Welcome to the third module of Create That Program, All That Tech.

It's more than just creating your content that you need to do. You've got to have a platform for people to watch or read (such as what you're doing now, which is watching or reading a transcript of a workshop).

You need a really clear understanding of which technology is going to work the best for you so we're going to go over a lot of options today.

You’re going to have to do your homework and figure out what is going to work best for you.

We're going to cover:

* Where your program is going to go live
* Payments
* Automations
* Supporting technology
* Supporting equipment.

For those of you watching, you're going to notice I have a background here on my video today which is part of supporting technology. But there's a problem with that. When you use a background like this, such as on Zoom, it interferes with your ability to physically show items on camera. I have something I’d like to show you but, honestly, I can't show it to you because of the background.

Be sure to download your workbook.

There are 4 basic places where your programs can go live.

**Membership Sites**

Membership sites have lots of moving parts and work to be done to make them function. From the payment system to manually connecting automation that is really good for larger systems.

I have a membership site using a membership plugin on a WordPress site, and my hosting company is Kinsta. It's much better than say, GoDaddy or Bluehost as it’s a commercial-grade hosting platform. It has the ability to grow with me and it fills my need for customer service. If I have a problem, I want to resolve it quickly and they can do that.

The membership plugin is essential for my business. If we move over to look at my library you can see I have a lot of courses and videos which is the reason I have a membership site. We have online summits, outside programming, and the library. An all-in-one platform is simply not going to cut it for me.

**All In One Platform**

All-in-one platforms are something that makes your life a little easier. Is everything in one spot you are paying for? It handles email, payment, programs depending on which level you have.

Let’s look at this Kajabi site. In my library, you can see I have five things here. In Kajabi depending on which level you have you could have up to 15 products.

Since I have way more than 15 on a membership plugin, this wouldn't work for me but it may work for you. Honestly, the cost factor, it's about the same from an all-in-one and a plugin. If I was going to have limited programs, this setup might be better for me.

**Site Builders**

A site builder is a regular old website. You can use GoDaddy, Bluehost or hundreds of others out there. Yahoo! Has them. And you have a page that is dedicated to your program, where you're going. But the problem with that is it is one page. It has one password for that page. It has to be like permanent access to it.

Whereas a membership, plug-in, or Kajabi users, get a unique login, which is generally their email plus a unique password. And if you don't want them to have access anymore, that is very simple. You just remove their access for it using Tags. So their accounts are tagged with access to a particular program. I'll get into that when we get over to automation.

But you don't have that on a site builder. It's one password for the page. So if you wanted to remove access for one person, you would have to change the password to that page and then let everyone else know what the new password is.

**Facebook**

The fourth place is on Facebook. There are lots of pros and cons here. The pros: Facebook is free. It's the only free option that is out there for you. However, Facebook doesn't belong to you, it belongs to Facebook if Facebook decided to no longer give you access. They are going to take away your access and then everything you have there is now gone.

It's not very professional. If you're looking to dip your toes into the water and you want to give it a shot and see if that's what it is. It's a good first way to do it. I used Facebook back in the very beginning before I knew anything real about technology.

This is pre-recorded if I had provided no live element to it, it would be a digital product. And if it's a digital product, you have to charge sales tax, then remit to your state. If you want to get around that you must add live elements to it.

You could do coaching calls and accountability calls via a private Facebook group and for people who purchase your programs have access to the group where you go in and you do something live. Such as a live stream once a week. So there's that live portion to it. A live Q&A about the program, anyway that you choose to show up live.

There are other places where you can get your content out to people who purchase it. It can live on a website digitally.

You could also have it in a Google drive folder. Let's go over to Google Drive. This is my drive folder. I have already created a folder. And if you want to share something you easily can.

So I can share it automatically via automation (which we will get into) or I can simply send it as an email. So I'm going to click on the folder. I want to share the folder. So it's a little drop-down arrow -you click on that share, you click on get link, and then you email that link out to people who purchased your program.

You can do that manually, or you can set it to do automatic. Automatic is way better than manual.

You could also offer live workshops on Zoom. Send them a Zoom link for it. And then they attend live.

You can use an event platform such as Eventbrite.

