Graduation Webinar

Congratulations!

- **You now know more about sales copy than 99% of people on planet Earth**

- **You keep access to everything – we don't turn it off**

- **You are welcome to go through it all with us again**

- **I'm going to add FB live videos the next time around addressing specific problems / roadblocks**

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Issues / Questions / Things I Saw

My words to you on this auspicious occasion!

Single Biggest thing I saw...

- **Sellers want to talk about what something IS and not what it does.**

- **Buyers don't care what it is... they just want what it DOES!**

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Struggling to create a good headline

- **Know your traffic temperature**

- **Focus on the problem or desired outcome**

- **Remember the purpose of the headline is to get the RIGHT people to stop what they're doing and read, watch or listen**
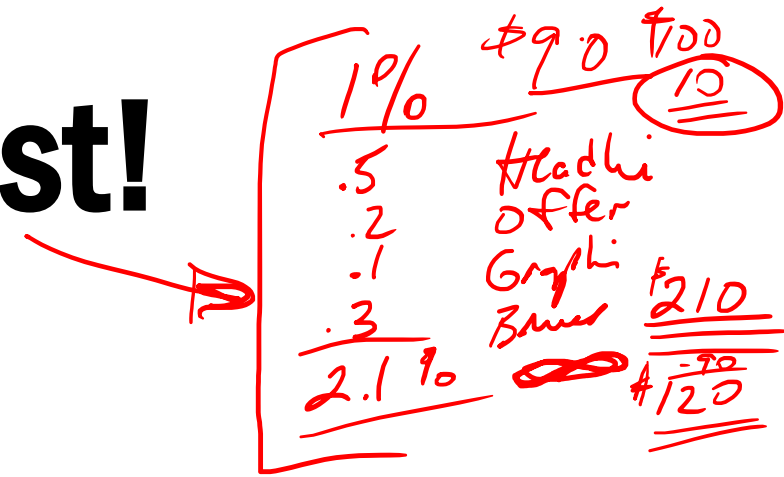
Why you need to test!

- **Always better your best**

- **Small increments mean big profits**

- **Once you make a sale, it's time to start testing in earnest**

Polishing seems daunting for some people

- **Read it out loud**
- **Have a friend with grammar skills read it** *"SALESY!"*
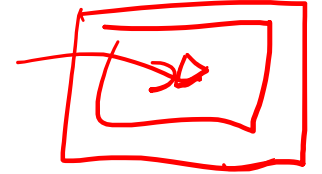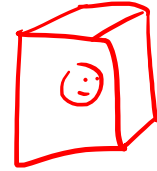- **BOLD the words that you would emphasize when speaking**

Grammar and spelling

Hire a pro copywriter

- **Hire an editor**

Get the right image for your product/ service

- **Research** Google → Imges

- **What catches your eye?**

  – Use as examples for your artist!

No product idea

- **Start with a group of people**
- **Solve a problem**
- **Satisfy a desire**
- **Read Russell's Expert Secrets book**
- **3 Questions:**
  - What problem do you solve?
  - Who do you solve it for?
  - How do you solve it?

Affiliate Offer

List / following

Hi Jim

Thank you for an AMAZING 30 days…you gave us SO MUCH.

Personally, I have come so far…thanks to you and your honesty and urgings.
Thank you ALWAYS for that!

My Squeeze Page…DONE
My Sales PAGE… Posting video today…then DONE
My Order page (Including the order bump) DONE
My O.T.O. page …Posting video today then DONE

I have to finish the CONTENT for the membership site and load it in.
And I'll be ready to press GO!!!

I'm not sure you will be covering these 3 topics in your Grad Webinar…

1) Can we launch - knowing that the content is not fully done?

2) What is the best way to attract affiliates to SELL our programs?

3) I'm nervous to spend $$$ on facebook ads….is there a way to do that without blowing a fortune?

Thank you so much Jim.

