

## SAMCART BONUS TRAINING 9.21.20

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WEBVTT

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00:00:01.620 --> 00:00:11.460

Christie Miller: Alright, so welcome welcome welcome to this Sam cart setup session actually have slides for you because a lot of things I want to demonstrate

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00:00:11.700 --> 00:00:17.970

Christie Miller: So the way that this is going to work is I'm going to go through my slideshow, and then we'll open it up to Q AMP a

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00:00:18.240 --> 00:00:28.560

Christie Miller: And we will actually give you not only the replay of this, but we're going to give you my slides to because I'm demonstrating some things in here and I don't want you to have to worry about taking notes or

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00:00:28.800 --> 00:00:34.860

Christie Miller: Or figuring out. Oh, am I going to remember how to do that. So let me go ahead and share my screen.

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00:00:38.400 --> 00:00:39.090

Christie Miller: Come on.

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00:00:40.980 --> 00:00:43.260

Christie Miller: Give me just a second.

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00:00:46.770 --> 00:00:52.710

Christie Miller: I love technology that's my story and I'm sticking to it.

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00:00:54.120 --> 00:00:59.790

Christie Miller: Okay. And here we go. Jane, are you seeing my slides.

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00:01:02.670 --> 00:01:10.680

Christie Miller: Okay. See, Neil. I'm not in. Alright, so I'm going to take that from James because James is actually logged in as me and I may not always be able to see her since I'm here twice.

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00:01:11.160 --> 00:01:23.820

Christie Miller: Alright so let me just make sure recording. We are recording welcome welcome welcome again to this Sam cart setup session, which is designed to set you up to get the most out of Sam cart.

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00:01:24.210 --> 00:01:35.310

Christie Miller: And I probably should have called it a Sam cart strategy session because really it is about maximizing the tool that you guys have invested in. So regardless of what we call it.

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00:01:36.180 --> 00:01:46.440

Christie Miller: You today you will learn two different ways to use Sam card. How to power fully share on social media and how to prevent disputes and charge backs.

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00:01:46.890 --> 00:02:02.340

Christie Miller: There were two ways that you can use. Sam cart. The first one is, you can use it strictly as a checkout page. And the second one is as an all in one sales page slash checkout page.

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00:02:03.030 --> 00:02:10.050

Christie Miller: So I want to show you an example of both so that you don't just have to sit here and theorize about it, you can actually see it in action.

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00:02:10.560 --> 00:02:18.330

Christie Miller: So here's an example. Oops, I'm sorry I skipped one. Let me show you. If you're using Sam cart as a checkout page what that looks like.

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00:02:18.720 --> 00:02:24.240

Christie Miller: So you would use something like lead pages as your sales page as soon as the

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00:02:24.600 --> 00:02:34.860

Christie Miller: Reader is ready to take it to the next step. They would click on your enroll button or join now button, whatever you call it. And then it would take them to Sam cart.

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00:02:35.340 --> 00:02:45.150

Christie Miller: And then as soon as they complete the purchase in SAM cart, they would get referred back to your thank you page only pages. Now, this is how we have done.

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00:02:45.420 --> 00:02:56.280

Christie Miller: The majority of our sales pages. And the reason being, I had lead pages a long time before I had Sam cart and when Sam cart first came on the scene.

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00:02:56.610 --> 00:03:09.120

Christie Miller: They really were just a checkout page. I mean, they had some ability to create your sales page in there, but it was really chunky. Now it's phenomenal and they have great templates, but because I'm so used to doing it this other way.

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00:03:09.750 --> 00:03:25.740

Christie Miller: Most of my stuff is still that way. So here's an example from our Facebook Live boot camp this sales page is completely built in lead pages and you're going to see an example of this exact

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00:03:26.160 --> 00:03:37.200

Christie Miller: sales page built in and Sam cart in a second. So the person is scrolling scrolling down. Now, if they click the Buy button to join now for only \$47

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00:03:37.650 --> 00:03:43.500

Christie Miller: It will take them to the SAM cart checkout page you're seeing it right here and then

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00:03:44.040 --> 00:04:03.090

Christie Miller: When they're complete they're ready to go. They had filled in their information by magic, I didn't show it, and they've checked the terms and conditions box and they click get instant access. It will then redirect them to a thank you page that I have on lead pages. So that's one way.

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00:04:04.320 --> 00:04:11.580

Christie Miller: Here's the other way because Sam cart makes it so that you don't need lead pages. Now, many of us use both. But you may not be that person.

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00:04:11.910 --> 00:04:21.840

Christie Miller: So what you can do with Sam card is you can have one page. It's all your sales page and then they have their own built in. Thank you page.

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00:04:22.830 --> 00:04:32.850

Christie Miller: I have some things to say about that. You'll hear in a moment. But let's see how that works. So now if you look here, this is, again, it's our Facebook Live boot camp.

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00:04:33.180 --> 00:04:41.670

Christie Miller: It's essentially the same sales page that I've recreated in SAM cart. So I can see that yes, it can truly be done. It looks the same.

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00:04:42.090 --> 00:04:52.680

Christie Miller: The differences. Did you see that, let me back up a little bit as the person clicks on the Buy Now button. What happens. I'm going to let go, my mouse.

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00:04:53.220 --> 00:04:59.760

Christie Miller: Boom. It's going to scroll them all the way down to the bottom of the page because that's where your checkout pages.

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00:05:00.150 --> 00:05:15.600

Christie Miller: So you can have those nice little buttons and then as soon as they fill it out, they're taken to this is the version of Sam cards. Thank you page. So let me just back up the video went a little bit fast so they're scrolling they decide they want to buy

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00:05:16.860 --> 00:05:23.550

Christie Miller: The we get this to play again I embedded videos in my keynote is kind of cool. Except I don't have the timing quite right.

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00:05:23.910 --> 00:05:38.940

Christie Miller: So it will take them all the way down to the bottom of the page, they'll fill in their information, they'll click the get instant access it will process their payment and then this is the thank you page that Sam cart will show your clients.

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00:05:40.710 --> 00:05:42.450

Christie Miller: Let's compare these side by side.

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00:05:43.560 --> 00:05:50.310

Christie Miller: Thank you page from Sam card on the left, custom thank you page from something like lead pages on the right.

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00:05:50.940 --> 00:06:01.680

Christie Miller: Now you guys have been hanging around me enough that you know I am all about branding color. But more important than that is the customers experience.

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00:06:02.100 --> 00:06:11.640

Christie Miller: And what would you rather have when you complete your purchase. For me, I would rather have some cheering and some hoopla and something telling me what to do next.

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00:06:11.940 --> 00:06:21.150

Christie Miller: Now in the SAM cart. Thank you page slash receipt, I believe you can add a couple sentences in there telling them, like where to go.

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00:06:21.720 --> 00:06:28.140

Christie Miller: But to me it's just kind of bland. So even when we build our sales page entirely on Sam cart.

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00:06:28.800 --> 00:06:38.940

Christie Miller: I am also creating a separate thank you page on the pages. You do not have to do that, let me make it very clear. You can use Sam cart for your sales page.

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00:06:39.240 --> 00:06:52.290

Christie Miller: And your thank you page slash receipt you did not have to have lead pages. But if you already have lead pages or something else like that. I suggest you use it because I really do believe it's a better customer experience.

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00:06:53.790 --> 00:07:01.410

Christie Miller: So there you have it, the big X through the SAM cart. Thank you page and you may be wondering, but wait, will my clients, they'll get a receipt

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00:07:01.710 --> 00:07:11.220

Christie Miller: Sam cart will send them a receipt anyway regardless of what thank you page views and here's how how I suggest you do it again.

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00:07:11.670 --> 00:07:18.720

Christie Miller: Whichever way you Sam cart. As soon as that payment is made, whether you're using them as a as a sales page and checkout page, all in one.

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00:07:19.080 --> 00:07:31.440

Christie Miller: Or as if or if you're using them just as a checkout page, I suggest you then send them to a thank you page somewhere else. If you have the ability to do that. Now, if you don't have lead pages if you don't have a page builder.

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00:07:32.040 --> 00:07:40.590

Christie Miller: Forget it. Just do it this way, all in SAM cart. But if you do have something like that, just again, think it's a better user experience.

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00:07:41.040 --> 00:07:49.980

Christie Miller: And Sam cart makes it super easy to redirect people on the URL. So you can see here in this tab. I'm in the product details.

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00:07:50.430 --> 00:07:56.790

Christie Miller: And then all the way down at the bottom. Thank you page URL. This is where you would put your website.

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00:07:57.390 --> 00:08:06.720

Christie Miller: Your URL to redirect people if in fact you want to send them to a different thank you page. Okay, next up, this one is so important.

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00:08:07.500 --> 00:08:21.810

Christie Miller: Always, always, always require agreement to your terms and conditions. I'm going to say that again, always, always, always require a setup to your terms and conditions. Why, because

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00:08:22.770 --> 00:08:37.410

Christie Miller: This is why I have processed over a million dollars in SAM cart since June of 2017 and my refunds have been \$15,000 that is a 1.5% refund rate which is unheard of.

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00:08:38.070 --> 00:08:51.750

Christie Miller: There's a reason why it's that way. Number one, my sales pages are very clear the messaging is very clear. But I also have very clear terms and conditions. And I'm going to give you an example here.

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00:08:52.620 --> 00:09:02.280

Christie Miller: Absolutely. First, I'm going to tell you why should have terms and conditions, you should have terms and conditions because it helps set client expectations.

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00:09:02.940 --> 00:09:14.940

Christie Miller: It eliminates the need for formal contracts and it prevents refunds or helps you prevail. We don't want to win a dispute. This is not about winning. We want it to be a win win for everyone.

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00:09:15.300 --> 00:09:25.110

Christie Miller: But if you do get in a credit card dispute having terms and conditions will help you when that dispute. We've had three formal

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00:09:25.620 --> 00:09:35.700

Christie Miller: Credit card disputes, where the credit card company has said, you know, the client is denying this payment. Now you have to prove to us that it is real and that you deserve the money.

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00:09:36.660 --> 00:09:46.200

Christie Miller: To have those were many years ago we won on both of those because of our terms and conditions, and we have one that's pending right now.

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00:09:46.680 --> 00:09:54.570

Christie Miller: For a purchase that was made back in May and we're going to win that one too. It's just, it takes like I think 90 days for the credit card company to

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00:09:54.870 --> 00:10:07.080

Christie Miller: Decide. Either way, either in your favor or against you and we're going to win that one because again it was, it was really clear. So I want to show you another example of the terms and conditions. So,

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00:10:07.410 --> 00:10:17.880

Christie Miller: We sell a thing called the blog bundle. It's 100 blogs for health coaches healthy living blogs that they can use any way they want. And so when people go to the blog bundle calm.

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00:10:18.150 --> 00:10:23.970

Christie Miller: That's just a vanity URL, which means it redirects them to our Sam cart page.

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00:10:24.720 --> 00:10:34.560

Christie Miller: And when they get to the bottom of the SAM cart page they cannot purchase Sam cart will not let the purchase go through if they do not check that box.

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00:10:35.010 --> 00:10:47.310

Christie Miller: And when they check that box. Presumably they have clicked on the terms and conditions link first to go read the terms and conditions. We are not responsible for that we can lead a horse to water, but we can't make it. Drink

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00:10:48.780 --> 00:10:59.370

Christie Miller: Admittedly, some people probably just check the box, but if they click on the terms and conditions, it will take them to our terms and conditions page. I just have an excerpt here.

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00:10:59.760 --> 00:11:11.190

Christie Miller: And this is our refund policy for the blog bundle no refunds will be issued. This is a digital download. We can't take it back. Once it's out there. Once they have access to it.

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00:11:11.610 --> 00:11:18.990

Christie Miller: It's theirs. I want them to be crystal clear that they are buying 100 blogs and this buying decision is permanent.

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00:11:19.830 --> 00:11:32.460

Christie Miller: Now another thing that you want to have in your terms and conditions is if you have payment terms. So this is a screenshot from our client creator playbook where we offered different payment plans.

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00:11:32.850 --> 00:11:44.880

Christie Miller: And so you want to talk about, you know, when is your next payment for this one. It was for equal payments first payment do today when they're buying and then three equal payments every 30 days.

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00:11:45.270 --> 00:11:49.110

Christie Miller: Then, excuse me, then we talked about what happens if a payment fails.

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00:11:49.830 --> 00:11:59.040

Christie Miller: We will actually remove people from OUR CLUBHOUSE our membership site actually Sam cart, does it automatically for us. If a payment defaults.

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00:11:59.430 --> 00:12:09.840

Christie Miller: And I'm just letting them know that. And then also, letting our students know that they're responsible for the full amount of the program, regardless of their participation level.

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00:12:10.380 --> 00:12:21.120

Christie Miller: We have had inquiries in the past, let's say, like, I don't know 14 weeks after the purchase. So the course is already over. And people will say, Yeah, I didn't use it. I want my money back.

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00:12:22.530 --> 00:12:30.090

Christie Miller: No our terms and conditions were very clear. You can't just come in and kick the tires and honk the horn and

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00:12:30.570 --> 00:12:34.320

Christie Miller: Not take any action. You have to actually take action and whether you participate or not.

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00:12:34.650 --> 00:12:44.430

Christie Miller: You are on the hook for the tuition. It's just like going to a university you pay for that class, whether you show up or down. Now the only other problem is you're going to get Nath if you don't do any of the work.

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00:12:45.120 --> 00:12:53.310

Christie Miller: So that's the tuition. You also in your terms and conditions. If you have a refund policy. You want it to be their whole bunch of other things.

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00:12:53.820 --> 00:13:04.470

Christie Miller: To put in your terms and conditions and this isn't a legal training. I just wanted to point out that these things are there for you to use. And it's super, super, super important.

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00:13:05.730 --> 00:13:14.730

Christie Miller: Alright, the next thing I want to cover and then we're going to open it up to Q AMP. A is how to use the SEO feature to share your sales page.

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00:13:15.060 --> 00:13:25.200

Christie Miller: On Sam card again this is assuming that you're doing your sales page and checkout page, all in one on Sam cart. If you're on lead pages. They have the same thing. But I'm here to show you, Sam cart. So

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00:13:25.680 --> 00:13:40.470

Christie Miller: Sam cart makes it super easy to take the URL of your Sam cart product and paste it into a Facebook post and it will populate it will pull up the photo that you've attached to that product.

