All The Tech

OK. So welcome to what is the third session, OK. And this is going to be all about technology, all right, so. Being together programs is more than just creating the content right? It's how you going to get your content to people right how are they going to watch it? Right so you need a clear understanding of which technology is going to work for you. There's a lot of it out there. And from the time I taught this class last year, today it's changed again. Ok, so technology changes all the time.

It's really sometimes hard to keep up with it, but you need to pay attention to it. Ok, there is. Canva is doing this huge webinar thing with all the new features that they have, so I make sure I signed up for it. I'm not going to attend live, but I'll get the recording of it because it's like it's always at a ridiculous time. It's like, whatever, I don't need to be there live.

I just need the recordings so I know all the new features so that I can utilize them. Ok. So it's basically now this particular session is broken down into five topics. It's where your programs are going to live, how are you going to take payment automation, any kind of supporting technology and supporting equipment before we even get started. Ok, first thing we're going to do is questions from. Last two sessions, so the coaching and the second session, any questions do you have basically up until this point? That's Reese.

What was that maria? I thought you froze up on me. It could be. I've been having Internet problems all day today, but you're not. Don't seem frozen now. I don't really have any questions. Just on I'm dipping and delving into little. Like I played around with Canva. I saw some really interesting stuff on AI. Oh my gosh. You know, like, yeah, that's the next thing I'm going to be Molly to.

In fact, on Appsumo, I downloaded. I or i bought one of those chat AI things. So that's like the next thing that I'm going to be like delving into and seeing appsumo is a really good place to see some of the new stuff that comes out there. Ok. And I'm going to look into that thing you were just talking about with a Canva because i get started in it and then I really kind of get overwhelmed or things are distracting and they call me away and I'm like, Oh yeah, let me go look later. And then later never happened. So i realize I'm juggling a little bit too many things, but I'm so interested in all of them.

And then, you know, my ADD kicks in and I'm off for the next thing. And I'm like I really got to sit down and focus on one things. I got so many thoughts about it. And I'm trying to just like take little Cliff notes and expand on them so I can gather it in something that looks like it's organized, but I find it's easily, really easily distracted and easily enrolled in things. I'm so excited about learning stuff, you know? And for me, it's the overwhelmed sometimes. So I let a pet fair I went, it just came back from Tacoma and they utilized me a lot.

All right. I knew when I was going to this trade shows that I would be teaching a lot and then I wouldn't have time to do anything that normally needed to get done during that given week. Ok? So the best bet that I had was to, because I know it needs to get done because I write it down and then I cross off what gets done every single week. It's just to like go through it, go it needs to get done, kind of decide on, you know what, but this doesn't have to get done this week, you know, we can we can move it out.

A couple of weeks, which is what I did up for some things, and I'm just coming back now from Tacoma. And I still have like 8 things. That I need to get done in the next three there the list was 15 OK down to 8 for what I need to do over the next today, tomorrow and Wednesday. I'm off on Thursdays and my week always starts again on Friday, but for the next going, and that's the way I like to do. It doesn't make sense for a lot of people, but doesn't have to make sense for anyone other than me. Ok, so the same thing. Got to figure out what makes sense for you.

Ok. And so that you can work effectively, all right. But only because I've been so organized and making sure things get done. You know that they're written down. Because if I'm coming back with two trade shows and those 15 things that needed to get done in the next three days, they weren't written down somewhere. They're not going to get done. I'm not going to know what to do. And I'm going to sit there thinking I know I'm forgetting something, I know I'm forgetting something, I know I'm forgetting something. And then whoosh, it's too much to do, all right, at least.

Even still, I can still look at what's left here and decide, hey, you know, I'm really there's still a couple of things I can move. Over if I don't get them done, it's OK and like not beating myself up over it. Ok, so that's what I'm going to tell you to do. You everyone's lives are busy, right? Don't be heating up, but just. Get put just know what needs to be done.

Even if you have to, even though that has to be a task, you know what. Figure out what needs to get done and list it out. Ok, yeah. Some of the frustrating part is like, I was putting all my photos into the PowerPoint and I couldn't figure out how to add text to it. So some stuff just took me way longer because it's just the learning curve. I'm like, my goodness, I'm like, it wasn't supposed to take this long. And here's the thing too. This will end up saving you time down the line. Ok, things that.

When you sit down to do, you just can't figure it out and you're taking a while to do it. So a task that should take 20 minutes is taking you longer. But you know you got to keep doing this task over and over again, right out the steps that you did to get there. All right. Because the next time you sit with them with it, just pull out the steps and then instead of trying to again relearn and that's something I've had to do, all right, because yeah, I'll remember how to do it right, because yeah, there's so many times.

That's why I'm like, yes. Remember my famous words? No the answer to that question is no, you won't remember, so maybe you just write it out. What you do is, which is why I have all the templates. I just, they're just great. Ok, I'm doing this. I actually haven't done it in two months. And I think I remember maybe we just say just a little bit more time and just pull out my steps. I will just leave it here. And if I can do it. Without looking at it, that's great, but this way I'm not frustrated trying to figure out how to do things. Ok. So the first thing before we get started, because it's more to do with next, last week, I'm going to pull up the Canva, OK.

So let me just get. Any PowerPoint up on there? Hold on a second. Youtube projects A find my PowerPoint folder. And I'm since I'm just back from Tacoma. There's going to be changes made. To again the mobile grooming one before I do that class again, and sometimes I wrote notes down. And what I want change to it. So I'm not going to do this very minute, but because I wrote the task and then wrote what changes I wanted to make too, so that when I sit down, i know what I wanted to do to it. That was different. All right, so. Let's do PowerPoints. Ok, so you could see my whole thing of PowerPoints here, correct? yes.