Handwritten annotations:
① NOW
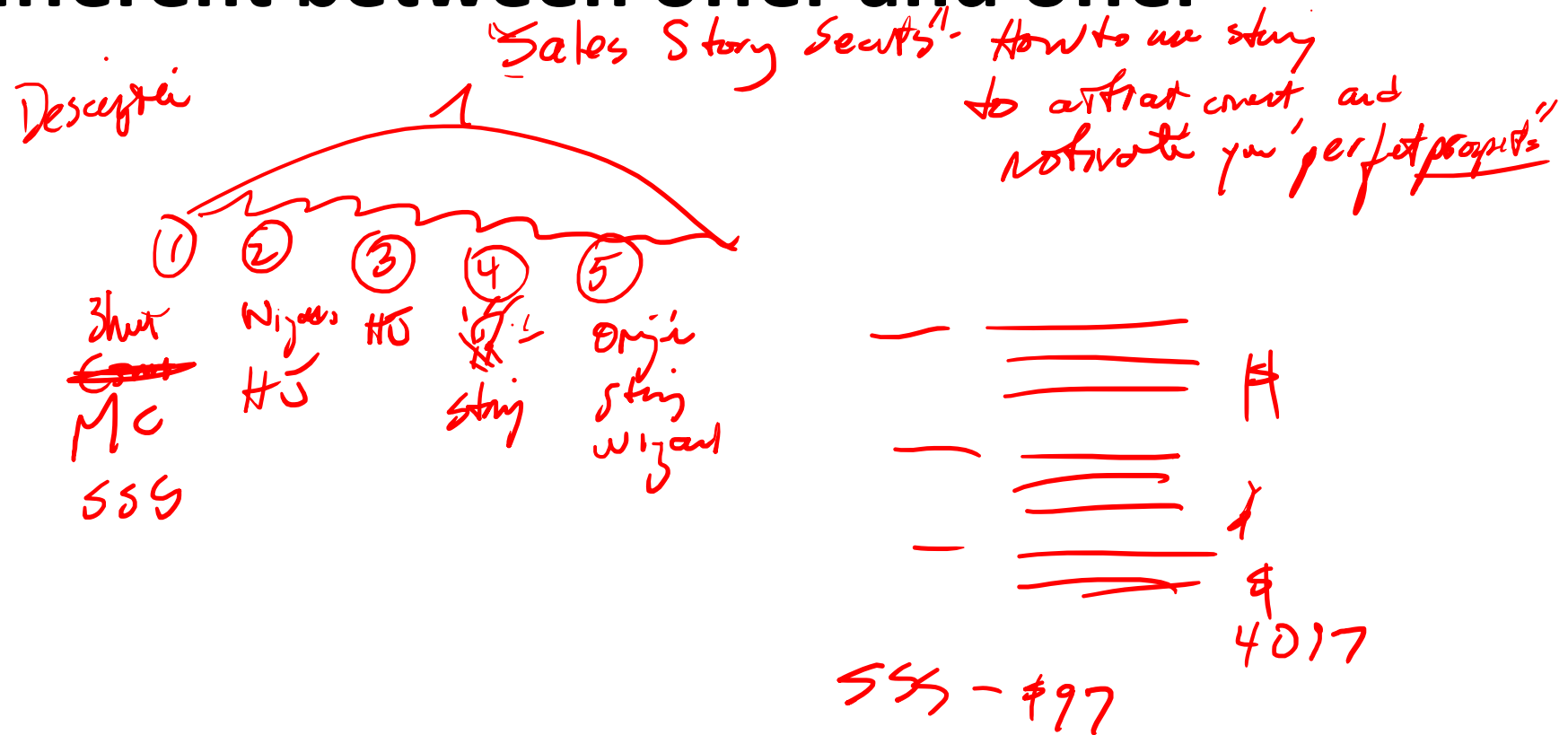② Schedule
③ DEAL