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00:13:40.800 --> 00:13:53.220

Christie Miller: It will put the title you see down below the bold and then the let's call it subtext or tagline a sentence explanation sentence. It will then add all of that for you.

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00:13:54.030 --> 00:14:03.510

Christie Miller: What you need to do is you need to write the part above the photo. So this is how it works in SAM cart. You go to the SEO tab and then you

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00:14:04.320 --> 00:14:16.290

Christie Miller: Put what you want your SEO page title that was the bold part below the photo and then your SEO description. Now, Sam cart gives you 160 characters.

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00:14:16.950 --> 00:14:30.870

Christie Miller: But I suggest you only use the number of characters that will actually show up. So in this one you can see I used 58 characters. What I did is I I wrote everything in here. Then I went and share them like, Oh, there's another word cut off.

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00:14:31.260 --> 00:14:43.770

Christie Miller: I kept going and testing it to see it until all the words were there. Again, this is on desktop on mobile, everything gets cut off, but some people still use desktop so I'm on it to at least look good on desktop.

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00:14:44.310 --> 00:14:53.160

Christie Miller: Now, the way that you do this is you. Oh, I'm sorry, one more thing your image. I couldn't find this anywhere on Sam cart.

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00:14:53.610 --> 00:15:06.360

Christie Miller: So I went to lead pages and checked out the size of their share images which is 1200 by 630 and so I use the same size. And as you can see again.

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00:15:06.870 --> 00:15:17.790

Christie Miller: This is an actual Facebook post and everything fits so it is the 1200 by 630 when you see down here. The get more. I don't know if I can highlight it.

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00:15:18.270 --> 00:15:32.730

Christie Miller: Get more online clients with Facebook lives. If we go back. That is the SEO page title and the SEO description every Facebook Live needs is what's down below.

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00:15:33.450 --> 00:15:43.530

Christie Miller: The picture. So what you do is you paste your Sam cart product URL. And then you write your introduction

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00:15:43.950 --> 00:15:53.580

Christie Miller: And then you delete the URL. After the image appears down below, and it's super cool because you won't have this ugly link in your post

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00:15:53.820 --> 00:16:02.460

Christie Miller: But if they click on the image below that will take them to your Sam cart page. Now, this works 99% of the time if it doesn't

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00:16:03.030 --> 00:16:14.820

Christie Miller: You're going to want to use what's called the Facebook D bugger. That may sound complicated that may sound scary. It's actually not so you go to this website.

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00:16:15.690 --> 00:16:21.690

Christie Miller: And you guys are all going to get the slide so that you'll have this website. You can probably Google, Facebook debugger and it will come up to

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00:16:22.080 --> 00:16:31.830

Christie Miller: And what you do is you paste your, your product, oops, let me go back you paste your product URL up in the box that they show you

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00:16:32.160 --> 00:16:43.050

Christie Miller: Ignore all of this missing properties. Who cares that some super complicated SEO thing I always ignore that and then you might have to hit the scrape again button.

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00:16:43.770 --> 00:16:56.520

Christie Miller: To 20 or 30 times what it is is at Facebook keeps images in their cash or cache all websites do this. That's why, for those of you that were getting the

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00:16:56.970 --> 00:17:05.100

Christie Miller: Error message on our sites and you weren't enrolled and we're like, Yeah, you got to clear cache. Yeah. Can you clear it again. Can you clear it again, that same thing happens.

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00:17:05.850 --> 00:17:15.450

Christie Miller: When you're trying to quote scrape in the Facebook debugger and this scraping, it's basically saying, Facebook, go out and look again please.

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00:17:16.110 --> 00:17:26.340

Christie Miller: Okay, that didn't work. Go back and look again. So don't get frustrated. Just keep pushing the script again button over and over and over until it appears

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00:17:27.150 --> 00:17:40.020

Christie Miller: Okay, so those are the three top strategies that I wanted to talk to you about this week. Now, next week and Jane has the date and time we're going to come back and do another zoom session.

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00:17:40.380 --> 00:17:44.640

Christie Miller: I didn't want to do all of this in one. I didn't want it to make it super easy.

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00:17:45.180 --> 00:17:55.200

Christie Miller: For you to choose overwhelm and I don't want to be the one that overwhelms you so we'll be back next week for the next part of your bonus. That was the money magic formula.

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00:17:55.560 --> 00:18:05.070

Christie Miller: And then there was a third bonus about 30 days to clients. How to warm up your clients in the 30 days before you present your Sam cart offer

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00:18:05.430 --> 00:18:13.650

Christie Miller: We're going to do all of that next Tuesday and Jane will be sending out the date and time and she can tell us here, I just don't remember. And so

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00:18:14.430 --> 00:18:18.210

Christie Miller: IT IS NEXT TUESDAY THE 29th to 30 Pacific

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00:18:19.080 --> 00:18:31.380

Christie Miller: Thank you, Jay. Love your organization. Alright, so now I'm open for questions. If you guys have questions about what you learned how best to use Sam cart.

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00:18:31.740 --> 00:18:40.740

Christie Miller: I know some of you have done your strategy or your onboarding session with Sam card. I guess there was some confusion about how do you get that I think you just have to contact

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00:18:41.340 --> 00:18:50.490

Christie Miller: Sam cart directly their customer service. I know a lot of our clients have already had it. So I would just contact them. If you have any trouble getting that onboarding session.

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00:18:50.760 --> 00:18:58.020

Christie Miller: And you've contacted customer service, let me know and I'll see if I wiggle in the back door, but I don't have a link to their schedule or or anything like that.

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00:18:58.440 --> 00:19:10.290

Christie Miller: But I do have Brian Moran's so phone number. So let me know if you're really having problems. Okay, so let's open it up to questions Dana's hand is up first. So let's go to Dana.

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00:19:10.800 --> 00:19:11.250

Christie Miller: Hi.

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00:19:12.120 --> 00:19:21.780

Dana Skaf: How are you, I'm good question. Good. Thank you, disclaimers. Would you put those in the term or condition or would you put them actually in the course material.

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00:19:22.440 --> 00:19:25.050

Christie Miller: I I put mine all on one page.

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00:19:26.550 --> 00:19:30.750

Christie Miller: I know you're in courses, maybe, as you see, you're going to get Bobby clanks

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00:19:31.980 --> 00:19:39.180

Christie Miller: Course agreement and we'll see how he does it. I would defer to how he's doing it because he is the practicing lawyer.

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00:19:39.690 --> 00:19:51.000

Christie Miller: But I do believe that enhance I was looking at it a little bit last night and seeing how different ours are and I do believe he has his disclaimer. His, His disclaimers in there too so

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00:19:51.060 --> 00:19:56.430

Christie Miller: I just send them I send them to one page and that way. I mean, it's

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00:19:57.300 --> 00:20:04.620

Christie Miller: It's easy to argue if you have to argue with not that you're arguing. But when you're discussing a chargeback with credit card company.

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00:20:05.040 --> 00:20:12.900

Christie Miller: It's really easy to say, look, there's the terms and conditions they click the box will be giving them screenshots of all this, they went to this link. You'll take screenshots.

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00:20:13.380 --> 00:20:24.030

Christie Miller: And if all of a sudden there was then they need to click here and then they needed to click here. It's, I wouldn't want to be arguing that with a credit card company and I don't know if they even go that deep into the argument.

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00:20:24.720 --> 00:20:27.900

Christie Miller: But I wouldn't want to have to do that. So I just put it all on one page.

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00:20:28.200 --> 00:20:42.150

Dana Skaf: Okay, and then just quickly, as far as layout in SAM card as contacts contacts is concerned. So the way I have it laid out. It's just like the discount that's happening because of coven information about the

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00:20:42.990 --> 00:20:51.420

Dana Skaf: Course and what's going on, what's included, so on and so forth. And midway there. There's actually a diagnostic test to take

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00:20:52.260 --> 00:20:52.890

Dana Skaf: But now,

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00:20:53.100 --> 00:21:06.720

Dana Skaf: Thinking of taking it out because if they take it and it says to them, Oh, you're just healthy. You don't need this and not going to continue. Should I use that as my freebie. But then I would need another system for that. Correct.

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00:21:07.200 --> 00:21:10.770

Christie Miller: Yeah i would i would not put a test on a sales page.

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00:21:12.120 --> 00:21:13.470

Christie Miller: Because it's a distraction.

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00:21:14.310 --> 00:21:22.500

Christie Miller: And is that test somewhere else are you putting it all on your sale. No, I was just kind of thinking it would be fun for them to take it because it says, Where, where do you

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00:21:22.500 --> 00:21:32.580

Dana Skaf: Fall and kind of like, do you need us. But then they could really answer well and not need the program on one level, but they needed on a different level.

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00:21:32.970 --> 00:21:35.220

Dana Skaf: Yeah, I was gonna take it out and

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00:21:36.930 --> 00:21:42.270

Dana Skaf: Maybe use it. Not even use it just just have have it be just a sales page.

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00:21:42.450 --> 00:21:55.500

Christie Miller: Exactly. So we'll get into what should go on the sales page and module four courses made easy and you'll get templates. I would also look at the templates in SAM card.

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00:21:56.010 --> 00:22:08.070

Christie Miller: And one of the ways you can address the things that are in your quiz is with a something that says like this course is for you. If this course is not for you.

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00:22:08.160 --> 00:22:09.480

Dana Skaf: No. Okay.

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00:22:09.780 --> 00:22:21.270

Dana Skaf: And then, would that be, this is not maybe I'm misunderstanding. It wouldn't be an opt in, opt out. This is just more of a information for them to answer verbally to themselves.

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00:22:21.420 --> 00:22:22.230

Christie Miller: Yeah yeah

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00:22:22.290 --> 00:22:23.100

Dana Skaf: Okay, okay.

139

00:22:23.670 --> 00:22:27.360

Christie Miller: Yeah, we want to make it very clear who our courses are for

140

00:22:27.660 --> 00:22:32.280

Christie Miller: And again, we'll go into that not everyone here is courses. Made Easy people. Okay.

141

00:22:32.700 --> 00:22:43.590

Christie Miller: That in Module four and you'll get my sales page, you'll get templates templates to lead pages. The one drawback with Sam cart. Besides that ugly thank you page.

142

00:22:43.950 --> 00:22:51.810

Christie Miller: Is we can't share templates with each other. And I'm like, Ah, now I've already put that request in to Brian Lee, please, please, please.

143

00:22:52.230 --> 00:23:06.720

Christie Miller: If you want, you want to make it easy for me to refer people to you and I have a killer template I assume that I need to be able to share it, and that's just not, that's not available yet. Hopefully it will be because I want to make it easy for my clients.

144

00:23:07.590 --> 00:23:18.030

Dana Skaf: I mean, it was easy to take a template and just, you know, write in your words or whatever. But it would be nice to have a flow of what it should look like. Because I know everybody's offering something different.

145

00:23:18.660 --> 00:23:19.710

Yeah yeah

146

00:23:21.060 --> 00:23:21.780

Dana Skaf: Very much.

147

00:23:22.200 --> 00:23:34.470

Christie Miller: You're welcome. All right, I think, Pam was up next, or was it Amy Oh wait, I have a, I have a button that will tell me who was at next. Amy is and then Pam. All right. Amy welcome welcome welcome.

148

00:23:35.160 --> 00:23:44.970

Amy Celento: Hey, so I can't remember. I posted this question and you or Jane might have answered. But when I did my Sam cart onboarding. I said, Oh, you don't have course cats.

149

00:23:45.030 --> 00:23:46.140

Amy Celento: And I'm not even there yet.

150

00:23:46.800 --> 00:23:55.170

Amy Celento: But they said, were you referred by Christy and I said I was they said, we're getting that question a lot. And I said, Well, do you have an answer. And she said she didn't know

151

00:23:55.830 --> 00:24:02.790

Christie Miller: Actually have an answer and I saw that today the Facebook page when I was doing something else like I was waiting for my coffee to brew and it didn't go back to answer it.

152

00:24:03.210 --> 00:24:18.420

Christie Miller: What it is, is it's not an integration, the course cats. And let me just tell you they integrate with course cats. Because when we just enrolled everyone in our course Jane was not there, sitting there in putting 153 names into courses. Made Easy. Trust me. She wouldn't quit.

153

00:24:19.710 --> 00:24:34.350

Christie Miller: What what they integrate with is the wishlist member. So we have course cat and then wishlist member is like the gatekeeper that lets people into our different courses within our course cats.

154

00:24:35.580 --> 00:24:48.840

Christie Miller: License platform. So I'm actually going to reach out to Sam cart and let them know what this question is that all my students are asking. And because it does integrate it integrates through wishlist member

155

00:24:50.850 --> 00:24:51.390

Amy Celento: Thank you.

156

00:24:51.960 --> 00:24:53.820

Christie Miller: You are welcome. Thanks for bringing that up.

157

00:24:55.290 --> 00:24:57.300

Christie Miller: Alright, next step is Pam.

158

00:24:59.160 --> 00:25:05.640

Christie Miller: I could you unmute yourself beautiful one we want to hear your accent I love your accent. You don't even think you have an accent.

159

00:25:06.270 --> 00:25:06.780

What

160

00:25:09.720 --> 00:25:12.300

Pam Owens: My name is pay on it has two syllables.

161

00:25:15.090 --> 00:25:34.890

Pam Owens: Know, I wanted to ask about Google Analytics and UT me try. I have to look at where it's written over here because I don't even understand it but tracking. One thing I like about it is, is I can see how many people went to the landing page. Yeah, and so on the dashboard, but

162

00:25:35.970 --> 00:25:40.920

Pam Owens: Have you done Google Analytics. Do you know anything about it. Do you recommend we do it.

163

00:25:41.340 --> 00:25:51.090

Christie Miller: Again, yes, I recommend you do it. I know we have Google Analytics on our site. And I know nothing about it and I don't even have a team member that's

164

00:25:51.150 --> 00:25:56.520

Christie Miller: That okay following it, it's very powerful. It's one of those things on our wish list.

165

00:25:56.670 --> 00:26:00.030

Christie Miller: Yeah, to eventually add one thing about the

166

00:26:01.230 --> 00:26:08.460

Christie Miller: On Sam cart on the dashboard, where it shows you how many people went to your landing page. I don't believe that's unique viewers.