All right. I'm just going to. This one right here. So I want to download it. There we go. Come on. Here we go. So what? I want to do it. Ok. Things haven't loaded yet. There we go. So we see the little share button up here yep you click on share. And you're going to go past this and you going to go down to more. Ok. And you're going to keep going down Microsoft PowerPoint, going to click on that? All right.

And then all pages and then hit download. I'm not going to download. I've got like 100 download. Ok, so once it's downloaded, OK, all right, it'll come to the downloads and here. And then you just click on it and open it up and then when you save it, right? Because I like to have my stuff. If I'm using it, I will first put it to my desktop and for my desktop, then I will upload it to Google Drive. Ok, but when you open it. You click on, you go to your wherever, however you launch your apps. All right. And for here, I don't know if it's going to show.

Come on, stop it. Little black bar here is hiding my search bar. Are you in Canva or are you in your Google Drive? No, that's in Canva. I just stopped the share, it looks similar how you shared. Ok. Hold on a second. I want to get PowerPoint up. There we go. So what I would do is let me do another share. Hold on.

We see they'll share it like that. Ok. All right, you can you see the list of PowerPoint here? Ok so when I open it. Alright, it might be under recent if you just downloaded it, but it may not. So I'm going to click open. All right. If I download it, it's going to be on my Mac. Ok, this is for Mac PC's It's going to be a similar process. Ok, if it doesn't show up here, we hit MacBook and then I'm going to put the name of it. All right, so it's mobile. And you see, these will all come up that, well, they have the word mobile. It's not all that I want, but you get the idea that I would just pick which one, open it from PowerPoint.

Ok and then if I want to edit anything, just get rid of this, of this. Let's stop this share. Let me just get a PowerPoint up. Open anything. Right, the last one I opened. Ok. And so you would just edit like you wouldn't normally do a PowerPoint. So if I wanted to add insert. I see you're familiar with this correct if I wanted, and yeah, insert photo, insert video. If any of the text did not download, load correctly, this is where you would edit it.

ok there. So have to decide where your program is going to look OK. Meaning any recordings that you have, any learning materials that you're going to have people access to, any materials. Ok, how do they buy things? You have different options. Ok, there are membership plugins. They work with WordPress, so that means you have to have a host. I tell you, run from the hills from GoDaddy, OK, there are other options.

Ok, it's not going to necessarily be the cheapest way to do it because you're. Picking pieces sometimes to go with it all, right but. And I'm going to walk through since I am most familiar with the way my setup is, all the elements are the same, the elements that you need, it's just how you put it together. Ok, the reason I chose what I chose is because I expected this site to be massive. I wasn't expecting something small, right? If you're looking for where you're not going to. Be crazy like myself. You know, all in ones might be better for you all right, but I don't use an all-in-one like jobbing. But that may be a better option.

Alright, Kajabi is a really good option. There are other cheaper ones, and I'm going to tell you, you're going to get what you pay for. Alright, teachable. Stay with teachable if you're going to go all in one there is. I would go with Kajabi. There are other options, but it's tried and true. There support is good. Their support videos are excellent. When I was putting together some stuff for precision sharp. And I didn't have any idea how to use kajabi. I was able to, with a little bit of help from their support videos, get anything done I needed to get done. Ok. It just takes the time to learn whatever that you're whatever it is that you're going to do.

And if you decide to do good job, please let me know. I can get a referral code from somebody who has kajabi for you. That's probably the right. It's more than likely it's going to be all that you need, OK. But there are moving pieces to it. That a membership because membership sites the usernames and passwords. So if you have something like a site builder, like I just have a website from GoDaddy or Wix or Vistaprint or whatever and it's a site builder, so it's not WordPress.

The only thing you can do on those pages, unless they have a membership plugin that's theirs, it's going to be the same deal. Ok, you have to have one page, 1 user, one password for that page, and it's just a password protected page. Alright, so if you wanted to deny someone access, you have to change the password for that page and then let everybody know who still had who still has access to new password.

ok so. They're fine if you have like 1. Some that you're giving forever access to, OK. That'll be OK. It's going to be a less expection, less expensive option. The cheapest option is going to be setting up private Facebook pages. Ok, but do you want to know what the big problem with that is? Yeah, you don't own Facebook. If Facebook decides to shut your page down or lock you out, you've lost all your material.

You don't own anything on Facebook. All right. The only thing that Facebook is really good for is to have Facebook groups on there. That's it. That's the only purpose. Facebook is a great place to market because most people, a lot of people are there, but not for your content. Ok, anything that people are paying for should not be on Facebook. Free stuff is great on Facebook, but not paid stuff, OK? All right, so I'm going to take you over to my site. And so again, I'm just going to like the moving pieces of it so you know what it is you actually need, all right, and kajabi is going to satisfy.

All of it. But you know what? 6 of 1? Half dozen of the other? I don't think Kajabi is a cheaper option or a more expensive option than what I'm doing. I think it's evens out pretty much the same. Ok so hold on a second over my website. Let me get that. All right, so. This is the back end of my website. It is a WordPress site. It means I have a host. My host is kinsakinsta.com Is not one of the cheap platforms OK? My support is way better OK so instead of paying like? Anywhere from 20 to 100$ a year for this site costs me a grant.

Right, but it can handle what it is I'm doing without my site going down and then not having the right support. Ok so these are all the moving pieces the plug-in I have here. Is an app called Access Ally. Ok. And from here I set everything up. Alright, So what I'm setting up a program. These are the. These are these are the parts. To it. Ok, so the first thing I do when I set up something and kajabi is going to be similar. They're just going to have different buttons, you pick. And different.

