



**RAINMAKER
PLATFORM**

Rainmaker Webinars

Selling Digital Downloads

Chris Garrett and Robert Bruce



TRANSCRIPT



Selling Digital Downloads

- 4** Today's agenda (00:01:38)
- 4** What is a digital download? (00:02:12)
- 7** Start with your market (and marketing) (00:05:25)
- 15** The process of selling a digital product (00:18:48)
- 27** How to sell a digital download with Rainmaker (00:38:01)
- 28** Time to get practical ... (00:39:42)
- 37** Any questions? (00:51:19)



Selling Digital Downloads

Chris Garrett and Robert Bruce

Chris: Welcome everybody, to How to Sell Any Product that Can Be Delivered Digitally. We're going to be selling things and we're going to be giving them away and we're going to be downloading them. Let's get going. Do you want to introduce us, Robert?

Robert: Yeah, let's do this. Thank you everybody for being here. Again we've got Chris Garrett, myself, Robert Bruce, we've got Amelia Briscoe and Brian Hayes, and we're going to go over this whole idea of selling digital downloads. A lot of this, I think, is going to be pretty straightforward for most of you, the concepts, but we are going to get into some nitty gritty of how to do this with Rainmaker and we'll close up today with a short Q&A for specific questions.

There is a link, I believe, in the chat for the Q&A page. We are going to follow this up next Tuesday same time, same day one week from today, with a full Q&A live episode of this as well. As we're going through this stuff note your stuff down, questions you may have and a lot of that I think we'll be able to cover a little bit today and then more next week in that specific Q&A. That is in the chat, right? Can everybody see that?



Chris: Yeah, I've just put it in.

Robert: Okay. You can drop questions there for next week. Yeah, let's get on with the show.

Today's agenda (00:01:38)

Robert: What's on the plate for today? We're going to go over the definition of a digital download, we're going to go over the ideas of marketing digital downloads, what that means, what that looks like, how to prepare digital products that you are going to put up for sale and then the process of selling that digital product, specifically ... Some very clear specifics from Amelia. She's going to go over how to do it with Rainmaker and then we'll go over questions that you have.

What is a digital download? (00:02:12)

Robert: Mr. Garrett, what exactly is a digital download?

Chris: Right. A digital download is anything that can be purchased and delivered digitally as ones and zeros. What does that mean? Most popular is going to be your ebooks, videos, video stream or video download, audio mp3, your podcast audio files, audiobooks. It could be workshops like webinar



recordings or livestreams or a video camera in a classroom. It could also be tickets.

When we sold our conference tickets it was pretty much a receipt that people got. They were paying online and getting an email to say, “Okay, you’ve signed up.” We would give them access to a member area. Obviously there are courses. With StudioPress, we sell themes, so all it is is a digital download. It’s a ZIP file. Plugins, that’s a ZIP file as well.

Then there’s software, software licenses. I just bought some software the other day, some 3D software. Again, all it was was a receipt but it had a license key in it so we could download the software as a trial but to use it without watermarks and limitations you have to put the devices in.

Robert: We’re supposed to keep those licenses, right? I don’t know where to keep them.

Chris: I just keep them in Gmail and then can’t find them later because the company that you buy it from isn’t the company anymore.

Robert: I feel like I’m going to get arrested or something using this software.

Chris: Then you reinstall your operating system and it won’t let you put the software in because you’ve used it already.



Robert: That's right.

Chris: Lots of things are PDFs but it doesn't have to be a book or an ebook, it can be a checklist, worksheet, white papers, as we said software license. Really anything that can be delivered by ones and zeros. The amount of things that can be delivered by ones and zeros is really expanding now. I used to sell consulting and coaching digitally because you sign up online and then you get an appointment calendar. Really you don't have to think in terms of PDFs or ZIP files. Really that's mostly what we're talking about.

Robert: Yeah, this is interesting. It's a mindset thing of the first thing you think of is ebooks, audio, video.

As you've said here in this list, when you start getting out of that box ... Tickets and checklists and licensing and what you just said, something that can be ... It's not bricks and mortar, it's not like you're meeting in person, but it is your time, you're selling a consultation via Skype that still can be considered a digital download that the idea here is, as you say, it's limited only by your imagination. Getting out of the idea of the basics that we've started with in this first 20 years of the Internet.

Chris: Yeah.