167

00:26:08.850 --> 00:26:11.670

Christie Miller: So if one person goes back 10 times

168

00:26:11.700 --> 00:26:12.780

Christie Miller: It's going to say 10

169

00:26:13.110 --> 00:26:26.100

Christie Miller: Yeah, which is unfortunate because on lead pages. It is unique viewers. But even on any of these things. There's always a margin of error, but it's still nice to know that, you know, people are going there.

170

00:26:26.430 --> 00:26:28.050

Pam Owens: Yeah. Yeah, exactly.

171

00:26:28.170 --> 00:26:28.770

Pam Owens: That was it.

172

00:26:28.860 --> 00:26:31.020

Christie Miller: That was my question. Go. Thanks.

173

00:26:32.490 --> 00:26:37.500

Christie Miller: Right Up next is Renee and go ahead and unmute yourself well

174

00:26:37.560 --> 00:26:38.820

Renay Roberts: I'm unmuted. Thank you.

175

00:26:39.840 --> 00:26:45.270

Renay Roberts: Okay, this is a quick question. So if I'm going to put something on that. I want to give away.

176

00:26:46.500 --> 00:26:51.120

Renay Roberts: Um, it looks like I have to kind of just put it in as

177

00:26:53.010 --> 00:26:57.540

Renay Roberts: A paper that I forget what it's called pay what you can or suggested place.

178

00:26:57.600 --> 00:27:16.350

Christie Miller: Yeah. So Sam cart is all about sales, and so they don't have a way to do a free opt in, other than you could give somebody a coupon code 100% coupon code that would take it down to zero. But here's where it gets sticky, they would still have to put in their credit card information.

179

00:27:16.350 --> 00:27:21.780

Renay Roberts: That's what I was gonna, I didn't like that. Okay, that's know if I was doing something wrong. Okay.

180

00:27:21.900 --> 00:27:26.130

Christie Miller: Yeah, and I would never, I would be wondering how you're trying to trick me

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00:27:26.340 --> 00:27:27.060

Renay Roberts: Exactly.

182

00:27:27.090 --> 00:27:27.330

You know,

183

00:27:28.650 --> 00:27:31.470

Christie Miller: These people that respond to an email that you've sent but it's

184

00:27:31.530 --> 00:27:42.180

Christie Miller: They're not even responding from the person's email you sent it to somehow they intercept it and then they're like, oh, here's the zip file or here's the file you are waiting for. Well, no, I'm not gonna give on that.

185

00:27:43.320 --> 00:27:43.650

Christie Miller: Yeah.

186

00:27:43.980 --> 00:27:47.880

Christie Miller: So for OPT ins. Again, I recommend lead pages.

187

00:27:47.940 --> 00:27:49.320

Renay Roberts: Okay, thank you.

188

00:27:49.560 --> 00:28:00.240

Christie Miller: Yeah, you're welcome. And I do want to say comment on one thing that you said though there is that pay what you want or pay what you can and I have not done that yet.

189

00:28:01.260 --> 00:28:07.650

Christie Miller: Honestly, it's, um, I haven't been brave. This is so silly. I haven't been brave enough to do it.

190

00:28:08.070 --> 00:28:15.300

Christie Miller: And I want to, I just haven't figured out, like what product to do it with because I want to do it with a brand new product.

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00:28:15.750 --> 00:28:25.920

Christie Miller: And only because I don't want other clients to maybe see like let's say Facebook Live boot camp had been on sale for \$47 and then I do a pay what you want and

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00:28:26.370 --> 00:28:37.200

Christie Miller: And the base price is 27 like I don't want my customers to get upset and so I haven't done it and but I do want to do it. I had someone I will create a new product.

193

00:28:38.580 --> 00:28:51.420

Christie Miller: Probably we we have a free video series coming up in October, called the content creators roadmap. That's what is content creators, or maybe I'll do that for the replays

194

00:28:52.380 --> 00:29:00.150

Christie Miller: And just, you know, it's, it's something that I'm going to be doing for free, then the replays always come down, it's, it's not a challenge. It's a video series.

195

00:29:00.510 --> 00:29:17.190

Christie Miller: But I could do that for permanent access to the replays and just play around with it. Jane, we put that on the web and Christy. Think of this time it's not a promise. It's a what did she think that because that would be a way for me to just test it and have fun with it and i don't i

196

00:29:18.300 --> 00:29:24.870

Christie Miller: I know I should have somebody might be braver than me. I, I guess. Let's be completely transparent here.

197

00:29:25.440 --> 00:29:33.030

Christie Miller: I don't want to be offended if somebody if I'm giving them the ability to pay what they want, I don't want to be offended if somebody decides that they only want to pay

198

00:29:33.480 --> 00:29:41.520

Christie Miller: \$27 for a \$300 course, although you can put the parameters you can put it that it's, you know, it starts with a certain amount

199

00:29:42.180 --> 00:29:53.730

Christie Miller: But I don't even want to do that because I don't want to imply that yeah i i need to get out of my head. See, we all go through these mindset things and I am clearly stuck in the dirt right there.

200

00:29:54.810 --> 00:29:56.160

Christie Miller: But you may not be

201

00:29:57.870 --> 00:30:00.660

Christie Miller: So you can leave sound good.

202

00:30:01.920 --> 00:30:06.090

Christie Miller: Okay, cool. Next is Pablo. And then we have Sandy.

203

00:30:07.770 --> 00:30:18.900

Pavla Borg: Hi, Christy. Hello everyone. I just have quick technical questions very basic, probably because I just started with the same cat. I didn't set it up yet. And today I tried to play with it and

204

00:30:19.920 --> 00:30:32.550

Pavla Borg: It asked me for a website, which of course I don't have. And I could do any social media link. And I was wondering, would you recommend like Facebook page group or LinkedIn profile. Can I even do a group

205

00:30:34.740 --> 00:30:38.580

Christie Miller: I don't know. So tell me, where is Sam cart asking for that page.

206

00:30:38.670 --> 00:30:41.850

Pavla Borg: On difference when I'm when I'm setting up the account literally it

207

00:30:42.330 --> 00:30:51.750

Pavla Borg: Was a website and it wouldn't let me go on, you know, new if I don't put something cycles my LinkedIn, because it's sort of the most professional and

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00:30:52.440 --> 00:30:54.180

Pavla Borg: My page is not all that I do.

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00:30:54.690 --> 00:30:54.960

Christie Miller: Yeah.

210

00:30:55.290 --> 00:31:13.860

Christie Miller: I would, I would ask Sam card customer service about that because when I had when I set up Sam cart. Way back when I actually am. These are the days when I actually had a website. And so I would have just flown past that. I don't know what the parameters are for that. So I would ask them.

211

00:31:14.550 --> 00:31:25.230

Pavla Borg: Yeah, because they're asking director. Yes. And also I wanted to ask, why would you stand, because there are all these courses. And the first one has like 75 videos.

212

00:31:26.610 --> 00:31:30.270

Pavla Borg: And I said, like if I sat down. I'm not even gonna move to see me.

213

00:31:31.620 --> 00:31:37.710

Christie Miller: Years. Here's, here's what I suggest you do I suggest that like for right now you have tunnel vision and see me.

214

00:31:38.280 --> 00:31:49.200

Christie Miller: Okay. And because we're going to be talking in the next module, about what I suggest the components are. I'm a sales page and they may be identical to what Sam card has in their templates. They may be slightly different.

215

00:31:49.800 --> 00:32:01.350

Christie Miller: So I would really be concentrating on CME right now. And then when you're building your sales page, you can go build it in SAM cart, and I think I was talking about this.

216

00:32:02.130 --> 00:32:11.310

Christie Miller: When people were asking, I don't have anything to sell yet. Should I get Sam cart yet what I was saying is if you can see offering something in 30 6090 days.

217

00:32:11.670 --> 00:32:32.190

Christie Miller: Then the savings is worth it. But on top of that, the bonuses those trainings are bananas and that's a good thing. There are some really valuable trainings in there and I can't remember if the video sales letter and is in the the first plan or the higher plan.

218

00:32:33.270 --> 00:32:41.820

Christie Miller: But when I did the video sales letter training. I was just blown away. And my Facebook Live boot camp sales page, it has a video sales letter.

219

00:32:42.210 --> 00:32:50.910

Christie Miller: And it converts really well am I literally just followed what Brian was doing or Brian or Scott I forget which one taught that one and they just literally went down.

220

00:32:51.540 --> 00:32:53.490

Christie Miller: And did exactly what they were saying. I mean, they've

221

00:32:53.940 --> 00:33:05.070

Christie Miller: they've they've had so many of their own sales and then they see they hear from their clients, what's working like they're not going into our accounts and sneaking around and looking but they hear from us what's working

222

00:33:05.580 --> 00:33:14.130

Christie Miller: And the other thing, and you'll hear more about this in our next training for those of you that went to the higher plan of sales order bumps.

223

00:33:15.840 --> 00:33:22.410

Christie Miller: Amazing. Amazing. And even if you don't have that higher plan either come to the live training or

224

00:33:22.920 --> 00:33:30.210

Christie Miller: Tell yourself that you're going to watch it on replay later because I am going to show you how you can offer an upsell to a freebie.

225

00:33:30.630 --> 00:33:39.390

Christie Miller: And you can use Sam cart for that upsell even if you don't have the upsell feature. So essentially what it is is someone gets a freebie. And then your Sam cart.

226

00:33:39.810 --> 00:33:50.010

Christie Miller: sales page will show up in, in place of the thank you page that you might have created for a freebie. And it gives them the ability to go buy something. So an example would be

227

00:33:51.180 --> 00:33:57.720

Christie Miller: Lets say you're using our seven day eat better challenge as a freebie someone's going to put themselves through that on their own.

228

00:33:58.380 --> 00:34:04.860

Christie Miller: The thank you page can actually be an upsell to the eat better recipe guide with over 50 recipes

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00:34:05.490 --> 00:34:15.240

Christie Miller: It's something that's totally complimentary to the challenge if somebody is assigned different seven day eat better challenge makes perfect sense that they would then want the recipe guide that goes with it.

230

00:34:15.630 --> 00:34:26.010

Christie Miller: So that would be an easy thing to sell and you can use Sam cart directly to sell that. In fact, that's how we're selling a lot of our Facebook lives right now, when somebody

231

00:34:26.790 --> 00:34:36.300

Christie Miller: Downloads Facebook group magic the thank you page is actually Facebook Live boot camp, which is a not a direct connection. We're having sales, but we would have a lot more if

232

00:34:36.630 --> 00:34:44.430

Christie Miller: People were downloading something about Facebook Live and then Facebook Live boot camp was the upsell but again we're just testing this and having fun with it.

233

00:34:45.630 --> 00:34:46.320

Christie Miller: Does that help

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00:34:46.920 --> 00:34:49.680

Pavla Borg: Okay, thank you. Thank you. I will focus on to see me.

235

00:34:50.490 --> 00:34:54.270

Christie Miller: Okay, good, good. All right, Sandy is up next.

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00:34:54.900 --> 00:34:55.710

Sandy Letkeman: Hey, Christy

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00:34:55.980 --> 00:34:57.030

Christie Miller: Oh, yeah.

238

00:34:57.240 --> 00:34:58.110

Sandy Letkeman: I'm good, how are you

239

00:34:58.440 --> 00:35:09.990

Sandy Letkeman: Good. My question is about that SEO tab. It kind of looks like a kind of a cheap simple little version of a Facebook app. So does that look appear in people's feet or how does that

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00:35:10.230 --> 00:35:16.080

Christie Miller: Totally it totally appears in their feed. So let me let me go grab my link.

241

00:35:16.290 --> 00:35:21.600

Christie Miller: And and then I'll share on Facebook. I'll do it. I'll do it live right here with you guys.

242

00:35:22.080 --> 00:35:36.360

Christie Miller: We just go see if I can if I have it in my, you know, I'll go with the blog and oh no I don't have a share thing on the blog bundle, because I don't share that on Facebook. Give me just a second and we will do this.

243

00:35:37.380 --> 00:35:47.910

Christie Miller: Okay, Facebook lead boot camp. Let me go pull it up, have to be careful not to share my screen yet because on the on the front of your screen.

244

00:35:48.690 --> 00:36:01.410

Christie Miller: For Sam cart. Once you're selling stuff, it will show you who's payments have defaulted. So I want to be very careful that I don't suddenly break confidence so give me just a second to get this URL.

245

00:36:05.430 --> 00:36:08.370

Christie Miller: Okay, I'm just going to type it in you.

246

00:36:14.490 --> 00:36:15.360

Christie Miller: Let me

247

00:36:17.460 --> 00:36:18.570

Go to Facebook.

248

00:36:19.980 --> 00:36:21.210

Christie Miller: Hopefully this is the right one.

249

00:36:24.510 --> 00:36:25.860

Christie Miller: Okay, let me share my screen.

250

00:36:31.560 --> 00:36:33.360

Christie Miller: Okay you guys see my Facebook page.

251

00:36:35.220 --> 00:36:51.540

Christie Miller: Okay, so if I go here to create post and I just paste in my Sam cart product URL. Again, it's taking about it didn't work. This is when you would go back to the debugger.

252

00:36:52.590 --> 00:36:55.890

Christie Miller: Or I might have, let me just see. I might have picked a URL.

253

00:36:57.390 --> 00:37:00.360

Christie Miller: Oh, you know what, it's the 147 one that I did it on

254

00:37:02.280 --> 00:37:16.830

Christie Miller: Now it's going to work. You have to have the URL correct on what you're trying to share. So you see how that just pulled it up. You're right, it looks, it looks like a link that you would see when somebody is doing a Facebook ad. Yeah, yeah.

255

00:37:17.520 --> 00:37:21.630

Sandy Letkeman: I totally free. Like, it looks like a Facebook ad, but it's not. But it's, there's no charge to it. It's just a kind of

256

00:37:21.990 --> 00:37:26.910

Christie Miller: Charges. Now I could share a blog like this, too, and it would look like this.

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00:37:27.030 --> 00:37:27.180

Christie Miller: Oh,

258

00:37:27.720 --> 00:37:40.140

Christie Miller: You're just, you're just used to seeing Facebook. Facebook ads and they always have the URL there, they always have a heading of some sort and and you could probably turn this into a Facebook ad

259

00:37:41.070 --> 00:37:41.400

Sandy Letkeman: Okay.

260

00:37:41.610 --> 00:37:45.690

Sandy Letkeman: But this is me to that sales page and Sam. Sam cart them so cool.