It might be a different order, but this is going to be the same exact thing all right, so I'm going to set up. And offering, which in this case is the product that I'm selling. Ok. And here, all right, there's the little create button. And if I had something to create, I would do it right now, but I'm going to click on create. From here I'm doing a start from scratch. And I'm just going to name the program.

What's the next one I'm doing? Poodles and doodles poodle. And doodle. Come in. Already there content. And then I'm going to edit it. Ok, create the page, it creates the tags. All right. And A tag is a series of letters or numbers that when someone pays through something that is connected. Ok. They get A tag which gives them access to this particular program. Ok. He's in my way. I thought I clicked the little add here. I want to edit this. Create page. Why is it pending? Oh save. Never mind. This is why we have templates. Step by step instructions. Ok, now I'm going to edit it. Page now has the tag.

I also have here a particular theme I'm using. So that's another thing. In a WordPress you have to have a theme, right? And the ones that they have that are included with WordPress kind of crappy. So I go and I go buy a theme that I like much better. Ok, so now this page is a draft. I'm going to just leave it as a draft for right now and I am going to go over to another one so you can see right. Because that's all set up. Because it's right over the library. Now you'll see here. See these little lot of things here had how you logged into create that program.

All right. So there's going to be a library page, right? And you have to set up the icon and thing, and again, same exact thing in kajabi so that when they click on it, they go to their offering. All right, so I go into the last one. All right. Everything really is plug and play all right. So an image to go up on top, the text with the zoom link and the date, the time information about the program, linked pages for the recordings, the speakers umm.

Upload the picture for the icon that that'll go in for the library page has to be uploaded here. The tags that are created all right for this one they created, but I can go in and create my own in another back end, but I'm not going to get too detailed on you, OK? And how they can have access to it? And if I wanted to do a redirect to a payment page I could do that as well. Ok, so if they click on this they don't have access. It automatically takes them to the page that they can they can buy it at.

Ok. Let me know if I'm start to lose you, alright? Because this is a lot of pieces to this, OK? You're good. How did you learn all this Mary? Just by doing that I was wondering? File and error honestly doing it. It's why I have templates so I know what it is I have to do. I have to create all these images for this. Ok, someone build this whole website for you. Like how did you start off with? I built it myself. Again, there was a lot of tutorials.

I'm pleased together everything how I want and I'm going to tell you, read the tutorials, they are very good. Don't try to put a website together until you find through all these tutorials. You're going to frustrate yourself. You just got to have to go back to it anyway. You're going to be wasting a lot of time. Ok access ally has an entire website loaded with nothing but tutorials. They also have a Facebook group so that if something's not working and I need like an immediate answer, I can go over to the group. Somebody will get back to me and their support is really good.

I've had some major issues where I just couldn't figure it out and I contacted their support and gave them my login information and they're like, OK, all fixed, you're good to go. Thank you. Ok. Part of the reason that you want to use maybe not the cheapest is going to be the support you get from them. Joby does have a good support and I know teachable is crap.

Teachable is cheap. But you're going to get what you're going. You're going to get your moneys worth, let's put it that way. Ok. So we set up all the pages and like the speakers and the schedule as a public page so I don't put A tag on it. But this? These pages are protected, so they have to have A tag in order to have access to it. Ok right so this is where these programs live. Ok, So what happens is if I go to a sales page. Let's see what's up. Ok, creative grooming summit. This is the one that's up right now.

Ok, this is the sales page for it, right? So it has all the information. Read their BIOS here. The speaker page is a public page so they can have access to it detail all right. The schedule is a public page. Ok, then they can buy it when they buy it. All right, I have. I have connected Stripe to here, all right. And again, there's a tutorial on how you connect your payment portal to this and everything is automatic. I am like 99 % positive that you can connect Stripe to Guji.

You can. I do know that, yes. Ok. So you can connect. That's why I did it. Because it's I love you know what I like strike. Please don't use PayPal or Venmo, not even the business versions. Do not use them. If somebody does a chargeback, you've lost the money. You will not get it back, no matter how much in the right you are. Ok, at least with stripe they will listen to both sides and make a determination. Ok. So when they buy. This, it goes through stripe and upon payment. All right, that's where the automation, that's the third piece.

So you have where the website live, where you program live, this is the website, your payment, that's stripe. And your automation for me, that's strip for Kajabi is part of Kajabi. It's what makes it an all-in-one. So you don't have all these pieces to it and depending on how much you're paying a month, a month will give you how much. Any products you can have, how many people on your email list you can have OK.

So we go to my library, just real quick. I do a quick count one two three four five six seven eight nine ten. Eleven twelve thirteen fourteen fifteen sixteen seventeen eighteen nineteen twenty three one to two twenty three and that's not even the mastermind library which has got like 60 plus videos here. Ok. That's like 8080 ish products that I have on this website. Which is why this is the route that I went. Alright, so if we go over to let's stop this share.

And we go, let me get the other one up. Hold on a second. Here correct. And then this is the automation. Where are you? Here we go. Ok. I can make individual tags. If I don't like the tags that it's automatically generated for me, I can change them here. And the little button will be up here for create new tags. Not sure. Not going to wait for it. There we go. Hold on. All right. But we have forums, campaigns, workflows. And they have analytics, right? So a campaigns are it's to send out emails, OK. You can send them out. This is where the tags come in so you can send them to individual people, like for example if I go into campaigns good.

All right, so let me just. Let me get something that's in the middle of doing something. Ok, so we have registration open. Ok. This email was went to people who didn't open up the first one, OK. So this is the next one that's coming out here, right? recipients. So when I set it up. The people who are getting this particular series doesn't have a summon membership, and they haven't already bought it.

