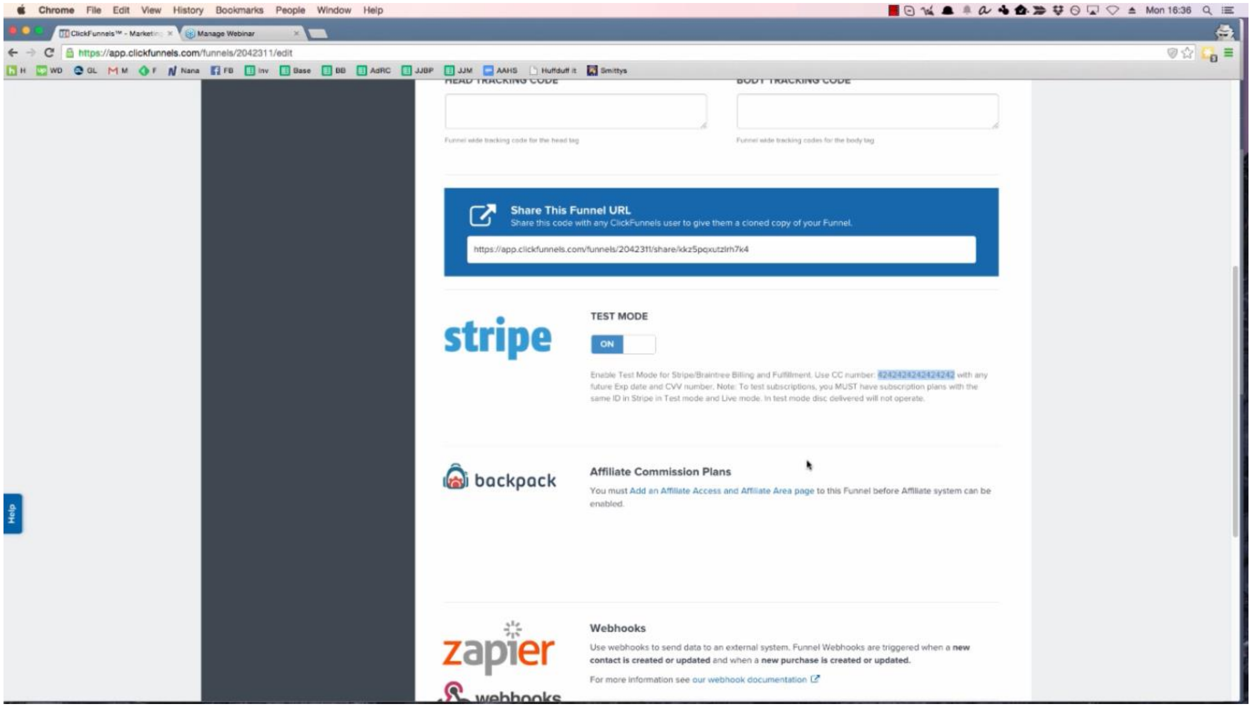
Blaine also went into the settings and added the phrase "Free + $7.99 for Shipping" to the 'Price Display Override' field. This is what will show up as the price now, instead of just $7.99. When he was done with these settings, he clicked on the 'Update Product' button to exit the settings. At this point, this funnel was 2/3 of the way done. The only page left to set up was the 'Order Confirmation'. There was only one template to choose from for this page, so Blaine simply selected it. This page is shown below.



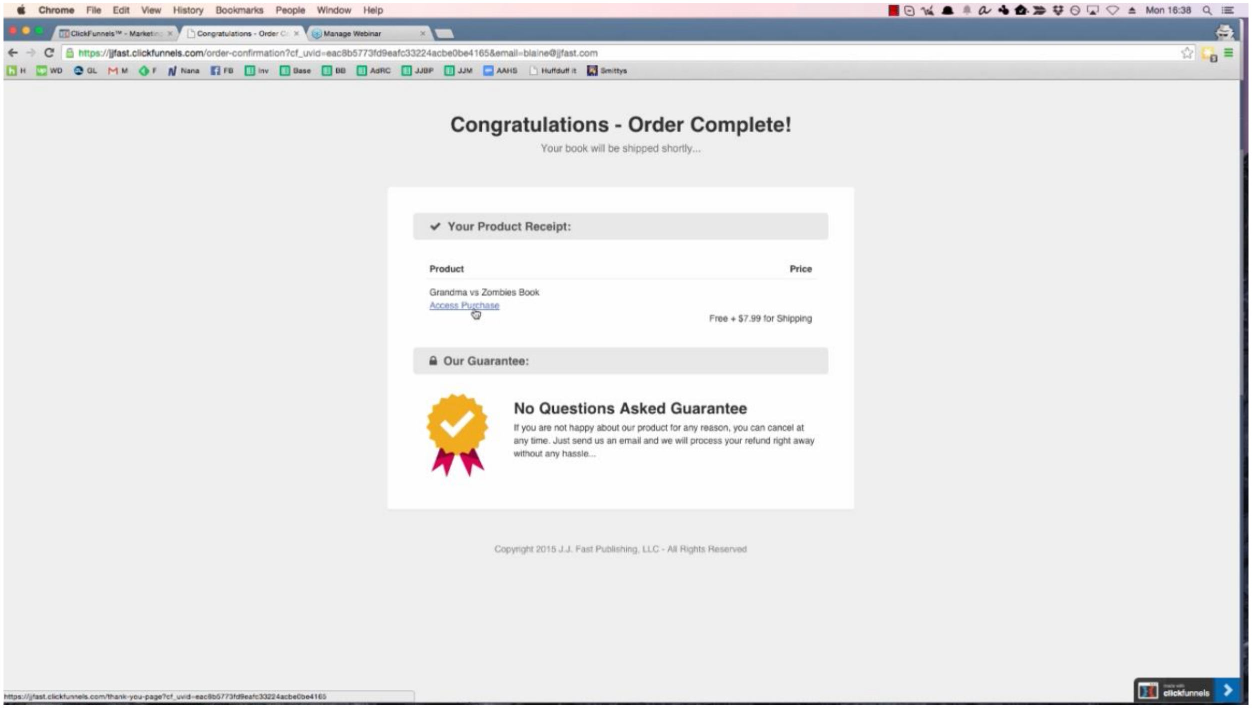
The first thing that Blaine did on this page was change the heading to say "Congratulations – Order Complete!", instead of just "Congrats – Order Complete!" Then, he changed the subtitle so that it stated "Your Book Will Be Shipped Shortly". The product receipt on a page such as this will be dynamically updated. You'll want to be sure to include the order summary. Since this funnel is only set up with one product, the only thing that will appear is the book and the amount for shipping. In future portions of the training, you're going to see that this can include multiple purchases.

Blaine did not change the Guarantee element on this page because it would work fine as-is. There weren't any additional resources to add to the page, so Blaine removed the sections that pertained to that. He did note that the bottom of this particular page would be a great place to add in any bumps or upsells that you'd want to include. Anyway, after removing the elements down at the bottom of the page, all there was left to do was edit the copyright info and the navigation to the legal documents, such as the privacy policy and terms of use. Finally, you'd want to edit the 'Meta Tags/Social Settings' for the page.

Blaine saved the page and exited it after he was done with all the settings that he needed to edit. The funnel wasn't quite set up to collect credit card information yet. So, he went into the settings for the funnel, and down at the bottom there was a 'Test Mode' that could be turned on for Stripe. The purpose of this would be because it gives you the ability to test fake credit card information. You can see this option in the screenshot below, and you may notice that there is some instruction on how to go about performing this test beneath this option. Doing this will allow you to test and make sure that everything is working correctly before the funnel goes live.



The next thing you would want to do is preview this page. At this point, you could go ahead and fill out all of the fields in Step 1 and 2 of the order form. Blaine checked to make sure that the 'Price Display Override' was working, and he noticed that he had not completely removed the 'Bump' element at the bottom of the second step. He would have to go in and remove that, but before he left the page, he went ahead and pasted in the fake credit card information. When he clicked to complete this order, the form was actually tested in Stripe. Everything went through just fine and the order receipt came up.



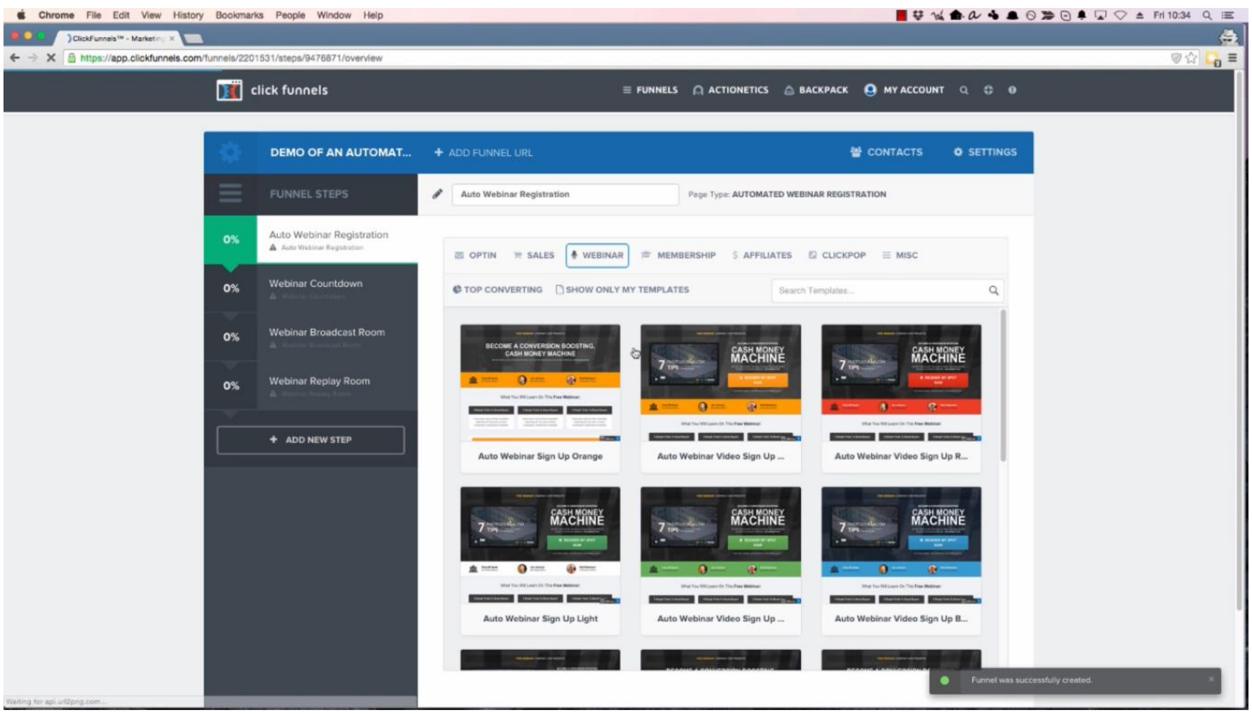
There's an 'Access Purchase' link that people can click on within the page above. This is what will bring them on to the 'Thank You' page. There's also an email that goes out to the customer that links to this page. If you're selling a digital product, the 'Thank You' page is what would actually deliver that product. In the example scenario being used, a physical product would actually be shipped out, so the 'Thank You' page in this case would just be used to confirm that the order is on its way and as a way to try to get people to use more stuff.

The only thing that Blaine had left to do at the end of his presentation was to remove the 'Bump' that he had left in. However, he decided that he wanted to cover how to do this more in-depthly in a future video, so he did not finish this process in this part of the training. You'll learn how to remove, add, and effectively use the 'Bump' feature in the more advanced portions of this training.

Download this demo funnel to your account here: http://jjsnip.com/cbf-demo-sales

Advanced Topics

In this final portion of the training, you'll be learning about some of the more advanced features in Click Funnels as well as strategies for using it more effectively. It is wise to follow along the previous portions of the training first and try implementing them yourself before moving on to this section, especially if you are new to the act of funnel building. The information in this section might make a bit more sense to you that way. Of course, it wouldn't hurt to review this info just to see what lies ahead. That's up to you. Just keep in mind that this training is always going to be available to you whenever you need to review it.



How to Create an Automated Webinar

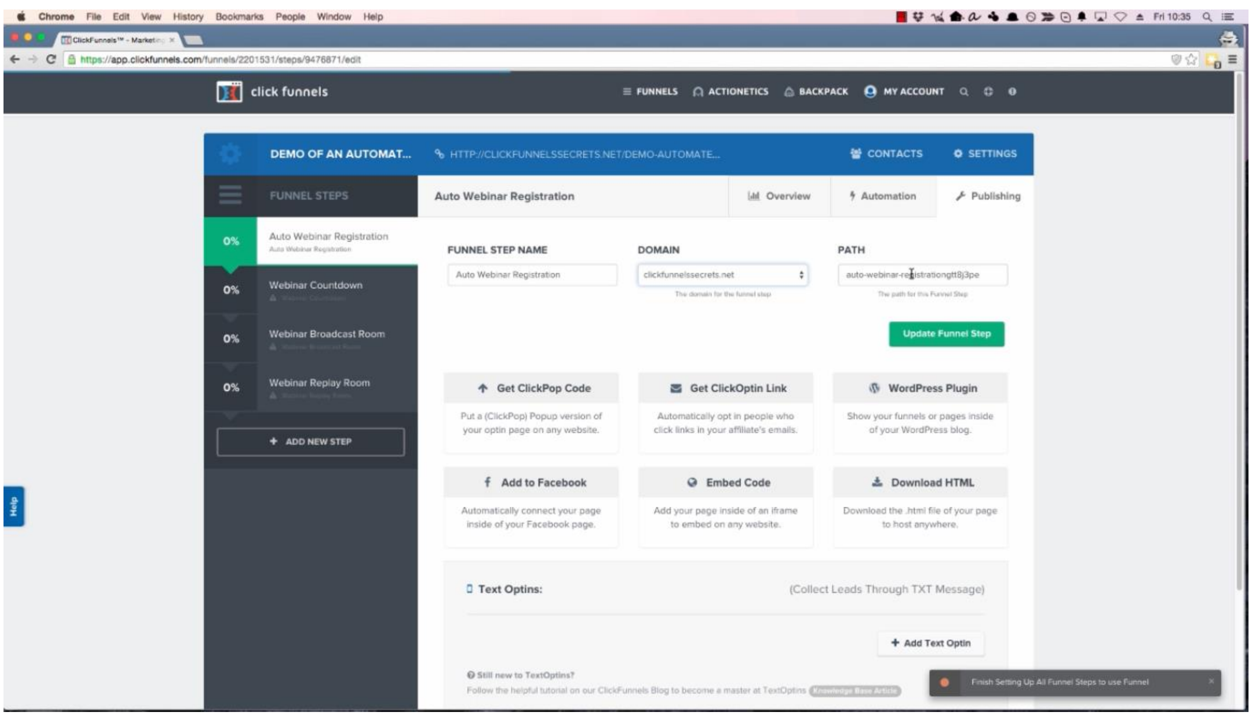
Now it's time to learn how to go about setting up an automated webinar. An automated webinar is very similar to a normal webinar. In this instance, however, instead of sending people to a live webinar that's going to happen at a later date, what you can do is just add them to your email list and use this as a lead capture device. Another advantage to this is that people will be able to choose when they want to watch the webinar. Plus, you won't have to do anything live because it will all be automated.

In this case, after click on 'Add New Funnel', you'll want to choose 'Host Webinar'. Then, instead of 'Live Webinar', you'll want to choose 'Webinar Replay'. As always, you'll give your funnel a name and assign some tags to it before clicking on the 'Build Funnel' button. By default, this type of page has four pages. They are:

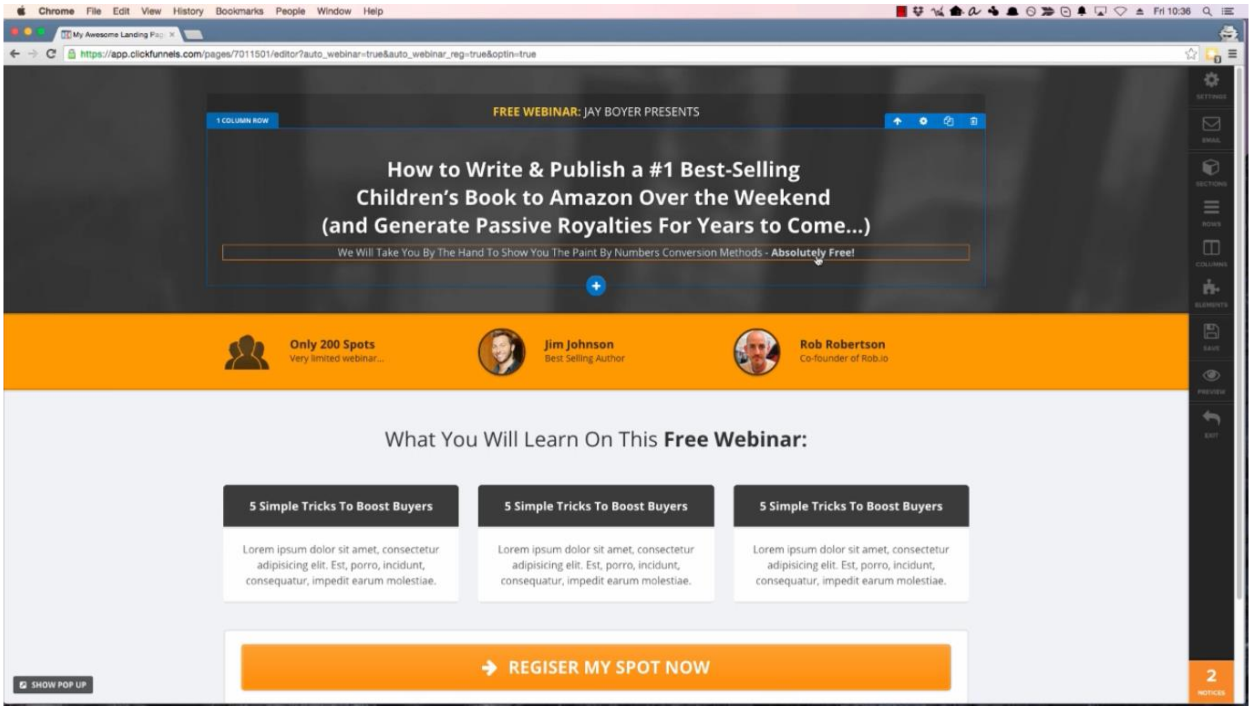
- Auto Webinar Registration
- Webinar Countdown
- Webinar Broadcast Room
- Webinar Replay Room

The first thing that you'll want to do when you reach the page shown above is choose which template you want to use for the 'Auto Webinar Registration' page. Now, when you are doing this, Blaine recommends using the 'Auto-Registration' option that's listed in the dropdown menu that appears when you click on the 'Webinar' tab. That's because this option will provide you with some special functionality that isn't normally available within the other types of pages.

Blaine began the process of building this funnel by selecting the very first template available to him after selecting the 'Auto-Registration' option. After that, he went into the settings for the page, as he normally does, and he set up the domain and the path of the page. Then he clicked the 'Save and Update Settings' button, which was located under all of the options.

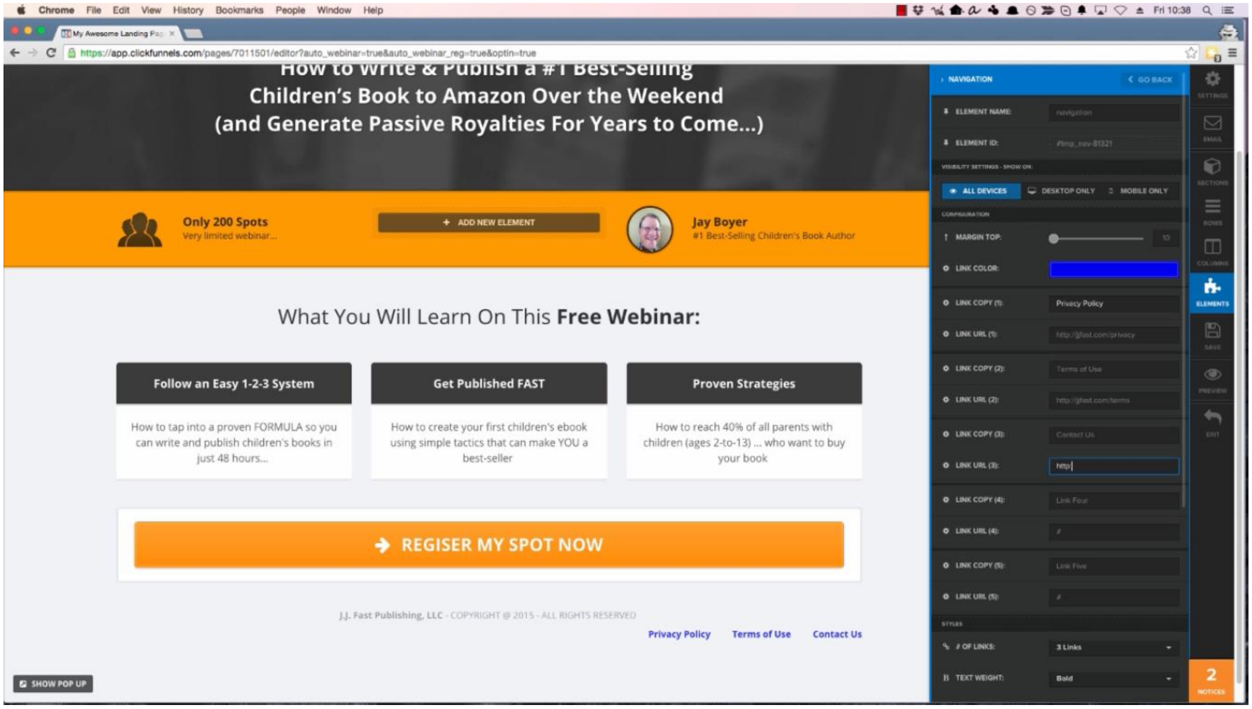


Next, Blaine selected the 'Publishing' tab to change some of the options shown within the screenshot above. First, he selected the correct domain and made sure that the path was correct. In this example, the path contains the word ‘auto-webinar’. This worked fine for Blaine’s demo, but you’re going to want to put something different in, according to the type of webinar it is. Just to be complete in his presentation, he did go ahead and change the path so that it said ‘cbf-webinar’ at the beginning of this path address. After that, he moved on to edit the page he had chosen.



As you can see in the screenshot above, there’s a place for your name up at the top. Then, of course, you would change anything else on the page that needed to pertain to you specifically, just like you would with any other type of opt-in page. After editing the name up at the top of this page and making the heading a bit smaller, Blaine removed the little sub-headline that was located beneath the headline. He then started working with the three different elements that were included within the orange stripe in the center of this page.

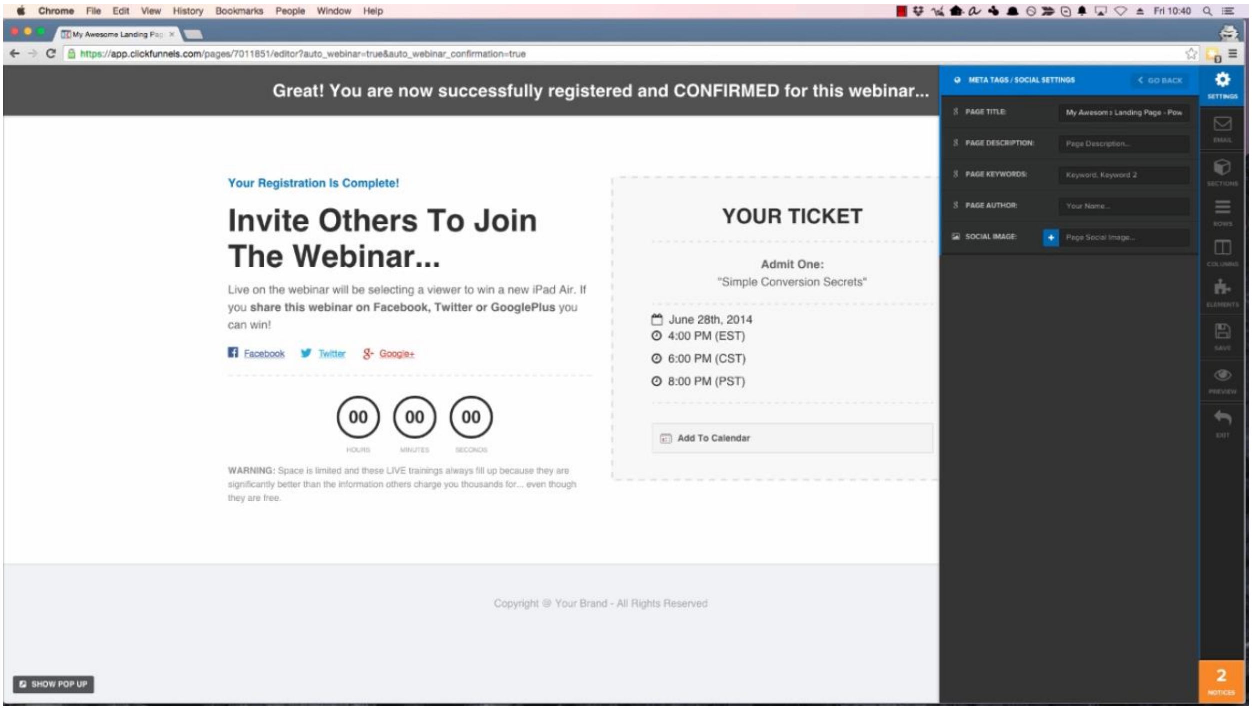
He took the element in the center of the stripe out completely because he didn’t need more than one presenter’s image shown on this page. Then, he added Jay Boyer’s image to the right side of the page, put in his name, and gave him the title of “#1 Best-Selling Children’s Book Author”. Below this section there was a section for adding some bullet points about the presentation. Obviously, you would want to change these details so that they fit your own webinar.



Finally, you'll want to change the copyright information and branding down at the bottom of the page as Blaine has done in the screenshot above. As you can see, Blaine also added a 'Navigation' element that included links to the company legal documents. Again, including these pages is especially important when you are planning on using platforms like AdWords to run traffic to your pages. Blaine added links to the company's 'Privacy Policy', 'Terms of Use', and 'Contact Us' pages.

The next step in this process would typically be to set up your 'Meta Tags/Socia Settings'. Blaine just copied the headline of the page and pasted it into the 'Page Title' field. He did this in the 'Description' field too, just to save time, but take note that you'd want to write out a page description of your own that's going to draw interest. Next, you're gong to want to upload a social image if you don't already have one you can use in your image library. For this, Blaine simply chose one of their books.