261

00:37:45.750 --> 00:37:48.840

Christie Miller: Yeah, yeah. If we click this, it'll go it'll go directly to it.

262

00:37:49.140 --> 00:37:50.070

Sandy Letkeman: Nice. Thank you.

263

00:37:50.280 --> 00:38:02.220

Christie Miller: You're welcome. Let me stop that so that I don't. All of a sudden, post it by accident. Okay, next up is Michelle Thomas, I have not heard from you in forever. Hello Michelle.

264

00:38:02.490 --> 00:38:06.750

Michelle Thomas: Hello, I have been head down very, very busy.

265

00:38:06.990 --> 00:38:07.290

Yes.

266

00:38:09.720 --> 00:38:22.380

Michelle Thomas: So two questions. And by the way, I'm a grandma as of 130 this morning. Um, so the first question is, are you now using Sam's cart over lead pages for your sales page.

267

00:38:23.160 --> 00:38:25.980

Christie Miller: I am doing both I and here's why.

268

00:38:27.180 --> 00:38:39.720

Christie Miller: Number one, I want to be able to to teach my students how to use Sam cart alone as a sales page so I I literally had them side by side. I had lead pages for our Facebook Live boot camp.

269

00:38:40.200 --> 00:38:49.320

Christie Miller: On the left, and I had Sam cart on the right and i was duplicating it and my duplicate it I mean started from scratch. There's no way to like copy and into Sam cart.

270

00:38:49.770 --> 00:38:57.120

Christie Miller: And just to see like is this is this harder is easier. In fact, one of my clients Kim asked in our game changers group.

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00:38:57.510 --> 00:39:02.820

Christie Miller: Was it harder. Was it easy and I said you know it for me. It was a little bit harder. Only because

272

00:39:03.180 --> 00:39:10.920

Christie Miller: I can create a lead page in my sleep like I just because I've been doing that for four or 568 years, however long it's been

273

00:39:11.370 --> 00:39:21.120

Christie Miller: Creating a sales page and Sam card. It's, it's new to me. So it's just going to be a little bit slower, but I think for somebody, starting from scratch. It's going to be the exact same learning curve.

274

00:39:21.750 --> 00:39:39.780

Michelle Thomas: Yeah, I created a sales page in lead pages. And then I created I reproduced part of the sales page on the the checkout page. Just to give them something to realize they were connecting to the same thing and it didn't take much longer. But I was curious.

275

00:39:40.230 --> 00:39:42.690

Michelle Thomas: The other question I have is

276

00:39:42.780 --> 00:39:55.140

Michelle Thomas: And granted, I missed the first five minutes. My computer went wacky, are you doing your freebie on Sam cart and then doing a middle. No. Okay, so you're doing your freebie on

277

00:39:55.500 --> 00:40:02.070

Christie Miller: Excuse me, you can't keep spending, you can't do freebies on Sam cart.

278

00:40:02.250 --> 00:40:02.640

Michelle Thomas: Okay.

279

00:40:02.940 --> 00:40:07.800

Christie Miller: It doesn't have that this was mentioned to one of the other clients here.

280

00:40:08.820 --> 00:40:16.020

Christie Miller: You can buy doing a coupon code, but they'd have to put in their credit card information, and nobody's going to do that. No. Okay.

281

00:40:16.050 --> 00:40:17.130

Michelle Thomas: So you're doing it.

282

00:40:17.520 --> 00:40:28.200

Michelle Thomas: The freebie on lead pages and then redirecting to Sam cart and then after that, sending them back to the thank you page, which I know is

283

00:40:28.560 --> 00:40:31.590

Christie Miller: Well, no, because for a freebie. They're not going to Sam cart.

284

00:40:32.010 --> 00:40:33.420

Michelle Thomas: Know if you I'm sorry.

285

00:40:34.590 --> 00:40:38.700

Michelle Thomas: I've had three hours of sleep and grandma so brain not connecting

286

00:40:40.560 --> 00:40:45.210

Michelle Thomas: Yes, instead of mom brain. I have grandma brain and she hiccups so flipping you

287

00:40:46.680 --> 00:40:54.750

Michelle Thomas: Know you're doing your freebie on the landing page and then in place of the thank you page for your SLO offer you're redirecting

288

00:40:55.110 --> 00:41:07.500

Michelle Thomas: There and then going to the next page. And I know that's your training for later. But I honestly don't know how much longer I will be sitting in this chair before I'm holding a baby. So I'm going to ask

289

00:41:08.340 --> 00:41:15.660

Christie Miller: Yeah. Okay. So let me just for people that don't know what SLO is SLO is a self liquidating offer

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00:41:15.960 --> 00:41:25.260

Christie Miller: It's if you're giving away a freebie. And you're spending money on Facebook ads and then you have an upsell on the thank you page what you're trying to do is have all of those sales.

291

00:41:25.590 --> 00:41:29.580

Christie Miller: Cover your Facebook ad spin so self liquidating offer

292

00:41:30.270 --> 00:41:41.730

Christie Miller: Now, for those again. You can either send them directly to Sam cart. That's what I'm doing now, or you can send them to a different lead page and then when they want to buy they click and they go to Sam cart.

293

00:41:42.150 --> 00:42:01.440

Christie Miller: I'm doing it directly to Sam cart right now just testing it, and I had a conversation with Brian because you know their whole thing is like do it all in one page. And he basically said, look, if it, if it ain't broke don't fix it if whatever you're doing is already working don't fix it.

294

00:42:01.830 --> 00:42:02.190

Christie Miller: Now,

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00:42:03.000 --> 00:42:12.540

Christie Miller: That doesn't mean I'm not recommending Sam cart. I love Sam card. I've been using Sam card as my checkout pages I ignored my coaches advice and but Sam cart.

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00:42:13.080 --> 00:42:24.540

Christie Miller: That was how sure I was that it was going to make big changes for me and it didn't. I'm so glad I did that. And there's sometimes when we get advice from our coaches and we're like, Yeah, but it really think

297

00:42:24.960 --> 00:42:30.150

Christie Miller: And most of the times when I ignore my coaches advice they were right. In this case, I was right.

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00:42:30.600 --> 00:42:33.810

Michelle Thomas: So I've ignored you a few times and gone, my own direction. Yeah.

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00:42:34.650 --> 00:42:36.660

Michelle Thomas: Yeah, and sometimes I'm like

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00:42:37.980 --> 00:42:38.400

Christie Miller: Christy

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00:42:39.270 --> 00:42:41.250

Michelle Thomas: You know it works.

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00:42:41.310 --> 00:42:56.280

Michelle Thomas: So, okay, all right. That's what I needed to know because I'm in the middle of creating switching my challenge over to a mini course and making it self liquidating because I don't have enough hours in my day to run a challenge and everything else.

303

00:42:56.400 --> 00:42:59.310

Christie Miller: So yeah, no, I hear you, especially now because your grandma congratulate.

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00:42:59.520 --> 00:43:01.050

Michelle Thomas: Me. She stayed with me for

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00:43:01.050 --> 00:43:02.340

Michelle Thomas: Four months.

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00:43:05.370 --> 00:43:06.600

Christie Miller: Her mom will be here.

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00:43:06.810 --> 00:43:09.990

Michelle Thomas: But her mom is Tony and his never had a kid. So, you know,

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00:43:10.290 --> 00:43:12.810

Christie Miller: So people are smiling and some of us are going

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00:43:13.920 --> 00:43:16.860

Michelle Thomas: On. Oh, but I'm in heaven, and I'm the only one that counts.

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00:43:17.130 --> 00:43:18.060

Christie Miller: Of course you are.

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00:43:18.180 --> 00:43:20.550

Michelle Thomas: Congratulations. Thanks here.

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00:43:21.540 --> 00:43:25.500

Christie Miller: All right. Up next is, Dorian, buddy.

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00:43:27.870 --> 00:43:28.830

Christie Miller: you're muted.

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00:43:29.070 --> 00:43:29.970

Christie Miller: There. Am I good now.

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00:43:30.210 --> 00:43:40.170

Dorian Johnson: Yeah. Awesome. Cool. So this is a question where I'm personally not gonna have to worry about it for like months maybe like a year so down the road, but

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00:43:40.500 --> 00:43:50.640

Dorian Johnson: I know that Sam cart has like affiliate like functionality. Have you like mess with it so far. Like what your experience by the bandwidth or

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00:43:51.030 --> 00:44:06.840

Christie Miller: Yes, yes, yes, a nominal. So I have used it from the affiliate side and we haven't we haven't done paid affiliates yet for our own sales, but I've been on the affiliate side.

318

00:44:07.620 --> 00:44:12.360

Christie Miller: For obviously Sam carts launch also for a kamba product launch

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00:44:12.750 --> 00:44:23.610

Christie Miller: And it's just so great because you can go in there and you can see like who is purchasing from your link so that you have all the email addresses. So then if you're offering a bonus those people is

320

00:44:24.030 --> 00:44:30.180

Christie Miller: Excuse me. It's all there. That's why for some of you, you guys were asking like, hey, how do I get on the San Fran thing. I'm like,

321

00:44:31.080 --> 00:44:36.990

Christie Miller: Hang on, let me just make sure it's official. And I mean, even if even if somebody said they bought through my link.

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00:44:37.740 --> 00:44:44.310

Christie Miller: And Sam cart wasn't recognizing it I would have added them anyway. But I just wanted to make sure we were reconciling it

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00:44:45.030 --> 00:44:56.310

Christie Miller: Because sometimes things just break but my love the affiliate experience. I've also been on an affiliate launch where I don't have access to any of that where I'm relying on a spreadsheet.

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00:44:57.240 --> 00:45:06.810

Christie Miller: Which means you have to wait for daily updates in order to see like who you want to congratulate and stuff. And I just like being able to to see it.

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00:45:07.560 --> 00:45:08.880

Christie Miller: Yeah, so they're yeah

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00:45:09.060 --> 00:45:12.780

Christie Miller: They're their affiliate part of it is fabulous.

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00:45:13.170 --> 00:45:23.160

Dorian Johnson: Good to know. I definitely plan to at some point, expand my partnerships with bridal and wedding vendors and stuff where I could see it being a win win thing.

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00:45:23.520 --> 00:45:35.520

Dorian Johnson: And I just wanted to know what your experience might have been, you said that you were an affiliate so with that does commission, just like automatically paid out to you or like, is there like some sort of

329

00:45:35.940 --> 00:45:44.460

Christie Miller: Yeah, you get as the as the company old owner. You get to decide how and when payments are going to go

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00:45:44.880 --> 00:46:00.330

Christie Miller: So, and if you have a money back guarantee period. You don't want to send all the Commission's out before that money back guarantee period expires. And so what what a lot of people do is they'll send out

331

00:46:01.530 --> 00:46:13.620

Christie Miller: Just a big chunk like 50% as soon as the launch is over. And I don't know what they do when it's their first launch and I can check in with James lead more than next time I talk to him and ask him.

332

00:46:13.980 --> 00:46:21.000

Christie Miller: And, you know, most of the people that most of the companies that run affiliates, they've been doing this a long time. And so they

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00:46:21.000 --> 00:46:43.710

Christie Miller: Don't know. Like, what is their average refund request. How many come in. So like for me, I would be totally comfortable paying out 50% of the Commission and knowing that we get very few refund requests, but you don't know if you're going to get more refund requests. When you have affiliates.

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00:46:44.160 --> 00:46:44.490

Dorian Johnson: Right.

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00:46:44.670 --> 00:46:50.400

Christie Miller: It's kind of like a and you could also just say hey affiliate payments are going to get paid out

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00:46:50.700 --> 00:47:00.540

Christie Miller: After the money back guarantee expires, and I don't think anyone's going to be upset with that. I wouldn't be effectively Sam card has already sent out commissions. I think they send out 50%

337

00:47:01.020 --> 00:47:08.850

Christie Miller: And I was shocked. I was like, what is this and they just know because they know they're able to predict that they've been doing this forever.

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00:47:09.330 --> 00:47:10.800

Christie Miller: Right, yeah.

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00:47:11.220 --> 00:47:13.740

Dorian Johnson: Yeah, I think there was like a 30 day for that.

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00:47:14.070 --> 00:47:16.470

Dorian Johnson: But yeah, like expired by now but

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00:47:16.740 --> 00:47:21.570

Christie Miller: I don't know, for I don't know if we're past the 30 days yet I'm

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00:47:22.170 --> 00:47:26.010

Dorian Johnson: Just like one big like gap so

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00:47:26.280 --> 00:47:28.560

Dorian Johnson: Yeah, I don't know the difference between days anymore.

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00:47:29.100 --> 00:47:31.860

Christie Miller: Yeah, well, the online world even coven but

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00:47:32.790 --> 00:47:36.450

Christie Miller: I know it's Monday, because my house cleaners were here, otherwise I wouldn't know what day of the week it was

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00:47:37.740 --> 00:47:38.070

Christie Miller: Yeah.

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00:47:38.100 --> 00:47:39.480

Christie Miller: Cool. Good.

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00:47:39.840 --> 00:47:41.250

Dorian Johnson: Yeah, it's my question. Thank you.

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00:47:41.310 --> 00:47:47.040

Christie Miller: Awesome. Cool. All right. There aren't any other answer, but I'm going to stay and if you got up, Denise.

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00:47:47.610 --> 00:47:49.140

Denise Stegall: One. Can you hear me.

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00:47:50.070 --> 00:47:51.150

Denise Stegall: Hey sweetie. How you doing,

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00:47:51.360 --> 00:47:53.220

Christie Miller: Yeah, I haven't seen you in forever.

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00:47:53.670 --> 00:47:54.570

Denise Stegall: I've been here.

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00:47:54.930 --> 00:47:55.830

Christie Miller: Yeah, I know.

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00:47:57.360 --> 00:47:58.710

Denise Stegall: So I

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00:48:00.750 --> 00:48:03.120

Denise Stegall: I'm missing something very basic

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00:48:03.480 --> 00:48:06.090

Christie Miller: Okay, I'm here, I'm here to fill in the gaps.

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00:48:06.210 --> 00:48:10.350

Denise Stegall: I can't find the templates. I put something together and it's

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00:48:10.620 --> 00:48:11.190

Bar.

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00:48:12.360 --> 00:48:13.080

Denise Stegall: But I

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00:48:13.320 --> 00:48:25.650

Denise Stegall: So I can only see where the template is for the checkout, which is great. I had one and I can't seem to change a template or actually find them now.