So if they bought it or they have a summer membership, they are not getting this email series. So I'm excluding them. So with any kind of CRM system that you have, you can. This is where the tags come in, all right? You can send them to specific people on your list right. Workflows love workflows and you could duplicate all this right? I don't never do anything from scratch.

I took with something that's similar. I go over, I hit duplicate. Ok, so. Safety and sanitation summit. Ok. This is the last, the last one that I just set up. All right, so when they go through and they buy it off of my website, it starts this workflow because they got A tag. Ok, first email that they get is thanking them, telling them they're getting a username and a password. In 15 minutes then it's welcome with the instructions on how to access the information and then we go bye bye.

Ok, for yours Amy, yours is a little bit different because I'm not collecting payment on your website. Competition growing for beginners. That is, instead I have to set up a form. That's the link I gave you to put into your stripe account. So after they purchased they go over to the access form, they fill it out. And once the form is submitted for people including that's includes yours triggered it. Ok. And they get it. Thank you. For purchasing it. And all four of them did that. That's really good.

Ok, we generated a username and a password. Ok. And then it was the welcome to so they know how to access the material or 4 did that and then a notification email that was the email sent to you to notify you that they went through the automation. All four were done. Ok. So this is, this is you see all these little moving pieces.

That's really cool. I've never seen the back office side of how that works. That's really cool. And like I said, Kajabi is going to be similar in how they set it up. Ok, but they're going to use their own software in there. ok so. Let's go where we have this up. Let's go up to kajabi. Luke, come on, here we go pricing. Ok. So this is the pricing and the kind of depends, like I said, I'm OK. This one is 300 In 20$ a it has a hundred products, unlimited landing pages so we need a computer to do math. Three twenty times twelve so this one is almost almost 4 grand a year.

Ok. Like I said, 6 and one half dozen of the other. It's about what I'm spending between the website and the plug-in, plus the drip the CRM OK. So it's no real difference in pricing, it is just how much do you want to do. I actually enjoy technology. I don't mind setting things up like that, all right? I enjoy learning new things. Ok, this also could jobbie will also has a way to protection videos from being downloaded. So the other thing I need is something called Vimeo. Ok I'll show that, but that is momentarily OK so. Here you could start off with.

At 119$ a month and have three programs up there. You can upgrade. At any point. All right. And honestly and truly. Before I update, wait for there's a little sales things to come up, right? You know, call him and ask him, hey. I need to grow a little bit. I want to see if Kajabi is still cost effective for me. See what they offer you. Ok. And let's go over to Vimeo.

This is why I have Vimeo. Well first of all for several reasons. Ok, number one, I have a lot of videos up there. Can you imagine how long it would take to load my website if I actually had the videos on there? So the videos are here OK. So let's go to see the little lucky thing there. Go to this was the last on the neurodiversity summit, last workshop.

Ok, so the videos live there and you attach the link and then when people click it, they're taken to that site. So it doesn't. There's no lag time on my website, OK so. Do we see the little wheelie thing right here? That's the settings on it, OK. Advanced settings on it. First thing I do alright. Who can't? We don't even care about that, OK? This video is private edits. I don't allow downloads. Ok, so nobody can download, they can only watch. All right. So there's some, there's some protection in here.

I think this runs me like 70 plus dollars a year. All right. So you add it all up, all right. And then there's other things I have that is outside of the actual hosting, all right? So even at. It's clear 120 times. 12 so for fifteen hundred bucks you can. For the year you can get set up on a membership site. You have access to user information. You can take away permissions let me go hold on a second. Let's stop the share. Let me go back over to the website.

Go over and get a user. Maria, what's your email is it sudsy pop? Yes, it's sassypup@gmail.com SUDZYPUP Get you off so you could sing. Ok. Somewhere here's your account, right? And it would go over to the access L tab. These are all the things that you have access to. Ok. I can take something off. Deny you access simply by existing and updating the user. I can add something to your account as well. I could put any tag here I want. If I want to give you access without payment. Ok it's also tell me that you have an app an active.

Submit membership and an active payment plan for this program. Ok if I click on these 9. It gives me the subscription details. I have all of this information in my fingertips OK. It's so amazing. And like I. Like I said, something like Joby is going to have the same exact stuff. There are going to have a different way of access and I'm going to tell you please if you when you sign up. There's going to be a free period. Don't sign up until you have time to start doing it, because don't waste your free period.

Ok. Do both of you know? Ok, other access points, right? So let's just say the only thing you're doing is live stuff. You could have no recordings, but you still want to get them some information. Ok, the way you can do that. All right. You can send out emails OK However this federal laws regarding this. The whole point of having like some sort of CRM system like drip or whatever kajabi uses or active campaign or whatever is that you can send out one email.

To everybody. Ok. And you cannot do that with your email? Alright, because what you're doing is if you try to do that and like put all the emails in the thing, everybody have everybody else's email and that's against the law right so This is why you have to have some sort of CRM system client relations management. Ok. Mailchimp is free. Ok. Not necessarily the best, but it's free and will follow every fill all the federal guidelines. Ok. You can. Give them let's go over to Google Drive real quick. Is that like a constant contact? Constant contact is another one. All right, hold on a second.

Let me get up drive. We get a folder up. 2-2-2 OK. We'll get up in the land of Pet fair folder. Ok. That is, could you have that where it's safe with the emails? Ok, so if you have good job, you don't need that. That's one of the big pros to having an all-in-one. You don't have to worry about any of that. Have it right there, OK so. Screen share. Google Drive. All right, so say I want to give someone access to this is the PDF. Here's a PDF so this is a folder right here. This is a workbook so.