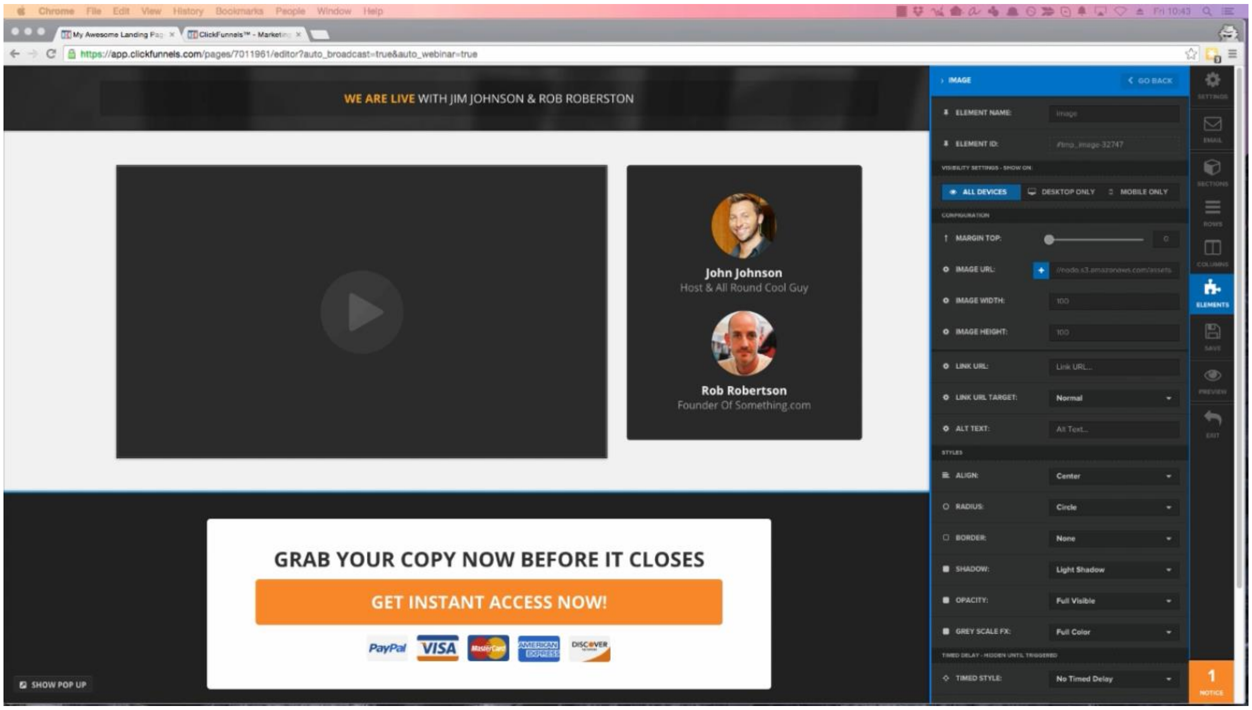
When it comes to the 'Email Integration Settings', you can integrate this with whatever service you want. Then, for the 'Action' settings, you can just integrate an existing form and just choose it from the 'List to Add' dropdown menu that appears. Once this is all done, you'll want to click 'Save'. If there aren't any notices at the bottom of this interface after you save the page, you can click on the 'Exit' button at this point to begin setting up the next page in your funnel. In this case, that would be your 'Webinar Countdown' page.



Once Blaine selected his template, he clicked on 'Publishing' to designate the domain and the path. After that, he opened up the editor. The page that he selected is shown above. There wasn't a ton of details that needed to be updated on this page, so Blaine began by adding the 'Meta Tags/Social Media' data. If you wanted to add people to a second list, you have the option to. In this case, the people who opted in were already going into their email integration, so there was no reason to do this.

Blaine added the webinar title to the section on the right side of the page. He shortened it so that it looked a little neater on the page. There's a widget in the middle of this section that is set up to automatically change according to what time the person has chosen to watch it. You'll learn more about how this works further on in the training.

As you can see, there is a countdown timer on the left side of the page. This is going to be an evergreen timer, so there's no reason to make any updates to it. The only other thing left to update on this side of the page are the social media links. You would need to add in your Twitter username and paste in the link to the funnel as the 'Share URL'. Last but not least, you'll want to update your copyright information and add in your navigation elements so that people can find your legal information and a way to contact you. After doing this, Blaine saved the page and the 'Webinar Countdown' page was finished.

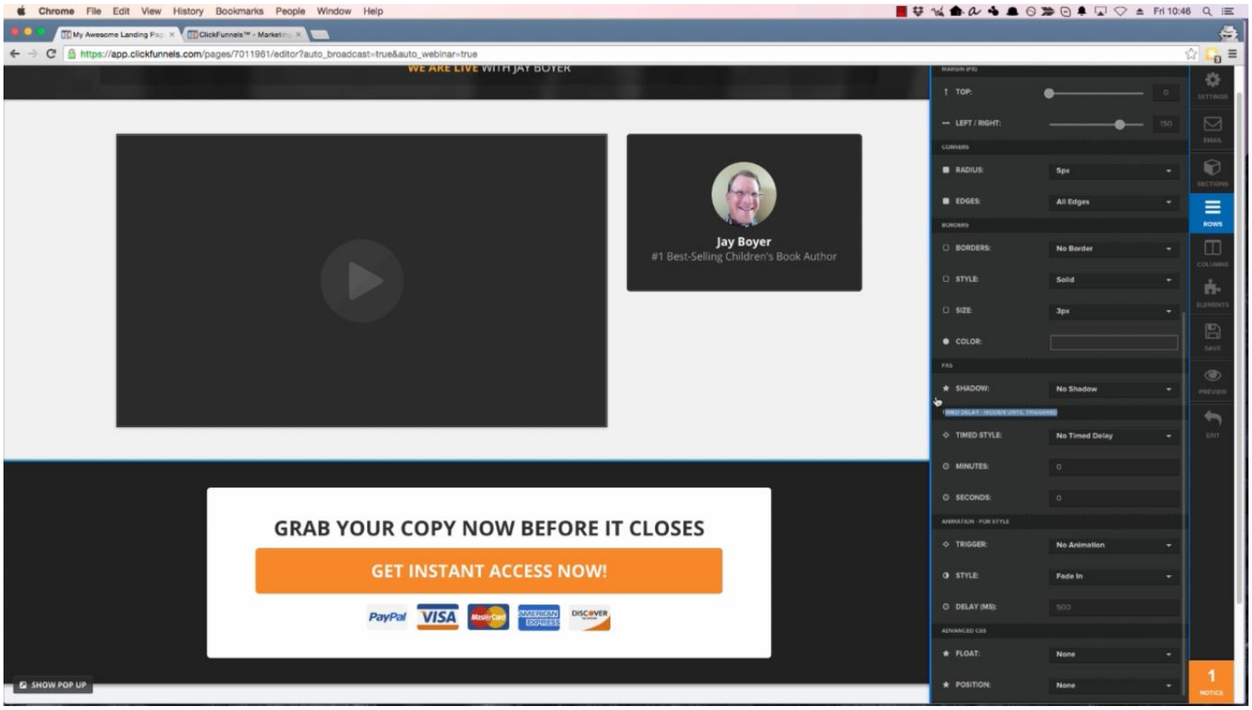


The next step listed in the funnel was the 'Webinar Broadcast Room'. There were several different styles of templates to choose from. Just choose the style that best fits the way you want your page to appear. Blaine just chose the first template and clicked the 'Edit Page' button. The page is opened up in the editor in the screenshot above. One of the first things that you'd want to do is update the images on the right-hand side of the page. You can do so by simply clicking on the element you wish to edit and then clicking on the '+' symbol next to the words 'Image URL' in the settings for that element.

In other instances, the picture and name were all part of the same element. On this page, you can edit the name and the person's title separately. Blaine changed the name of the host to Jay Boyer and then typed in "#1 Best-Selling Children's Book Author" as his professional title. Then, he removed the second set of elements made for a second person because Jay would be the only host on the webinar being promoted. Obviously, if there were two hosts, you would want to have two different sets of images, titles, and names. Blaine also changed the element at the top of the page to say "We Are Live With Jay Boyer".

Another thing that you would want to do while editing this page is to select a video for it. Blaine chose 'Vimeo' as the 'Video Type'. There are other settings that you can choose from within this dropdown menu, such as 'YouTube'. Just choose whichever service you are using to host your video. After selecting this, Blaine turned the 'Auto Play' option on and left the other settings at their defaults. Then, he came down the page and clicked on the button to change the URL for it to the purchase link for this campaign. You would place your URL in the 'URL/Action' field.

Once again, when you finish setting up a page, be sure to add your own copyright information and navigation to the bottom of it. This should go at the bottom of all of your pages. You obviously want the links at the bottom of your pages to look the same, or at least similar, on all of the pages in your funnel. You always want to put in your meta-tags and social media data and hide any pages that you don't want found by the search engines. Also, be sure to save your work before exiting a page you've been working on.

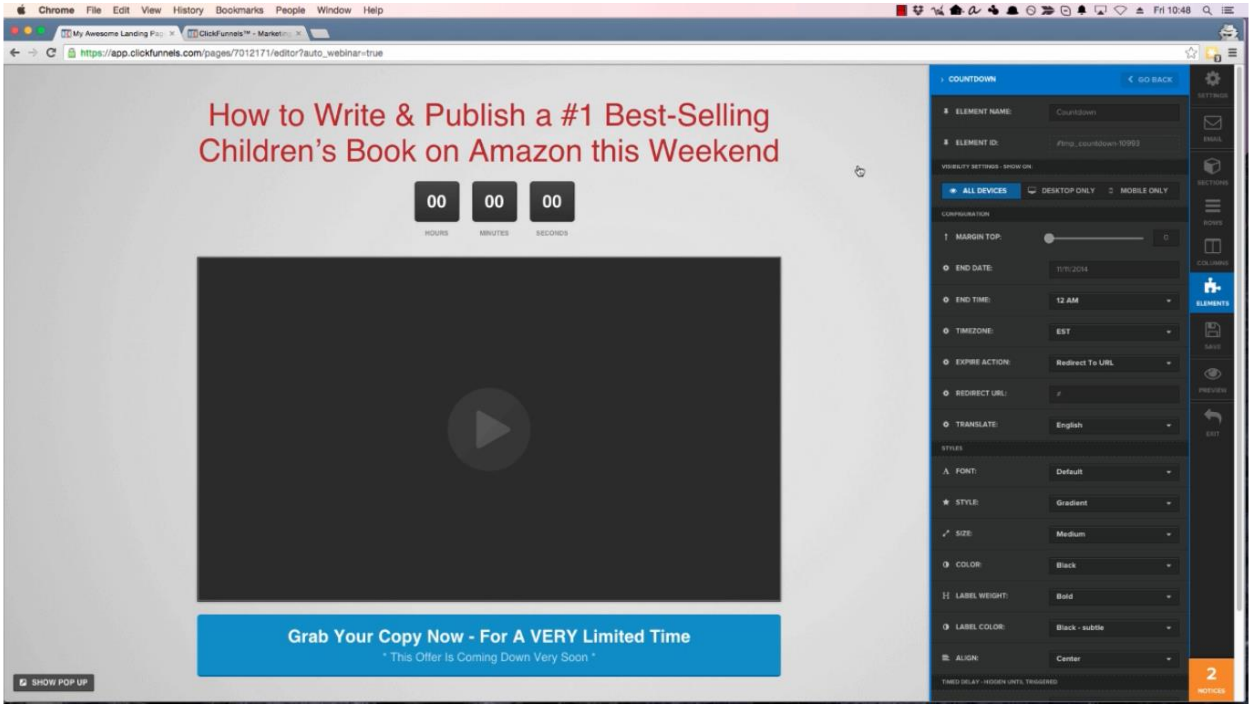


There is one more element of this page that Blaine edited. That is the portion of the page that contained the button. There was an option for setting up a time delay within the settings for this section. You can actually have this element stay invisible until your offer appears in the video. This option is shown above under the words 'Timed Delay – Hidden Until Triggered'. You can have the element appear in different ways. For example, you can have it 'Fade In' at a certain time.

This option can be found within the 'Timed Style' dropdown menu. As you can see, there are also fields for entering in the exact minute and second you want the element to appear. Also, in this case you would want to fill in the empty space under Jay's picture with something useful to make the page more balanced.

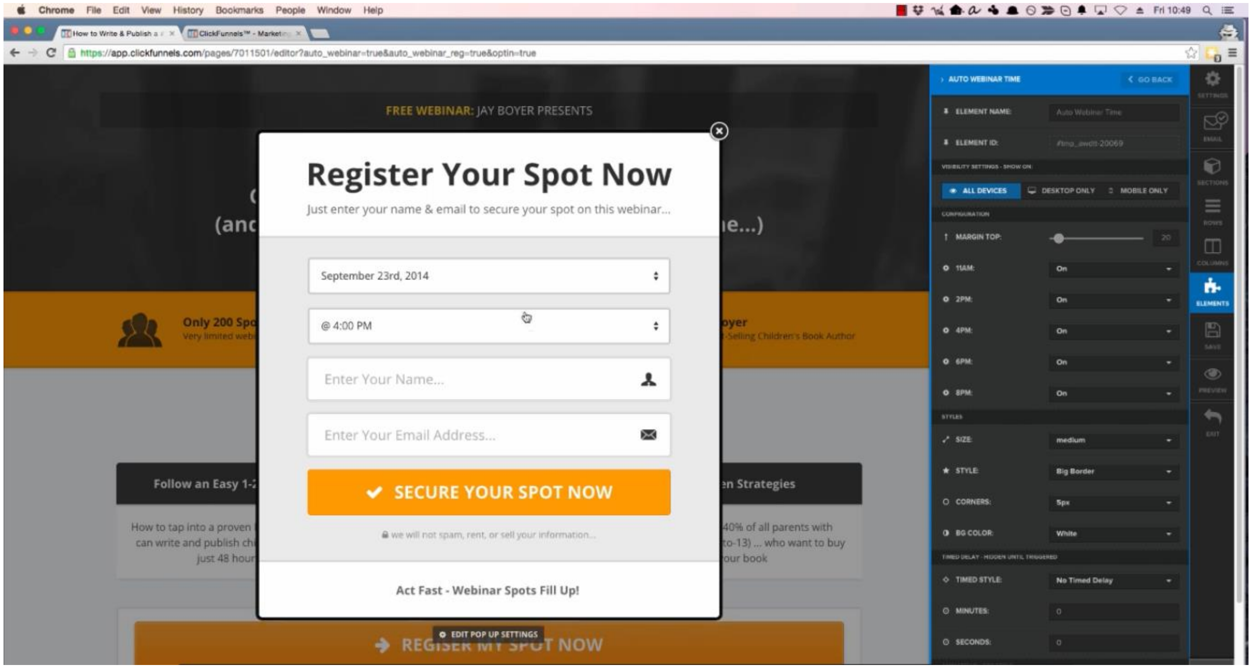
The last page to create for a funnel like this is the 'Webinar Replay Room'. The process is essentially the same as it was for setting up the last page. Don't forget that you can always create a template of your own; you don't have to just settle for the templates being offered.

You can create templates from scratch or build off of existing templates. You can also get templates sent to you from other Click Funnels members.



You can see that Blaine has already added his title to the page above. Below this title is a countdown timer that you can set up with a specific end date if you wish. There are various types of countdown timers to choose from. Feel free to switch to another one if you wish. Blaine decided to delete this element from this page and then he moved on to work on the settings for the video. All he did was select the ‘Video Type’ and put in the URL for the video, and then he turned the ‘Auto Play’ on. Everything else he left set as the default.

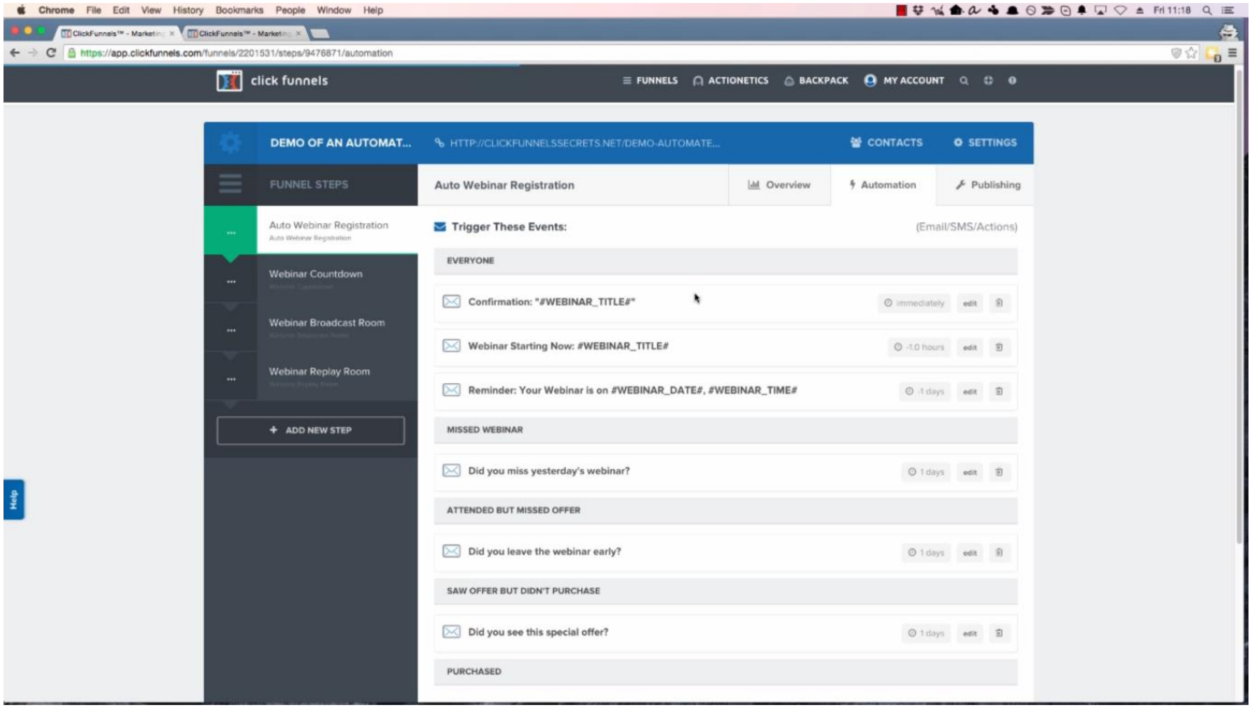
The next thing he did was set up the ‘URl Action’ for the button, and he added-in his company’s copyright info and navigation. After putting in these last few details, he saved the page and exited it. Everything was pretty much set up at this point. Blaine did return to the ‘Auto Webinar Registration’ page to work on the pop-up that appears when you click the button for that page.



Normally, when you sign up for a regular webinar, you would just enter your name and email address. The process that people are taken through when they sign up from this page is a little different. You can see in the picture above that this pop-up includes a webinar date and time, but these options actually give people the ability to select a date and time for themselves.

You can change the dates and times the person can choose from by clicking on these fields and editing their settings. This will allow them to schedule it for themselves, and then, once they enter in their name and email, they will be added to your email list. There's actually one more step in this process. You'll need to add in your email integration, which will be covered in the next section.

Download this demo funnel to your account here: http://jjsnip.com/cfs-demo-autoweb



How to Use Email Automation

In this portion of the lesson, you'll be learning how to use email integration and automation features within Click Funnels. In the previous section, you learned how to set up an automated webinar, but you can actually add emails to any different page on or any different funnel that you want. This isn't a feature that's just meant for automated webinars. Depending on the type of funnel that you set up, there may be some default automation that's already in place. What you're going to do is go in and learn to customize those.

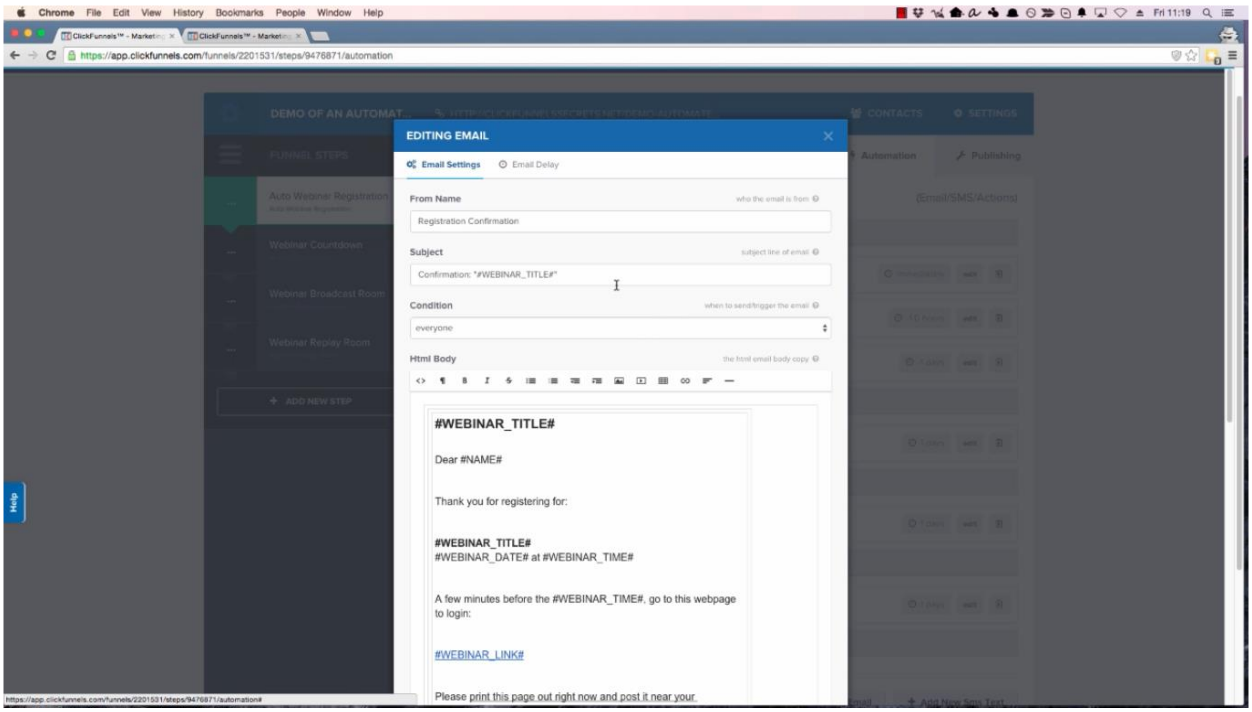
In any case, this is just as simple as going in and adding new elements to your pages. You'll begin by coming into your funnel and click on the page that you wish to have the automation appear on. If you put it in a later step, like if you just want your emails to go out to the people who make it to the third page in your funnel, then you would just click on that page and go into your automation settings.

In this example, everything is going to be scheduled out from the initial page in the funnel. So, they are going to receive an automated email directly after they opt in. The way you would do this is select the first page in your funnel and then click on the 'Automation' tab. This will lead you to the page which is shown above. Since this is an automated webinar funnel, there are some default emails that are set up for you. You don't need to update any of these if you don't want to.

One thing to take note of is that if you haven't set up your SMTP integration, you probably should. Until you do, you're actually not going to be able to edit any of these default emails.

They will just remain the defaults from the Click Funnels system. There's a previous section in this training on how to set up the SMTP integration that you can review if you need to.

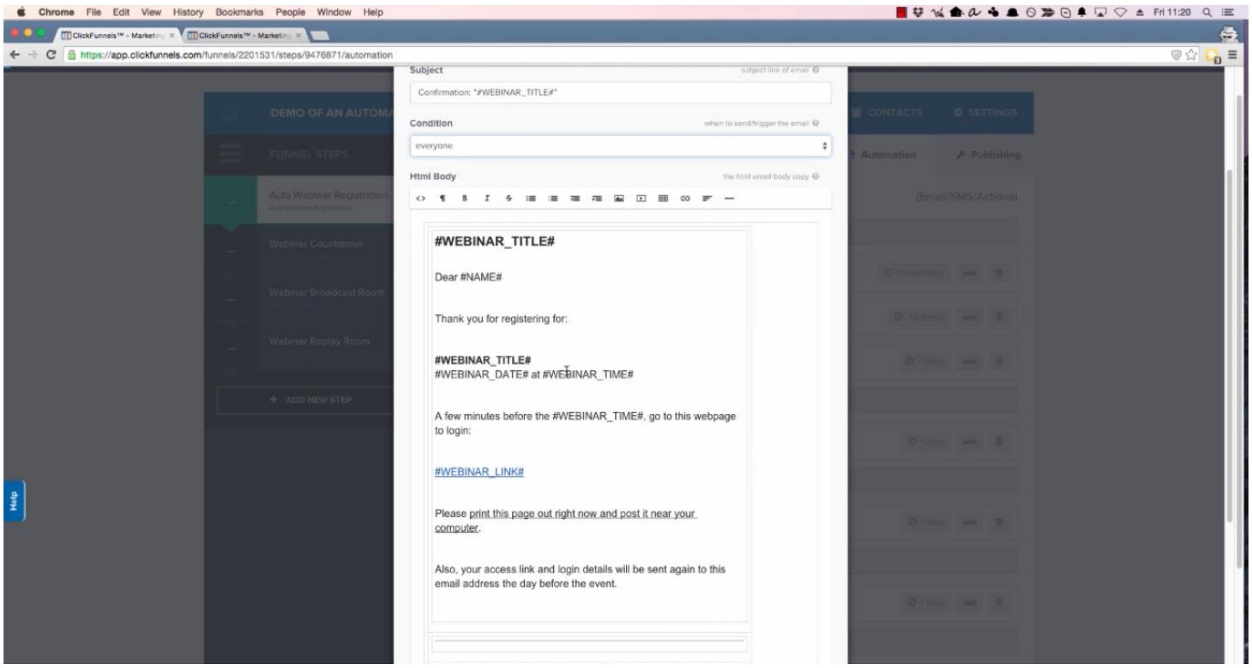
The automation process is pretty straight forward. There are three different types of automation. The first is 'Add New Action', which is going to take advantage of Actionetics, which is going to be covered in more detail later on. The second is 'Add New Email'. This just includes the different emails that will go out. Lastly, there's 'Add New SMS Text'. You'll use this if you have an automated SMS system, and if someone sends you their phone number, you can actually send them a phone message directly to their phone.