If you have Square payments, they have a way for you to do a live workshop on their site as well. You would have to go into the backend to see how that's done. And then we can get various payments.

All-in-one sites such as Kajabi handle payments for you, you just need to set it up.

There are three basic ways of doing it. You have Stripe, PayPal, and Square. There are others as well. I personally use Stripe. I don't accept credit cards. There are federal laws regarding accepting credit cards, and you have to be in compliance. Your bank can tell you more about those rules.

If you use a payment service such as Stripe, PayPal, or Square, they handle all of that for you. You don't get credit card numbers. All you ever see is the last four digits. They all take fees out for that service. I am not a fan of PayPal. They will 99.9% of the time side with the consumer. and when they do find that you are correct, they can hold your money up until three months.

**Automation**

There are lots of options out there. If you have an all-in-one, you don't have to worry about it. You just need to go to the site for help. Read the documentation on how to do it, pretty easy.

However, if you have a membership, site membership, plug-In or are using any other means of getting the information to people, you're going to want to have an automated system, called the CRM - Client, Retention Management.

Automation makes the world go around. It's going to save you a whole lot of time and aggravation.

I'm going to show you my automation. So we're going to go over to drip. I prefer Dripover ConvertKit Constant Contact and Active Campaign. There's a lot of them out there. You want to make sure that if you're going to go with your membership plugin, they need to work together.

federal law - you cannot send emails to like a group of people at the same time without hiding everyone else's emails. And a CRM system is set up for both US federal laws and international federal laws. So laws in Europe are different from the United States. You want to make sure you're compliant and have an automated system such as Stress, Drip, ConvertKit, or Contact Active campaign. There are dozens of them, and they are going to be compliant.

**Tags**

So the all-in-ones will have the same setup. What is a tag?

Tags designate who has which program. I can create a tag for a particular program. These are all the tags I've created. I can create a new tag for a new program such as this one right here. In order to have access to this particular program. Let's create the tag for that. So the tag for this will be CTP3 and I'm going to add it. So anyone that has access to this is going to have that tag on their account.

**Workflows**

We want everything to be automated and I will show you what that looks like in a membership system. These are all workflows. So create that program. So this is the initial workflow.

When you purchased this program, it went through Stripe and put this tag on you. You get a ‘Thank you for your purchase’ message. Wait for a delay of 15 minutes. Then another email comes in with how to access the program, you have six months to watch it. So it's going to wait, 150 days. And then it's going to send you a one-month reminder to watch the program.

It's going to send me a notification that you've been sent your email, then it's going to wait another 21 days and send me a reminder to make sure I put you on my to-do list to remove you in seven days. That's automation. If instead I wanted to send this here and I was going to send an email with just a link to my drive folder with the link to the video. I can do that here automatically. So as soon as they purchase it they get an email with their video in it.

You don't have to do anything about it. You only have to set it up. No matter how you choose to set it up, you just need to make sure it is sufficient for your needs.

Let me just show you how it all comes together. We'll use this as an example. This is for the summer membership. I'm going to buy it, click here now. And this is already set up with Stripe. You pay here, and once you pay, you are tagged with the Summit Membership tag and the tag starts that workflow.

**Automation Tips**

If you have a system such as Drip - you may need to download your lists in an Excel file. I'll show you how I manage this. I'll delete the old one and I'm going to save the new one. However, before I do that, I'm going to clean it out a little bit. I'm going to look at people who never opened up my emails. Obviously not interested in what I have to say so I'm going to remove them. You want your list to be healthy because you pay based on the number of people on your newsletter list.

So, why pay a higher rate for people who don't open up your emails?

There is another way to get people to your website - I absolutely love QR codes. And QR codes are very easy to set up. I use them on social media or when I teach a pet first aid class. Attendees get access to a page of my website that has a video on how to do a bleeding injury. It also has some forms and other similar content of interest to people who are taking the class. I give it to them for free. Since there's an access form that has to be filled out they become a part of my newsletter list. Again, this is all technology.

When we're doing an accountability call or coaching call, we can discuss how to set that up for you. As far as getting access now - setting up a QR code is pretty easy.