I can share it. Wanna make sure? That all they can do is looking down low. That's it. So anybody with the link, that's the one you want to choose and then viewer then I can copy this link. And I could send it to them for supporting material. Ok, did you not so do you? Do both of you know how to set up folders within Google Drive? Yes, never done it before, but I would think never did it. Ok, so let's do it right now. Ok, Mary, do you also keep like a copy of your email list say, if for whatever reason you should like Kajabi was no longer, you would have your contacts with facebook was no longer.

You should on a regular basis. I got something in my eye. You should, on a regular basis, download a copy of your email list. Ok. Thank you. So here I am. I've got, i'm going to click on just going over to my drive first. See the little plus new button here. What's new? I'm going to create a new folder. I'm going to title that because I want that coming front. I'm just going to put a one here, OK? And name it whatever you want. I'm putting A1 there create.

Alright, so you see the folder here? It says one. Click on that I want to drop files in here. Plus new again. Ok. So I want to upload a folder to it. Do I want to upload a file to it? Ok, so I'm going to upload a file to it. And let me just pull up something off my desktop. I'm just going to put my business plan in here. See how easy that is? Easy peasy. Ok. There are if you're going to do anything live on Facebook.

I mean, you can zoom into Facebook OK, but again, your Facebook pages, if you have a business page or a group that's private. And if you want to do something specifically in that private Facebook group, you can do it. But keep in mind that there's no protection for that once it's in Facebook. Ok. There are also event platforms like Eventbrite, so that's like one off. So if you're thinking, you know what, I just think I'm going to do this once in a while, not going to do it very often. Then maybe even bright is the way to go.

They're going to take a bigger chunk of your money. Ok. However, it's a one time thing. They will collect payments, you will. They will set up all the behind things with video they probably integrate with zoom. I'm not sure how they do it, but it could be good for a one off. I don't want to be bothered with a website type of thing. Ok. So again then a one like Kajabi would have all that. And obviously the more it's going to be permanent.

So once you an event Brite will not be permanent Eventbrite and things of that nature are a one off thing, OK, they report another plus for Punjabi because there it is it, it's kind of all in one place, all in one place and plus you're material is there, it's not going anywhere right. Ok, alright. So any questions about? Where you where your stuff is going to live. No, I think I understand. I think so, yeah, that's working. Ok. So we're going to touch briefly because we've been discussing it all along, is payment. Ok. So I'm going to go over to my stripe portal real quick. ok so.

Mine is automatically connected to it so I don't have to bother with this unless I want to create like a one off product or an invoice or something along that lines. Ok but for like Amy, this is how Amy did it so that she I could she would have a payment link. That I could put that she could put in a redirect, scoot over to my access page. Ok. To start my automation. So what I'm doing for Amy is temporary. It's temporary for her to get started until she figures out kajabi. ok so. Under Moore. Click on payment links. So here I am in payment links. The only payment link that I have up here is for active podcast sponsors.

Ok, but I'm going to create a new one. Going to fill out all the information here. The important thing here is OK is the after payment. All right, so don't show the confirmation page. Where are they being redirected to? So in the case of Amy, this is where you put that link that I gave you so that right after they buy, they go right over to my websites, the form they have to fill out to start the automation. If you have good jaby, you will not have to do this. Ok, but again this is temporary thing for Amy so she can get paid. And I don't have to collect money for her.

Now, for example, like with pet tech, could you put the Pat TAC link in there and then that's how they register or would they register first and then you would put Stripe? I'm going to tell you here, OK, there's been the biggest issue getting people to do that for pet forsake classes. I do not know what it is brutal yeah, it's brutal. Ok, what I do. And then Maria, when you come up for the instructor training, we'll discuss this. So what I do for petech is I make those.

Class is closed private and I will go in and I will register them myself after I get payments. Ok, I don't taste after people. All right. Once you register and I have your money, I will take care of that part for you. Similar that mentioned on the on your pet tech page. Been a huge issue and I have found for me, yeah, people don't. They don't finish paying. They'll register, but they won't pay. It's a pain in the butt and you're spending so much time chasing after people and then you don't know if they're really registered or coming.

You're coming or not coming. I can't be bothered with that. I was telling Angie. I would rather. No, I have only three paid people coming to my class and thinking I have 15 and not sure if they're coming or not. Yeah, yeah. Can't count on that. You can't count on that. And then you getting supplies and if you're providing any kind of like food or anything then you're not planning properly yeah right and then are you turning away people because there's a certain limit that you have and you don't know.

no. Make my classes private. It takes probably I'm spending probably spending less time just going in there and I did that this morning that was part of my admin work came in this morning and just registered everybody that signed up for the class that I'm having in Port Angeles. The they're going along with the instructor class and the class I'm doing in Oregon. And I just put those names in.

Very simple. So if it's two people are like for example, if it's like a boss paying for employees, do you just have them pay each one separate? Like how do you get all the separate names? All right, register that. Only thing they can do is single on my website. So if somebody comes by two options, OK, and I tell them I prefer for them to be registered individually with their email because they're going to get my reminder email you know my automation, yeah.

But if they want to register all five people, I'll create a payment link for five people that, but then they become responsible for making sure that their employees actually show up yeah. Ok. And this is probably the biggest lesson I had to learn for this collect payment up front. Makes sense, yeah. Much rather think there's less people. Then thinking there's more people coming and I haven't planned accordingly. Ok. So like I said, please avoid, avoid. Paypal and Venmo at all costs OK. Where is go square, is square is way better than PayPal.