Adding a new email or editing existing emails are relatively similar processes. The first thing that you would want to do on the page shown above is going into the 'Confirmation' email. By default, it's going to use your webinar title. You can click on 'Edit', and you'll be able to change the 'Subject' line to whatever you like.

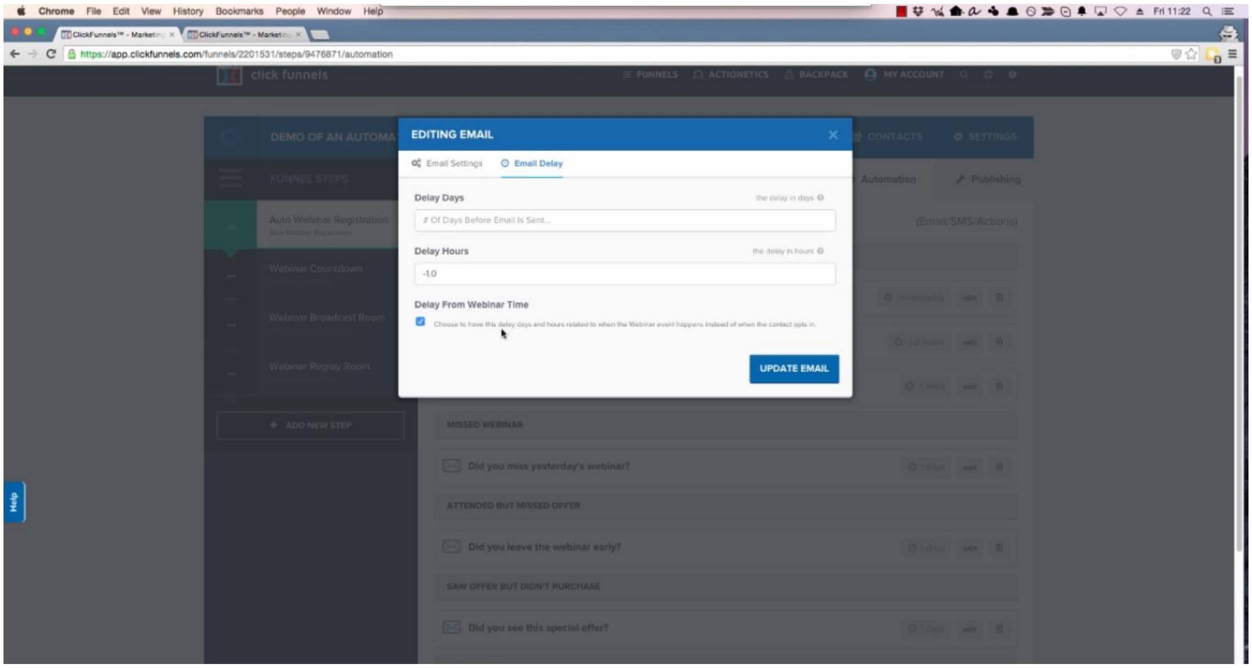
The 'Condition' is pretty straightforward. At first 'Everyone' will be selected. You can also send it to only the people who missed the webinar or who joined the webinar but didn't stay on long enough to see the offer. In addition to that, you can only send it to people who saw the offer, but didn't actually make a purchase as well as to only the people who purchased your offer.

In this case, Blaine selected 'Everyone'. So, everyone who opted in is going to receive the email shown above. You can edit this email just like you would any other. You'll notice that some of the words have a hashtag. These are actually special variables that will get filled in according to your settings and the information that the person provides. For example, the email shown below will automatically enter in the person's name because the start of the email begins with 'Dear #Name#'. This also includes the person's individual link, which allows you to track whether or not they come in to watch the webinar.



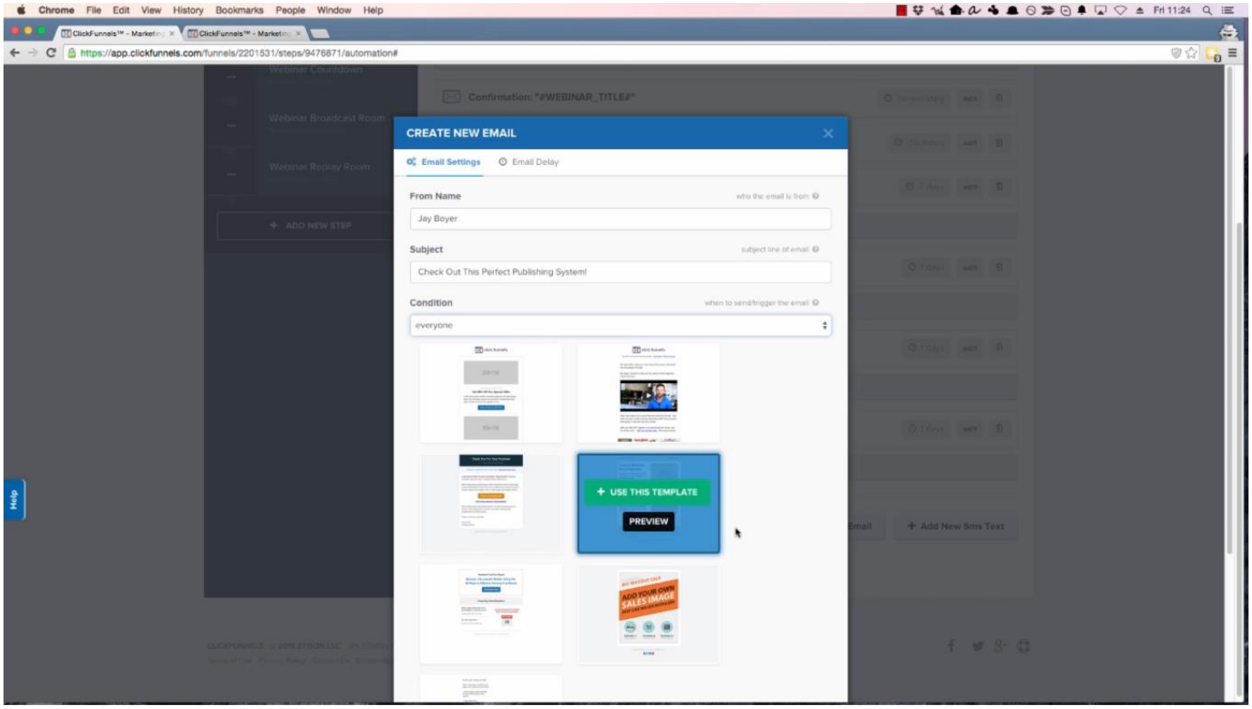
All of this will be automatically filled in at the time when the email is sent to your individual subscriber. If you don't want the email to include something within it, the editor is pretty similar to the editor inside of any individual page. There's not going to be as many options; it only includes options that are pertinent to editing emails. In general, however, you can come in and customize an email to look the way you want it to.

When you edit an email in the system, you have the option to set a delay. In Blaine's example, he didn't set a delay, so the email shown above is just going to go out immediately after each individual opts in. The second email in this particular series is set to go out one before the time they choose to view the webinar, and the third is set to go out one day before. The settings for this is shown below.



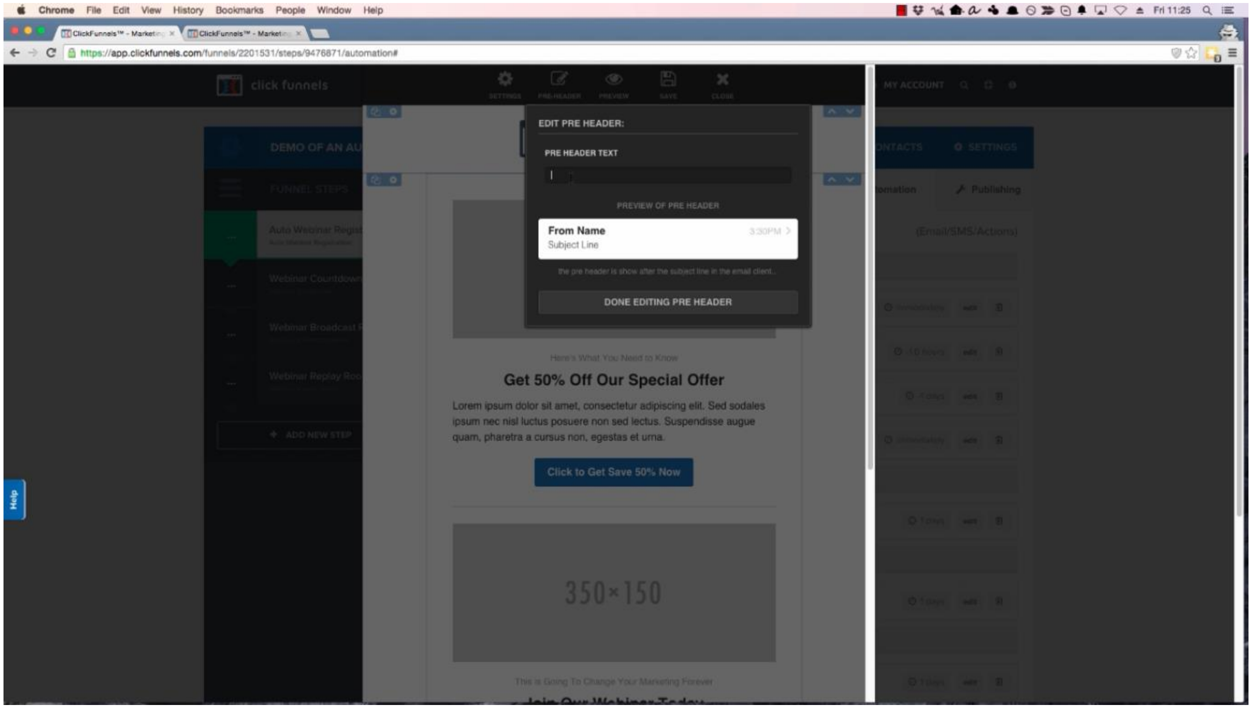
You may also notice that there is a check mark next to some fine print at the bottom of this window. This says "Choose to have this delay days and hours related to when the webinar event happens instead of when the contact opts in." If you uncheck this box and you put in a delay of three hours, let's say, this email would actually go out three hours after they opt in. That being said, this specific email was meant to be a reminder for the webinar, so Blaine set it to go out one hour before the webinar.

Hopefully you can tell that this all works in a clear-cut type of manner. Now let's say that you wanted an email to only go out to people who missed the webinar or just to those that didn't take advantage of your offer. There are a couple of different email templates that you can set up pertaining to this type of scenario.



How about if you wanted to use something that would carry someone on to your next funnel? What you would do is click to add a new email. When you do, the window shown below would appear. You can fill out these fields in any way you like, and you can set who you want the email to go out to specifically. As you can see in the screenshot above, there are several email templates that you can choose from, and you also have the option to create your own.

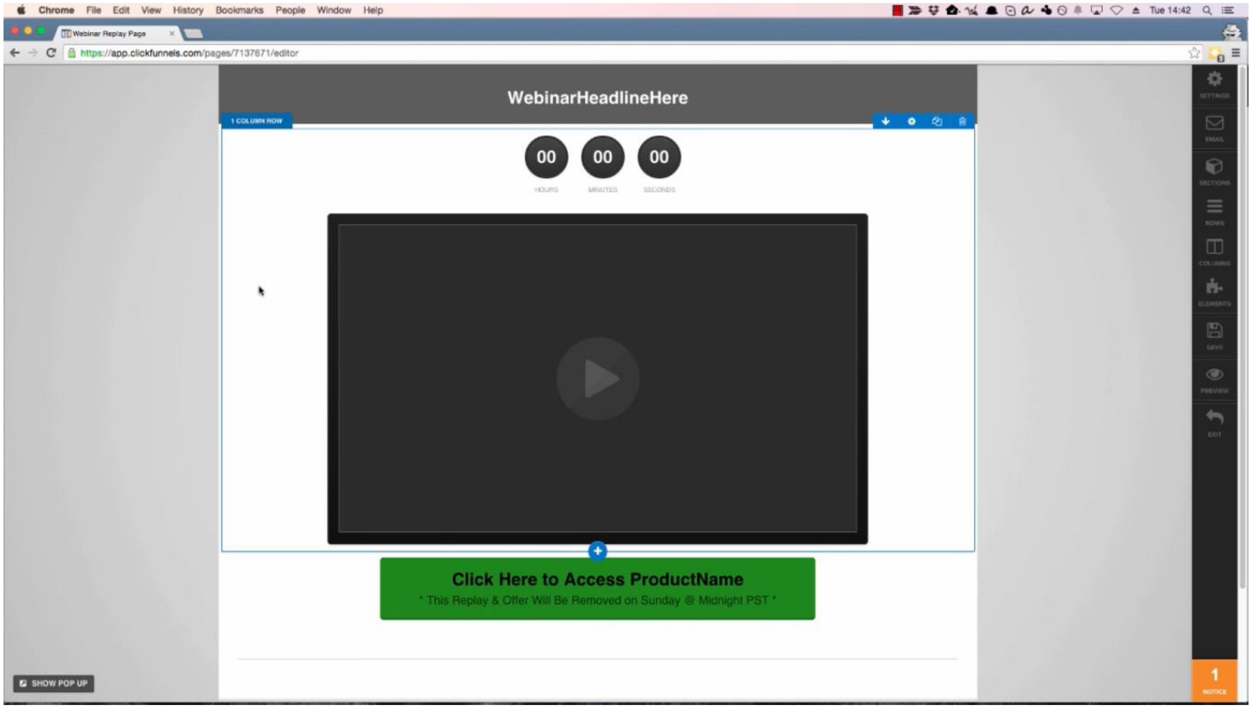
Once you choose a template, you can click on the 'Create Email' button and it will be added to the list of emails within the interface. From there, you can click on the 'Open Editor' link that's in line with it to edit the email template you have chosen. This editor is very similar to what you're used to using when you are editing your pages. There are settings for each of the sections and so forth, and you can choose from a variety of colors, add images, and so on.



Up at the top of the email shown above, you can see that there's a 'pre-header' section. This is pretty cool because you can actually set what's going to show up inside of someone's email. For instance, if someone is using a service like Gmail, where you can see the first few words of the email as part of what's appearing in their list of emails, the first few words of your email may not necessarily be what you want them to see. Well, this feature allows you to put something special in. Then, it won't matter what the first few words of your email are because you are going to have control over what's going to actually appear.

You can adjust the template in any way that you want to. Usually, what you would want to do is put in your offer or a link to your next webinar. Whatever the case might be. Once you get everything set up, there's a 'Save' button up on top that you can click on and then you can close it. After that, you can go into the settings for this email by clicking the 'Edit' button. This will open up the window that will let you set your delay and so forth.

You could set it up so that they are invited to the next webinar, you have in 7 days, for example, and you can actually make a series of these emails that link a number of webinars together so that people can sign up for each one in succession. Another option that you have is to go in and add a new action. This would be something that you'd set up in Actionetics in order to move them. That's a topic for another section, though.

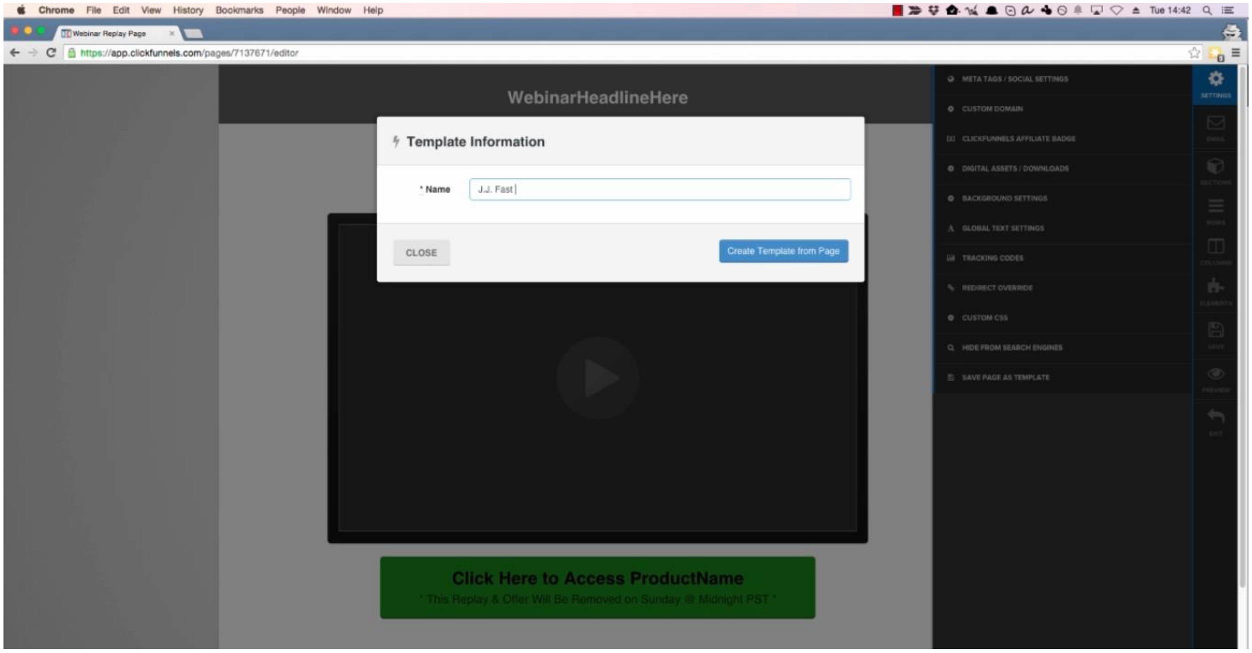


Page Templates

You're about to learn how to set up some page templates. This way, you can use them again and again, and you won't have to keep setting up each page over and over in the same fashion. If you have one particular template that you like to use, you can just come in and choose that template rather than having to add your navigation every time, reorder all of the sections, or set the page up from scratch.

At the beginning of his presentation, Blaine already had the page set up, so he went straight into the 'Master Page Templates'. You can set up any page as a template, so if you are going to set some pages up from scratch, it's recommended that you create one funnel that just includes your page templates. That way, they are easy to find and edit. Also, if you ever need to update them, there's only one place that you need to go.

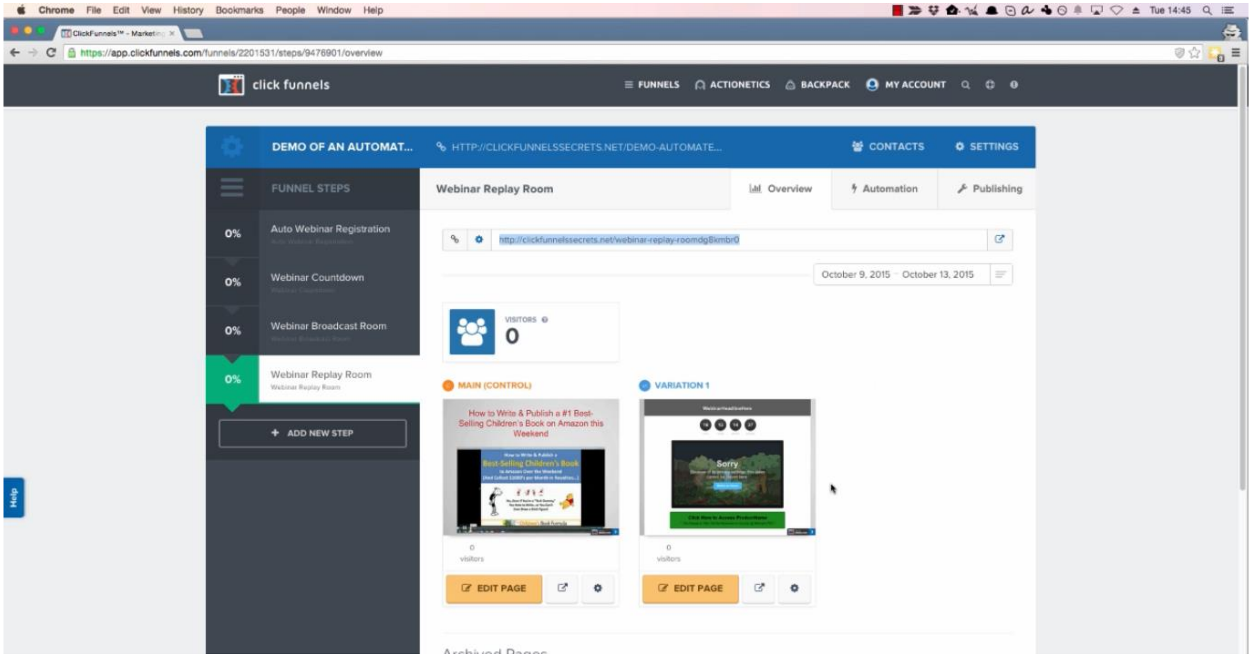
Blaine opened up a replay page that he set up in the editor. It's shown above. To get started, you would set up everything like you would any other page, with your copyright information and navigation down at the bottom, your meta tags, and so forth. You'll want to keep everything relatively generic though, since you'll be using the page as your template. Once you are done setting up everything and your page is ready to go, click on the 'Settings' option to the upper right. Then, you'll see the option to 'Save Page as Template'.



When you click on this option, the window shown above will appear, allowing you to give your new template a name. Obviously, when you are doing that, you'll want to click on the 'Create Template from Page' button. That's going to bring you automatically into your settings. You can reach the same page at any time by clicking on 'My Account' followed by 'My Templates'. You can also simply go into the settings and then scroll down the options on the left-hand side until you see the 'My Templates' option located there.

In any case, your template is going to appear within the 'Manage Custom Page Template' interface. This is shown below. From here, you can click on the template you've just created in order to edit the individual settings for it. This will bring up a window with a number of options. For instance, there is a toggle that gives you the ability to turn your template on and off. You can also change the name, and you can add tags to it to make it easier to find when you search for templates. There's also a button for accessing the editor within this window.

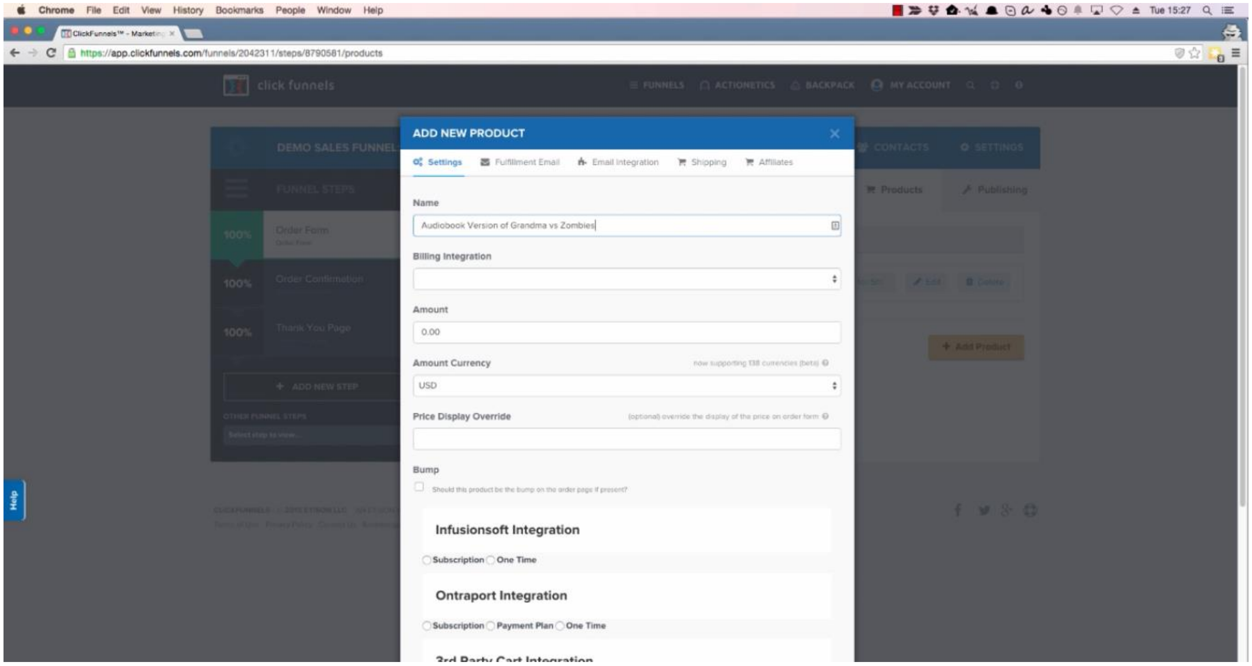
There's another tab in this window that is labeled 'Marketplace Settings'. If you click into it, you can set a price, add a promotional video, add a description, upload a file of what the funnel might look like once it is used, and select whether or not you want it to be offered for sale in the Click Funnels marketplace. The ability to sell your pages wasn't actually available at the time Blaine made his presentation, but you can go ahead and set these options if you like. That way, when the marketplace does open up, you'll be ready and it will go live pretty much right away.



Anyway, you can go ahead and click on the 'Update Page Template' button when you are done with any adjustments you've made. Now that you're done with that, how would you actually go in and use a page template? This isn't complicated at all. In his presentation, Blaine chose one of his demo funnels to use as an example, and he chose to create a variation of an existing 'Webinar Replay Room' funnel that he had. This brought up the templates shown above, one of which was his new template. He selected it and clicked on the 'Create Page' button.

If you were creating a new funnel, you could choose the template that you created just as you would any other template. No matter how you choose it, you'll be able to click to edit it, and the page you created will appear with all of your usual settings in place. As you would probably guess, this makes the process of setting up your typical page a lot easier than it normally would be because you have so many of your usual settings already in place.

You can just go into your new template and make any changes that you need to and be done in no time at all. Hopefully, all you'll need to change is an action for a button and maybe a couple of other elements. Just make sure to include everything that needs to be modified for your new offer.