Start with your market (and marketing) (00:05:25)

Robert: All right. This is one of my favorite questions and ideas. What is marketing and where specifically do you begin within the idea of marketing in the context of selling digital downloads? How do I start putting this idea together in my head that can then become an actual strategy in the real world.

Chris: This is where people get into trouble because the worst thing you can do is build your product first and then try to find the market for it. The build a better mousetrap approach. Now people can do that and they have done that but really start with who you want to speak to, who you want to develop your product for, and find something that fits them. It's not about, I'd like to write a book and then see if anybody will buy it. As I said, people have done that, people enjoy that. If it's a passion project go for it. If you actually want to make a business you're better off finding a market first, find the who and then develop the what.

If you do it that way it's customer centric, something we all want to be. As customers we all want customer centric companies. It just makes sense. It's easier for you marketing and to develop your product. We talk about the Minimum Viable Product where you develop it in cooperation with your customers, which is even better. The main thing is you need to find an audience who want what you can develop. Don't make it difficult for yourself. We call it finding an audience of hungry buyers, which is something we talk about on the next slide.



Robert: Yeah. We get the question all the time of, hey, I made this thing, help me sell it, help me market it. How do I market it? Give me some marketing advice, give me some marketing tips. Sometimes that can work out but to your point, Chris, it's got to be baked in. It's got to be from the very beginning these considerations of who you're marketing to, who you're talking to, rather than as an after thought something that you ... Marketing is not something you tack on at the end.

1. People who have a problem you can solve

Chris: Yeah. If you can find people who have a problem you can solve then it all becomes easier, it becomes more obvious and it becomes more fun. The people you reach and help with it, they respond a lot more gratefully, they cooperate more.

First thing is find people with problems and you can do that in many ways. My go-to is social media because social media is a complaint delivery system. People go on Twitter and Facebook to complain and to say, "I've got a problem." Finding problems is not a problem.

Robert: Yeah. It's all there. Twitter search, right?

Chris: Yeah.



2. People who have a goal you can help with

Robert: Okay. Real quick we're going to go through this numbered list of how to actually go about this and how to think about this. Number one, find people who have a problem you can solve. Number two, people who have a goal you can help with. What does that mean?

Chris: People are in different mindsets. One is towards, which is a goal they want to achieve, and the other is a problem they want to solve, which is away from. A lot of times there's a towards and away from wrapped in the same thing.

If you think about relationships, if you're selling relationship advice or how to date or how to find a partner, you've got a towards, which is I want to live happily ever after in a relationship but you've got an away from, which is, I don't want to be lonely. I don't want to have the failures I've had before. Find people who you can help towards a goal and away from their problems. When you do that it's easy to reach people because you understand them better.

3. People you can actually reach

Chris: Item number three is people you can actually reach. There's no point in saying, "Okay, I've identified that billionaires have this problem that I can solve," if you can't reach any billionaires.



Robert: Which can be interesting these days, obviously, with the Internet. 30 years ago it might have been ... it's still extremely valid. Can you actually reach the people that you want to reach?

Chris: Yeah. Can you reach them in a way that's going to be profitable for you? It could be that you can reach them through really expensive advertising but not at a profitable level. It's people you can reach in sufficient numbers that you can build a business around it and make a profit. That ties in to the next couple of items.

4. People who are not getting the help they need

Chris: They need to be not satisfied already. One of the things that I did as product research for a social media product was I asked people what their biggest problem was but the second question was how easy has it been to get information about this. I wanted burning issues that they couldn't just put into Google. If the answer is let me Google that for you then it's probably not going to be as profitable as something ... I'm really frustrated because I have this problem and I can't find any help. Okay, then you're going to be able to swoop in as the white knight and solve all their problems.

5. People who are willing and able to pay!!

Robert: People who are willing and able to pay.



Chris: Yeah. This is another place where people fall down because if they're not willing to put money into a solution it doesn't matter how great the solution is. In fact, by overproducing you're probably making it worse for yourself because you put in more investment into something that will never pay off.

I'll give you an example of a colleague of ours, Sonia, is really into fountain pens, really special pens. People in that community will spend a fortune on a pen but they will not pay for advice about pens.

Robert: They want the product only but if you're trying to build a business around information or ... Maybe entertainment might work but information around those pens they're not into it.