Ok is Pooh bear. He was very upset. Two weeks, 2 weeks. He's not letting me out of his sight. But through kajabi, if you can connect Stripe, that's great, but I believe they may also collect money too umm. If that's the option you choose. But i don't know what their policy is regarding chargebacks. I know I have a fighting chance with stripe thanks. Ok, so we went over what nation already? So, any questions about payments? About collecting money? Not yet. This will be a matter of what I see, how it goes as I get into it. Some question may come up, but right now it seems pretty clear. Ok and then any questions regarding the CRM systems, the automations no.

It's moving along. All right, so. Here I wanted to talk about QR codes. Ok, also keep in mind when you are paying extra. For a automation, for a newsletter list, all right. It's the payments are based on how many people are on your list. Ok, every once in a while if someone is not opening up your emails. Remove them from your list. Stop paying for them. Ok. Yeah, have I got over QR codes? You look blank. Have you got over here? I have I discussed Kira codes, how to set them up? I think you touched on them, but yeah, you touched on.

You look pretty cool. Ok. So just real quick, OK. Keira code generator alright Q get the website up. Come on. A single block. This little black bar up here is annoying. Come on. So QR dash code dash generator dot com. Freebie OK, you put your website here, all right, you click download, it'll generate it, and then you can download it. Ok, so you can create a QR code to put on an image. For your payment page.

Ok. So you have a sales picture to go along with sales post and we'll get into marketing materials later, but this is how easy how you do it, OK. You want to send like on my. It must have forms, no. Which one wasn't? We find it. Think it was must have forms. You get this back up again. So as you know. There we go. As you know the trade shows, they'll want you selling and promoting stuff. Ok. So how do we get around that? Because you know what people take into your class. You really still want them on your newsletter list, right? And you email us. Ok. So what I have is they're going to get something free.

You're free thing could be anything, but for this particular class I have so many recordings. Previous recordings, OK. So what this QR code does is it takes them to an access form so that they can get free access to this pre recorded workshop. Automatically puts them on my new my email list when they do that. I'm not selling anything, I am giving something away for free. My father's mobile. And one thing I want to point out about and I should show you hold on, stop this year again, all things to do with legalities. Let me find page. Find an access page excess. There is so much to know. It's like a whole nother world. That's why you want to watch over again.

I've been trying to not get left behind. It's moving pretty fast. When you start doing it more and it is helpful, like I already learned a lot just doing the process, even though like I go through mild panic attacks while I'm like I have no idea what's going on. Ok, so this is an access form for. Jennifer's class that she has. See the little box here? They actually have to check this off. I can send to receive information about service and special offers by email. This is why we use. A company like I'm using drip. All right. They have to check off that button. That's federal law. They have to know they're signing up for a newsletter list.

Ok. And here's a good time to talk about zoom for you, because you are using my zoom correct pretty soon. Would like to try to set up like a practice session that I could, you can't. But just tell me when you're going to do it so I'm not using it. Ok yeah, OK. So hold on. Do you see my zoom page? Yes, I think I have even set up a zoom page, but I've never really used it.

Well, you could you could set up a free account for like but you only get 40 minutes. Ok, so when you log in with my username and my password, it's going to take you to this page you want to click on webinars. There's yours right there. Click on that. And then you just hit the start button. Go, but go in there and practice. Make sure you know how to report. Yes, that's why I want to practice and so. But when it when you record it. Choose record to the cloud. Ok, let me know it's there because it's going to be way easier for me to download that, process it up in vivio, and get it up on the website for you.

Ok, practice doing it so I can go in and see that. Oh yeah, you did. You did it correctly before the real class. Ok let's talk real quick about domains and trademarks. We discussed this already, correct? I don't think so. A little bit with trademarks, but not the domains domains. Ok, all right, like my website positiveed.com that's a domain name all right. I also have Mario quando.com It's a redirect. All right, I have like a freaking laundry list of domains.

We'll collect them. Anything I think that I want, OK. I also have createthatprogram.com I haven't actually used it yet because. Haven't had a need to. My classes have been filling without actually really advertising for them, which has been a wonderful thing. Ok, but a domain if you're going to go in for a trademark. Whatever it is you're trade marking, you have to demonstrate it's in use. Ok, what I put in for the trademark, which I don't have yet still being worked on.

Ok was create that program, so the first thing I did is I grabbed the domain name. Ok, I created a Facebook group. Ok. And then I created the Webster, the not what I did here is that I created the it's on positive Ed slash create that program. I would have had a much easier time of getting the trademark if I just would have bit the bullet and did either a redirect. Or a separate landing page that was WWW create that program dot com. How you have to demonstrate its in use, right? Then you can apply for a trademark and again there they have how to videos up on the website.

They're very easy to do. If you do it yourself, it's only 275$ I consider that chump change. 2 videos on what website, Mary? You ask? The USPTO pto dot gov so if you actually a decent website. It is one of the best government websites that are out there. I've checked. It's actually pretty decent, yes. So watch the videos and how to, you know, do a put, you know, submit it, you know, a trademark, your logo or the name for consideration. Really not that easy to do. It's not that difficult to do, but. Watch the videos. Ok. It's been a long time since I got a domain name.

How do you do that now or how are you looking it up and accessing, getting a domain name to make sure that it's available? And I've got one years ago that seemed like different people would solicit me when it was coming due to be renewed and I was like, how come different people want to buy and sell it to me? Ok, there are. Let me just do a quick Google search. Ok, see if I can get them wait. Ok. That's still share screen again. So in Google I did. Domain names OK. And it doesn't matter where you buy it from, you can redirect it anywhere. Ok, you could probably buy it right off of kajabi.