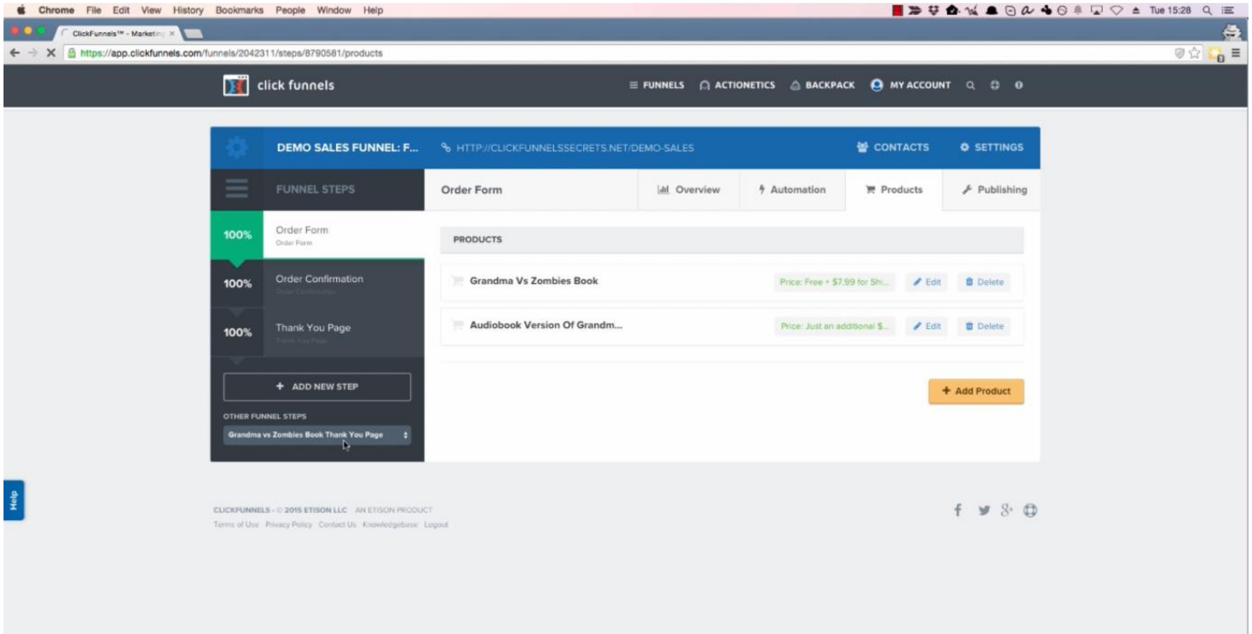


Order Bumps, OTOs, Downsells

Now it's time to learn about some of the more advanced features in Click Funnels, such as the order bumps, one-time offers, and downsells. First off, let's say you wanted to add an order bump to one of your pages. You may recall learning to set up a 'Free + Shipping' offer in a previous lesson of this training. This was an offer that Blaine set up so that people could just pay for shipping and receive a physical copy of the *Grandma vs. Zombies* book. Blaine edited the funnel for this offer to demonstrate how to use the advanced features that you're learning to use in this section.

Once you have your funnel opened up, you can click the 'Products' and then click the button labeled '+ Add Product'. This will bring up the window shown above. The plan, in Blaine's case, was to use an order bump to cover the costs of acquiring new customers. The product being offered for this order bump was an audio book version of the book that was originally offered in this funnel. As you can see, the options in the window shown above will allow you to name the product that you are adding, choose your integration, set the price, etc.

Of course, you can add in any price that makes sense to you. Blaine priced the audio book at $7.99 in his example. He didn't add a 'Price Display Override' in this case. Below this field, you'll find the option to ad a 'Bump'. If you check the box, the price that you typed in will be the price on the order page if there's a price present there. You don't want your bump to be something that people just choose and order by itself, so you would want to check the box to select this option. You'll also be able to choose whether or not the purchase will be a subscription or a one-time fee.



You are also going to need to go in and create a download page for the product that you are adding, and then you'll need to come in and set this up in the settings as well. Anyway, once you have added the product into the settings, you can click on the 'Create Product' button to move on. You can see in the screenshot above that the price for the original product is set to "Free + $7.99 for Shipping", and the price for the audio version of the book is set to $7.99.

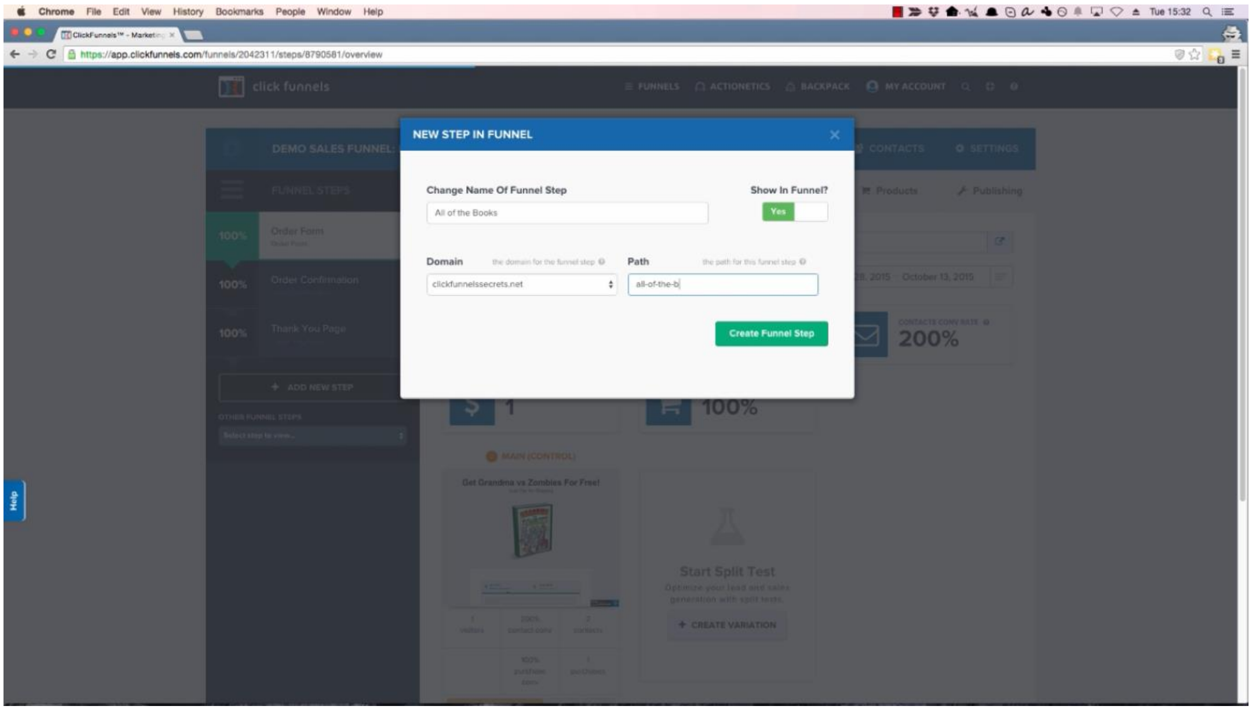
Upon reviewing this, Blaine did decide to open the settings back up and add a 'Price Display Override'. He did this by clicking on the 'Edit' button and typing the override into the appropriate field. Specifically, he typed in "Just an additional $7.99", and then he clicked on the 'Update Product' button when he was done. Immediately, you could see that this change had taken place within the 'Products' interface.

One thing Blaine would have to edit the 'Grandma vs Zombies thank you page'. That's because he needed to update it to include the audio book version. He could then put that into the settings as the 'Thank You' page for the audio book as well. He couldn't do that at the moment because the 'Thank You' page hadn't been set up, so instead he went into the 'Order Form' step to edit it. He clicked on the two-step order form on that page. You might recall that in the previous lesson, he hid the bump that resided in the second step. He changed this so that the order bump showed again.

The next thing that Blaine did was go into the 'Step 2' settings and added his text into the 'Bump Headline' field. The text that he added, next to the checkbox in the bump, was 'Add the Audio Book Version for Just $7.99'. The bottom of the 'bump box' was still empty, so Blaine found the 'OTO Headline' field to add text into it. What he wrote was "For just another $7.99

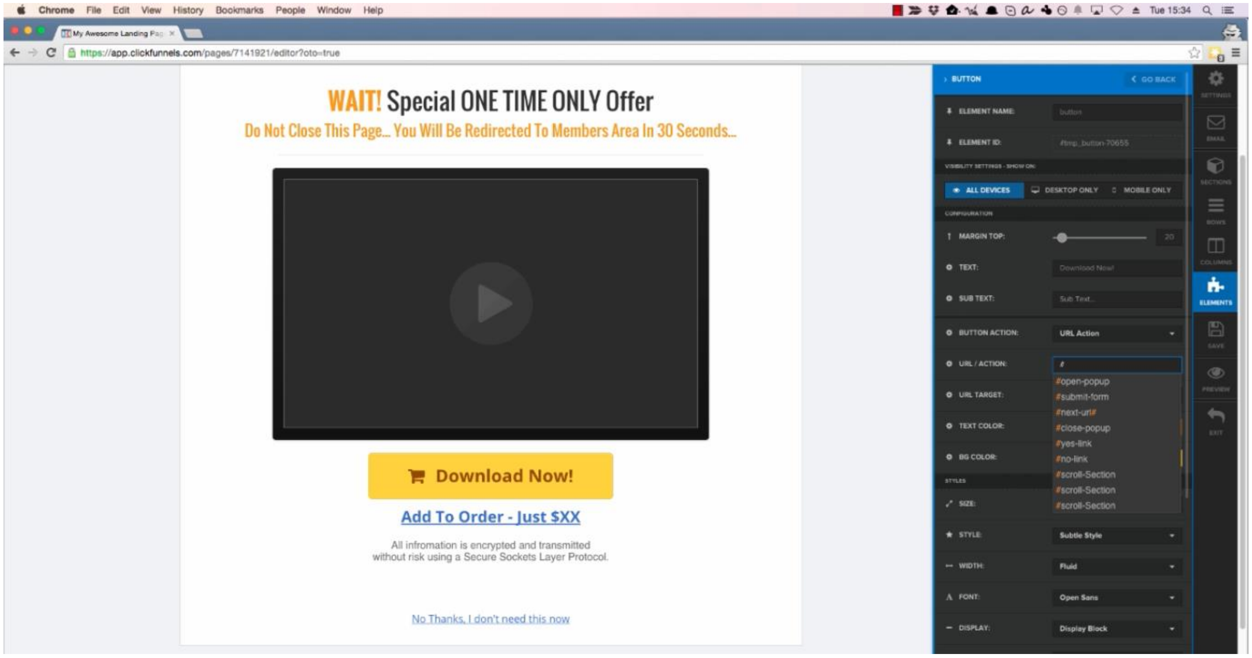
we will include the audiobook version of Grandma vs. Zombies which you will be able to download as soon as your purchase is complete."

You could use anything you want to for your order bump. All you need is something that will bring a little extra value to your offer. Once you have your order bump set up, someone could come in and order your original offer, and when they see your order bump, they could check the box to get your order bump as well. In this case, the original offer was a free book with $7.99 shipping. If they choose the order bump, it's an additional $7.99, so they would be charged $15.98 instead.



Once Blaine was done setting this up, he saved the page and exited. After that, he clicked the button to add a new step. This brought up the window shown above. As you can see, Blaine named the new funnel step "All of the Books'. After that, he set the 'Path'. He also made sure that the 'Show in Funnel' toggle was marked 'Yes' before moving on to click on the 'Create Funnel Step' button. The new step was listed in the funnel after that, and he dragged it up so that it was the next step after the order form. It needed to be after the order form and before the order confirmation.

With his new step selected, Blaine clicked on the 'Sales' tab and chose 'One Click Upsell (OTO). Next, he chose the template that he wanted to use and clicked the button to edit the page he had chosen. You can see that there is a three-step process described at the top of this page. This would work well for Blaine's purposes. He did change the steps to make them a little more relevant. In this case, Blaine would record a short video to describe this particular offer to people. He was setting up an offer where people could get all of the books in the series and the Audiobooks as well for $77.



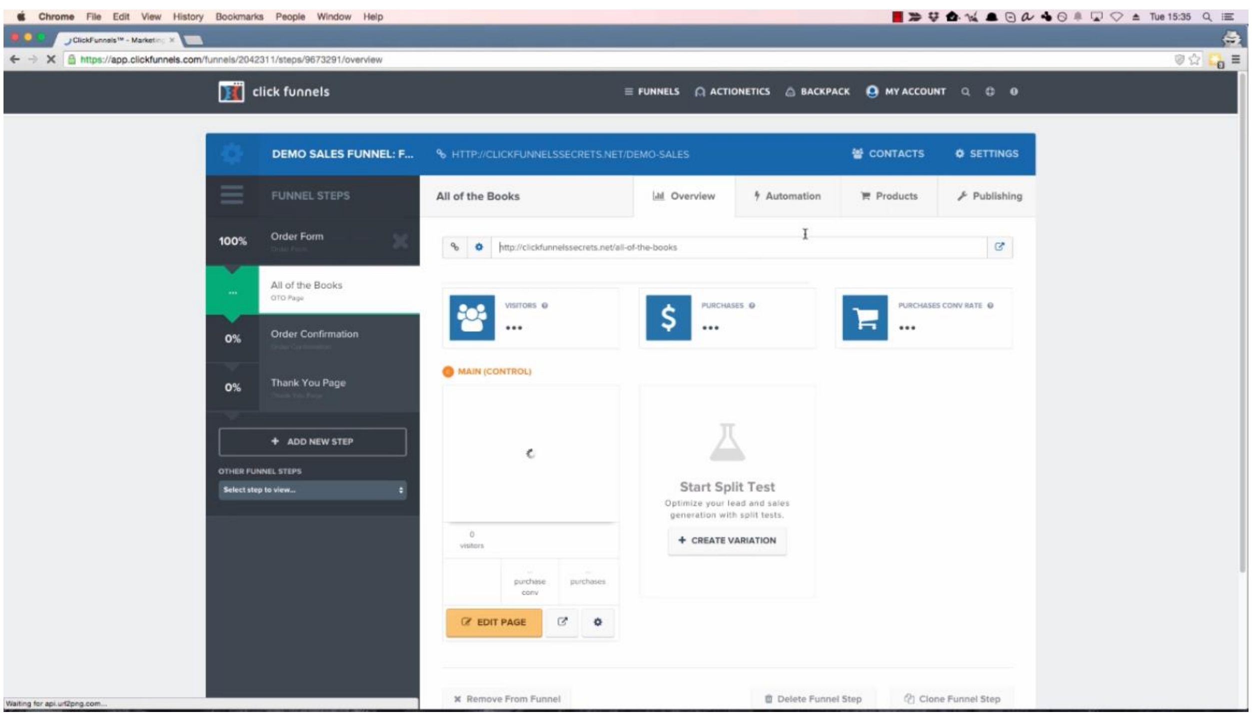
The most important step on this page, however, would be to edit the URL action for the ‘Add to Order’ link in the screenshot above. By default it should say ‘#yes-link’. If it doesn’t, you can just type this in. What this will do is add the second product onto the order, and there’s nothing else the person will have to do. Blaine edited the ‘Add to Order’ link so that it included the price. Under this, there’s a ‘No Thanks’ link that people could click on if they weren’t interested in this particular part of the offer. This would, of course, direct people to a different page than if they had clicked on the ‘Yes’ link.

Before leaving this page, you would need to make sure that you added all of the appropriate links and so on to the page. Then, you could save and exit the editor. After Blaine was done adding this new OTO, he clicked to add the new product in under the ‘Products’ tab. During his presentation, he only added enough information to be able to test it. There’s a previous section on how to add a product if you want to learn the specifics of how to do that. You’d want to create a ‘thank you’ page for the product that you add that would give people more information.

Blaine went on to add another step to the funnel once more. This step would be for just the digital version of all of the books. He actually used the name “Just Digital Versions of All of the Books” to make it clear what the page was for. Again, when you’re doing this, you’ll want to make sure that the toggle says ‘Yes’ for making the page part of your funnel. Anyway, Blaine added this page to the funnel right after the ‘OTO’ page.

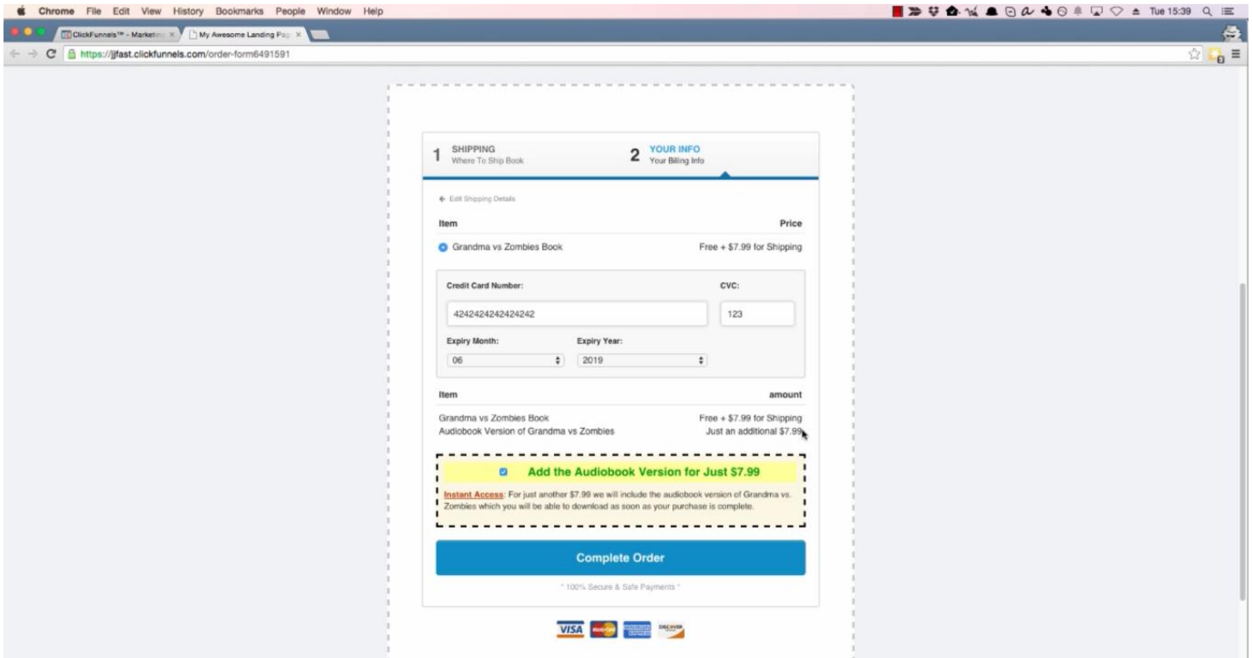
This new page was meant to be a 'One Click Downsell'. To designate this, Blaine clicked on 'Sales' followed by 'One Click Downsell' and then he selected a template from the available options for that. It doesn't matter which template you choose, but you will want to use the same template for the 'OTO' and 'Downsell' offers. Blaine added a new product in the settings next. He named it "Digital Only Copies of the Entire Series", and he set the price to $37.

When you open up the editor to edit your downsell page, you'll want to edit everything so that this page looks similar to the previous one. You'd want to have a separate video for this one that talked about the particular order at hand. Then, you would want to make sure that the 'Add To Order' link had '#yes-link' as the action too. You also will need to have a 'no link' down at the bottom of the page in case people don't want the offer. Those are all the important parts of setting up a page like this. Once these steps are taken care of, you would want to make sure that all of the other parts of your page are set up properly, with the navigation and all of the other settings you would usually include.



After you are done, you can save your new page and exit the editor. The funnel that Blaine created is shown above. The way that this works is someone would come into the order form and they would fill out the two-step order form inside of it. This would include entering their credit card information. Remember, you can test out your page using a fake credit card number provided by Stripe if you are using that service.

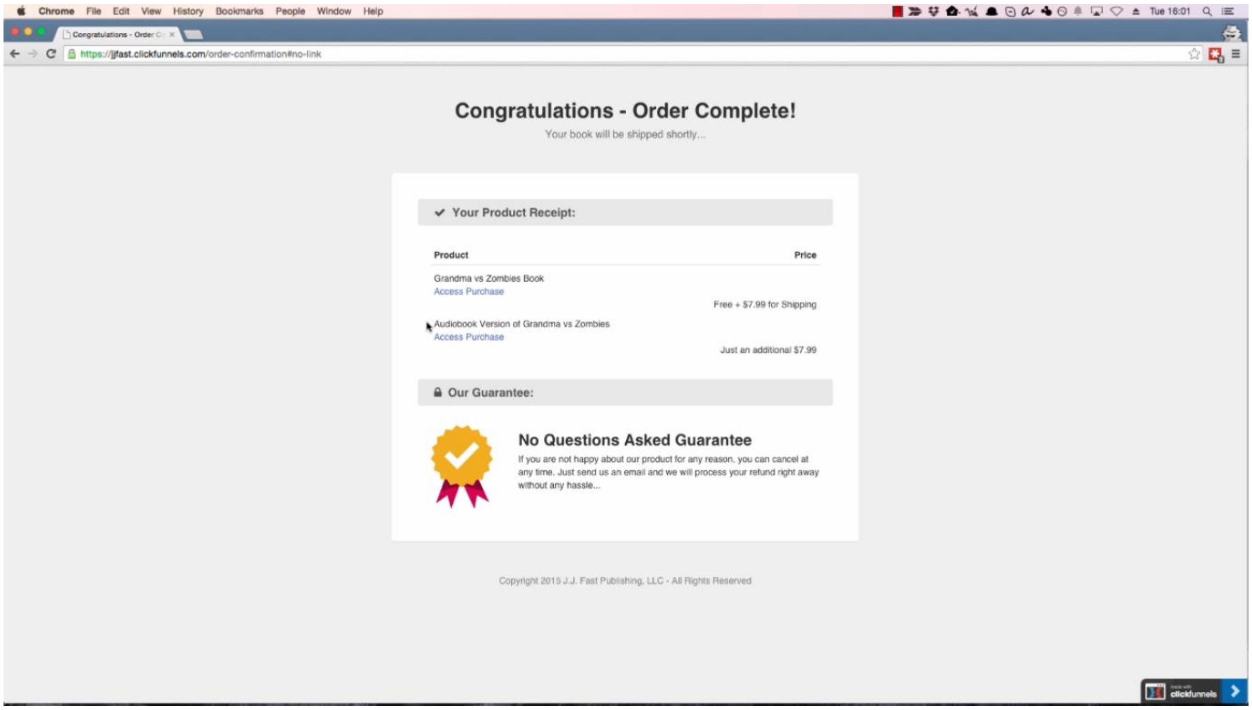
On the second step of the order form, Blaine has also included a bump. This is shown in the screenshot below. The visitor could check the box next to this offer to add the audio book to their order, if they wanted to, and then they can simply click on the 'Complete Order' button below. If they check the box, they will be charged $15.98, and if they don't, they will be charged $7.99. By the way, their order summary appears above the bump box, and when the person clicks the box, the second product is automatically added. This is shown in the picture below as well.



After clicking on the button to complete this order, the visitor will be taken to the next page and the video for the OTO will immediately start playing. You may recall that this page is offering all of the books and audio books for $77. If the person clicks on the 'Download Now' button on this page, the funnel is going to take them to the confirmation page and skip over the downsell. The same thing will happen if the person clicks on the 'Add to Order' link, since that's also a 'yes' link.

If the person clicks on the 'No' link, they will then be directed by the funnel to the downsell page. Again, the video on this page would auto-play when they reached this page, and it would inform the customer of what the offer is all about. Once again, the 'Download' button and the 'Add to Order' button are the 'yes' links. In this case, clicking on one of these two links would add this $37 product to their order. If they click on the 'no' link at the bottom of the page, the order would not be added. In either case, the person would be taken to the confirmation page.

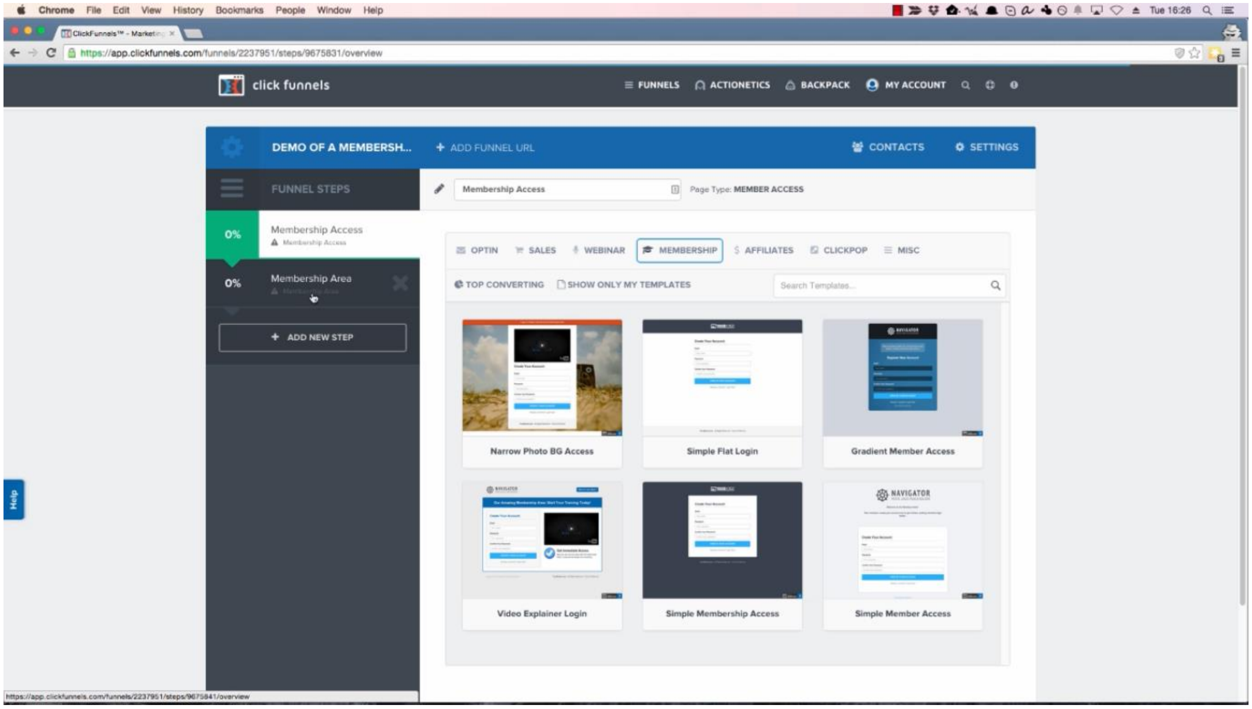
The order confirmation page, shown below, shows that the person is going to receive the free copy of the book in the mail and the audio book version. If the visitor had chosen the one-time offer and gotten all of the books, this summary would include that purchase. Of course, if they had taken the downsell instead, that would be what was listed. When they choose to add the upsell, downsell, or bump to their offer, their order will be updated so in such a way that there's only going to be one charge for the entire amount. So, you don't have to worry about someone seeing two or three purchases on their card when they come through your funnel. They are only going to see one total charge.