Chris: Yeah. There's so much free information that they feel like there's no point. Whereas I'm in a niche 'making.' 3D printing, laser cutting, all that stuff, electronics. Yes, the big source of information is YouTube. They get it for free. So I thought, "Well, people buy books on this stuff so somebody's spending money on information."

I did a pre-launch and said, "While in pre-launch pay whatever you want, \$1 or above, and you will get all the releases, you'll get to guide me, give me information about what you need, it's almost a bespoke product." Sufficient people paid \$1 or more, actually between \$1 and \$25, that I knew there was



something there, that it had legs, it was an idea that people were willing to pay for, and so I started developing the product.

You can do a test. See if people are willing to pay before you build the whole thing. Don't spend a year creating a product only to find nobody wants to buy it.

6. How do you find your people? (00:13:31)

Robert: Yeah. If you're just joining us, we're taking a look at how to find the audience and what kinds of folks you want to look at in terms of who you're selling your digital products to. That is the concept here and the opening ideas about marketing the digital product.

How do you find these people? You already mentioned one of these, social research, but how do you find these people to sell to?

Chris: Yeah. I think we need to expand on that social research because a lot of people think if it's not on the first page of Facebook then it doesn't exist, but that's not true. If you go to Twitter search and you do a search for 'anybody know,' 'anybody help,' 'anybody had this before' or 'can anybody fix,' and then your keyword, you'll find people asking for help with specific things in your niche.



One of my consulting client's years ago found people talking about a certain brand of hair straightener was perfect for their beautician education and hair and beauty advice. The only people talking about this certain brand of hair straightener, 90% of them were in their perfect target market. It doesn't even have to be specifically the same question over and over, because people phrase it differently, but you'll see the trends. Twitter is great for that.

Facebook groups, where people go into the Facebook group to get help, forums, and then you can do webinars and Q&As and livestreams. Any time you can get your audience to ask you questions is like gold for this.

Robert: Yeah, and I think the concept here with the social research is that understanding generally that human beings are ... We're displaying our lives, sometimes more generally sometimes the most intimate specific details of our lives, pouring it online into these services and sometimes personal websites, whatever it may be.

In terms of the social networks it's all there or it can be all there. Whether it's using hashtag searching in Instagram to drill down to specific interests, geographic locations, people groups, markets, whatever it is, or in Facebook even if you want to go the paid route and test that out. Shoot, you can drill down to specific individuals. Obviously searching but by using somebody's product. Whether it's paid or not, it's all there. It's just the work of finding it.



Chris: Yeah, and like I mentioned before, in my niche I went to Amazon and saw that people were buying books about this stuff. I could see, a) I could do better than the books that the people were selling because especially on

Kindle people are putting together all kinds of rubbish and selling it and they just happen to have a good title and it will sell some.

Also once you see that the majority of people are getting the free information through YouTube but there's stuff that's being sold is sold as written, I realized I could do a course, a video-based course, about the topics that people are buying in ebook form. It's not about finding things that nobody has a product for that niche; it's about finding a way that you can fit into that niche.

Robert: Yeah. You said before too keep in mind that Amazon is one of the biggest search engines on earth. In particular, as you just said, not only just for information but largely for paid information on the ebook side or paperback or hardback side. That is incredibly valuable information to look at the Amazon stats on the inside if you have an account with Kindle or just in the charts.

I don't know growing up in the bookstore era this was on the surface but you can drill down using just what's on the non-logged in pages and see these incredibly small markets for these books and, to your point, what is selling or what is not selling. It's all there.



Chris: The reviews are also great because you look at the two-star and the three-star reviews and you can see what the objections are. The one-star reviews are usually people who have a grudge. The two and three stars and four stars will have some objections in there. They'll have some valid criticism.

Robert: All right, that's an idea of where to start with this. Obviously that can turn into an area of expertise in and of itself. Let's keep going here.

The process of selling a digital product (00:18:48)

Robert: Before Amelia takes us through the basics of selling a digital product on Rainmaker, let's go into some of the philosophy of the process. What is involved in the process of selling a digital product?

1. Build you email list

Robert: Why is this number one? Most people on this call will understand this but you started very specifically with number one.

Chris: Yeah. The challenge you've got is if you don't build your customer list and you want to sell to them again, or if you want to reach out to them with an improvement, you've got a version two, it's very difficult. Your biggest assets are your customer list and, secondary, your leads. Always build your list. As soon as somebody checks out and buys your thing you need to get them on to some sort of a list and you need to keep that list backed up somewhere.