"Founding" Member
Charter

Niche — Ideal Customer
as an affiliate
* NEVER

$20 Tests   NOT

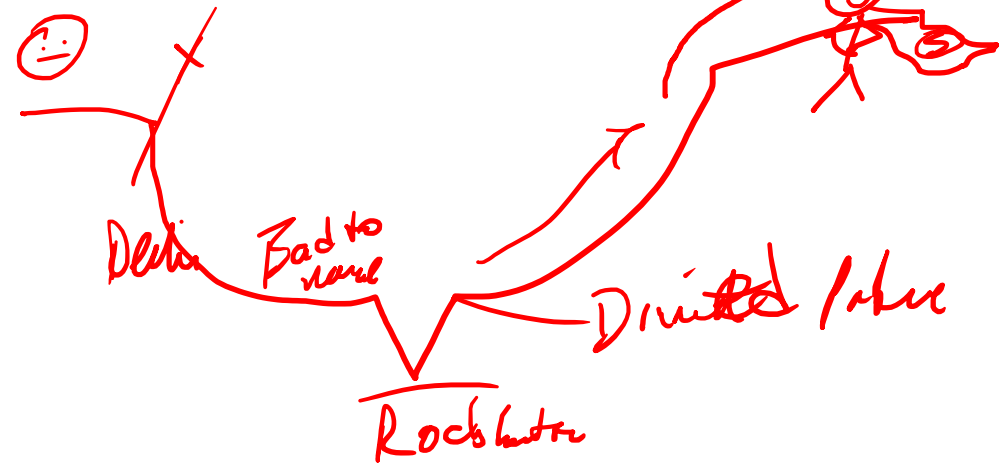HACKS

Submitted Question

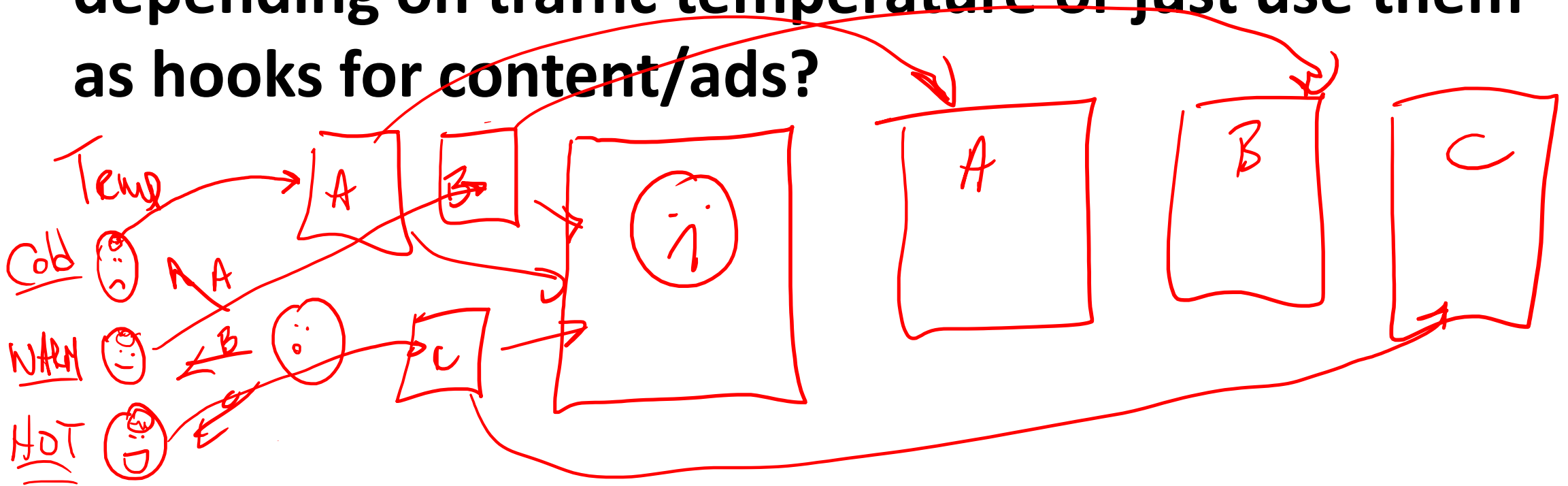- **What's the different between offer and offer stack?**