That's how you add in your bumps, one-time offers, and downsells. To recap, just remember that it's always important to keep your order page first, where they enter in their billing information, and the order confirmation page is last. You can run through as many OTOs as you want to. If you want to include a downsell, it will only appear if they do not choose a specific OTO. You'll want to be sure to add the downsell page after the OTO that it's meant to go with. The 'yes' link will bring the person to the next page that's not a downsell page. The 'no' link will advance them to the next page, which would be a downsell page in most cases. If it's not, they will just continue on as normal without adding anything onto the purchase.

You've just learned how to trick out your purchase pages and fit everything in your offer you'd like to include. You can probably tell that this isn't really a difficult process to set up, but also that Click Funnels makes this a lot easier than it used to be. There are more great advanced tips coming up in the next few sections of this training.

Download this demo funnel to your account here: http://jjsnip.com/cbf-demo-sales



Membership Areas

In this portion of the lesson, you'll be learning how to set up a membership area funnel. You can actually do this as part of a sales funnel. In other words, you can actually sell access to your membership area, or you can have a completely separate funnel and then point multiple sales funnels towards having people sign up for membership. You'll learn how all of this can be set up as you move along this part of the lesson.

For this example, you're going to click on the 'Add New Funnel' button, and then you're going to click on the 'Sell Your Product' option. From there, you'll want to choose 'Membership'. The way this works is that you're going to have the sign up area and the membership area within your funnel.

As always, you're going to name your funnel. You'll want to name it according to what it's going to be so that it can easily be identified later. For example, Blaine named his new funnel "Demo of Membership Area" during his presentation and he tagged it as a 'demo' so that he would remember that this was one of the funnels that he created to use in his presentation. Anyway, after naming your funnel and adding a group tag to it, you can click on 'Build Funnel' to move forward.

Look at the screenshot above. You can see that there are two steps to this type of funnel by default. First, there's a page where people can sign up, Membership Access, and then there's a page for the membership area itself. As always, Blaine began editing his funnel by going into the settings. The name and the tags were already in place, so he just needed to add the

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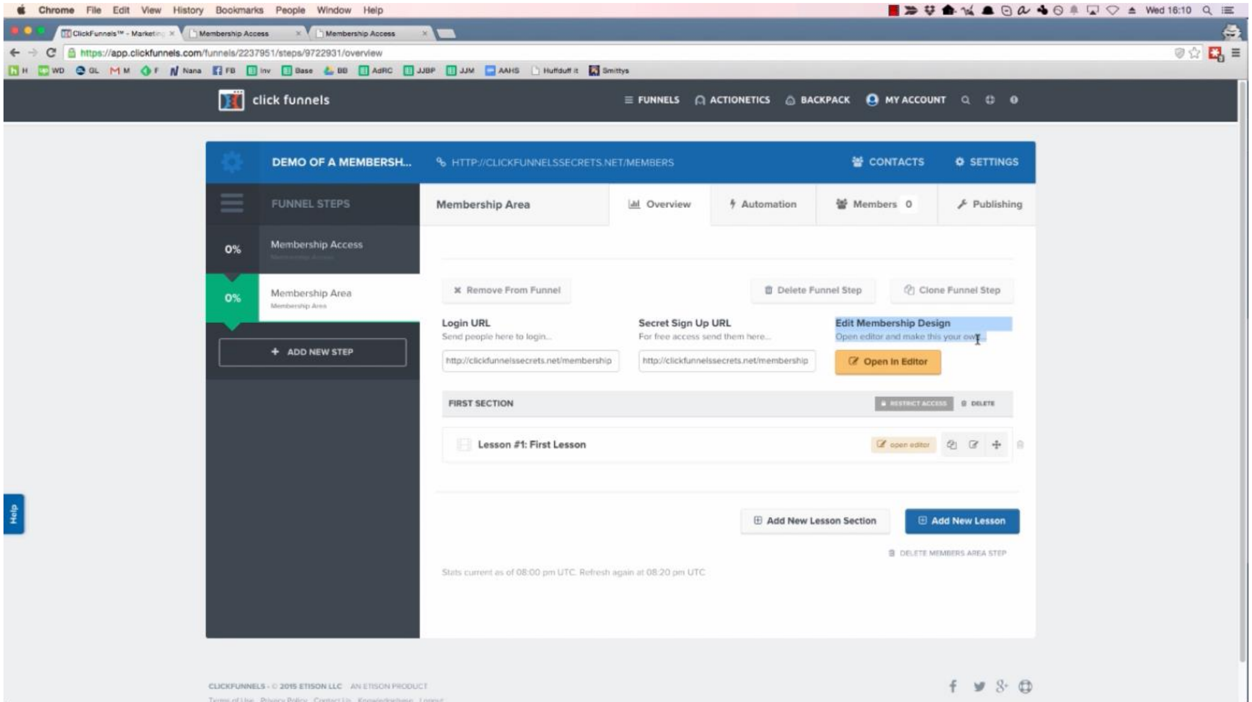
‘Domain’ and the ‘Path’. The domain that he entered in was ‘ClickFunnelsSecrets.net’ and the ‘Path’, he simply entered in ‘members’. He then clicked the button down at the bottom of the page to ‘Save and Update’ his changes.

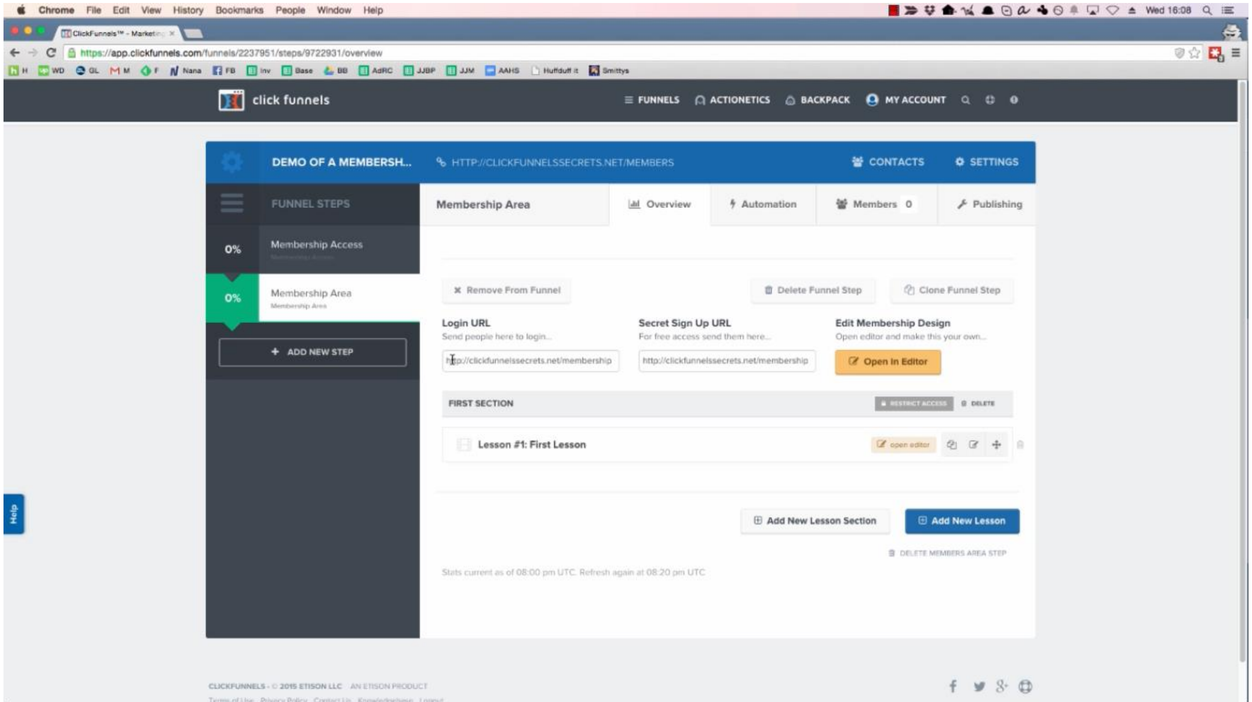
The next step would be to choose a template for your login or sign-up page. You can set this page up just like you would any other page. In other words, you’ll edit this so that it includes the headline you want, the right image for your offer, and so on. You would also want to add in your copyright information, meta-tags, and anything else that is crucial to your offer. You may even add tracking codes for analytics and things like that. What you want to include in your funnel is all up to you.

Since the act of building a page the way that you want it to be has already been covered extensively in this training, Blaine decided to move on to the true subject of this section, and something that you haven’t seen before now, which is building a membership area. So, Blaine clicked on the ‘Membership Area’ page in the funnel next in order to begin building that page. Further on in the lesson, you’ll learn how this page and the previous one actually interact. This is important as well because these two pages actually have a special relationship between them, which is a little uncommon compared to that of other pages that you would set up in Click Funnels.

One thing to note is that if you use your standard funnel link, or if you use the direct link to the ‘Membership Access’ page or the ‘Login URL’ you’ll be taken to the same place. It’s a login area where a member has to enter their username and password to receive access. If you want someone to actually sign up, you’ll want to use a ‘Secret Sign Up URL’, which can be found in the ‘Overview’ section of this page. It is shown below.

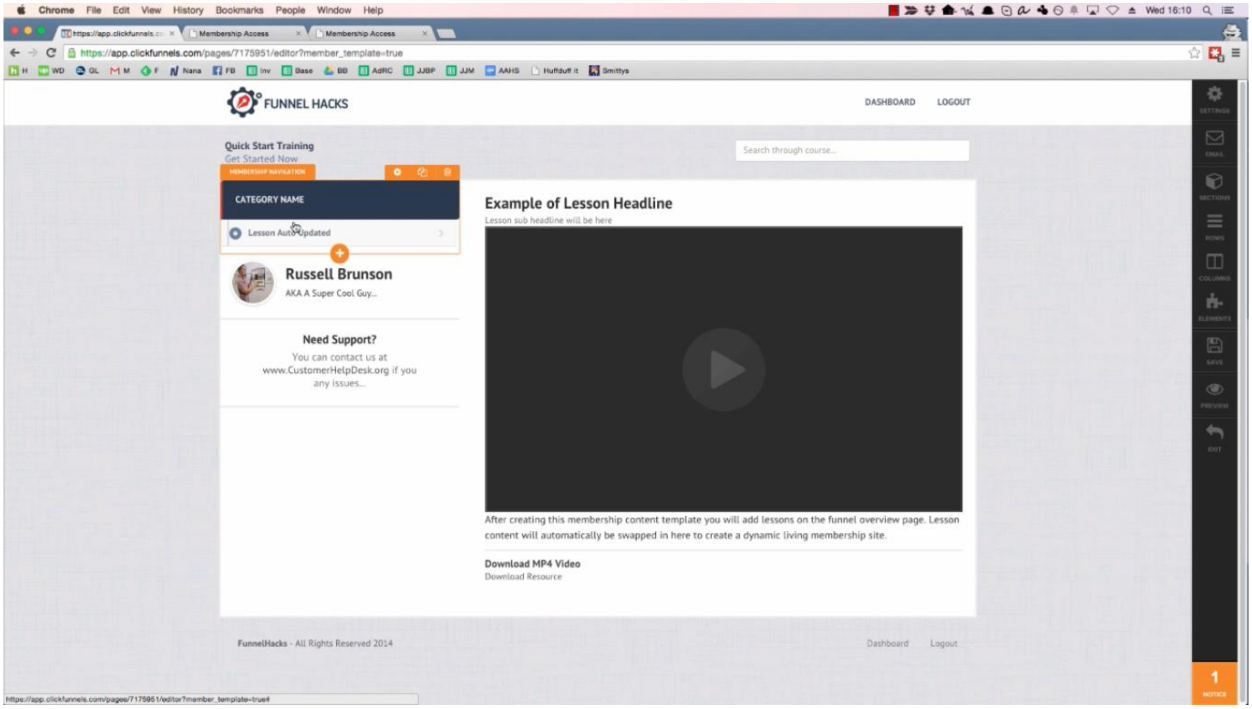


The only difference between this and the login page that they are brought to is that this one will have a headline that says 'Register New Account' and a field for confirming their password. There is also a link down at the bottom that the person can click on if he or she is already a member, that way they can just log in. Both of these links will bring the user to the same page, it's just that if they are taken to the 'Secret Link', the widget will update the page so that they can register for a new account.



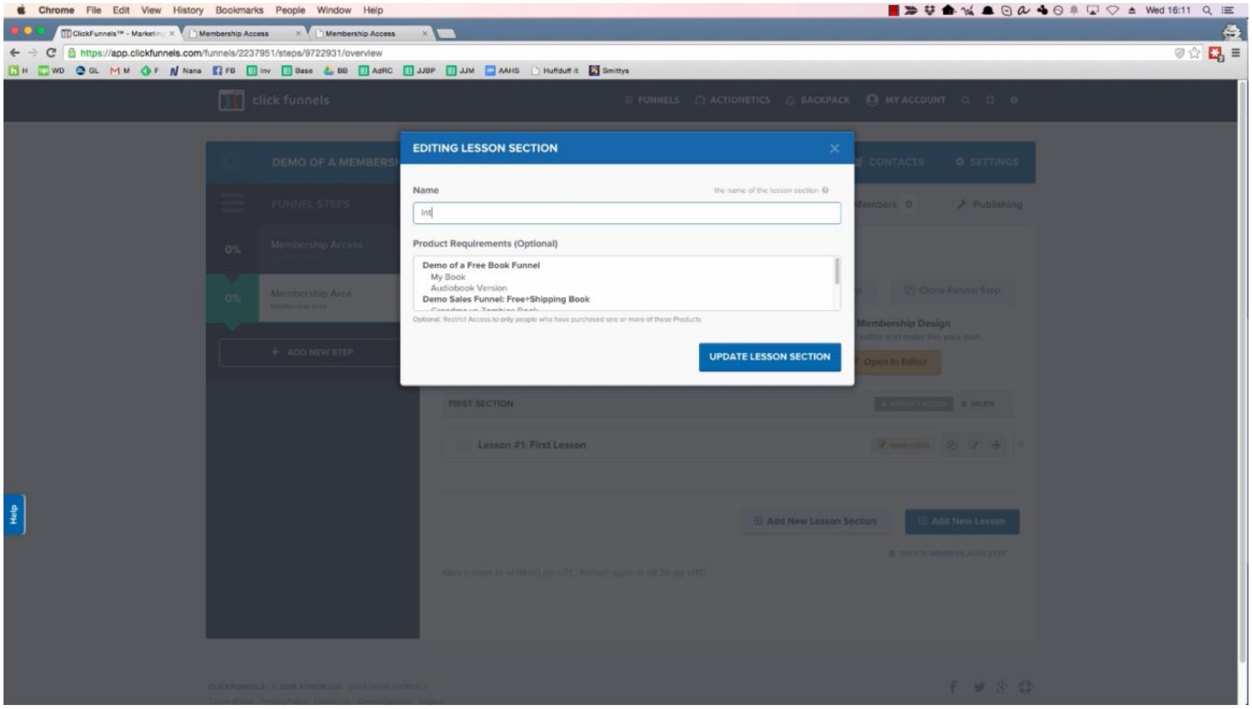
Another variable to take note of is that the 'Membership Area' page is a bit different than a normal Click Funnels page when it comes to how it's set up. First of all, there's a single template that you'll be using for the entire membership area. You are going to edit this by clicking on the 'Open In Editor' button shown on the page above, and then the lessons that you add are going to be edited from inside of the page shown above.

What you would want to do, starting out, is to open up the editor itself to work on the overall design of the membership area. For presentation purposes, there won't be a lot of changes made to this page because, really, you can just update this page inside of the editor as you would any other Click Funnels page. There are a couple of things to note that are a little different from what you're used to.



First of all, if you look at the screenshot above, you'll see that there is a widget highlighted up at the top-left. This is for your membership site's navigation. That will be fed off of the list of lessons that you list on the previous page. The other important piece on this page is the membership content section. This portion of the page will be updated according to whatever part of the lesson the person enters into. In other word, each one of the sections within each lesson is going to be displayed individually in the main portion of the screen as they are selected.

You can begin by editing your membership site's layout or you can just start by adding content to the 'Overview' section of your 'Membership Area' page. During his presentation, Blaine went quickly into adding the content for the membership site since there was no reason to go over the process of laying out a Click Funnels page at this point. To begin doing this, you would return to the 'Overview' page and click on the 'First Section'. This will bring up the window shown below. For this example, let's say that you wanted to include a training video in this section.



You would probably want to title your first section 'Introduction', so that is what you would type into the 'Name' field in the window shown above. After that, you would click 'Update Lesson Section' button to save this change. Then you could go in and start editing the actual lesson. There's an 'Edit' button to the right that you can click on to begin doing that. When you do, a window will appear that's titled 'Editing Lesson'.

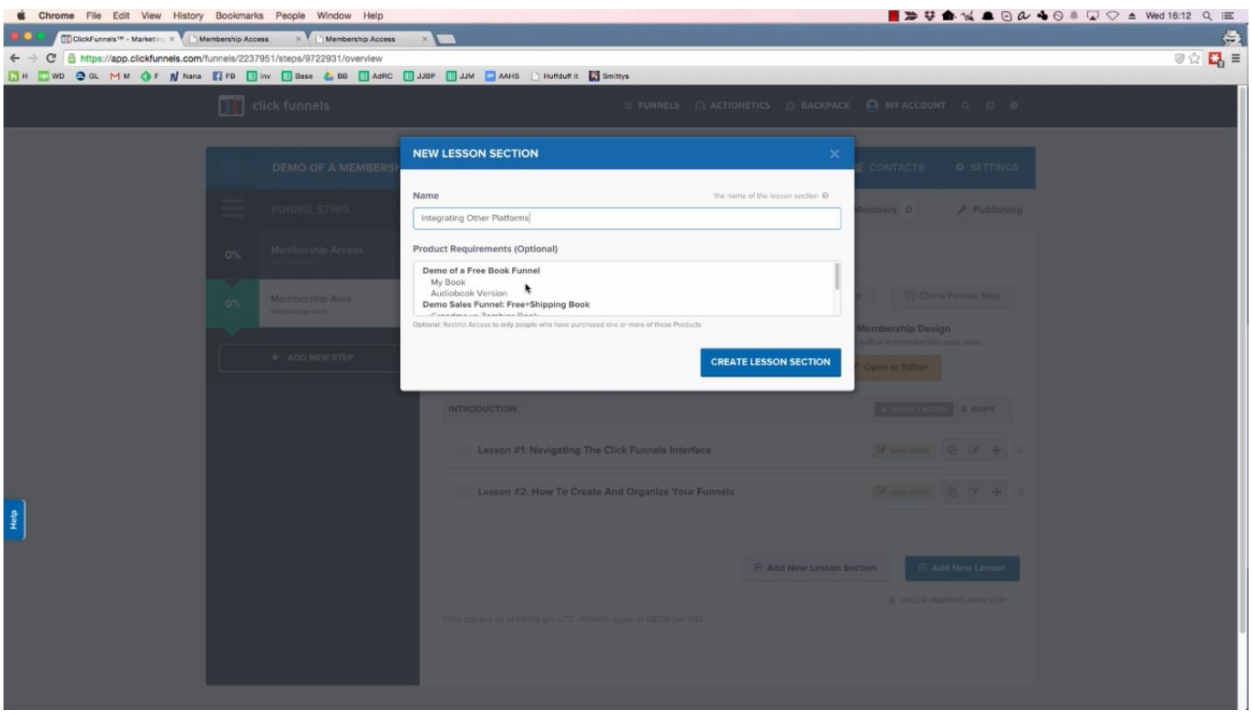
The window that you'll be working in to edit a lesson is shown above. As you can see, the first thing that you are asked to do is select the section that the lesson you are setting up should go into. Blaine wanted the lesson that he was setting up to go in the first 'Introduction' section that he just made, so he selected that. The second field in the window allows you to name the lesson that you're working on. Blaine typed in "Navigating the Click Funnels Interface" because that was the name of the training video he was going to include as the first lesson.

The third field is titled 'Drip Delay (Days). This is a feature that allows you to set the number of days after the person signs up that they have to wait before they can access a lesson. This is an important element in some types of training because if you allow access to all of the lessons all at once, people will rush through your training and not really learn anything. This can make you look bad because they don't end up getting the results that you told them that they could get from your training.

Whether or not to use this feature really depends on the type of training that you offer and what types of results you want them to get. For now, just know that this option is available to use if needed. In this example scenario, Blaine wanted to set things up so that people could access any of the lessons any time that they wanted to, so he just left this particular field blank and clicked on the 'Update Lesson' button. Once this lesson was added into the system, he clicked the button down at the bottom of the page labeled 'Add New Lesson'.

When Blaine clicked to add a new lesson, another window appeared. The settings were the same for the second lesson he added except that he named this one "How to Create and Organize Your Funnels" and this window had a field that would allow you to select a section template. Blaine chose the 'Video Lesson' template for this lesson. After clicking the button to update this lesson, Blaine decided to add a new lesson section. So, this time he clicked on the button labeled 'Add New Lesson Section'.

Your training will probably include more than a couple of videos per lesson, but there was no sense in adding all of Blaine's videos in during his presentation. Hopefully, you're starting to see that this process is very straightforward and repetitive. Take a look at the screenshot below for a moment though.



One thing that was not covered in the previous example for adding a new section was the cluster of options in the second field of this window. This section of the window contains a number of different optional settings that you can select. One thing that this allows you to do, for example, is requiring someone to make a purchase to access this particular section. You can probably tell that this feature would be useful and profitable in some instances. Blaine restricted access to this second section in his example. He made it so that didn't have to have any specific product purchase to access the first section, however.

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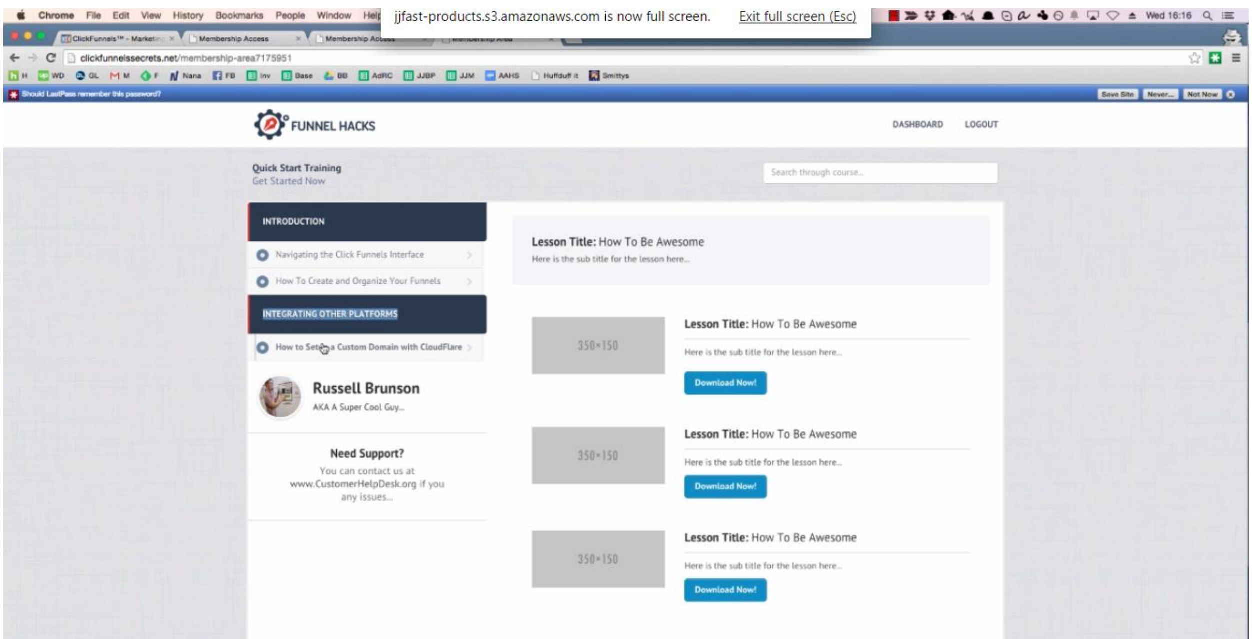
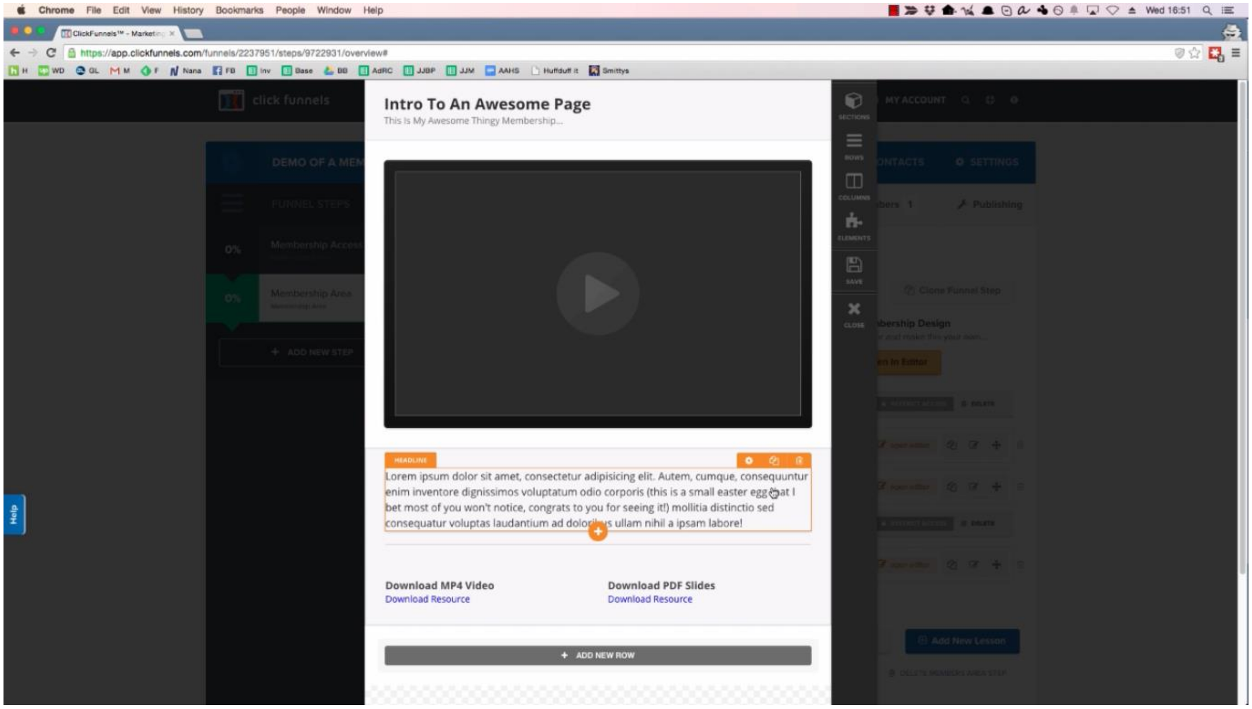
You can see in the picture below that two sections and three lessons in total have been added to the membership area that Blaine setup for this example scenario. At this point, he decided to click the button in line with 'Lesson 2' to edit the page for this particular lesson. The first thing that you're going to notice when you click on this is that the editor for a lesson is much like the editor that opens up when you are editing an email in Click Funnels.