Ok. So here's one domain.com OK. Give me a name. Right on the spot. Of a program. What's the name of your program? amy. Competition grooming for beginners. Let's do cock grooming. Let's do competition grilling. Let's see what comes up. Look at that you can get. It's alright. Wow, that's cool. Yes, so. You can get. For two years competition groom.com Is. 21$ Alright, so no matter where you get it from, you want to look for that 21$ range privacy and protection. This is where they get you and I'm going to tell you, buy it.

All right. Because what happens after you bio domain purchase? You buy. You buy a domain and you don't have privacy protection. Literally the second you hit the buy now button your phone is going to ring. Was someone trying to sell you privacy and protection or help with your website? Ok. So 40 bucks for two years you'll have competition. grooming.com And is it? You want something easy? Like I have positiveeducationaltraining.com which again is a redirect to positive Ed, but that's really long, people going to misspelling something in there umm OK. You might even go competition pet grooming. You can grab a couple. Like I said, i'm a hoarder.

Ok. I can get competition petgrooming.com 21 bucks. Ok, I can get both of these for 80 bucks for two years. Would you have a domain name? And if you go with the Java there'll be steps on how do you? Add this as your domain name. Ok. Thank you. Ok. And then your wifi. yes. Ok, that was one of my questions. Yes, if your wifi has to be consistent, you have to have good quality. It's not that technology can't go down. It can and it does. Ok, it happens. Ok. I don't know if for a refund I reschedule. Since I've had fiber optic here five, you know, I've had two instances and only one impacted actually working.

Ok. But I wasn't sure that was a gift. The fact that I got fiber optic here, OK, I couldn't even get cable. I hate cable. Ok, problem with cable is that you don't it. They have like chunks. Of space. And like, this whole neighborhood, plus maybe another neighbor, is all on the same chunk. So if everybody and their mother is on it, that's going to be, yeah. And that it happens, OK. You can do if you have good cell service. A lot of the companies have like mobile hotspots that you could run off if your cell is good. My cell here is crappy. That wasn't even an option for me. My other option would have been if I didn't get the fiber coming in here.

Satellite is crap too. Ok was to get a coop working space in town. It's like 20$ for the month. They have fiber optic, but that would require me going there and I didn't want that either. So whatever I did good in a past life, I got repaid by getting fiber optic here right. You should have. Decent backgrounds. Meaning you can use the ones that are like. The ones they provide like on zoom, but the problem is that when you use them and you try to show something, it's all run into that.

Hey, I have a decent microphone. I am currently using the camera for the Mac. I do have. Other ones to add into it, but they always require updating. It's been a pain. I've found it to be a pain in my butt, so I'm just using. The computer one. Your lighting should be decent. All right. And a couple of the last things I wanted to talk about here before we go into our checklist.

Is providing closed captioning and transcripts. Ok, I have two things. I'm using Ava and not using it now. So you guys know but. For the summit I have Ava dot me which is fourteen hundred dollars for the year and it works most of the time, OK and I also now have Otter AI OK, which I think is running me 100 a little, maybe 200$ a year OK.

And I think between the two of them, I'll get everything to work well if I can get other AI to work consistently. Part of this is again, is technology. It's not quite there yet. For the average person who is not spending ten thousand dollars a year for closed captioning. Ok. And then I provide transcripts. Otter AI will do transcripts. I found them to be not as accurate as they really could be.

And then I'm using Nuda and OTA dot IO. And I got that in on an appsumo deal. So for like 200 bucks I have like lifetime access. So I honestly would recommend getting an appsumo account. You know what I'm going to, I know they have a referral code. Don't wanna second? Grab that and put that in chat absolutely let me log in profile products, affiliate. Oh, I have to become affiliate. Ok, I'm going to sign up for being an affiliate.

If it doesn't take more than a second to do so, I will then send you the link. I got to fill it out. I will fill it out later. And I will send you the link for it, because then we both get stuff off, OK? I love appsumo. Whenever they send me the email, I go check it out and see what they have. I've wasted a lot of money. I've gotten some great things off of them. ok so. Now I know, Amy, you're already now into that whole beta testing thing, OK? Have you created any supporting materials for your program now have you created your checklist or anything like that.

I have them started OK so I needed to know how to download stuff so that's where I was. I'm kind of at I need to finish them up. That's this week's OK. So you're moving along on that yeah so pretty much you're ahead of the game and I'm kind of like ready. The biggest thing is I want to test it. With my PowerPoint, you know me, it's like I always do overdo it and like don't get perfect with it, just get it presentable.

So I'm like, so I'm not so picky about it. I am. For like the fourth time, I presented this program for Barclay. I am editing the PowerPoint again and editing the workbook again. And that's where I'm at. Where I'm like, well, yeah, it's done, but not in my own eyes that it's done. But it's like, it's I could totally, like do it, but I've always think of stuff to add. And one of the things I'm adding to it is someone who took my business plans class, made mention of that, you know.

He went and he got a business plan template, a service. It was like 100 bucks a year. Again, what I consider to be chump change and anything that makes my life easier. Templates make everyone's life easier. Plug and play. You just put the information in and then magically it's all done. Oh, wow yeah so I want to put, you know, some reference to that. Into both the business plan and the mobile grooming certification program, I want to put reference to that in there.

Ok, so you'll learn things, you know, and then you're going to want to put them in. And that's fine. That's part of being in this. It's part of being open. Yeah, and that's more. So with my checklist I'll come up with something like, oh, I should have added this or I should add this. ok you. And now, Maria, where are you at? I am. I'm still like rehashing ideas and organizing with that. I have a good sense of where I'm going with it.