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00:48:25.800 --> 00:48:26.850

Christie Miller: Okay, let me show you.

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00:48:27.780 --> 00:48:28.350

Denise Stegall: Let me get an

364

00:48:28.440 --> 00:48:42.210

Christie Miller: Easy answer for me. Okay, so I am. I'm just going to stay here right on this product because again I don't, I don't want to disclose anyone's payments not going through that would be bad if you're on your product and you click to check out design.

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00:48:42.540 --> 00:48:45.330

Christie Miller: Yeah, then templates are right below it.

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00:48:45.930 --> 00:48:50.190

Denise Stegall: Okay, so I may have cuz I'm trying to get one keeps growing. I'll show you what I want. It's

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00:48:50.490 --> 00:48:53.760

Denise Stegall: This one, that one intuition one. Yeah. How did you know

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00:48:53.790 --> 00:48:54.300

Christie Miller: He

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00:48:54.540 --> 00:48:55.530

Hired I know

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00:48:57.060 --> 00:49:01.740

Christie Miller: Yeah. So then what you're going to do is I'm not going to click on it because I'm in an active product.

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00:49:01.770 --> 00:49:03.180

Denise Stegall: Yep, yep. It'll screw yours up

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00:49:03.390 --> 00:49:09.270

Christie Miller: But you would click on that and then you would go down and click the launch drag and drop builder.

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00:49:11.160 --> 00:49:11.670

Denise Stegall: Okay.

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00:49:11.730 --> 00:49:12.450

Denise Stegall: If that's the

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00:49:12.510 --> 00:49:13.380

Denise Stegall: Piece that I'm missing.

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00:49:13.500 --> 00:49:19.230

Christie Miller: Let me do this. Let me stop sharing my screen. And let me create a new test product.

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00:49:20.430 --> 00:49:28.050

Christie Miller: Because we have plenty of time. And there aren't any other hands up right now. Let me go back to products.

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00:49:30.390 --> 00:49:31.200

Denise Stegall: Thank you so much.

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00:49:31.500 --> 00:49:32.820

Christie Miller: You are welcome.

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00:49:33.420 --> 00:49:35.490

Denise Stegall: Thank you my head, I'm like, why is this not working.

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00:49:35.730 --> 00:49:42.750

Christie Miller: Yeah, no, I hear ya. Okay, so I'm going to share my screen again. So I have a test product that I had already set up.

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00:49:43.920 --> 00:49:49.740

Christie Miller: Test nutrition page, knowing that people would probably be looking at that one. So if we go to the checkout design.

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00:49:50.610 --> 00:49:56.730

Christie Miller: And and i would i can see it's already active. So let me just, let me switch it to a different one. Let's switch it for you.

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00:49:57.600 --> 00:50:09.360

Christie Miller: There's a fitness one. Here we go. The get jacked lean and strong get Jeff, if I click on that one. It now says it's active. And so if I go down here and click on launch drag and drop builder.

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00:50:11.070 --> 00:50:12.180

Christie Miller: Now that template.

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00:50:13.590 --> 00:50:18.180

Denise Stegall: That she, I knew it was something simple, but that's the piece that I was missing. I'm like, Okay, I'm here.

387

00:50:19.650 --> 00:50:25.500

Christie Miller: Except that I just told it to use the fitness one and it's back on the nutrition one so

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00:50:26.760 --> 00:50:27.600

Christie Miller: Let's go back.

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00:50:27.870 --> 00:50:29.940

Denise Stegall: So maybe that's so maybe it's

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00:50:30.240 --> 00:50:32.310

Denise Stegall: There's a glitch right now. Maybe it's not just me.

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00:50:32.670 --> 00:50:43.170

Christie Miller: Yeah, let me just see if I need to let me click on it and let me save it. Let me get some controls out of my way. Let me say it.

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00:50:43.980 --> 00:50:47.310

Christie Miller: Sharon just typed in the chat that you have to click on Save changes after

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00:50:48.390 --> 00:50:48.810

Christie Miller: Thank you.

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00:50:48.870 --> 00:50:50.160

Christie Miller: That's what I was doing.

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00:50:50.340 --> 00:50:51.510

Denise Stegall: Yeah, okay.

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00:50:51.720 --> 00:50:53.340

Christie Miller: Let's go to drag and drop

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00:50:58.980 --> 00:50:59.940

Christie Miller: Still didn't work.

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00:51:01.320 --> 00:51:05.910

Denise Stegall: Okay. So, okay, because that's what's happening to me. I'm and I'm thinking, am I doing this wrong.

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00:51:06.300 --> 00:51:08.610

Christie Miller: Yeah, no, we're just going to do it one more time.

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00:51:08.730 --> 00:51:09.630

Christie Miller: Okay, so

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00:51:11.280 --> 00:51:18.660

Christie Miller: We're going to make this active. I'm going to go ahead and view it. Maybe it just needs to like scrape it so it knows

402

00:51:18.750 --> 00:51:19.170

Denise Stegall: Okay.

403

00:51:19.380 --> 00:51:31.290

Christie Miller: There you go. How now, we're seeing it now. Let me go back and click Save. Since it's really active changes successfully saved now let's go to the drag and drop

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00:51:34.740 --> 00:51:36.300

Christie Miller: Looks like there's a glitch.

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00:51:36.480 --> 00:51:43.260

Denise Stegall: OK, OK. I was thinking there's something really wrong with me because you know me, I'm technically ridiculous, okay.

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00:51:44.340 --> 00:51:48.270

Denise Stegall: I'll just, I'll give them a I'll email them and let them know what's going on.

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00:51:48.300 --> 00:51:51.330

Christie Miller: Yeah, what their customer service is so good.

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00:51:51.990 --> 00:51:53.760

Denise Stegall: Awesome. Thank you so much. I appreciate it.

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00:51:54.030 --> 00:52:00.720

Christie Miller: You are welcome. All right, let me pop my participants, hands up. So I know what order. Okay, we got Nikki and then Dana.

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00:52:03.720 --> 00:52:05.400

Christie Miller: Nikki, go ahead and unmute yourself.

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00:52:06.390 --> 00:52:08.070

Christie Miller: Hi. Howdy.

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00:52:08.460 --> 00:52:17.370

Nikki Pearson: And I have a quick question. And it's to do with upsell and how you price them. So I haven't done it yet. But if you start off with

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00:52:18.060 --> 00:52:30.480

Nikki Pearson: Say a lower ticket offer a say \$27 would you suggest that you go for something higher and then maybe offer something that's a lower price if they don't go for that or kind of scale it up.

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00:52:31.230 --> 00:52:37.530

Christie Miller: Yeah, it's actually had this conversation off camera with Brian when we were doing my initial interview.

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00:52:38.310 --> 00:52:43.110

Christie Miller: Because I have that same thought like if I'm selling Facebook Live boot camp for 47

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00:52:43.470 --> 00:52:58.200

Christie Miller: And giving them the option to buy the what to say solution which is our scripts that go hundred scripts for Facebook lives like should that be more should that be less like Should this be less than this be more. And you know what he said, test it, and

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00:52:59.940 --> 00:53:01.110

Nikki Pearson: I believe that

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00:53:01.260 --> 00:53:17.250

Christie Miller: Yeah, we haven't yet. Right now, we've been doing 47 and I think 37 God and most people are grabbing the upsell which could be an indicator that it's a super, super no brainer. And maybe I should test it at 47

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00:53:17.760 --> 00:53:26.430

Nikki Pearson: Yeah, because I was wondering if I have an E book that I want to put out and then I have a mini course from the

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00:53:27.210 --> 00:53:37.080

Nikki Pearson: Ticket making your own materials that I want to put out. Yeah, both of which I wanted as low kind of lower than I might otherwise price them in the current climate.

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00:53:37.650 --> 00:54:00.720

Nikki Pearson: And so I wanted the first thing at something like 27 and then 99 or 97 whatever under 100 and but I don't know whether to then put something if they didn't take that to find something else or to put that one up or play around with it, but it's a case of I think I

422

00:54:01.740 --> 00:54:06.270

Nikki Pearson: Look for something and get it out there and see and then test.

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00:54:06.300 --> 00:54:12.570

Christie Miller: Yeah, it's all again. It's just all testing. So I would see you know what that works and tested at different prices to

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00:54:13.050 --> 00:54:13.470

Christie Miller: And

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00:54:13.770 --> 00:54:30.870

Christie Miller: I believe you can do a here's one one, we're talking about two different things. So an order bump is what, let me let me share my screen because I have my Facebook Live boot camp. Let me see, is this one have the order bump.

426

00:54:32.880 --> 00:54:46.140

Christie Miller: Yes. Okay, so let me share my screen and show you the difference. So, this is this is a paid product Facebook Live boot camp for \$47

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00:54:46.530 --> 00:54:56.460

Christie Miller: And we have what's called an order, but now I think we're all using the words upsell in this case when it's on the checkout page. It's called an order book.

428

00:54:56.850 --> 00:55:09.720

Christie Miller: Yes, we are up selling them something so as soon as they check that and then they're going to get instant access. Now, when this purchase goes through Sam cart also has this thing called upsell

429

00:55:10.200 --> 00:55:17.910

Christie Miller: Which instead of your thank you page. Another pages is going to come up. Where are where you're selling them something else.

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00:55:18.240 --> 00:55:23.310

Christie Miller: And they don't have to go back and put in their credit card information, it will just add it to it.

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00:55:23.820 --> 00:55:40.020

Christie Miller: Now, I think what you're talking about is doing a freebie. And then on the thank you page. It's your essentially it's an upsell it's not an order because there's no order. So you can do that by sending them directly to your, your checkout page.

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00:55:43.650 --> 00:55:44.250

Christie Miller: Cool.

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00:55:44.670 --> 00:55:52.110

Nikki Pearson: Yeah, I feel the difference between upsell and boom, was the order book would probably be something lower price than my

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00:55:52.440 --> 00:56:02.640

Nikki Pearson: Course would be so the course maybe needs a bit more selling so it has more info on the page where an order bump is a couple of lines that is a bit of a no brainer goes with the first thing

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00:56:02.790 --> 00:56:07.890

Christie Miller: Yeah, so are in the TMI. Other take it and make it your own sale.

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00:56:08.190 --> 00:56:09.210

We have

437

00:56:10.320 --> 00:56:19.620

Christie Miller: The last time we did it. We had an order bump that was the hundred blog by know that was something that we created specifically as an Order button.

438

00:56:20.130 --> 00:56:25.800

Christie Miller: And then when they check out the upsell was the quick cash infusion system.

439

00:56:26.280 --> 00:56:41.040

Christie Miller: And and that was \$97 and that was more of like a cork, not a course, but it was, you know, we're going to help you earn \$1,000 in the next 30 days. And so that was more when 97 and then the price went up to 147 and people bought it at 147

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00:56:41.610 --> 00:56:52.710

Christie Miller: And we're still figuring out what we're going to do the next time with you while it's for me. It's so fun to play with those because I know there's no such thing as free money.

441

00:56:53.520 --> 00:57:03.480

Christie Miller: It's it's it's offering your clients more of you when they're already saying, Oh my gosh, I love what you're selling me it's just like on Amazon. When you see

442

00:57:03.870 --> 00:57:19.020

Christie Miller: Buy something is like people who bought this also bought this, this, this. I'm like, oh, here I go shopping. But that's such as a service. And a lot of times I see products that I didn't even know existed like today, for example, I

443

00:57:20.160 --> 00:57:24.840

Christie Miller: You know those things that go on the back of your phone, a little pop up sockets. Yeah.

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00:57:25.320 --> 00:57:29.880

Christie Miller: So I dropped my phone in the bay yesterday it decided to go. Swimming with dolphins and I have a new one.

445

00:57:30.210 --> 00:57:39.240

Christie Miller: And they didn't have any covers that I liked, but I'm like, I have to have a cover. And so, this morning I was looking for the pop up thing. Yes, so I can hold it like this, even though that's how I dropped it.

446

00:57:39.690 --> 00:57:49.890

Christie Miller: And I, I ordered a new case that I liked and a pop up and then I got the OH people also bought that guess what I found a Mr. Happy pump of socket.

447

00:57:50.340 --> 00:58:01.350

Christie Miller: I was stoked. And if you don't think I've got three of you don't know me very well, so the the upsell is in the order bumps. It's all about showing your customers who already are.

448

00:58:02.610 --> 00:58:12.570

Christie Miller: I want to say in love with you. This isn't an ego thing, but they're already like, yes, Nikki, teach me and then you're just giving them a platter of hey, do you want something else with your order, it's

449

00:58:13.980 --> 00:58:26.190

Christie Miller: It's brilliant. And I'm just not embarrassed, but I'm a little chagrined about like, gosh, how long did it take me before we did our first order, but it was in May and I've had Sam cart forever.

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00:58:27.240 --> 00:58:36.930

Christie Miller: They work. Yeah. One more note on that you could do an order bump or an upsell in your courses so

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00:58:37.650 --> 00:58:58.500

Christie Miller: I'm in another course where I've paid good investment \$2,000 and on the thank you page was a \$300 upsell. Now I will say I was taken aback, a little bit. I'm like, wait a minute. I just invested \$2,000 I thought this was all I was going to need. And then I was like, whoa.

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00:58:59.850 --> 00:59:07.590

Christie Miller: Slow your roll Miller just pause and listen to this upsell and then I was like, That is brilliant. And I don't need it.

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00:59:08.070 --> 00:59:16.200

Christie Miller: Because I already have that skill in my toolbox. So you can do it on courses. Also, okay. So it could be something like

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00:59:17.100 --> 00:59:25.740

Christie Miller: upsell to a VIP level. So you can have your regular group course and then you can have a hey, do you want to upgrade to

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00:59:26.670 --> 00:59:35.340

Christie Miller: See me plus and see me plus has breakout sessions and you get a private coaching session with Christy I'm making all this up because it doesn't exist.

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00:59:36.180 --> 00:59:47.820

Christie Miller: But you could do something like that with your course. So it's an upsell for a higher level of coaching, even if you have it on the initial sales page, you could still offer something like that as an upsell give them one more chance to get it. Yeah.

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00:59:48.300 --> 00:59:48.780

Nikki Pearson: Thank you.

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00:59:49.080 --> 00:59:51.810

Christie Miller: You're welcome. All right, Dana. And then below.