Use QR-code-generator.com then enter your website in and download your QR code as a photo

and you can put it on your social media. It's an absolutely amazing tool to use.

**Zoom**

There are a couple of Zoom levels. Regular meetings and the webinar function. The free version of Zoom allows you 45-minute meetings. I use the free version, if you're doing live it may limit the number of people that can attend. There are different levels of paid versions and different meeting formats.

The paid version has the option to mute your participants. If your attendees are talking in the background, they will interrupt your presentation. On the webinar function, you can mute them all so they cannot do that.

YouTube has a paid commercial program. If you try to charge on the free YouTube and they find out, you will shut it down and lose all of your videos. They will just disappear.

I love Vimeo because I can protect my videos from being downloaded. So once this training is finished, I'm going to download it to my computer to upload it to Vimeo. Then I'm going to process it. And then in the advanced features, it says people can download. You can choose yes or no. So you can watch this but cannot download it. That protects your video from unauthorized downloads and shares.

The first thing I do when I have the name for a program is get the domain name for it. If it isn't available, change the name of the program.

So, I have the domain Create That Program. Then I trademarked it. Trademarking is easy-peasy, just go to uspto.gov. The website is awesome. It's like 275 bucks to do your own trademark. It's time-consuming but it's one of the few government sites that is well thought through and laid out. You can watch video tutorials for what you need to do. After you use the site, if you get a phone call from Virginia, pick it up because it's the USPTO office with questions about your trademark.

**Wifi**

Not all Wi-Fi is created equal. There's cable and the problem with cable Wi-Fi is that it is like one stream for everyone in the neighborhood. So if everybody and their mother is on, using Zoom, playing games, streaming things, it can actually impact your speeds and may knock you off. You don't want that to happen.

Fiber optic is absolutely the best way to go if you're lucky enough to have it in your area. I got fortunate because the hotel down the street decided to put in fiber optic. And I was able to tap off of their line.

At a fraction of the cost, you can use mobile hotspots which depend on cell service. Another option would be if you don't even have cable, you could have satellite Wi-Fi, which really makes cable Wi-Fi look great.

There are Co-op, working spaces. Towns have them and they have really good Wi-Fi. You can rent time and space at coworking spaces. You can go in, record, do a class, do whatever it is you need to do. In some, you pay by the hour or you pay by the day. If you want to use a co-op working space go in, spend the day pre-recording everything and make use of that time and money. They tend to be fairly inexpensive.

**Computer systems**

The day before you start your program make sure to update all your operating systems on your computer. This is especially important if you have Windows because when Windows decides to update, you're dead in the water until they are done. So if you're going to go on a Zoom at 10:00, turn on your computer no later than 9:00 in the morning to make sure that if Windows decides to do an update it's not going to impact you doing that class.

Make sure you backup all your files. . Anything important goes from my computer into my Google Drive folder.

There are better web browsers than others. Chrome is the best. You will have fewer issues when you are working from the Chrome browser app. Macs have Safari, which is a good start. Earlier I was having an issue with Drip and I needed to update. When plugins like Zoom or apps update, they update on Chrome first then the other browsers like Internet Explorer and Safari.

On Zoom you can put nice backgrounds up. I use the name of my business which I like. But it makes it difficult to show you things. You can use green screens by making sure you're in an office and you have a nicer background in the background. So just be aware of what your background is.

**Supporting Equipment**

Microphones - Fortunately Mac has a good microphone. And I have an inexpensive mic I got off of Amazon. If you use a microphone, make sure that you are talking to the microphone.

I use a webcam camera - A little Logitech that is fairly inexpensive. If you watch sales like Black Friday's sales, you’ll be able to find one of these cameras fairly cheap. This was probably just a little over $100 from Staples.

Lighting is less important when you have backgrounds. But be aware of your lighting. I have overhead lighting that shines down for better lighting. If I had lamps, I would have to make sure that it's not casting shadows on me, but they make ring lights and all sorts of things that you can put in the background.

So let's move on to your Create A Program checklist, which you should have which is also now again in this book.

So in order to go on to number 4 -The next step is to take that brain dump you did and organize it now into topics. Once you are ready, set up your accountability call and we will go over your topics before you move into the next module.