Submitted Question

- **Can you make the story about one of your clients instead of yourself? I finished it but used my client as an example**

Submitted Question

- **Should I change the headline on the sales page depending on traffic temperature or just use them as hooks for content/ads?**

Choosing a Domain Name

- **How do you choose a good domain name?**

Howtowriteabook.com
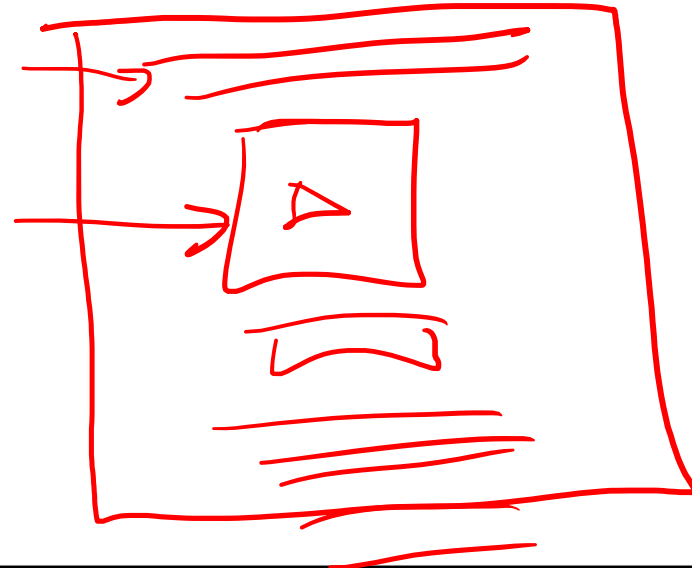
KW

KW+Secrets

Benfit

Verb

Publishvideo.com

Submitted Question

- **Is the headline the only thing that should be changed on a sales page destined for different traffic temperatures?**

MAYBE

Lazy
POOR

Conversation

Submitted Question

- **If I do a Live demo video of my product on my FB page/group, do I need to change the sales page that I send people to when I repurpose it?**

- **e.g. Live video on my FB page (warm/hot), repurposed on YouTube & LinkedIn (cold)**

Submitted Question

- **How long should I leave it between tweaks to my pages/copy?**

A/B

Traffic Source

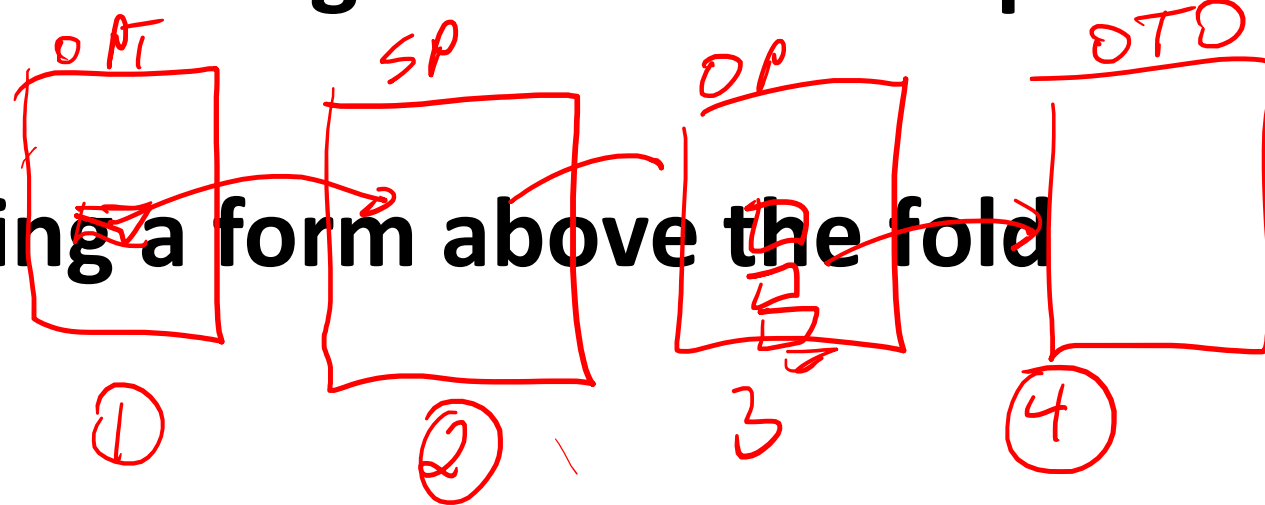|	A	B
	100	100
Purchases	(A) 61	39
optin	(A) 60	40
Clicks	30	(B) 70