Now, in this case, you do have access to the full sections and rows that you would have within the full editor. The only real difference is that this type of page goes into the 'Membership Content' widget for your page. So, the overall design is going to be the same for each of the membership pages. When it comes to setting up the content of each lesson, you're just going to bring up a slightly different type of editor (also shown below) which allow you to update the headlines, add content, and edit certain other details of these 'types' of pages. In other words, you edit the layout in the editor of the 'Membership Area' page, but you edit the content for lesson within this editor.

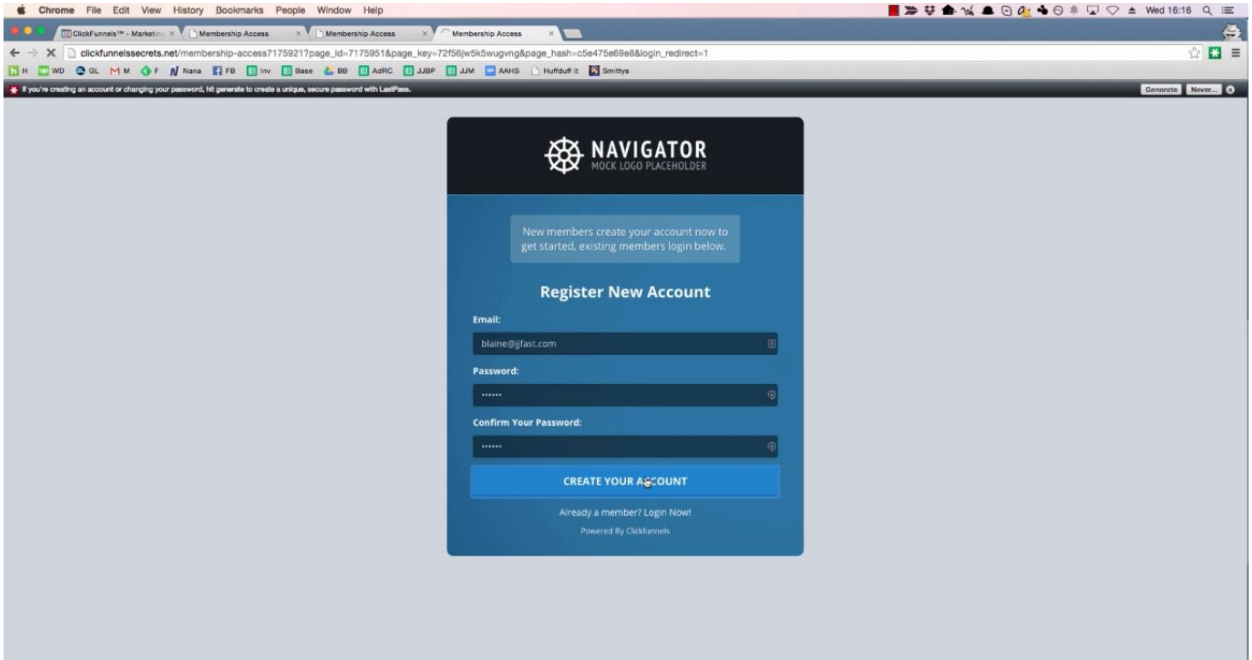


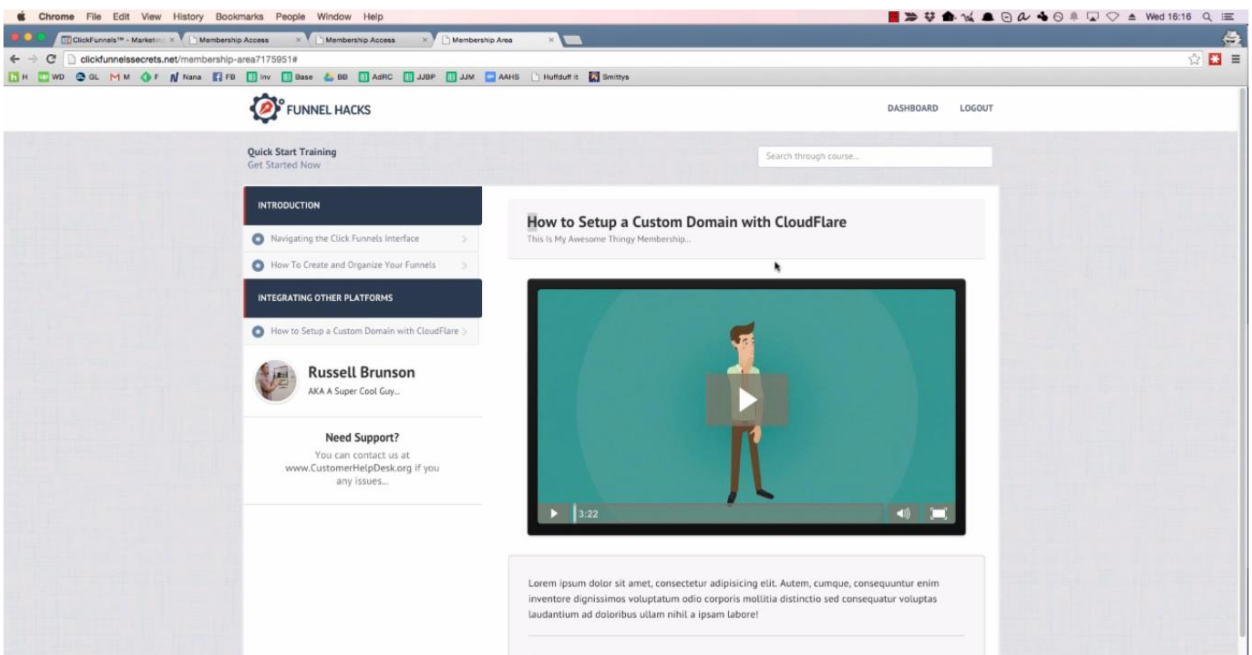


This allows you to edit these particular lessons without having to repeatedly set every little detail for the page up. All of the details of how the pages appear is taken care of in the editor of the overall membership area. So again, when you use the editor shown above, you can concentrate on just adding content. When you are done editing a page such as this, be sure to click on the 'Save' button before exiting and returning to the previous interface.

You may remember that when Blaine was setting up the very first lesson for Section 1, he wasn't given the option of adding a video template. This page was set up a little differently. This page provides a link to each of the individual lessons. That's because this was actually set up to be a resource list for the membership, and this was created by default. You have the option to select a template for this when you are setting up a lesson as well.

The next thing Blaine did, during his presentation, was open up the 'Secret Sign Up URL' page in order to test out how things were coming along. He did this by pasting the URL into the address bar of his browser. This caused the page shown below. He entered in his information, and then he clicked on the 'Create Your Account' button at the bottom of this form. This opened up the membership area, which is shown below.



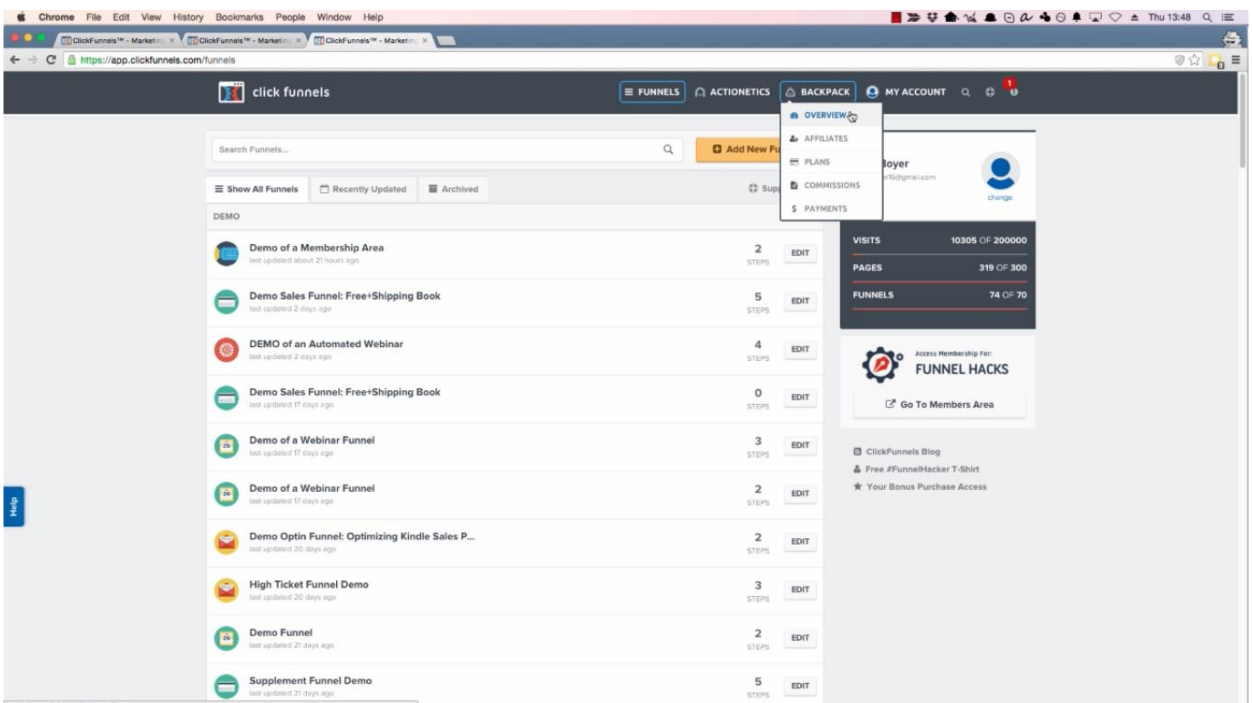


As you can see in the second screenshot above, the navigation widget now contains the two sections and the three lessons that Blaine set up. Right now, the page for the second lesson within the first section is being displayed. As you can see, a member could simply log into the membership area, select the lesson they wanted to view, and just start watching the video that's available for them within that lesson.

That's how the membership area works. People should be able to navigate through your membership area with ease. You've learned the basics of how to set up your own membership site, but that was a lot to take in, so let's review. The first step would normally be to set up the 'Membership Access' page. You can edit this just like you would any other Click Funnels page. This page is just going to provide login and registration fields, and that's using a simple member access widget.

Just make sure that you have the widget somewhere on your page. You can design it to look however you like. Once you have that in place, you can set up your membership area. If you go to the 'Overview' area of this page, you'll be able to locate the 'Login URL'. This is going to point people straight to your membership access page. This is the same as your funnel entrance, unless, of course, you have a sales page ahead of your funnel. The 'Overview' area will also contain your 'Secret Sign Up URL'. This will allow someone to actually register rather than just log in. It will also give them the option to log in if they are already a member. If they aren't, it will let them sign up.

You will set up your overall design inside of the 'Membership Design' area, but it's in the 'Overview' area that you set up the different sections and lessons in your membership area. Everything that you set up will automatically appear within your membership area. Just make sure that you include the navigation widget on your 'Membership Area' page. You'll also want to have a content element so that everything displays properly in your membership area.

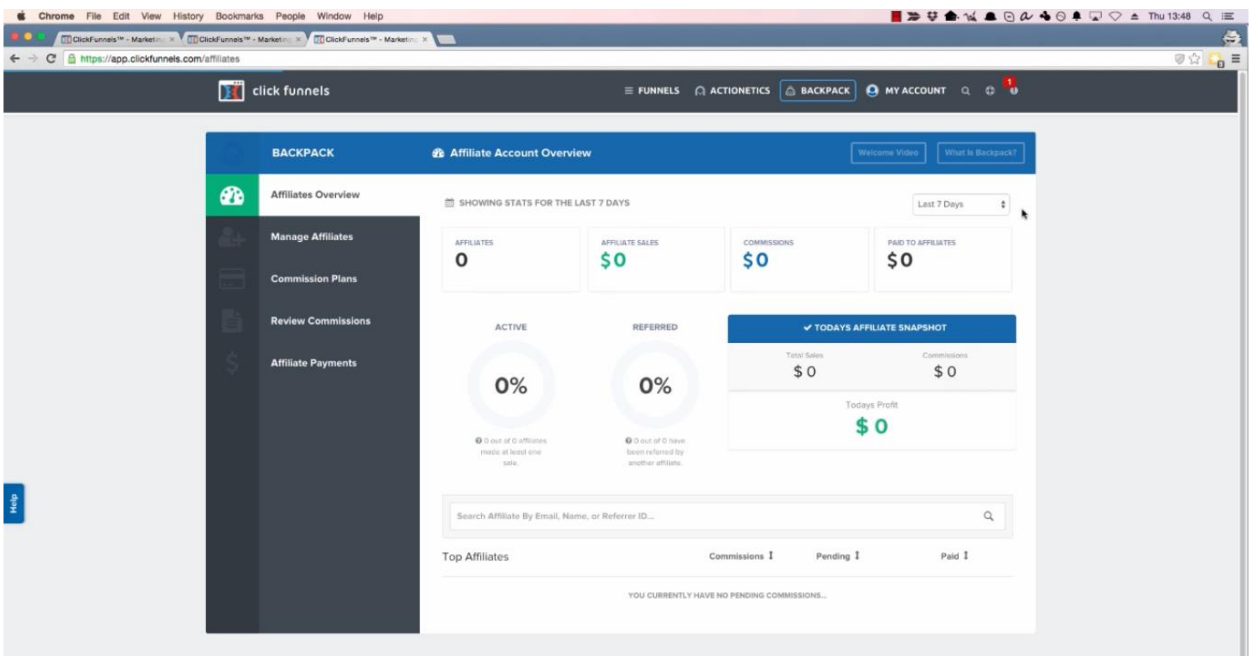


Backpack Affiliate Functionality

You're about to learn how to integrate the Backpack affiliate functionality into a sales funnel. You'll find the 'Backpack' option within the 'Navigation Bar' of your Click Funnels account. It is selected within the screenshot above, and as you can see, when you click on it a dropdown menu appears containing the following options:

- Overview
- Affiliates
- Plans
- Commissions
- Payments

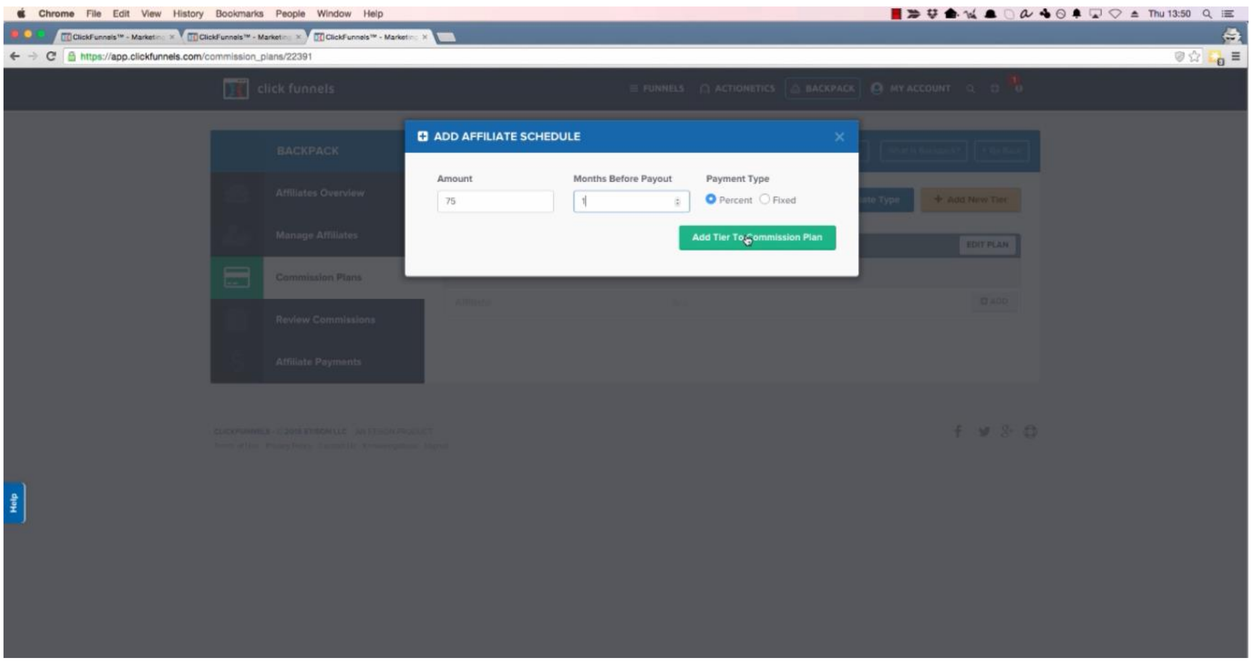
At this point, if you were to click on ‘Overview’, you would be brought to the screen below. This is going to give you just a quick report that covers the last seven days. You have the option to select different time criteria from the dropdown menu up at the top right of the page.



The process of managing your affiliates is pretty straightforward. You can click on the ‘Manage Affiliates’ tab to set up individual affiliates or edit existing ones within your account. When you click on the ‘Commission Plans’ tab, you will be able to set up your individual commissions. They will all be able to act independently of one another. That means that you can have one commission plan for one specific product, or you can apply it to multiple products and use a different one for another product, etc.

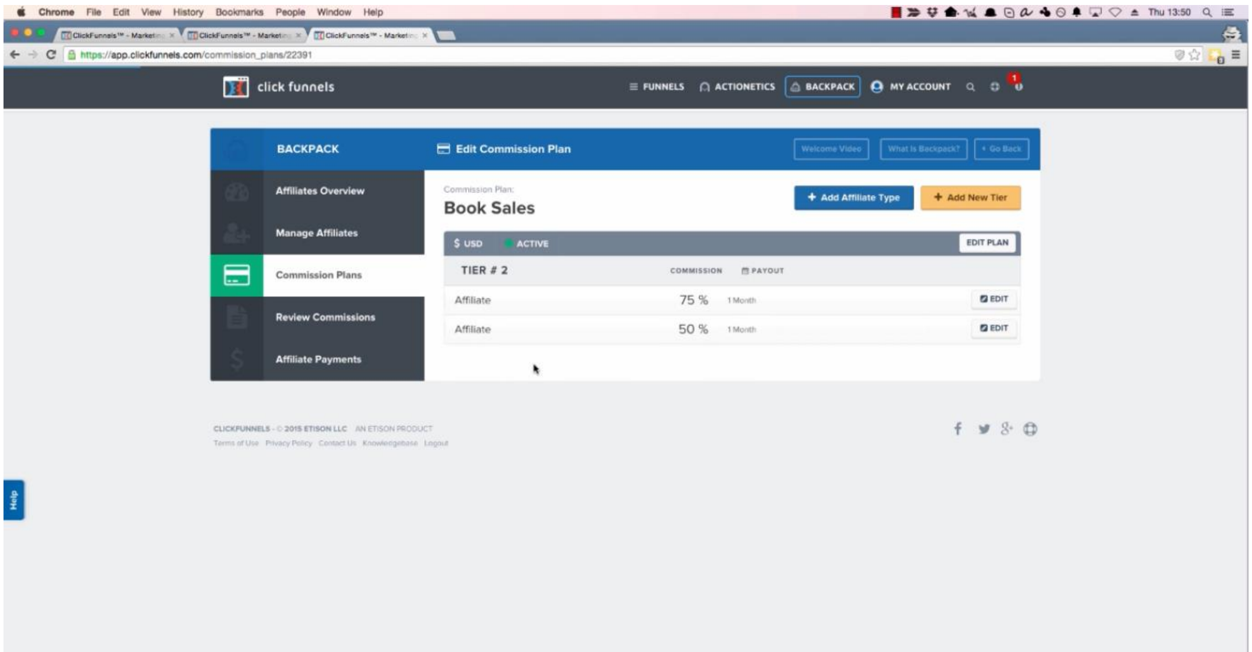
During his presentation, Blaine clicked to add a commission plan so that he would have one of his company's book sales. When you click on the 'Add Commission Plan' button, a window will appear allowing you to set it up. Blaine typed 'Book Sales' in as the name for this plan and he changed the 'Status' to 'Active'. He left the option to set this plan as the 'Default' set to 'Off'. After he clicked on the 'Create Commission Plan' button, located down at the bottom of this window, you will be brought back to your previous screen and you will see that your new plan has been added.

In line with the plan's name on the list, you will find a couple of different buttons. One will be an 'Edit' button and the other a 'View' button. You can also click on the name of any one particular commission plan to view it. Once you are inside of a commission plan, you can set up different tiers of commissions. So, let's say that you have one type of affiliate that makes one amount of commission while the other type gets another amount. You can set up two different tiers for these two different types of affiliates. If you have more affiliates than that earning different amounts, you can set up new tiers for them too.



Look at the screenshot above. This is the window in which you would set up such a tier for a particular commission plan. As you can see, not only can you adjust the amount, but you can also change the amount of time before a payout would take place and change the payment type. After making your selections within this window, you can click the 'Add Tier to Commission Plan' button to finalize everything pertaining to this.

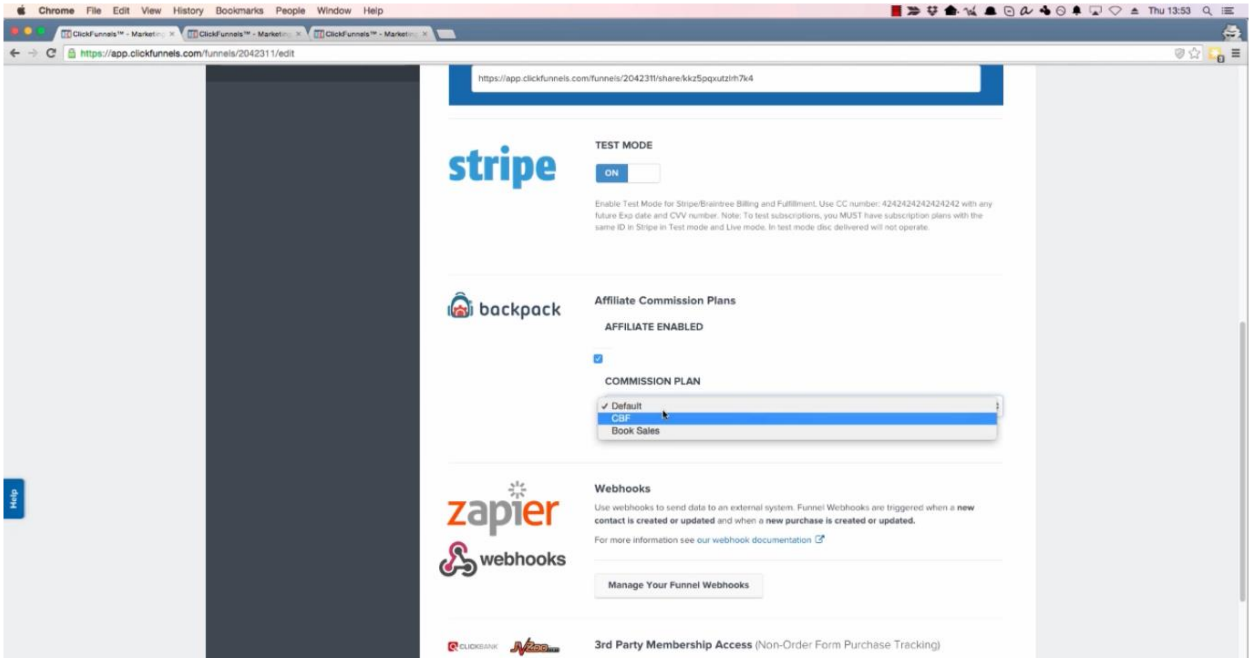
You can see in the screenshot below that a new tier has now been added to Blaine's 'Book Sales' commission plan. After he was done with this, he wanted to add a tier for the affiliates that they have who only get a 50% commission. So, he clicked on the 'Add New Teir' button to create this as well. There's also an 'Add Affiliate Types' button. This, obviously, will allow you to add different affiliate types to your commission plan. For example, you might want to add a book affiliate, specifically.



When you do this, you can designate what you want that particular type of affiliate to make by clicking on the 'Add' button that's in line with the affiliate type listed. In other words, you can edit what each type of affiliate makes individually and set up each one the way that you want to. Now, let's say that you decide that you don't want there to be a specific type. You can click on the 'Commission Plans' tab, followed by the 'AffiliateTypes' button on that page. You will be brought to a page where the various types of affiliates are listed, and you can simply click on the 'Delete' button to remove a certain type. You can edit each type from this page as well.

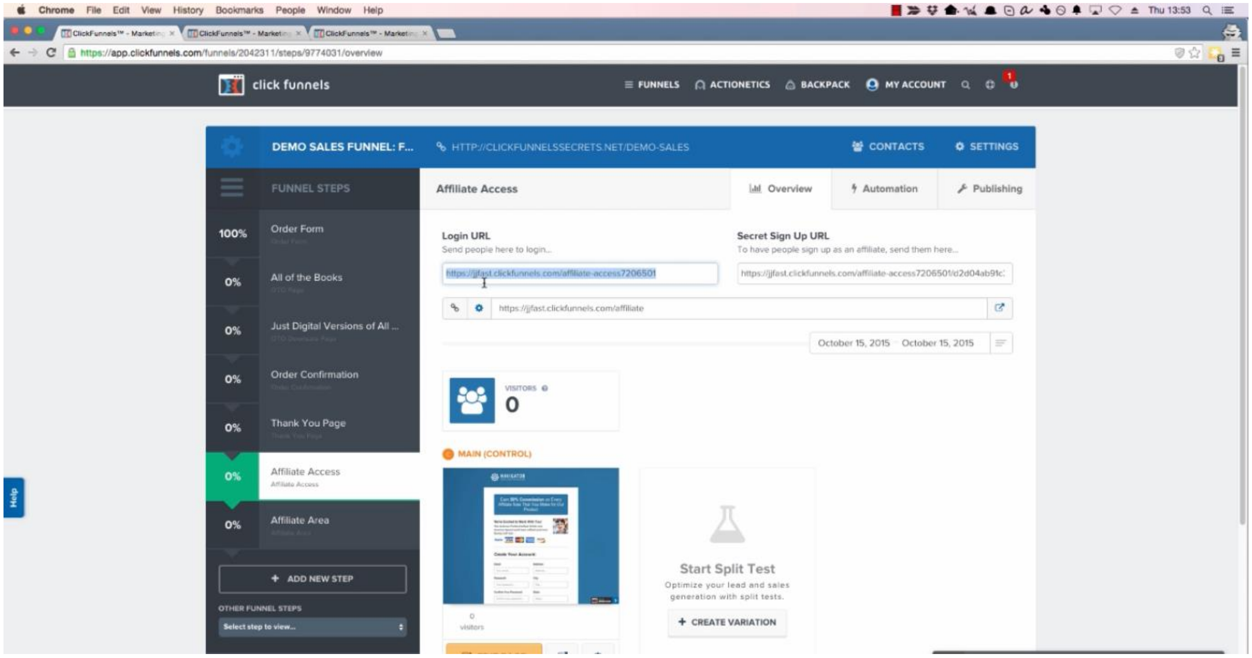
Once you have your affiliate tiers set up, you can go into an individual product of yours to link all of this together. If you go into the settings for a certain funnel, you'll see that you can't actually turn on an 'Affiliate Access' and an 'Affiliate Area' page. You can see that there is a link that you can click on to shortcut this process, or you can also just click on the 'Add New Step' button in your funnel to add those directly. As you add these funnel steps, they will be added right onto the end of your funnel, as long as you have 'Yes' marked for the 'Show in Funnel' option in the 'New Step In Funnel' window.