But I keep adding, adding to like my little subtitles, all the bulleted points. So I think I'm to a point where I can kind of. Put it all together and I have some ideas in my head that reference photos and pictures and things like that, so I need to learn how to put that all together. So do you want to take one of your one-on-one sessions to kind of move you along on that? I could do that. I'm going to be, I probably I'm going to be away this week and then Inter groom is the next week. So I know that's it's a busy couple of next weeks like this week is.

I'm actually going to the World Pet Expo in Florida and then Integrum is the following week and that's my hometown. But you know what? Let's set a date and time so that we do. What's works for you? Let's start with the first date that works for you, and then we'll go from there look. When we get, we get back together on the fifth. So I would say. Probably this week or the week of the tenth. We're back together on the twelfth umm. I would say sometime during that time period, Mary, and I don't know what your availability is, but OK from there will be like Friday, sat Fridays or Saturdays are kind of the best for me aside from the nights that we're doing.

Saturday the fifteenth. What works better for you? umm. Saturday the fifteenth Alright, so you're you name the time and I'm. I'll be good with that. Ok, so let's say Saturday the fifteenth. Let's do 2:00 your. Time your. East coast Yes, I am. One now. For me to really help you. All of your notes. Upload them to a drive folder so I can look at them. Ok, right? Ok. All right. I'm going to organize them to the Max this week then, and I'll be able to upload them when I get back from I'll be back Saturday. Ok. So the next question on that while I'm away.

Hold on. The next session is next Wednesday at will, three my time. Is that correct? And what is it? April fifth i have down. Well, I have. My bad no. Wednesday the twenty ninth. I have. Wednesday the twenty ninth at three my time. Is that correct? umm. Ok, I didn't have that one, but I can be. That's a. Let's see. I have the fifth and the twelfth, but I could do the twenty ninth. Like the fifth.

And then the twelfth. Yeah, I have the fifth and the twelfth, but I didn't have the twenty. Ninth but i could i could make the twenty. Ninth, work OK. Good yeah i could do the. Twenty ninth. Yeah alright. So any more questions before I stop the recording? No, I don't no. One thing with the technology thing with the cable and stuff like do you know anything about, like bandwidth? Is that something that's needed for zoom calls or anything like that? Here's the thing.

You're going to have to contact the cable company, tell them what you're doing. Do you have a business cable or do you have our home cable? So like if we're running kajabi and anything like that, we have basic stuff, but I have a feeling we're going to need to upgrade. But I don't know enough about any of that stuff, OK. Let me just hold on, let me just Google something. ok umm. There's a website called high speed here. Hold on a second, let me just share. Want to be able to test what you have? Ok? So we have high speed Internet test. This is where. Ok. Start speed test.

So they're doing mine. Ok, so. Compare providers. Ok. And we'll take you to all of these things here, OK, but that's probably there's another website. Hold on a second. Gonna stop the share, be easier. Where they send you. Ok so anyway basic service here on this little blurb here let me do this. Let me just read you could see this. You can see I was in the eighties right? Basic service is 3 to 8. Here medium is 12 to 15, advanced is 25 plus. Ok, So what I would do is I would see where your speed is first.

Ok. And decide if you need to upgrade her or not. Ok. There is a this is a website that when my when they're asking me. Questions for my provider on checking my Internet so they send me someplace else. Speed test. I've actually called my Internet provider and had them walk me through a speed test when I was having problems with the Internet. Ok, we're in Comcast. It's horrendous. It's so terrible. They're customer service. It's Oh my God, horrible. It's horrible. It's terrible. And I don't have the business. I've had their upgrade to their business and then their customer service still was terrible.

I was still having problems. All right. So if you can somehow figure out how to do fiber optic or. See how that mobile hotspot if you got good cell service if that would work and check your. Ok my cell here is not reliable. Yeah, ours is pretty decent here, but yeah, we don't have a lot of options with the cable, so. But I'll look into the fiber optics or the hotspot. If you can get fiber optic, you're going to be golden, OK? I've never even heard of that.

So although you are you in a major city? No, we're in Crown point indiana so unincorporated. Crown point indiana fiber optic. It says here that AT and T has fiber optic. Ok. I would look at Verizon. And AT and T? Ok, get fiber. Optic through them. I'll look into that. Ok. Any more questions? No, just a lot to look into yeah. Ok. And Maria, I don't want you to feel rushed.

I really don't. Ok. I appreciate that. I'm always juggling a lot of things. So but this is, you know, something I'm committed to. But sometimes it does. It winds up on the side and I'm like, I have to get to that today. Yeah, yeah. I was sick for two days and stuff coming up. It's yeah. And everybody's life is busy, you know, you have things going on. You just did two shows, Mary, you know, like Amy has kids, i'm like working like a maniac and I have my mom. So it's just like we're all juggling stuff, so trying to make it happen.

So what? I'm what I would just wanted you to tell you. Just be consistent with it, all right? Don't let a week go by you. Don't do something. Ok? That's really it's a bad habit. So I agree with that. Even if I can give 10 minutes, it's better than zero. Exact really is. If all you're doing is acknowledging it, doing well, you forget one thing. Even if it is, you know what? I think I need to rewatch or relisten.

You know what sometimes playing things in the background. You know your brain absorbs, even if you're not necessarily paying attention. I do that all day while I'm grooming. I've got podcasts on and all kind of stuff. Ok so guys, I it's my vet. I got to take this call. Hold on. No problem. Yeah, vet appointments. Ok, so. Any more questions? I don't think so, Mary.

I think I'm good for now. Ok. All right. We'll see you. Thank you. You're welcome. We'll see you next week. Ok thanks bye, bye.