1000/1000

(A) 21 / X
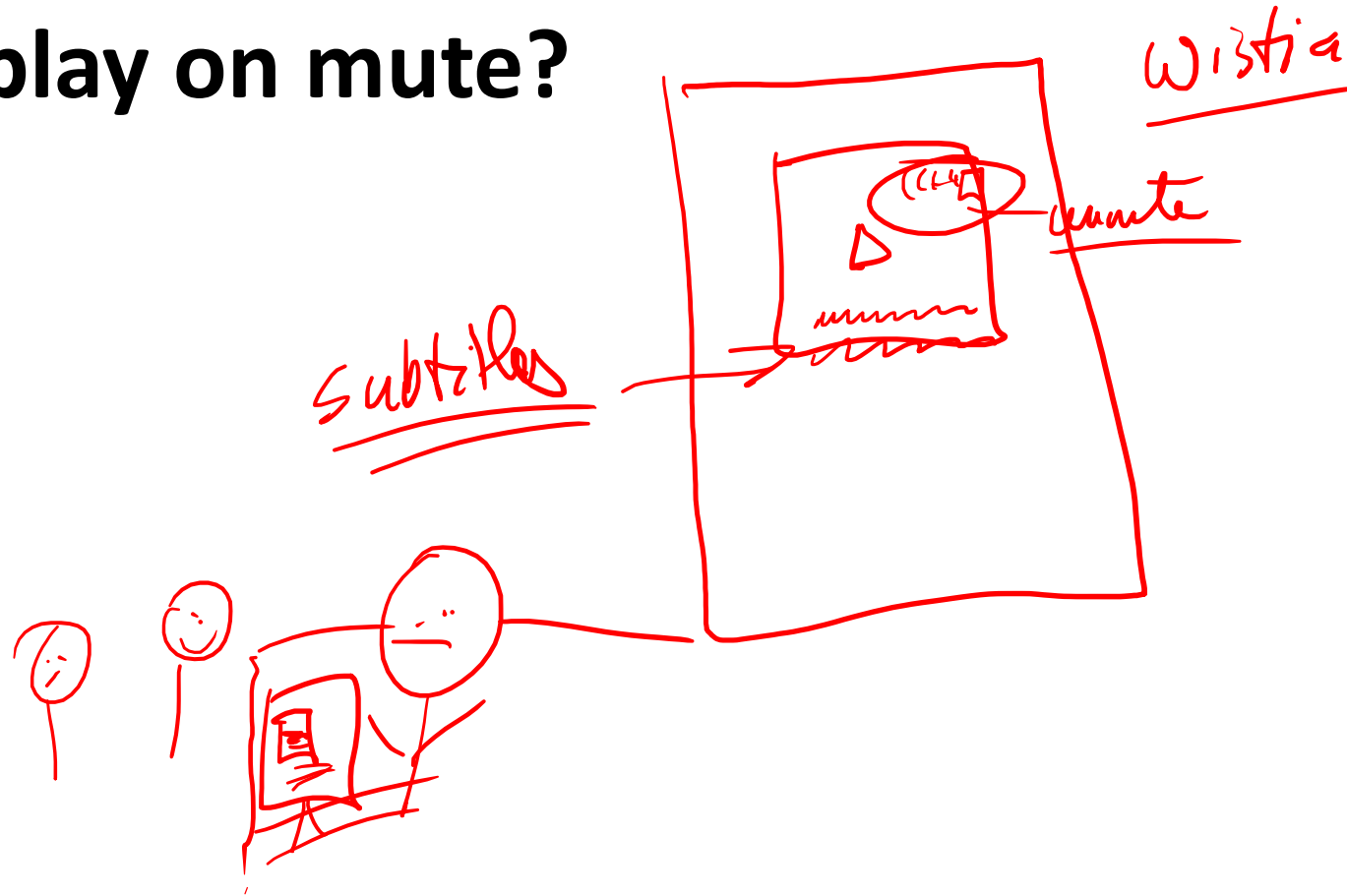
96/4

Submitted Question

- **What's the difference between submitting the order/form and Going to the next step in the funnel?**
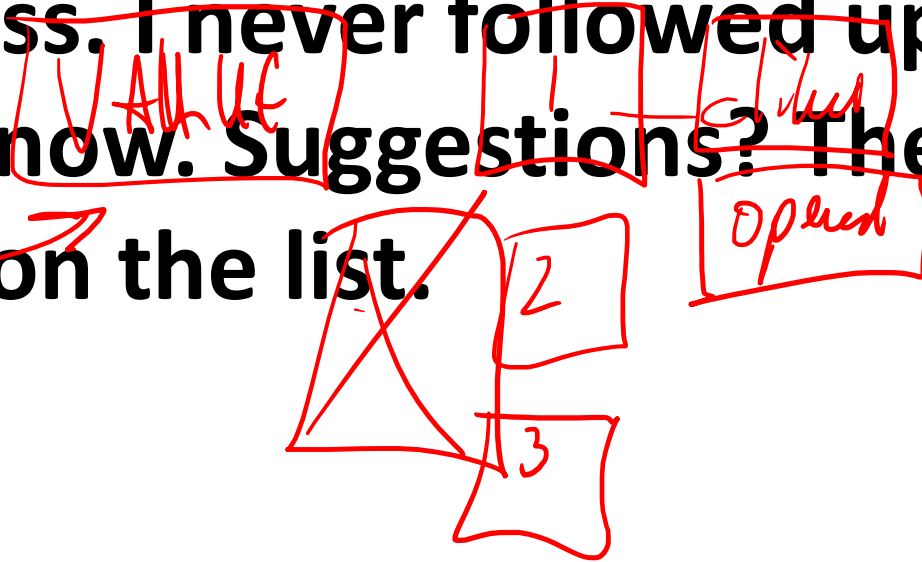
- **FYI: I am putting a form above the fold**

Submitted Question
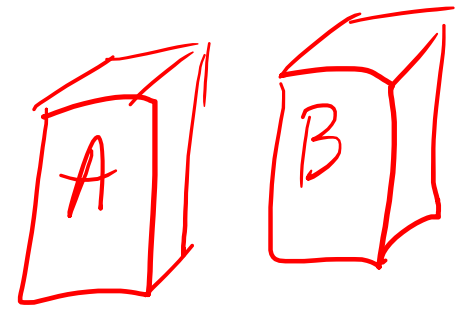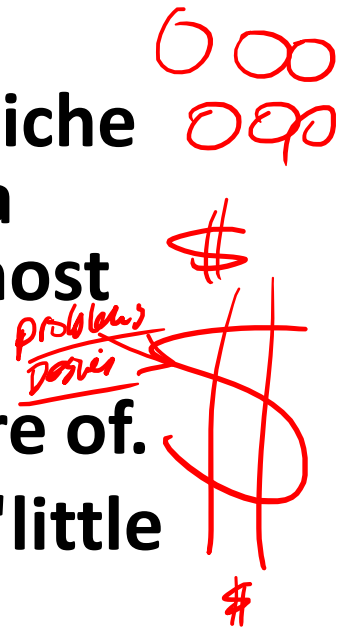
- **VSL autoplay on mute?**

Submitted Question

- **Does Funnel Scripts have a script for an old list?**

- **I collected a small list about 2 years ago, and I had to quit do to illness. I never followed up. It may be too late, I don't know. Suggestions? There's only about 70 people on the list.**

Submitted Observation

- I always thought that I was late to the party with Russell's teachings but from spending three hours researching my niche today and yesterday (6 hours total), I'm struggling to find a funnel, or an ad that directs me to an actual sales page - most times, it's just a link to a blog post or a confusing array of clickable things, so I've had to use brands I'm already aware of.