Once you have added an 'Affiliate Access' page, you can click on the 'Affiliates' tab and choose 'Affiliate Access' to open up the templates for this type of page. You can choose any of the various template styles that you would like people to see when they come to sign up. Blaine chose a very simple one during his presentation, and then he clicked the option to add a new funnel step to add an 'Affiliate Area' page. This time, you would click on the 'Affiliates' tab and choose 'Affiliate Area' to access those templates.



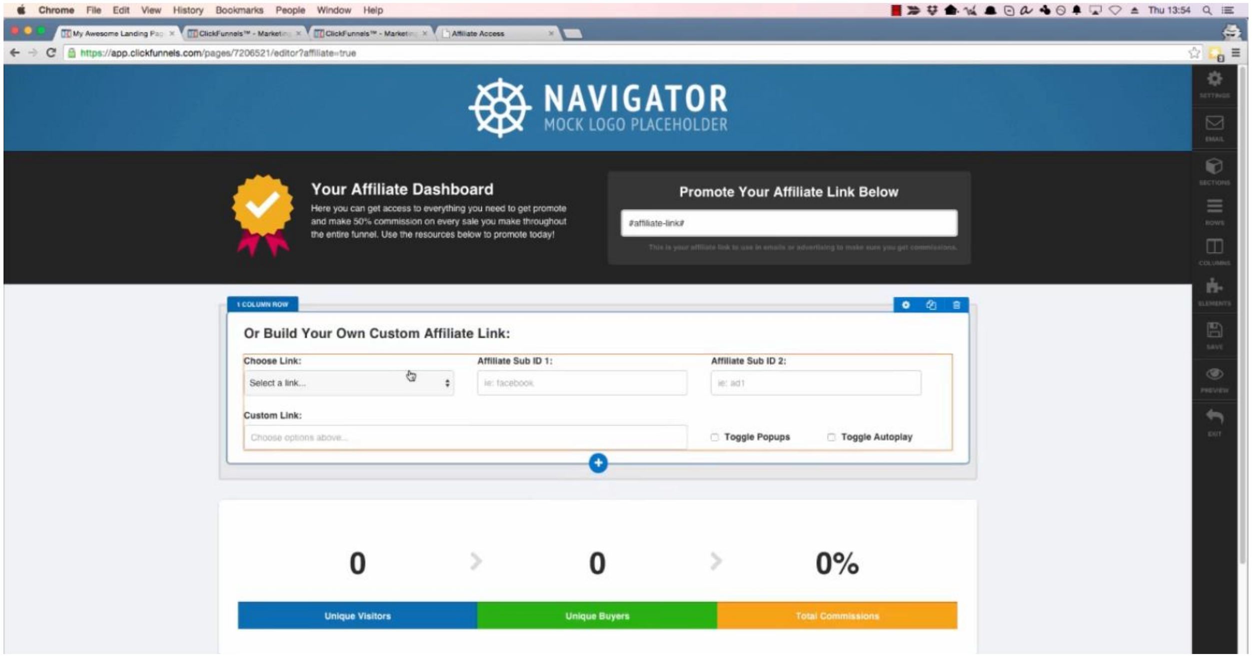
After you add these two affiliate areas, you can go back into the settings and scroll down to the 'Backpack' setting. When you do, you will find that there are some new options there. This is shown above. You will want to check the box for 'Affiliate Enabled' and then you will want to choose which commission plan you want to make available from the drop down menu in this section. Blaine chose the 'Book Sales' plan that he set up previously. When he was done, he scrolled down to click on the 'Save and Update Settings' button at the bottom of the page.

The next step in this process would be to edit one of the two pages that you just added. The 'Overview' for this particular page is shown below. As you can see, there's a 'Login URL' for this page. Someone could use this URL to log in directly. There's also a 'Secret Sign Up URL' on this page. This is the link that people could use to enter in their information and sign up as your affiliate. On the page the URL leads to, there's a link that a person can click on if they are already an affiliate of yours and they can just simply log in. This works similarly to the membership sign up pages spoken of in the previous section of this training.



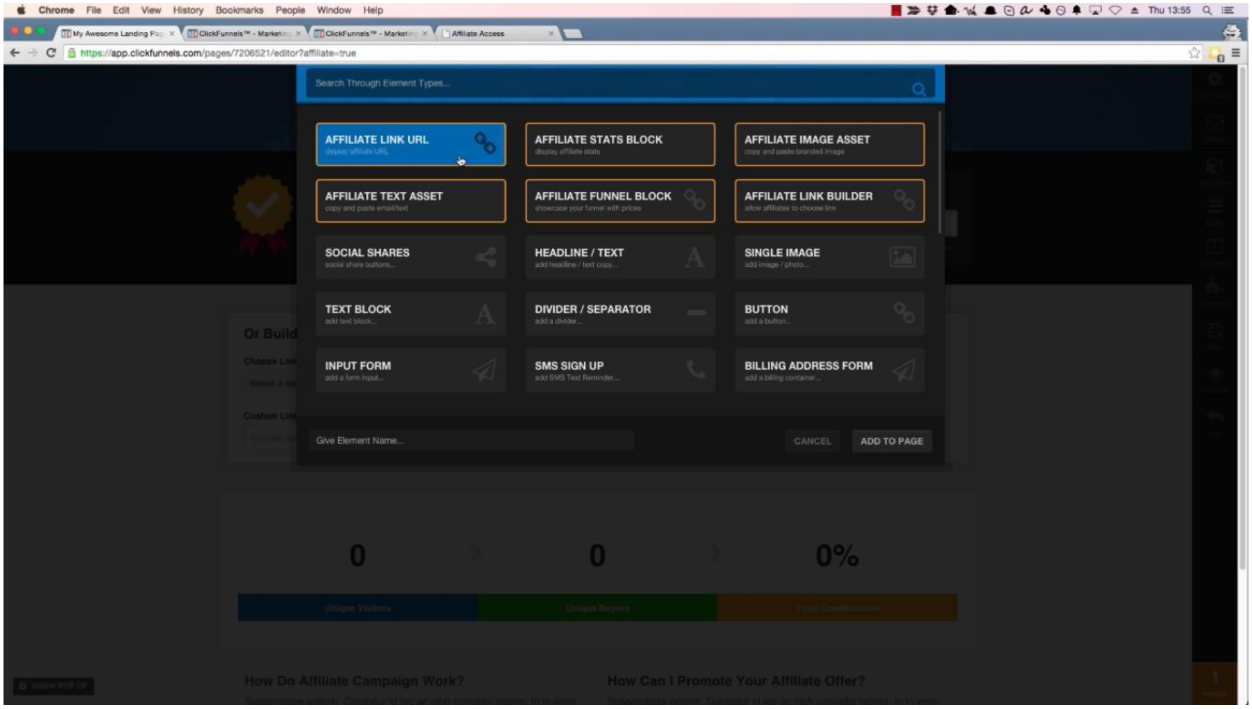
If someone comes directly to the 'Login URL' page, they aren't going to have the ability to sign up as an affiliate of yours. They won't actually be able to create their own affiliate account. It's up to you whether you want to share the sign up link with people. In other words, someone can't just sign up and start promoting your products without your permission.

When it comes to the 'Affiliate Area', you are going to want to set up this page so that it shows the different commissions and the different links that are available for that person. So, when you come in, one of the first things that you're going to want to set up is the default link. This is the section up on the top-right of the page below. You'll also find that you can set up custom pages.



From the settings, you can give each link a name and a URL. There are also options that give you the ability to set up 13 different custom links that they can use. So, someone can come in here and set up a custom link and use their own sub-IDs. A custom link will then be provided to your affiliate in the bottom-left field within the section titled 'Or Build Your Own Custom Affiliate Link'. This page also gives them the option to turn the 'pop-ups' and 'auto-play' on or off. If you want to add this particular element to a page, it's called the 'Affiliate Car' element.

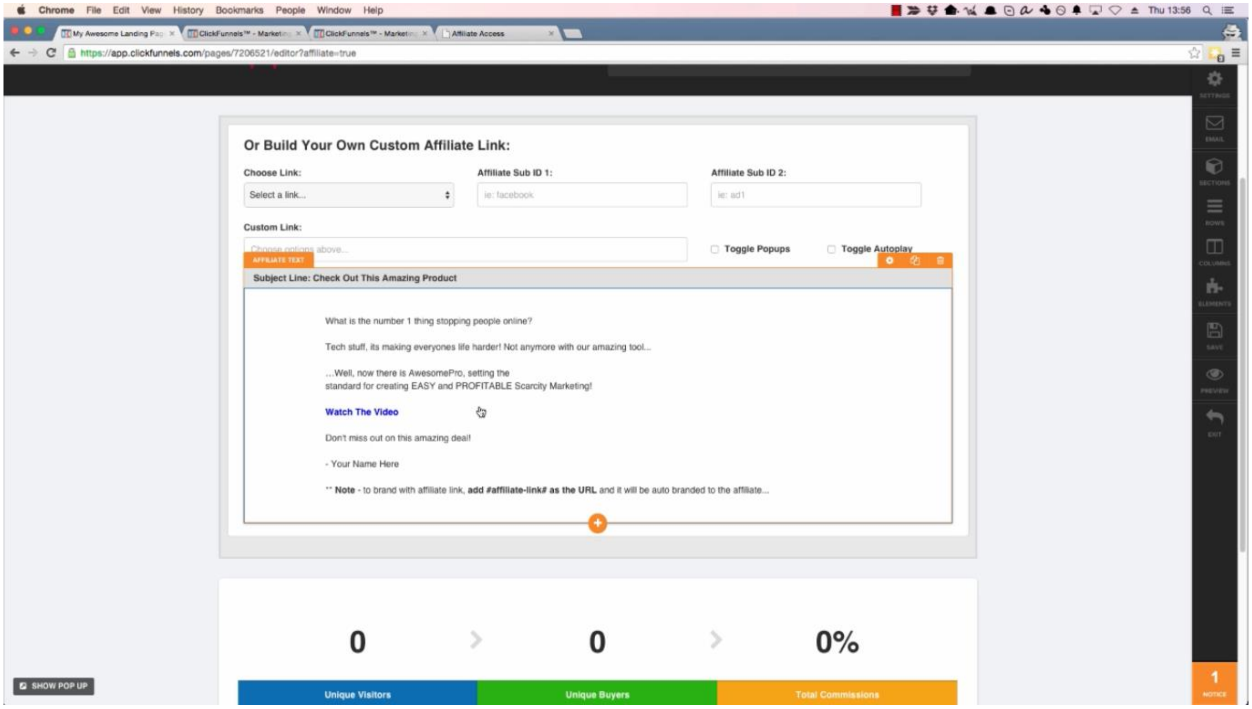
The next section of the page contains an 'Affiliate Stats' element. This will give each individual affiliate the ability to see how many 'Unique Visitors' and 'Unique Buyers' they have gotten as well as what their 'Total Commissions' are. You can also go into this page and add any special promotional copy, page slugs, or even samples that they can use. You might add videos and PDFs they can give away. You can provide all of that within this page, which they will be able to access once they log in.



The affiliate elements that you would use if you were setting a page like this from scratch are shown above. As you can see, the elements that are available within the window above are:

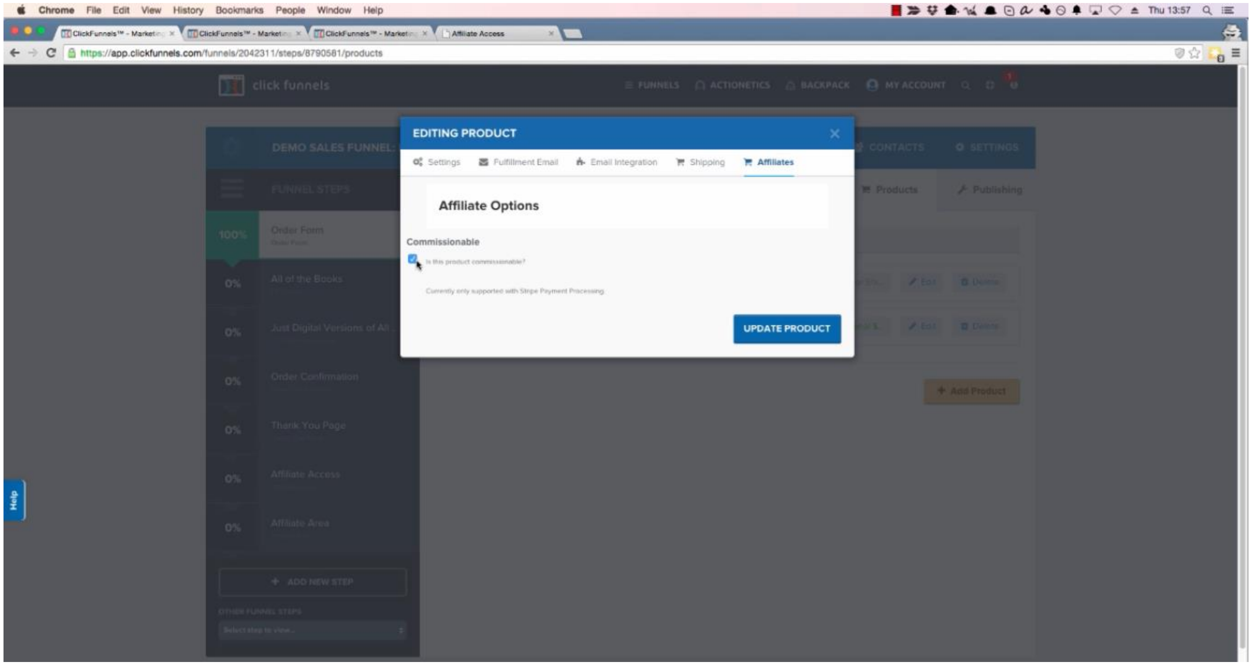
- Affiliate Link URL
- Affiliate Text Asset
- Affiliate Stats Block
- Affiliate Funnel Block
- Affiliate Image Asset
- Affiliate Link Builder

Let's say that you wanted to add an 'Affiliate Text Asset' to your 'Affiliate Area' page. All you would need to do is select this element and click the 'Add to Page' option. If you look at the screenshot below, you can see that this new element has been added, and it's just a specially-formatted text box that allows you to edit the text being made available. You can go into the 'Properties' and change what the heading looks like, for instance. By default, it includes some text that could be used in a sample email. You do want to make sure that you include the '#affiliate-link#' code if you want that to appear in their page automatically, without them having to worry about it.



Once you have the ‘Affilate Access’ and ‘Affiliate Area’ set up, you can go ahead and have people come in and become your affiliates. You just provide them with the ‘Login URL’ so that they can log in, or you could send them the ‘Secret Link’ so that they can sign up, if you wish.

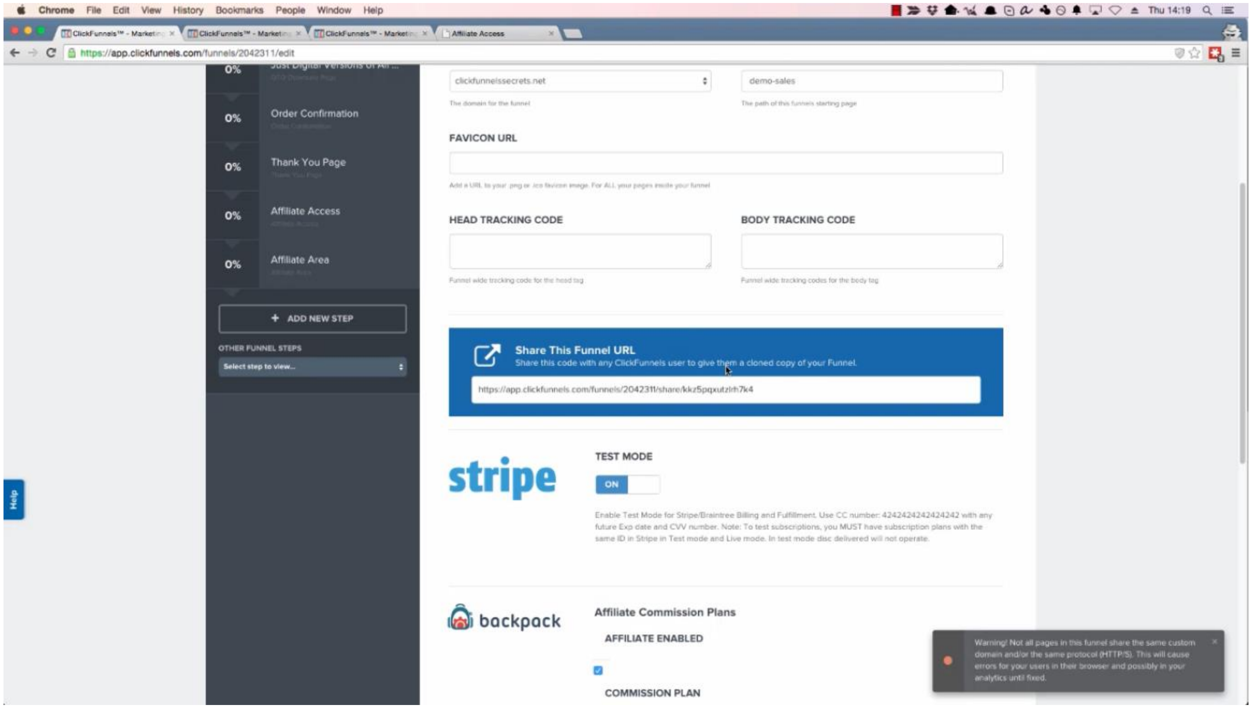
The last step for setting up your affiliates is to select which products’ commissions will be paid out for. If you come into the settings for a particular product, you can click on the ‘Affiliates’ tab, as shown below. As you can see, there is a check mark that you can check to designate whether the product at hand is commission-able or not. By default, your products will be set as commission-able.



If you don't want a commission to be paid on a particular product, like for the bump for instance, you can turn that option off simply by unchecking the box within the 'Editting Product' window for that particular product. It's recommended that you double-check these settings just to make sure that everything is set the way you want it. Anyway, that's the basics for how you integrate Backpack and your affiliate functionality.

Take note that this will only work if you are using Stripe as your payment processor. That's because Stripe is the only payment processor that actually integrates directly with Click Funnels. If you are using a third-party payment processor, you'll want to use their affiliate functionality instead because in that case Click Funnels won't know what sales are actually being made.

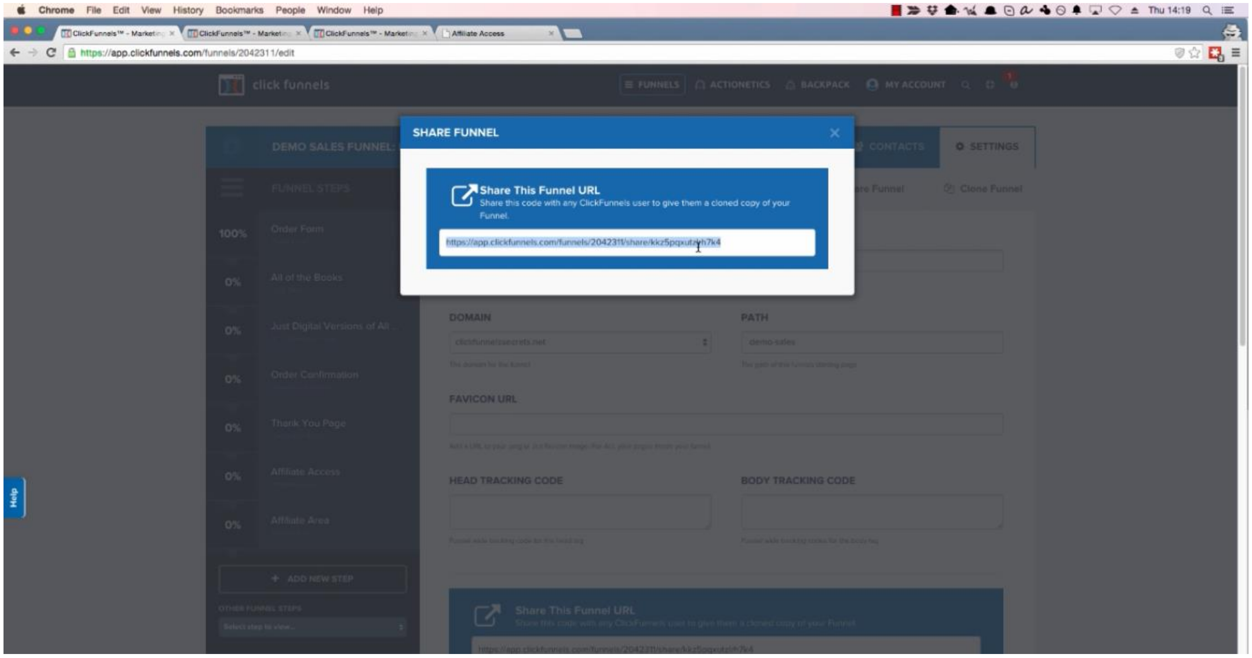
Download this demo funnel to your account here: http://jjsnip.com/cbf-demo-sales



Sharing Funnels

Now it's time for you to learn how you can share funnels between different Click Funnels accounts. This may not seem like something that's very important to learn how to do, and it may seem like something that's very simple to do. So, you may think that this portion of the training isn't worth your time. Well, while this is a simple process, there's actually a very powerful reason behind why you might want to share your funnels with people, which you are about to learn about.

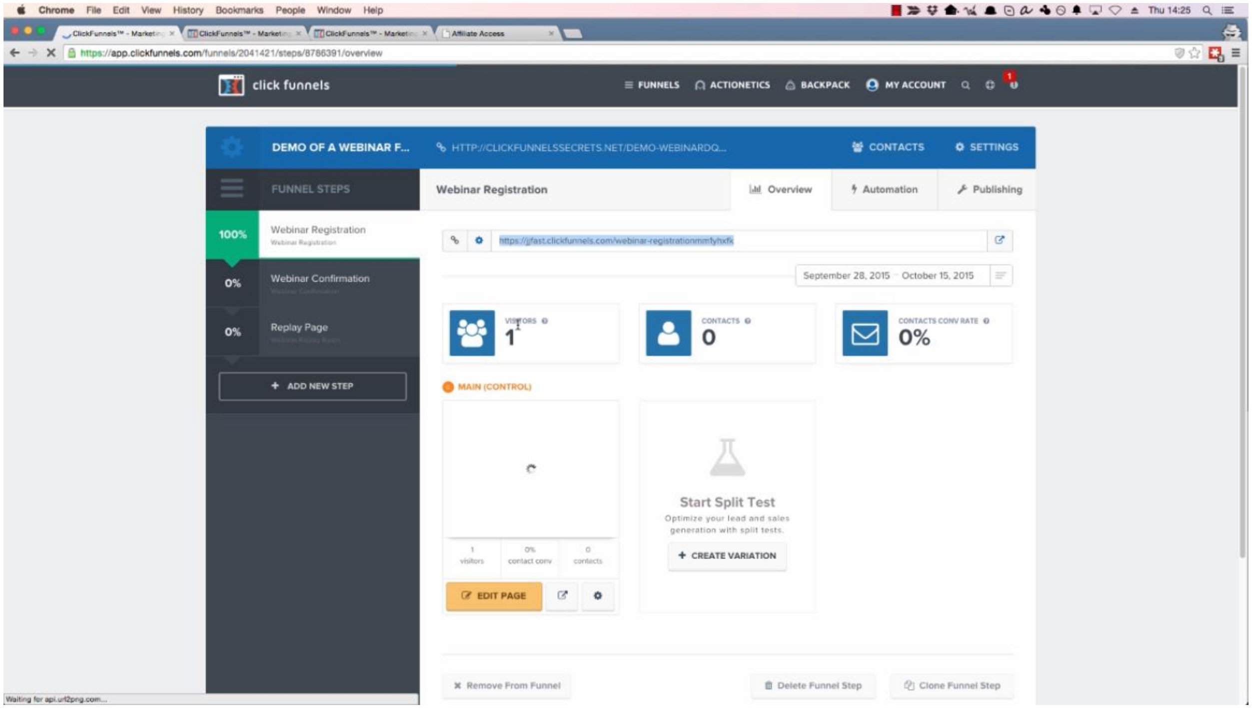
You've already learned, in a previous part of this training, how to add funnels into the Click Funnels marketplace. What you're about to learn is a little different. You can click into any of your funnels to get started, and then click into the 'Settings' for that funnel. Inside of this section, you'll find a 'Share Funnel' option if you scroll down the page a bit. There's also a 'Share Funnel' tab up at the top of this page. Either way, you will be able to access a link. This is a like that you can provide to anyone that you wanted to let clone your funnel inside of their own account.



This link is obviously something that's very easy to give to your clients. You could also share it with friends or JV partners. For example, you might want to share an opt-in funnel you're your webinar with them. No matter what the case, this link is a really convenient way to share your funnel.

There's another thing that you can do with this, and that is to give this to potential prospects. If a person already has a Click Funnels account, then the funnel will just be cloned when they use the link you have provided. However, if they don't have a Click Funnels account, they are going to be asked if they would like to create one. If they choose to do so, they will get a two-week free trial. After they sign up, their affiliate commissions will be tied into you. So, if at any time they upgrade and get a full version of Click Funnels, you are going to earn a monthly commission off of that.