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00:59:52.950 --> 01:00:09.240

Dana Skaf: I know it's me again. I'm in emails, real quick. I don't have a lead page and I'm using Sam cart. Obviously, as the sales and then to pay. And right now, sadly, I'm full disclosure, my emails are in an Excel spreadsheet and I copy and paste

460

01:00:09.840 --> 01:00:10.560

Dana Skaf: Yeah, I know.

461

01:00:10.680 --> 01:00:19.530

Dana Skaf: I know. So I'm working on. I have flow desk for emails and I'm working on migrating all that into there. So it's all automated.

462

01:00:19.920 --> 01:00:30.990

Dana Skaf: But going forward. If I don't how much. Am I hurting myself without having a lead page or a something that says give me your name and give me your email, and then it integrates into a place

463

01:00:31.320 --> 01:00:34.980

Christie Miller: Yeah, you're missing out on an opportunity to build your list easily

464

01:00:35.790 --> 01:00:54.510

Christie Miller: So that's huge. Now some of. I know a couple of people here have Punjabi, that's an all in one course platform. And you can do sales pages and freebies on there and other people use MailChimp and MailChimp has a built in freebie. But it's not very good.

465

01:00:56.340 --> 01:01:04.410

Christie Miller: I got somehow you need a nice page to give your stuff away for free in exchange for their email address.

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01:01:04.440 --> 01:01:19.590

Dana Skaf: So if I do lead page and then just do some type of not advertising for freebie. But something about the course and then when they click I have to collect their info and then take them to SIM card. It's not really a freebie. It's more like click here to enter

467

01:01:20.400 --> 01:01:28.410

Christie Miller: And well, no, I wouldn't, I wouldn't do that. I thought you were talking about like a free lead magnet like Facebook group magic.

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01:01:30.150 --> 01:01:32.970

Dana Skaf: On Wait, say that again, maybe I misunderstood.

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01:01:33.120 --> 01:01:40.350

Christie Miller: Yeah, so when you were talking about a freebie. I thought you meant like you have this, let's just say this is my

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01:01:42.060 --> 01:01:44.100

Christie Miller: \$30 million in 30 days guide.

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01:01:44.610 --> 01:01:58.650

Christie Miller: I'm giving away for free. This, you would need to have in like lead pages or somewhere else where they can put in their information and automatically get added to your email list.

472

01:01:58.890 --> 01:02:00.390

Christie Miller: I have a friend, what's your question.

473

01:02:00.450 --> 01:02:17.280

Dana Skaf: No, I understand that fact. But if I don't have a freebie. And how do I collect that information. How do I want. Where do I collect their information not in SAM card right or I could create something. No, because then it would be credit card thing. So no

474

01:02:17.730 --> 01:02:23.010

Christie Miller: Do you mean click their information in exchange for what, what are you giving them.

475

01:02:25.020 --> 01:02:26.490

Dana Skaf: I don't know, I just

476

01:02:26.580 --> 01:02:27.720

Dana Skaf: address the question.

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01:02:27.780 --> 01:02:34.560

Dana Skaf: Is that how can I get that email address and the name if I don't have a freebie.

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01:02:34.800 --> 01:02:38.940

Christie Miller: Yeah, well you I mean you got to bribe them with something

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01:02:39.000 --> 01:02:39.720

Dana Skaf: Yeah yeah

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01:02:39.750 --> 01:02:48.330

Dana Skaf: Now I'm now that I'm thinking about it. But then, if anyone's signs up through Sam cart that email is going to automatically go into something

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01:02:48.540 --> 01:02:51.930

Dana Skaf: Yeah, just my email provider. Right.

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01:02:52.350 --> 01:02:59.880

Christie Miller: Yes, so it within the SAM cart integrations and your onboarding call they can help you connect all of that.

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01:03:00.270 --> 01:03:13.200

Christie Miller: In the integrations, you will you will choose, you know, who is your email provider and it will all happen. So for example, when you purchase courses. Made Easy Sam cart said hey drip Dana by

484

01:03:13.680 --> 01:03:14.160

Dana Skaf: Mm hmm.

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01:03:14.400 --> 01:03:22.200

Christie Miller: Then during the welcome email. And then it also tagged you in our system that you had bought that you wouldn't get the 28,000

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01:03:22.710 --> 01:03:31.050

Christie Miller: Emails after that sales emails. Now if you bond with a different email address, you're going to get your welcome email and you're gonna get a bunch of sales emails on this other email address.

487

01:03:31.470 --> 01:03:47.460

Christie Miller: So Sam cart. Does that Sam cart will talk to your email provider and Sam cart will talk to if you have a membership site Sam cart talks to the health coaches clubhouse and says, hey, Dana just bought give her access to the to whatever level Jane tells them to give you access to

488

01:03:47.760 --> 01:03:50.970

Christie Miller: And it's all automated. We don't do any of that by hand.

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01:03:52.140 --> 01:03:53.040

Dana Skaf: Well, you know,

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01:03:55.560 --> 01:03:55.920

Christie Miller: Yeah.

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01:03:56.160 --> 01:03:57.120

Christie Miller: So for, you know,

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01:03:57.330 --> 01:04:01.380

Christie Miller: I'm going to say your, your next step is to get an email provider.

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01:04:01.710 --> 01:04:04.440

Dana Skaf: Yes, I did. I got a desk flow.

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01:04:04.470 --> 01:04:05.610

Christie Miller: Or flow desk. Sorry.

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01:04:06.150 --> 01:04:08.610

Dana Skaf: Yeah, so that's why I'm migrating all that stuff in there.

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01:04:08.910 --> 01:04:14.220

Dana Skaf: I have one. One quick question that you mentioned earlier, and you don't have to answer it. If you don't want to

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01:04:14.490 --> 01:04:21.090

Christie Miller: One second. First, I just want to say, I don't know if Sam cart integrates with flow desk. This I haven't heard of flow desk before

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01:04:21.360 --> 01:04:29.730

Christie Miller: So before you go fully down the path on that I would talk to Sam cart and see if it integrates just to you have that knowledge that doesn't

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01:04:30.480 --> 01:04:39.090

Christie Miller: Okay, you're not going to continue using flow desk, but you would need like either a VA or something like Zapier

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01:04:39.780 --> 01:04:56.490

Christie Miller: Zapier is a product that basically says, hey, water bottle. Oh my gosh, Jane. Here I go again. Hey, water bottle talk to this phone because you guys don't speak the same language. So Zapier would be the middleman. That would be me that say hello water bottle hello phone I'm connecting you

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01:04:56.910 --> 01:05:06.510

Dana Skaf: Yeah, I mean I haven't started. So I'm not attached. If they say no, try this or that. I'm willing to to switch up, um, you mentioned something about not having a website.

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01:05:06.930 --> 01:05:21.510

Dana Skaf: Earlier and I seeing all the different technologies. I'm not so sure I either want a website. But when people want to read about your credibility and the products that you serve or you provide, where do you send them.

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01:05:24.000 --> 01:05:24.360

Christie Miller: I

504

01:05:24.690 --> 01:05:26.580

Dana Skaf: Know, I, I understand.

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01:05:26.760 --> 01:05:37.500

Christie Miller: I am I send them to the health coaches club Facebook group, like, a lot of times I'll get direct messages on Instagram or on Facebook. And let me like what's your website and like

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01:05:37.830 --> 01:05:43.200

Christie Miller: I don't have one. And the good news is you don't need one to be an online health coach or an online business culture, whatever.

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01:05:43.530 --> 01:05:54.330

Christie Miller: What you could do is if you have lead pages you could create just a one pager and lead pages that looks like it's this big website, but it's really not. It's just an about me page.

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01:05:54.390 --> 01:05:55.260

Dana Skaf: Right, okay.

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01:05:55.560 --> 01:05:55.830

Yeah.

510

01:05:57.690 --> 01:06:07.950

Christie Miller: Yeah, that's not to say that I'm not going to have a website like my website would have been ready, a year ago I wrote the copy for my website, probably a year and a half ago.

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01:06:08.430 --> 01:06:20.940

Christie Miller: And every time I web developer calls. I'm like, yeah, yeah, yeah, yeah, yeah. Little priority. Yeah, you know, and now all the photographs that we had taken for the website are now outdated and I'm like, whoa, and those will just wait until I can do another photo shoot.

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01:06:21.270 --> 01:06:26.310

Dana Skaf: Would you attach your sound card links and stuff to your website or you would leave it non salesy

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01:06:27.840 --> 01:06:42.030

Christie Miller: No, you totally could totally could. But here's the thing. And you'll hear more about this in Module four. And if there's no sense of urgency, if somebody can buy your stuff anytime they want. They're not going to buy

514

01:06:42.690 --> 01:06:47.580

Christie Miller: Right, they're just they're just not so even with Facebook Live boot camp.

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01:06:49.620 --> 01:06:57.390

Christie Miller: I think if somebody goes to FB live boot camp. I think it might take them to our Sam cart page or it may take them to a waitlist I'm not quite sure, but it's

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01:06:58.020 --> 01:07:13.380

Christie Miller: That would be them just having that URL if we don't have that anywhere. And I could I could put it on the cover page of the health coaches club and I could be talking about and that can be sending people there. But then that doesn't create urgency.

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01:07:13.770 --> 01:07:14.160

Dana Skaf: Mm hmm.

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01:07:14.490 --> 01:07:29.940

Christie Miller: And and people need urgency to buy, especially when it comes to health and weight loss and healthy living. A lot of times their urgency is they just got diagnosed with diabetes or they got the quarantine or

519

01:07:31.080 --> 01:07:41.730

Christie Miller: There's a wedding or they just don't feel good, or they see you and they're following you and they love you and they're like oh my gosh she's offering this program, it's only available for five days. I'm in

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01:07:43.110 --> 01:07:47.460

Christie Miller: Yeah. And if it's just on the website. It's not. There's no urgency. Yeah.

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01:07:47.610 --> 01:07:48.660

Dana Skaf: Thank you very much.

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01:07:49.740 --> 01:07:50.130

Dana Skaf: Thank you.

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01:07:50.580 --> 01:07:54.090

Christie Miller: Good. All right. Up next is Neil then and then Linda

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01:07:59.700 --> 01:08:00.930

Christie Miller: Before Linda, sorry.

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01:08:02.610 --> 01:08:03.930

Neelam Singh: So my question is,

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01:08:05.040 --> 01:08:06.510

Neelam Singh: Since we were talking about ourselves.

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01:08:08.070 --> 01:08:10.740

Neelam Singh: So if I have if 140 \$9

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01:08:11.910 --> 01:08:26.400

Neelam Singh: Price tag on a three week star or detox and fall and I want to experiment that since they do need support afterwards or like into a membership kind of thing like a Facebook group where they're transitioning to their regular foods.

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01:08:27.930 --> 01:08:32.040

Neelam Singh: Can I so the price can be less. It doesn't have to be more. It looks like. So I can

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01:08:32.250 --> 01:08:35.160

Neelam Singh: Go like 4757 or something and see how that goes.

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01:08:35.340 --> 01:08:45.810

Christie Miller: Yeah, totally. This is that of course that I was in, I paid 2000 but upsell was like \$300 substantially lower me. What is that 15%. Yeah, right.

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01:08:46.830 --> 01:08:54.900

Neelam Singh: And one quick question. I was trying to set up some cartoons. Before we you call we got on the call. So when you, what do you name your store. Just your name.

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01:08:55.860 --> 01:09:03.480

Christie Miller: Mine is still eat trade when yeah and I mean I contacted them because that's my business name that's still my LLC name.

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01:09:03.960 --> 01:09:13.710

Christie Miller: I contacted them to see if I could switch it to Christina and they're like, oh yeah, we can do that in a matter of seconds, but all your links are going to be broken. And so, Jane and I went

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01:09:14.040 --> 01:09:15.330

Oh hell no.

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01:09:16.380 --> 01:09:16.890

Christie Miller: So it's good.

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01:09:18.090 --> 01:09:25.950

Christie Miller: As a train. When you can also there is some way to publish your Sam cart pages on your own site.

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01:09:27.270 --> 01:09:39.540

Christie Miller: Or to send them to your own URL. I started talking to them about that. And I'm like, You know what, I actually don't care. It's like a good. I'm not gonna, I'm not going to go down that path and Jane is so thankful. Because if I did, she would quit.

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01:09:40.860 --> 01:09:41.280

Christie Miller: See, you're

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01:09:41.610 --> 01:09:47.550

Neelam Singh: Saying that instead of having each rain, wind time card, he would have each read when.com

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01:09:47.910 --> 01:09:49.470

Christie Miller: Or coaches here. Yeah.

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01:09:50.010 --> 01:09:50.340

Neelam Singh: Thank you.

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01:09:50.550 --> 01:09:53.130

Christie Miller: Bruce Lee miller.com and it'd be like

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01:09:54.210 --> 01:09:59.610

Christie Miller: Yeah, so be like coach crusty lawyer.com forward slash FL be

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01:10:00.450 --> 01:10:03.330

Neelam Singh: You know know like the sound card. Okay, so that

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01:10:03.390 --> 01:10:05.400

Christie Miller: Yeah, the website. Yeah.

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01:10:05.490 --> 01:10:05.820

Neelam Singh: So, yeah.

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01:10:06.480 --> 01:10:24.030

Christie Miller: Without the SAM cart piece, I will just say like, look, I've processed, a billion dollars through Sam cart with a URL and says he train when Sam cart. Yeah, I clearly don't believe that I've lost any sales by having it say Sam cart. So I, I would just

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01:10:25.140 --> 01:10:34.590

Christie Miller: I would make it easy. I would do it with your company name or with your name, whatever is more recognizable to your potential clients probably nila probably your name.

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01:10:35.790 --> 01:10:39.180

Christie Miller: But I would just set it up that way and not worry about it.

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01:10:41.370 --> 01:10:42.690

Neelam Singh: So when

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01:10:44.790 --> 01:10:54.390

Neelam Singh: So when I was going to ask us, because I with everybody asking question. It was so helpful. So basically, it's best to have

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01:10:55.590 --> 01:11:06.690

Neelam Singh: For the onboarding call there's a question. I wasn't planning on that. But how, what exactly so your setup. Should you go to them team. They have a lot of questions and be shared and link. So I went in there. So you should mostly

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01:11:07.020 --> 01:11:11.730

Neelam Singh: Schedule it when you know you need something answered, or is there some reason behind

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01:11:12.240 --> 01:11:12.600

Them.