- I guess it proves that there's plenty of room out there for "little old me"!

- This task is not easy for me since I'm not used to analysing sales copy. It's also frustrating that I can't seem to find anything to model but also massively encouraging that I CAN do this :)

Submitted Question

- Could I please be a bit thick here but where is the shortcut inside funnel script to help me with the description?

FBD / FBA bullet script

Submitted Question

- **Discovered Tool: I just discovered Unsplash.com. Free photos to use in any way you want. Attribution appreciated but not necessary. You can use these photos in your blogs, books, products, and anywhere else your imagination takes you!! If you don't know about it already, check it out!!! Julie Issac**

Pixabay.com

NOUN Project

Submitted Question

- **How do you add the CREDIT CARD element to the sales page? I can add shipping address and name but not credit card info. Jim and Stephen both suggest combining the sales and order pages.**
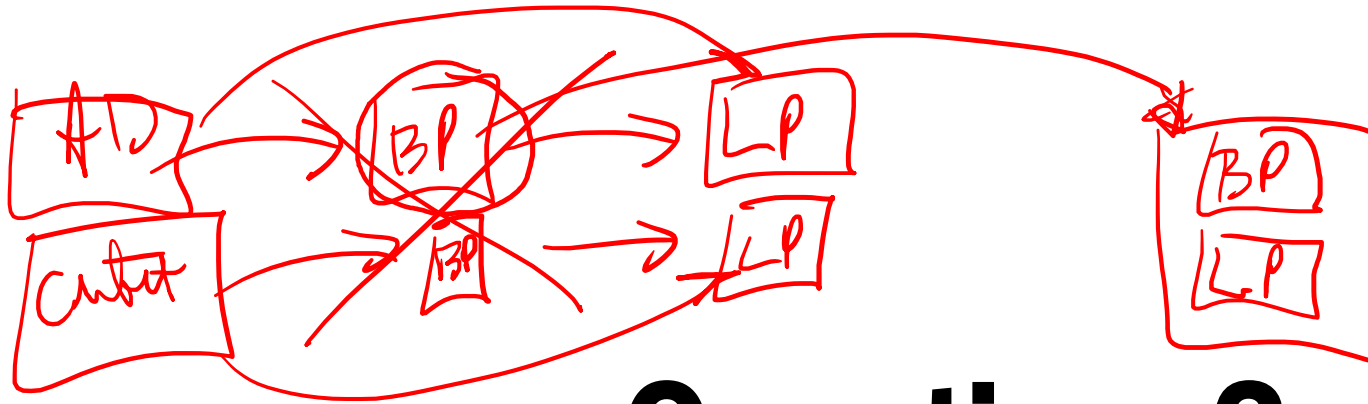
CF Support

Submitted Question

- Thank you Jim for an awesome class. Value was and is invaluable. My question is...will we see a Funnelscripts script for FB live?..IE..Start of live vid BASIC INFO, then SUBJECT of the day, then QUICK OFFER, Then continue random discussion on SUBJECT of the day, then make QUICK OFFER again, then some ANECDOTE, then QUICK OFFER , then close with THANKS and THOUGHT OF THE DAY. I use a mixture of scripts to help me but maybe something like the above...as you and Russell seem to have that nailed..hence how I arrived at the above...FYI from what I have learned is that QUICK offer should be pointed to LANDING PAGE..so no money discussion ...the reason I ask is that FB live is FB's preferred traffic algorithm and from experience they just push it far and wide.

Tools You Need

- **Funnel Scripts**

  – https://FunnelScripts.com

- **The Jim Edwards Method Premium**

  – Quick Tour

  – Back door link:
    https://thejimedwardsmethod.com/backdoor

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Questions?

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