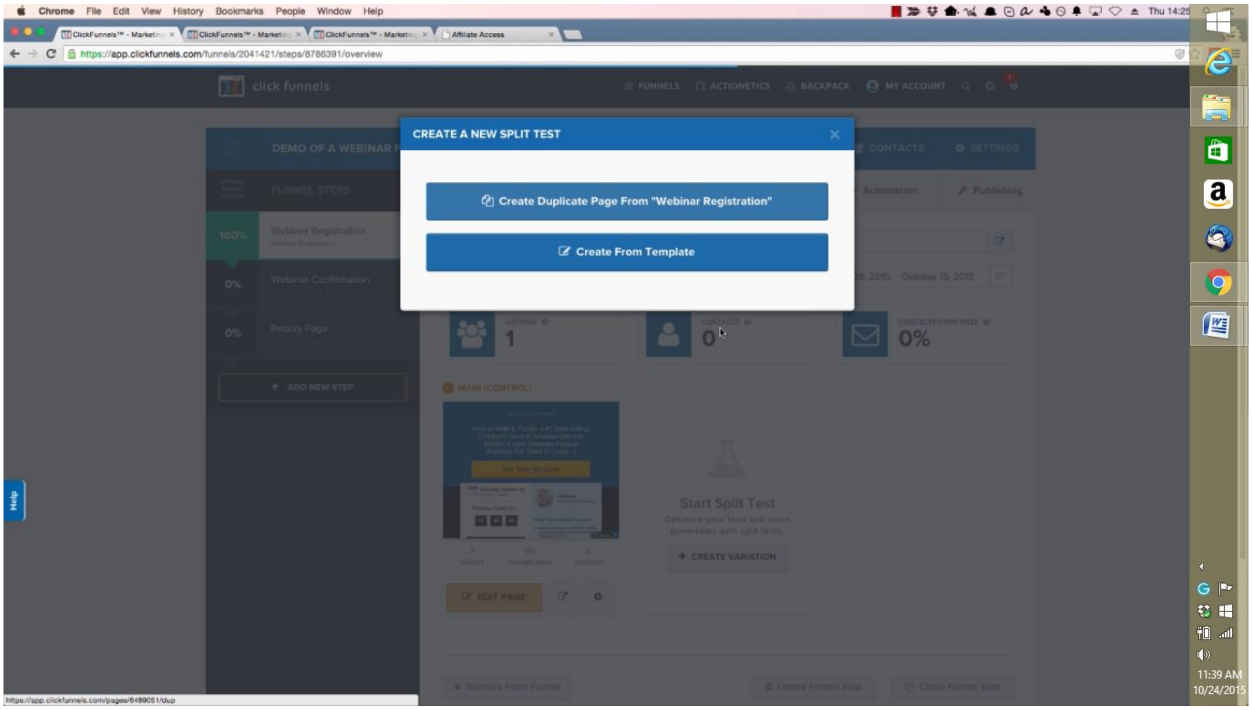
This is a very simple way to get people to join Click Funnels underneath you without causing any friction. You just do this by sharing funnels with them that could be very useful to them. It's highly recommended that you take advantage of this functionality.



Split Testing Pages

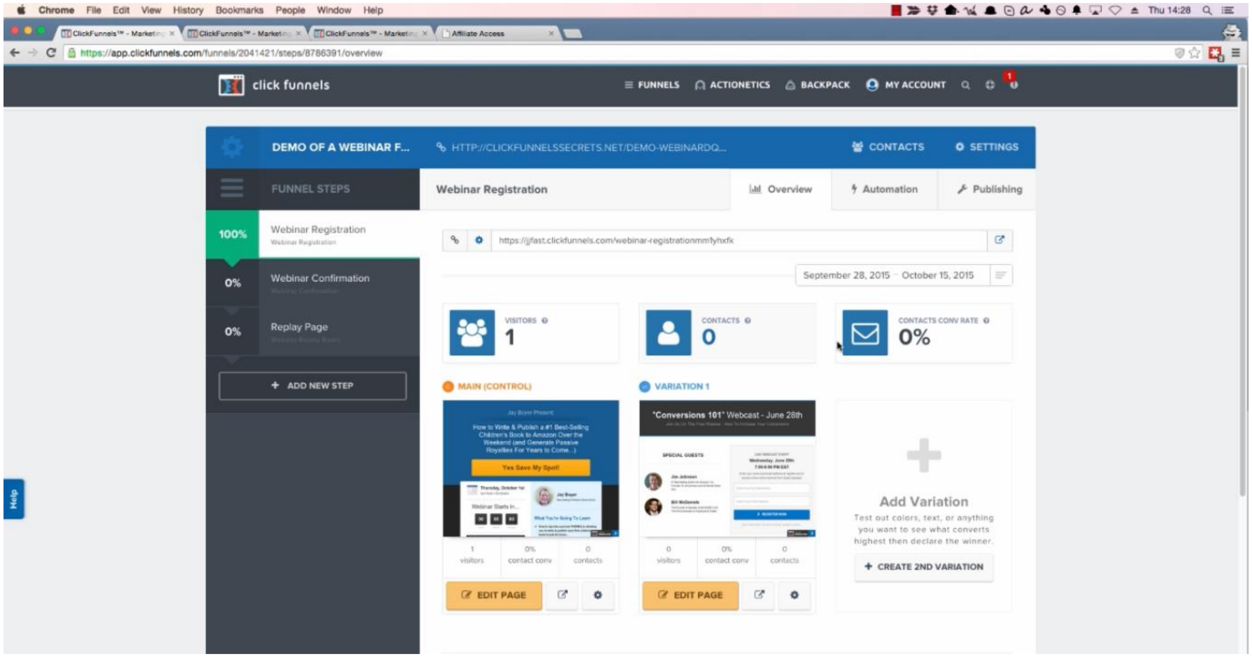
You are about to learn how you can split test the individual pages within the funnels you create. This is not very hard at all to do. You'll begin by going into the funnel that contains the page, or pages, that you want to split test. You've probably noticed by now that when you reach a page like the one above, you can see the number of people who have visited your page, how many contacts you have gotten out of those visitors, and what your conversion rate is for the page at hand. You can see this individually for each split test as well.

If you wanted to split test the page above, you would go to the box right next to the template shown on the page above that says 'Start Split Test' and click on the button inside of it that is labeled 'Create Variation'. When you do, the window shown below will open up. As you can see, this window contains a couple of different options. The first is to create a duplicate page. That's if you want to change some of the smaller details about your page but nothing more. The second option that you have is to 'Create From Template' this means that you're going to create a totally different page, and it may even have a layout that's wildly diverse.



There's something to be said for both methods. When you're just changing one thing at at time, that's when you're fine-tuning and actually seeing what works and what doesn't. However, if you're not quite sure what approach is the best to take. You might want to try an entirely different template and have a whole different layout of the page. This will allow you to see which one works better, and then you do the small tweaks from there.

In this scenario, Blaine started out by using the 'Create from Template' option. When it comes up, you'll be presented with a list of available templates for the type of page being tested. Blaine chose a page that was vastly different than the original. You can see the two pages side by side in the screenshot below.



Normally, you would go in and set up this second page so that it had the same host name, content, and so forth. You would want them to have the same functionality and similar elements so that you could run an accurate test. Of course, there was no reason for Blaine to do all of this in his presentation. So, in the interest of time, he skipped over all of those steps. What he did do was go on to show how the individual pages worked.

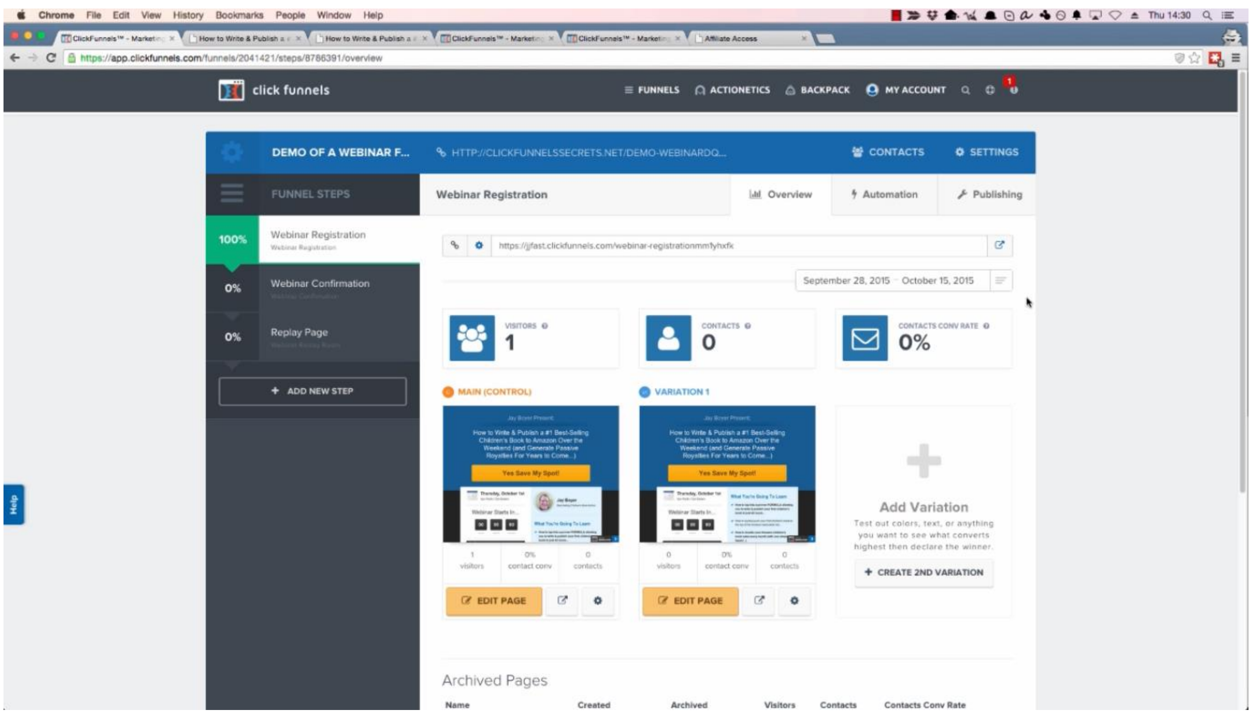
No matter which of these two pages a person lands on, they are going to be taken through the remaining steps of the funnel, which are the same in either case. You could further split test those pages too, if you wanted. In this case, however, the only concern is which of these two particular pages would work best.

What happens in a split test such as this is that half of the people that come into this funnel will be sent to the first page while the other half is sent to the second. You could have three variations if you wanted to, and in that case, 33% of the people would go to each page. Generally speaking, unless you're getting a lot of traffic to an offer, you're better off running one test at a time. This will get you meaningful results a little faster.

At the time of Blaine's presentation, the confidence score wasn't actually integrated. So, he recommended looking at the individual stats as you go through your tests. That's going to allow you to see what's working and what's not. Eventually, you'll be able to declare one page as the winner. The one that isn't the winner will be archived. It will no longer be available, and the only one that traffic will be driven to is the one that had the best stats.

You'll still have the individual stats for each page. You only want to have the winning page as the control. Now, if your variation wins out, then it would become the control. You can see in the picture below that this time Blaine created a duplicate page. At first, these two pages will look exactly alike, and that's because at first one is just a clone of the other. You would want to go in and edit the second page in order to create some variation. You might want to just test to see if one particular aspect of the page is working better than another.

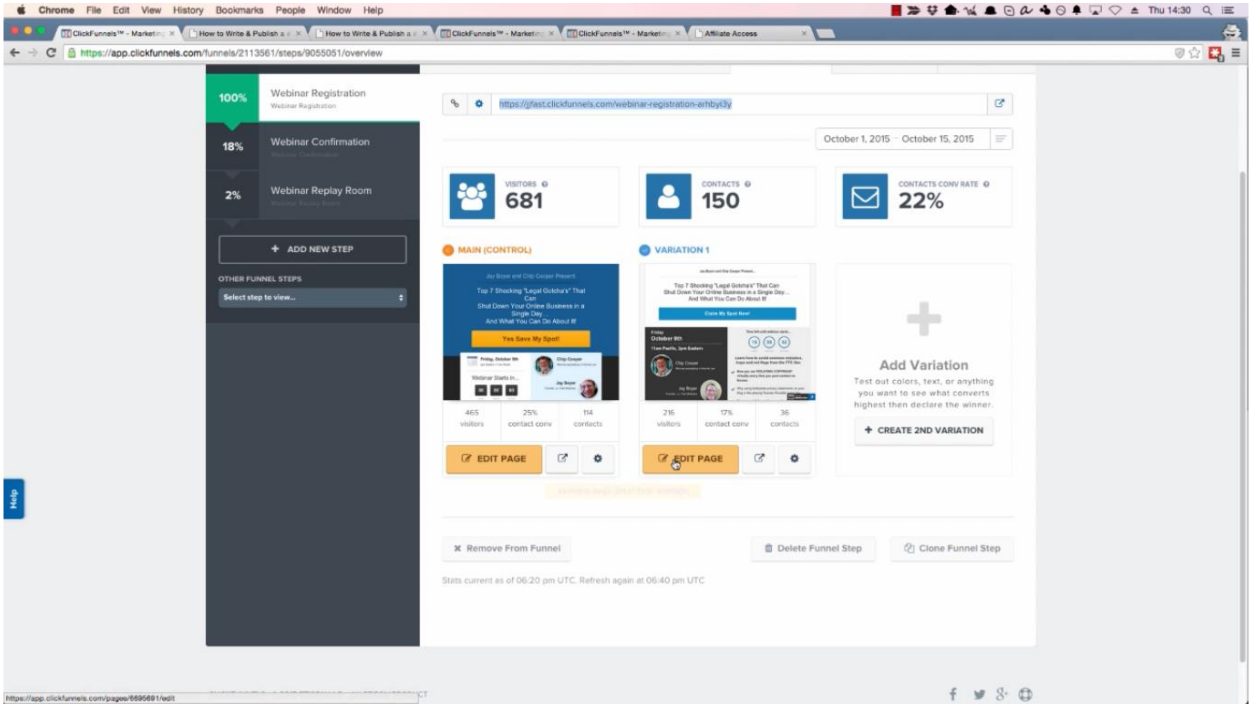
In any case, you can try repositioning certain elements, or you might try changing your headline to a different one. Something simple like just changing the position of a picture probably isn't going to make a big enough difference to be worth testing. You might try this when you are really trying to dial things in, but at the outset, you might try things that would have more of an effect. Changing a headline can really make a big difference at times, and so can moving around a countdown timer. Another variation that often makes for a larger effect is changing the copy on your buttons.



You can test whatever you like on your pages, of course. Blaine just changed the position of some of the elements on the page during his presentation. In the screenshot above, you'll notice that one variation has Jay's picture up on top and on the second page, it's further down towards the bottom. If you go to test this out, you'll see that every time you open the page up in your funnel a different version of it is presented each time. The page is going to alternate this way for every person who visits the website.

In a nutshell, this is how split testing works and how you can set up a split test in Click Funnels. Again, once you start running one of these split tests you are going to be able to see what the conversion rates are for each page. A real example of one of JJ Fast's split test is shown below.

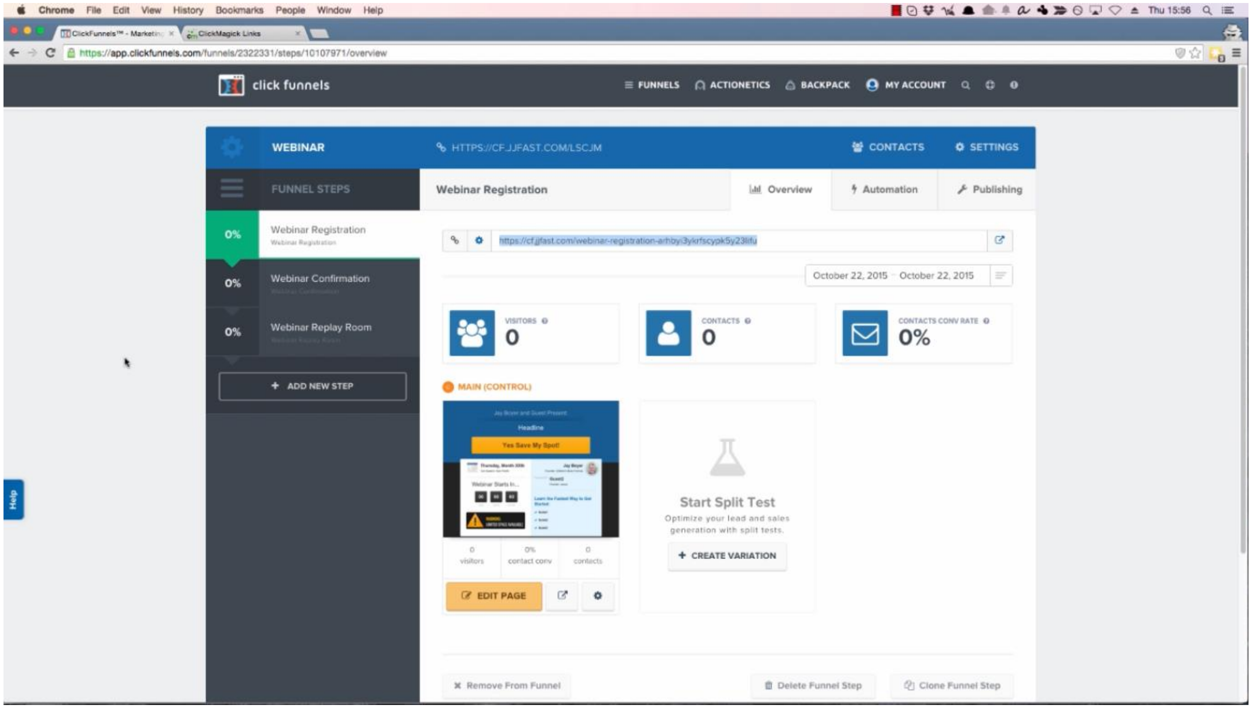
As you can see, out of the 681 people they sent into the funnel, they had 150 opt ins, and they ended up getting a 22% conversion rate.



These stats also show that of the visitors to these pages, they had 465 visitors to the original page and 216 to the variation. Notice that these are two completely different templates. The original page did a little better than the variation in this case. The reason why the number of visitors isn't split in half is because they didn't start testing out the second page right at the beginning. In other words, the first page had already had a few hundred visitors before this split test was set up.

You'll be able to look at the individual amounts for both pages and compare how one page is doing as opposed to the other. If JJ Fast was still using this funnel, they would declare the first page as the winner and the second one would become archived. Then, they would no longer be using that specific archived page anymore.

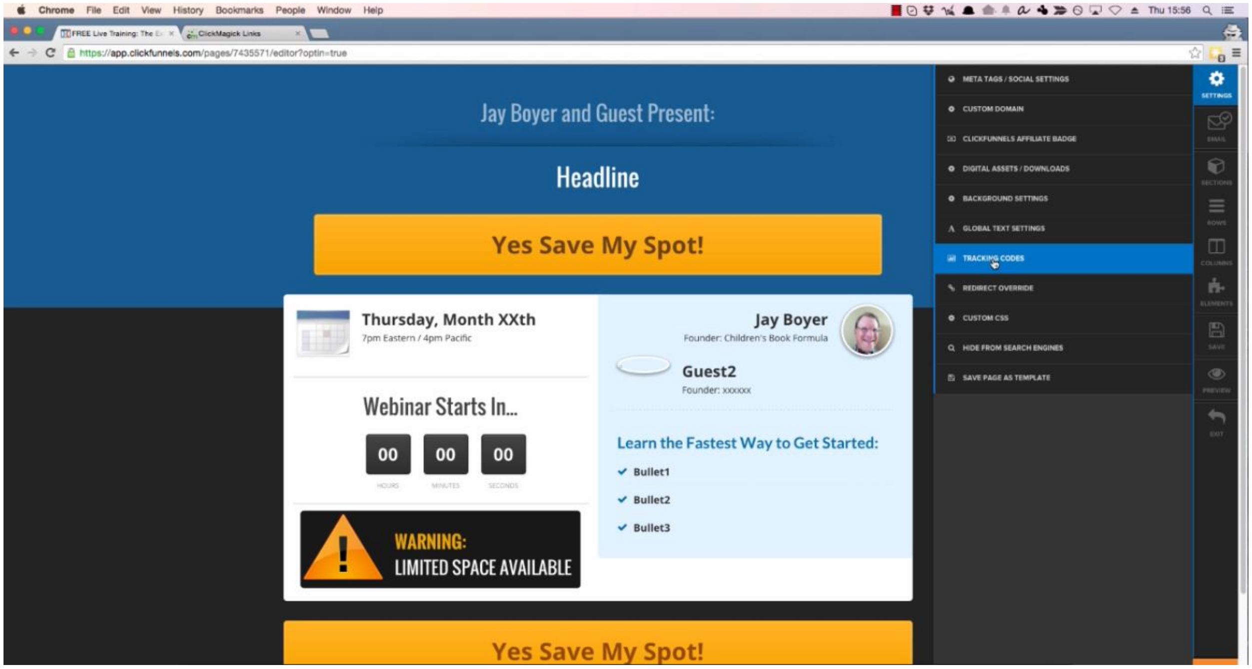
Now, if you wanted to see the individual contacts for a page, you could click on the button for it up at the top of the page. That would bring you right into the 'Contacts Manager, and you would be able to see who actually signed up through the page at hand. This is separate from the split testing functionality, but it's important that you know that this is an option that's available to you.



Adding Tracking Codes to Pages

This portion of the lesson is going to cover how you can take advantage third-party tracking codes for your conversions. Let's say that you were sending some advertising from Google AdWords, or from Facebook ads, or some other type of system. Whatever the case might be, you're going to want to track those conversions and track those visitors.

If you wanted to create custom audiences on Facebook, for example, you would want to add all of those tracking codes into your funnel's pages, at least where appropriate. The screenshot above shows a webinar registration page. If you wanted to add a tracking code to this, you would start by clicking on the button to open up the editor. Once the editor was opened up, you would want to open up the 'Settings' for this page.



The settings options are opened up in the screenshot above. The next step would be to select 'Tracking Codes' from this menu. When this opens up, there are a couple of different text boxes that you can paste your tracking code into. Blaine pasted a 'custom audience tracking code' into the first field, which is the 'Header' field. After he was done with that, he saved the page. Now anyone that visits the page shown is going to be added to their custom audience at Facebook. They can use this to re-target more ads to people who have seen this particular offer.

Another thing that you could do is go into the 'Confirmation Page' in this funnel and track the people who visited it as well. This would give you the ability to not target people with ads for a webinar that they have already signed up for. You can save a little bit of money this way. The next thing that Blaine did was paste a conversion code into the tracking code field within the 'Confirmation Page'. This would allow the team to know how effective the ad is inside of the Facebook interface as well as being able to filter people out.

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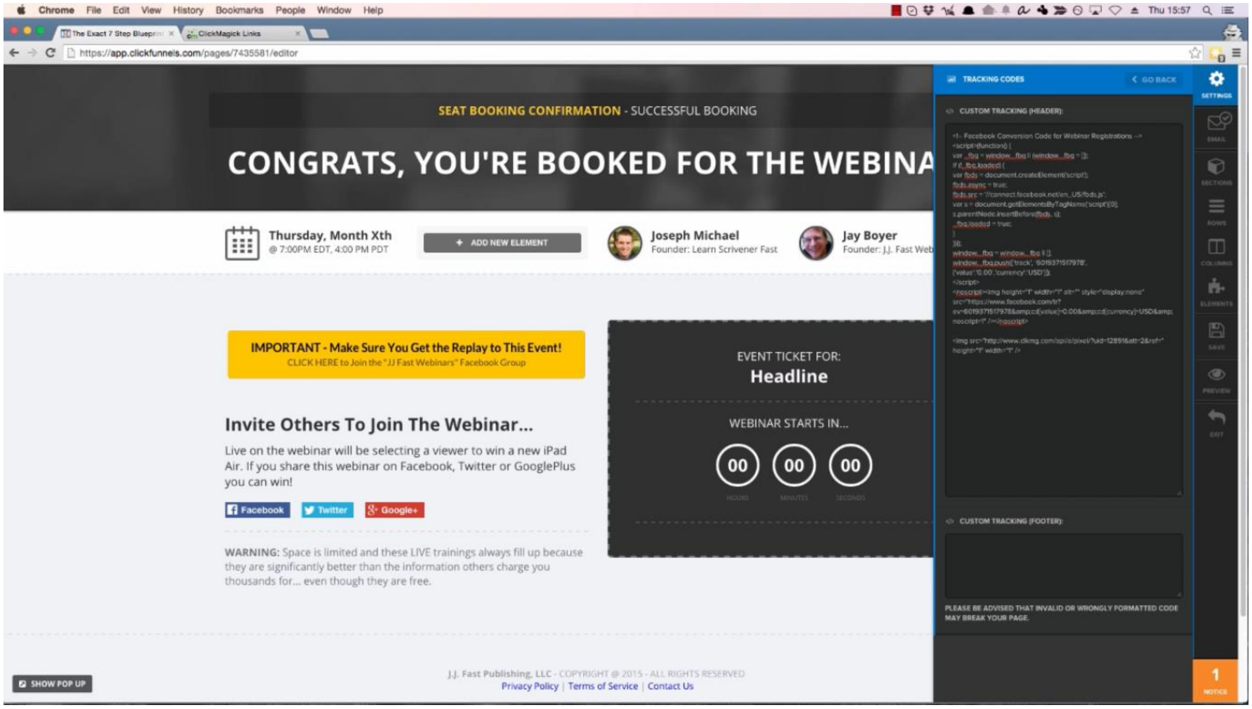

One service that JJ Fast uses is ClickMagick.com. This gives them the ability to use a 'Global Action' tracking pixel. You could paste this type of code in the same area within the settings. You just want to make sure that it's not inside of your Facebook codes or any of the other kinds of codes that you are putting in. Codes such as these can go in the header or the footer, depending on the service that you happen to be using.

If you were actually selling a product, you would want to put your sales conversion tags on the 'thank you' page for that product. That way, you would be able to tell who opted in, and more importantly, you would be able to see who purchased from you. That way, if someone signs up for your webinar, for instance, and hasn't purchased, you could send them ads that send them directly to a check out page for whatever it is that you're selling.