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01:11:14.040 --> 01:11:22.380

Christie Miller: I don't know. You know, I know. Okay, let me just know I said, I don't know, I'm Amy. Amy, you're still here. Amy are you

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01:11:23.520 --> 01:11:24.840

Christie Miller: I'm yes I'm

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01:11:24.900 --> 01:11:26.280

Amy Celento: Coming back. Yeah.

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01:11:26.310 --> 01:11:32.520

Christie Miller: Can you tell me what your onboarding session was like, and give her just your thoughts.

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01:11:32.610 --> 01:11:37.260

Amy Celento: Of when to death. I was actually, I'm glad you asked me, because I was going to say, you know what set

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01:11:37.260 --> 01:11:45.930

Amy Celento: It up because it, it just got me in the flow. And it also helped me prepare for this. And of course, I had the course cast question and

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01:11:46.470 --> 01:11:57.690

Amy Celento: Believe me, I am completely overwhelmed with I could watch 7176 videos or 79 videos for Sam cart. And I was like, well, I know I have a live person Tim part that I spoke to

563

01:11:58.290 --> 01:12:06.240

Amy Celento: Now I'm going to have Christie and I'm going to get to all those when I need to. So that's my answer. I'm like, set it up. It's like an engagement step so

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01:12:06.360 --> 01:12:07.350

Neelam Singh: I think for asking. Yeah.

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01:12:07.410 --> 01:12:19.110

Christie Miller: Yeah, we can we, yeah, I'm sorry. We will within courses made easy once we get to Module four, we will have a special post in the Facebook group that says have Sam cart questions.

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01:12:19.410 --> 01:12:33.270

Christie Miller: Asked him here. We will fully support our students on Sam cart when we get there. And you guys know how there's a little bit of a, oh gosh what YO WHAT DID CHRISTIE, DO promoting Sam cart right after courses. Made Easy lunch.

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01:12:33.630 --> 01:12:40.050

Christie Miller: I OVERWHELMED. MY STUDENTS. So that's why right now. We're saying that our Facebook group is a Sam cart free zone.

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01:12:40.590 --> 01:12:47.640

Christie Miller: And if it would help you I can do a Sam cart post in the health coaches club. And if you guys have questions on Sam cart.

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01:12:47.850 --> 01:13:02.100

Christie Miller: I can answer them there, but I don't want to muddy the waters and courses made easy right now I just want it to be clear and peaceful and everyone just stay in the step you're in and have it. Yeah, thank you. Dana. Yeah.

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01:13:02.790 --> 01:13:03.900

Amy Celento: Yeah. And if you could

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01:13:03.930 --> 01:13:04.470

Christie Miller: Do that.

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01:13:04.530 --> 01:13:09.570

Amy Celento: Christy, because that's where I was like, where should I post this question, I knew I shouldn't post it in course maybe

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01:13:09.600 --> 01:13:12.030

Amy Celento: Courses made easy. It was like Okay, thank you.

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01:13:12.210 --> 01:13:16.620

Christie Miller: Yeah, Jane, can you put that on the web to Christie promise list.

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01:13:18.690 --> 01:13:29.670

Christie Miller: Yeah, so we'll get we'll get a graphic put up in SAM cart or in the health coaches club Facebook group and then once we get to the step will also put it in courses. Made Easy courses. Made Easy is where we look

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01:13:30.270 --> 01:13:40.440

Christie Miller: We look to places first each morning, Jane, I have specific times on our schedules that we go into Facebook and we do it in a specific order.

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01:13:41.010 --> 01:13:49.710

Christie Miller: It's game changers and courses made easy sometimes this course is made easy and game changers, but those are the two places we go first and then

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01:13:50.670 --> 01:14:02.550

Christie Miller: If we have time, we go into the health coaches club, we go into our free group, but we are in the paid group first both of our paid groups is our clients is the ones we had to give the most time to in the most love to

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01:14:03.030 --> 01:14:17.130

Christie Miller: And so I will put it in the health coaches club. But then once we get into courses made easy and we're talking about sales pitches and it's there. Put it go post their first because that's going to get the most immediate quick access

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01:14:18.240 --> 01:14:18.900

Christie Miller: Cool.

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01:14:20.100 --> 01:14:21.810

Christie Miller: Yeah. Any other questions nila

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01:14:24.000 --> 01:14:27.240

Christie Miller: You good, you're muted. Yeah.

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01:14:27.600 --> 01:14:40.140

Neelam Singh: So basically an upsell is when, when does that happen where somebody comes into your page does not like the price of your current product, but you're trying to sell them a lower product. What do you call that the same thing.

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01:14:40.590 --> 01:14:42.540

Neelam Singh: Down sale or no, that would be all right.

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01:14:42.570 --> 01:14:52.410

Christie Miller: Yeah, that would be a down cell. So an example of that is after we offered client crater playbook last time in

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01:14:52.980 --> 01:15:02.760

Christie Miller: Gosh, all the way back in February or March and after the cart closed. I think it was a following week, we did a down sell for Facebook Live boot camp.

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01:15:03.240 --> 01:15:09.330

Christie Miller: Because I thought the reason why people didn't want to do a challenges was because they were scared to do Facebook lives.

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01:15:09.750 --> 01:15:19.470

Christie Miller: So we decided to do a down cell. And the reason why I did that is I was already committed to creating the Facebook Live boot camp bonus for client creator playbook.

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01:15:19.800 --> 01:15:33.720

Christie Miller: So it's like, it's not going to be. It's not bad. If there's more people in this boot camp. So we did the down sell and and it my my thought process wasn't correct. We didn't have as many sales as we thought we would

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01:15:34.470 --> 01:15:45.870

Christie Miller: So then we turned around and refunded people we gave them the choice. You can either refund or you can donate to a scholarship, because we're now going to offer this for free to the public, because then that's when all code was happening.

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01:15:47.370 --> 01:16:00.240

Christie Miller: But you can definitely do a down cell after your cart closes the key to this and I've never done it properly so full disclosure is to have those emails and that sales page all ready to go.

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01:16:00.840 --> 01:16:08.160

Christie Miller: Jane's gonna laugh. She's like, What all ready to go before you want your main offer because once you get through your launch

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01:16:09.750 --> 01:16:11.820

Christie Miller: You're going to have brain dead brain.

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01:16:12.930 --> 01:16:22.800

Christie Miller: Like Michelle said she's got grandma brand, you're going to have launch brain and you're not going to want to go create a sales page or create any emails, your, your little you're going to be done.

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01:16:23.370 --> 01:16:36.780

Christie Miller: Done finished, whether it's a small launch or a big launch. It's that same emotional energy you're pouring your heart out there. So you definitely would want to have that down. Sell ready to go and

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01:16:37.740 --> 01:16:41.130

Neelam Singh: So when you sit down. Tell for those people who didn't buy or

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01:16:41.460 --> 01:16:56.100

Neelam Singh: You would take those emails and some something. Let's say my not then but maybe three weeks when the B. Toklas over the other people joining the membership at that time, send them that to those people who didn't sign up for your program or

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01:16:56.280 --> 01:17:01.800

Christie Miller: Yeah, but you wouldn't even have to wait like you're down so can come the week after your cart closes.

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01:17:03.030 --> 01:17:07.260

Neelam Singh: So this is a completely new thing going out like a campaign or whatever you

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01:17:07.440 --> 01:17:07.740

Christie Miller: Can

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01:17:07.800 --> 01:17:09.090

Neelam Singh: Run after one of those

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01:17:09.270 --> 01:17:20.310

Christie Miller: And then you get to decide if you want to send it to every just the people that were in your challenge or your webinar whenever your launch vehicle was decided if you want to send it

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01:17:20.970 --> 01:17:31.770

Christie Miller: Just to them, or if you want, send it to your whole list I send it to our whole list because, you know, just because somebody didn't do a challenge to buy client creator playbook doesn't mean that they wouldn't be interested in Facebook Live boot camp.

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01:17:33.540 --> 01:17:42.990

Christie Miller: So, but not that many. What I think I might have done it just a client creator playbook. I don't remember, but i would i would plan it all out.

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01:17:43.590 --> 01:17:53.970

Christie Miller: And and look at the offer and decide, is this something that everyone would want or could potentially want everyone doesn't ever want anything on average 1% of your list will buy

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01:17:54.810 --> 01:18:06.060

Christie Miller: When you go into sales mode 1% of your list. I'm telling you this, not to scare anyone. I'm telling you this so you know the importance of building your email list 1%

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01:18:07.770 --> 01:18:10.620

Christie Miller: So if you have 100 people. That's one sale.

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01:18:13.200 --> 01:18:29.220

Neelam Singh: So it's safe to say that if you had price to your program in the past and you don't raise it in coven to go with that price because if you bring it down. Then it kinds of I'm looking back to see like how the buyer mentalities

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01:18:29.520 --> 01:18:30.300

Christie Miller: Seem like

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01:18:30.660 --> 01:18:41.100

Neelam Singh: Small programs with like \$50 a week, and it has worked as I've worked over the years. So I don't want to bring it down just because it's coated. I want to keep the same instead of raising it. I'm thinking just leave it there.

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01:18:41.460 --> 01:18:43.710

Christie Miller: Yeah, I, what is the price of your program.

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01:18:44.550 --> 01:18:46.920

Neelam Singh: Some pricing it of 149

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01:18:47.610 --> 01:18:50.730

Christie Miller: Do not leave or yeah or three weeks.

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01:18:50.790 --> 01:18:57.990

Neelam Singh: And the detox is two weeks, one week it's transition, but if for early bird is over and be 177 or something like that.

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01:18:58.020 --> 01:19:15.540

Christie Miller: Yeah, it's all that that before. Do not touch it. One of my mastermind sisters today was cart open day and she's crushing it. And she's a higher amount. She's in health and wellness. She's in weight loss. She's crushing it at a higher price, do not reduce

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01:19:15.630 --> 01:19:19.170

Neelam Singh: Your price that's 10 think doing crazy, but then I was like okay

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01:19:19.500 --> 01:19:24.000

Neelam Singh: Or going nowhere and just do a two week and be done. Okay, awesome. Thank you. I'm

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01:19:24.240 --> 01:19:27.690

Christie Miller: You're welcome. All right. Jessica is up and then Linda

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01:19:29.160 --> 01:19:30.870

Christie Miller: Hi, Christy. How many

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01:19:31.980 --> 01:19:36.840

Jessica Bowser: No, I'm currently offering one on one, because I need an income.

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01:19:37.110 --> 01:19:43.080

Jessica Bowser: Yeah. Eventually, I do want to transition obviously to doing a course so that can you know impact more people

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01:19:44.280 --> 01:19:50.940

Jessica Bowser: But for now, what I make my heart, my Sam cart page for one on one.

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01:19:52.020 --> 01:20:02.340

Jessica Bowser: And then if I do that, is there a way to offer like a monthly option and then a three month commit option on the one Sam cart page or do I need to do two separate pages.

624

01:20:02.910 --> 01:20:24.180

Christie Miller: It depends on which plan you have with Sam cart on the launch plan, I believe, on one page. You can only have one payment option. Okay. And on the grow plan, you can show both, but I wouldn't worry about that. What you can do is you can send them to links.

625

01:20:24.300 --> 01:20:30.750

Christie Miller: Okay, but also I mean if you're doing one on one, you're probably on the phone with them enrolling them, are you

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01:20:32.190 --> 01:20:33.330

Jessica Bowser: Yes.

627

01:20:33.450 --> 01:20:44.490

Christie Miller: Okay, so here's what I would do, I would. And this is how I because I do private coaching. Now, this is how I do it when I'm having an enrollment call with someone like yeah I want to get started. I'm like, Okay, hang on.

628

01:20:44.820 --> 01:20:48.420

Christie Miller: I'm going to, and I have my I have my checkout pages already preset

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01:20:49.020 --> 01:21:04.440

Christie Miller: And I just asked them, I'm like, Well, no, because mine have both choices on one. But let's say I didn't, I would ask them, Do you prefer the painful or you save X dollars or would you like three monthly payments of x. And whenever they say I would then send them which one they just chose

630

01:21:04.530 --> 01:21:07.890

Christie Miller: Mm hmm. So I would do that with me because I have the higher

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01:21:08.310 --> 01:21:10.080

Jessica Bowser: Again, does that is what I did.

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01:21:10.770 --> 01:21:18.630

Jessica Bowser: When but sometimes like on Saturday. Once we're here appointment and my hairdresser said that she was interested so

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01:21:18.960 --> 01:21:31.140

Jessica Bowser: When we talked about it, she was talking about starting with a month and I do have a lot of people that say, well, let me start with the one month and then later if I want to do the three month commitment, then I can go ahead and do that.

634

01:21:31.590 --> 01:21:36.510

Jessica Bowser: Um, so, in that instance, I would just still send them the one month pay

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01:21:37.050 --> 01:21:46.710

Christie Miller: What I would actually do is I would explain to them and then your terms and conditions would have to match this, I would say it's a minimum three month commitment.

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01:21:47.100 --> 01:21:54.690

Christie Miller: And and we're going to set it up that way. But if within the first 30 days you decide that this is not working for you. I will let you out of that commitment.

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01:21:55.050 --> 01:21:59.850

Jessica Bowser: Got you. And I think I do want to do that, only because I don't like the month to month option.

638

01:22:01.200 --> 01:22:07.320

Christie Miller: And then you also get to decide if you even want them to lose to do one month I I it

639

01:22:08.370 --> 01:22:13.530

Christie Miller: In the beginning, I'm trying to think like my very first client. It was my one and only personal training client.

640

01:22:14.040 --> 01:22:25.980

Christie Miller: I think she bought. I don't know where I came up with this number like 15 sessions and then she would buy another 15 sessions, but that that wasn't health coaching. I mean, it was personal training. That's great.

641

01:22:27.450 --> 01:22:37.710

Christie Miller: But I don't recall ever selling anything under a 90 day commitment, whether it's business now in business. I'll do, I'll do a VIP day

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01:22:38.820 --> 01:22:42.120

Christie Miller: Or business strategy session, but I don't do just one. One thing I

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01:22:42.300 --> 01:22:43.620

Jessica Bowser: Think I got that from the gym.

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01:22:43.920 --> 01:22:44.580

Christie Miller: Because most

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01:22:44.730 --> 01:22:51.540

Jessica Bowser: People to like ease them in, we would always try to get them started with at least a month, but we would always upsell to a longer term program.

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01:22:52.530 --> 01:23:07.200

Jessica Bowser: But if we could start someone off with the longer the longer term program, obviously that's ideal. So I do. I think I like that. I think it's, I'm going to do some terms and conditions and if the first month, you're done. And we'll just cap it and you pay it already. And you're fine.

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01:23:07.590 --> 01:23:08.430

Christie Miller: But I think that

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01:23:09.210 --> 01:23:12.660

Christie Miller: And I would. And what I would tell them is I would explain why.

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01:23:13.290 --> 01:23:28.650

Christie Miller: You're not going to change your life in 30 days, you are not going to reach your goal and 30 days my philosophy is all about baby steps and building on the 1% wins and your 1% wins become healthy habits and then become non negotiable. I'm good. But that doesn't happen overnight.

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01:23:29.670 --> 01:23:33.570

Christie Miller: Choir and 90 day commitment. Now if you are really concerned.

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01:23:33.990 --> 01:23:47.730

Christie Miller: I can provide something that says, blah, blah, blah, blah, blah. And you can get out as long as you send me an email by such and such date and you would have all of this spelled out. Yeah. Um, but yeah, I wouldn't, I wouldn't sell a 30 day thing because the

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01:23:48.540 --> 01:23:53.580

Jessica Bowser: turnover rate I feel because people have expectations. That's something dress. It's going to happen in a month.

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01:23:53.730 --> 01:23:55.110

Jessica Bowser: And it doesn't, and I don't

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01:23:55.140 --> 01:23:55.470

Jessica Bowser: I don't

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01:23:55.560 --> 01:23:57.030

Jessica Bowser: Do my coaching like that anyway.

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01:23:57.330 --> 01:24:04.050

Christie Miller: Right and the time and energy that you put into of bringing them on board, getting to know them.

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01:24:05.220 --> 01:24:12.000

Christie Miller: Yeah, I just wouldn't. I mean, me personally, I wouldn't even give them an out after 30 days, but you can try that. Yeah.

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01:24:12.030 --> 01:24:13.440

Jessica Bowser: I love that. Okay. That made me happy.

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01:24:15.240 --> 01:24:17.070

Christie Miller: Good. We like making people happy.

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01:24:17.430 --> 01:24:17.940

Jessica Bowser: Thank you.

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01:24:18.300 --> 01:24:18.990

You're welcome.

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01:24:20.160 --> 01:24:26.970

Christie Miller: All right, next up is Linda so last had should I say save the best for last. It doesn't mean all the rest of you are not the best.

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01:24:28.110 --> 01:24:28.650

Christie Miller: Thing.

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01:24:29.760 --> 01:24:41.490

Linda Wilson: I like Christie. Are you going I'm, I'm just curious your opinion on getting both stripe and PayPal, because I don't really have I use square, which of course center.

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01:24:41.580 --> 01:24:42.960

Linda Wilson: Doesn't use. Yeah.

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01:24:44.700 --> 01:24:45.210

Linda Wilson: So,

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01:24:45.390 --> 01:24:52.320

Christie Miller: Yeah, I meant to talk about that and I totally forgot, absolutely, positively get both.

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01:24:52.770 --> 01:25:02.880

Christie Miller: Okay, does not cost you any extra because you're going to pay, essentially the same 3% is roughly what it is, whether you're paying into PayPal or you're paying it to a stripe.

669

01:25:03.450 --> 01:25:11.550

Christie Miller: And it's this is what's amazing to me and I forget the exact percent I think 27% of my sales have been through PayPal.

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01:25:11.970 --> 01:25:12.390

Linda Wilson: Okay.

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01:25:12.480 --> 01:25:14.880

Christie Miller: Other seven and that shocks me

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01:25:15.570 --> 01:25:28.860

Christie Miller: shocks me, but Brian and Scott said they essentially see about those same averages over the entire Sam cart platform. So do yourself a favor and get both.

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01:25:29.430 --> 01:25:29.940

Christie Miller: Because

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01:25:30.240 --> 01:25:32.760

Christie Miller: The person that really loves PayPal.

675

01:25:33.810 --> 01:25:40.560

Christie Miller: Just having to get up to go find their wallet can be a method to speed bump that stops the sale.

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01:25:41.700 --> 01:25:42.900

Christie Miller: Make it easy.

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01:25:43.380 --> 01:25:48.060

Linda Wilson: And I must say, for me personally as individual if it's a PayPal option. I'll often take it.

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01:25:50.010 --> 01:25:57.150

Linda Wilson: Do you know if you've got to have a separate account for PayPal, if it's for business purposes because I've got my personal account. I'll have to set up a

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01:25:57.360 --> 01:26:09.990

Christie Miller: Separate one one, I believe that you have to have a business account and then there's one more piece that you need to contact PayPal for them to turn on something to do with recurring payments.

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01:26:10.170 --> 01:26:15.270

Christie Miller: So that if your, if your PayPal or if you're sad part thing offers a payment plan.

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01:26:16.620 --> 01:26:19.140

Christie Miller: There's something that PayPal has to turn on for you.

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01:26:19.590 --> 01:26:30.450

Christie Miller: Okay, yeah, and I and just, you know, because I think Lisa. Have you gotten that fixed at Lisa was going through this and I think it takes some time.

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01:26:30.900 --> 01:26:43.740

Christie Miller: Not, not time necessarily of hard work that you have to do. But I think, between the time you contact PayPal and the time they make this active. You don't want to be doing it the day before your card opens. That would be bad.

684

01:26:44.250 --> 01:26:44.520

Okay.

685

01:26:46.530 --> 01:26:51.930

Lisa Ledman: Yeah, I got it done. It took about a week of going back and forth, back and forth.

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01:26:52.560 --> 01:27:00.240

Christie Miller: Yeah. Thank you, Lisa. I'm sorry that you had to go through that. But thank you for talking about it and sharing it so that our other clients know that

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01:27:01.050 --> 01:27:01.650

Linda Wilson: That's not too bad.

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01:27:01.770 --> 01:27:02.160

Lisa Ledman: Yeah yeah

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01:27:03.180 --> 01:27:05.340

Christie Miller: Well, it's bad. If your hearts opening the next day.

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01:27:05.400 --> 01:27:05.790

Oh well.

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01:27:06.900 --> 01:27:07.680

Linda Wilson: Okay.

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01:27:08.730 --> 01:27:09.480

Christie Miller: Really bad

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01:27:10.140 --> 01:27:22.080

Christie Miller: Yeah, so that that is one land mine that I have not stepped in. I've, I've stepped in other land mines that I haven't known enough to know that they existed that that when I didn't. I have not made that mistake.

694

01:27:22.560 --> 01:27:23.760

Linda Wilson: Okay, thank you.

695

01:27:24.000 --> 01:27:32.010

Christie Miller: You are welcome. All right, let me just check the chat box to see if there were any questions there, Jane. Did you see any there that

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01:27:33.330 --> 01:27:39.750

Christie Miller: haven't come through. So Diane is saying she didn't need a business bank account for either PayPal or Stripe.

697

01:27:40.050 --> 01:27:49.530

Christie Miller: And what we were talking about Diane is a business PayPal account. If you want to do recurring payments. I don't think you can do that with a PayPal personal account.

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01:27:49.830 --> 01:27:59.790

Christie Miller: But I do suggest to everyone, you've set up a business account a business checking account and it's, that's the be a big girl be a big boy.

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01:28:00.540 --> 01:28:09.600

Christie Miller: Be a true business person, you don't want your business stuff going through personal you want to clean that doesn't mean that there aren't personal

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01:28:10.080 --> 01:28:18.180

Christie Miller: Charges and things that you can put through your business as a perk, as long as it's legal to do that not telling you to commit any IRS fraud.

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01:28:18.540 --> 01:28:28.290

Christie Miller: Trust me, IRS audits or a bear. Even when you are crystal clean, like we were, but definitely open up a business checking account and then

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01:28:29.220 --> 01:28:32.580

Christie Miller: Eventually you're going to want to open up a business savings account.

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01:28:33.060 --> 01:28:44.670

Christie Miller: For your Texas. So every time you get paid, take a chunk of what you just got and put it in the text file the tax account so that when it comes time to pay your taxes. Whenever you pay them.

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01:28:45.060 --> 01:28:51.120

Christie Miller: You don't look in your business checking account and go, I don't have any money. It's sitting in another account, we have

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01:28:52.110 --> 01:29:00.450

Christie Miller: Multiple five figures that just sits in this other tax account and then what's fun is I pay my quarterly is out of my checking account.

706

01:29:01.440 --> 01:29:07.920

Christie Miller: When the money's there and I still haven't had to touch this other account. So it's just sitting there for whatever it's like a savings account.

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01:29:08.370 --> 01:29:24.060

Christie Miller: Strongly recommend you have a business checking account and then a business tax a checking account or business tax savings account definitely separate it. Yeah, Jane. Oh wait, Jessica's hand is up. Let me go back to Jessica.

708

01:29:27.900 --> 01:29:30.720

Christie Miller: Hello, Jessica, you're muted again because I

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01:29:30.780 --> 01:29:39.090

Jessica Bowser: Yeah, there you go. So just really quick. I don't know if you said it's already for the replay. Will this be under CME replays where all the other ones are or

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01:29:39.330 --> 01:29:42.240

Christie Miller: No, because we have people here that aren't see me.

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01:29:42.360 --> 01:29:46.830

Christie Miller: So Jane and I will figure out, we may just give a direct link.

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01:29:46.830 --> 01:29:53.340

Christie Miller: To a video and we'll figure it out in the next we always send the replays out within 24 hours and

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01:29:53.820 --> 01:30:06.960

Christie Miller: What I will tell you though for our CME people, and this might portions of this might go into the tech library because if I've taught something here with the slides. There's no reason for me to reshoot it, I must I feel like there was a hole in it, there was something missing.

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01:30:08.010 --> 01:30:12.090

Christie Miller: But I don't know where this replay is going, but we'll get it out to you tomorrow with a link

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01:30:12.210 --> 01:30:13.290

Jessica Bowser: Okay. All right. Thank you.

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01:30:13.620 --> 01:30:26.310

Christie Miller: Yeah, you're welcome. And then one more thing on the on the payments by Sam cart also offers Google Pay and Apple Pay and digital wallets. I have not set that up yet.

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01:30:27.060 --> 01:30:34.080

Christie Miller: When I had my interview with with Scott and said oh yeah we're totally going to do it. And then I just completely forgot that it existed.

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01:30:34.770 --> 01:30:37.920

Christie Miller: What I'm gonna do is I'm going to go do some more research.

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01:30:38.340 --> 01:30:48.150

Christie Miller: I'm going to watch the big guys, the people that are making millions of dollars. And then I'm going to ask them, What are your experiences with Apple Pay and Google Pay

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01:30:48.510 --> 01:30:55.500

Christie Miller: Because like Jane was telling me the other day. Jane used to sell merchandise through PayPal. And she said, the customer always wins.

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01:30:55.830 --> 01:31:09.960

Christie Miller: So it's going to be that same thing where somebody can come take my course and then 90 days later dispute the charge and say that they didn't really participate and they're going to win because Google Pay is lenient or Apple Pay handling and

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01:31:11.100 --> 01:31:19.080

Christie Miller: Then I'm not going to offer those payment options. So stay tuned. I'll let you know what I find out

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01:31:21.090 --> 01:31:23.790

Christie Miller: All right, David. Go ahead and unmute yourself.

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01:31:24.900 --> 01:31:25.650

Christie Miller: Hello.

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01:31:26.130 --> 01:31:26.970

Christie Miller: You

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01:31:27.090 --> 01:31:29.850

Christie Miller: I think you've got all the questions in the chat.

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01:31:30.870 --> 01:31:33.690

Christie Miller: Carrie, just put one in about the taxes.

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01:31:34.200 --> 01:31:49.080

Christie Miller: Okay, and I see. Sure, I'll just said digital wallets. Go through stripe, I believe. Oh, I had no idea. Thank you. Really, even if it's Apple Pay or its digital wallet something different than apple, but you can tell how much I know about this stuff.

729

01:31:50.250 --> 01:32:01.770

Christie Miller: Yeah, I'll do some research. I'll talk to my because of the mastermind. I mean like I have access to these people that are making millions and I will ask them next time we are together in the Facebook group.

730

01:32:02.190 --> 01:32:08.850

Christie Miller: I'll ask them what their experiences. In fact, I'll go post it when I get off the session and asked if anyone is doing Google payroll. Okay.

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01:32:10.470 --> 01:32:23.640

Christie Miller: All right, and then Kari is asking something about spending accounts and taxes and I won't teach that. I mean, I was just happened to talk about it and Profit First is a book by

732

01:32:25.110 --> 01:32:40.350

Christie Miller: I forget, but he basically goes through and tells you all the checking accounts, you can have, you should have. But it's something like seven. And I'm like, Screw that. I don't need seven check it against that would make my head explode and Jamie quick

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01:32:41.850 --> 01:32:49.080

Christie Miller: Many things will maintain quite especially when I put them cumulatively Evo Jane has nothing to do the checking accounts Jane would quit. If she heard that I had seven checking accounts.

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01:32:49.560 --> 01:33:03.120

Christie Miller: I have three I have payroll. I have my general account and I have my tax account. That's it. And payroll could actually be in my general account. It doesn't really matter.

735

01:33:03.780 --> 01:33:19.260

Christie Miller: But that's what I have. But no, I'm not going to teach that. Thank you. Profit First Mike Mikkel Collis Christina Miller posted that Thanks Jane. Jane is in here as me today so that she can mute people if it started getting loud. Background noise

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01:33:20.910 --> 01:33:24.150

Christie Miller: All right. Anything else, we good.

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01:33:25.980 --> 01:33:37.500

Christie Miller: Okay. All right. Great job, everyone again. We'll be back with more Sam cart stuff. Next Tuesday at whatever time Jane said she makes sure I show up on time and then

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01:33:38.010 --> 01:33:46.200

Christie Miller: We'll get the replay will send you out an email with the replay. And for those of you and see me. I'll see you in see me kind of about this time.

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01:33:47.760 --> 01:33:50.820

Christie Miller: Jay, any parting words.

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01:33:52.500 --> 01:33:55.110

Christie Miller: 2:30pm Pacific next Tuesday.

741

01:33:55.830 --> 01:34:04.530

Christie Miller: Okay. All right. And on that note, I am Christina Miller saying goodbye and reminding you to get out there and make it happen. See y'all later. Bye bye.