You need to keep it warm. You need to keep it constantly engaged. You don't want people unsubscribing from it. I never understand why people unsubscribe from customer lists, it doesn't make any sense to me, but people do. You need to keep them engaged, build your list. Building your list isn't just about adding people to the list, it's about keeping people on the list. Don't let them churn, don't let them leave. Find ways to keep them engaged.

2. Go live (to understand needs and objections)

Robert: Okay. Number two, what do you mean by go live?

Chris: What we were talking about before about getting people to ask you questions, the other part of doing a Q&A or a webinar or a livestream is people tell you their resistance, they'll tell you their objections. They'll tell you what they really need out of it.

If you do a webinar and you have a Q&A, people will say, "Okay, I believe it works for that group, but will it work for people like me?" You know in your copy and in your launch you need to address that as an objection.

People will say, "Sounds like it's expensive." You have to frame the value in a way that they see the value enough that it's good value for money for them or you need to find a way to make it more achievable for them, like payment plans, or you need to reduce the price, or have a small, medium and large tactic.



Also it gets insight into their needs because it's like, "I'm a busy mom of seven, how is this going to fit in to my life?" Okay, you don't have to turn up live, it's all recorded. You can do it as and when, and you could just follow the worksheets and still get value out of it, which is 15 minutes a day. You have to answer how it's going to fit into their world, their business, their life.

Some people will say, "I'm actually buying this but I'm not going to go through it, my VA will go through it." You need to have an answer for that. It's really good to get those live interactions because people will tell you what they need from you and how they need it and what's holding them back from buying.

Robert: Could you do this in another format and with another tool like a Slack channel or a Facebook group or something that's not tied to video for those who, like me, don't particularly like the video?

Chris: Yeah, absolutely. The first thing to do is put question and answer ability into your email. When people sign up to your list as a prospect ask them to reply and have an email address that you send from that they can reply to. Encourage feedback and interaction on all your channels. This is just a way of getting it all in one place very quickly. You don't have to do it necessarily this way.



3. Create your product

Robert: Okay. Number three, create your product.

Chris: You don't have to have Hollywood special effects and production values. I created my most recent product use in Apple Pages because it can output PDFs and they look good. You don't have to use things like InDesign. If you have somebody to outsource to then the production values can help. I found the sales of my ebook really increased when it had a decent cover. I didn't want to believe that because I thought my sales page sold it, but putting a better cover on it sold it better.

Robert: Yeah, aesthetics matter. In the beginning if you do not have a budget to start with that's a whole other ball game. As you move along and as you are in the process of selling and getting this business going, you can't ignore it, it's human nature.

Chris: You can, as I said, pre-sell it, which allows you to get some budget for this stuff. You can use free software. There's open source software, software that comes with your operating system. You can create a video product just by using YouTube and Google Hangouts. You don't necessarily have to have these production values but you need to be able to create the product in a way that is accessible to your audience and in a way that they feel like that they are getting value for money. Most of that will be the content, and not necessarily how it's packaged. How it's packaged does help though.



Robert: This goes back also to what you were previously talking about in the other section, which is, what does your audience want? Maybe your audience just wants no frills. Just give me the ... They don't care about the aesthetic side. Maybe your audience is extremely concerned with beauty and design and you need to ... You're going to have to figure out a way to do it. What do they want again I think is it.

Chris: Yeah. One of my most profitable products or services was my coaching was \$500 a month. That was a Skype call, a Dropbox for files and my Gmail account. You don't have to have all this production. My courses were webinar-based. You would sign up and you would be emailed a registration link of the next webinar and they would go on for a few weeks and you would get the recordings like we're doing now. GoToWebinar you can record with.

I used to edit with Screenflow. There's Camtasia on the PC. You don't need to have all the super powered software. It does help but you can start humble. As long as you deliver the content, deliver on your promises mainly, then it can all work out.

4. Charge and deliver

Robert: All right, let's keep buzzing through these, Mr. Garrett, because we have this section here, and then we'll bring on Amelia shortly to go through the specifics of Rainmaker.



So, the ability to charge for your product and deliver.

Chris: Yeah, that's built in to Rainmaker, thankfully. This used to be a lot more difficult than it is today. You just need to be able to find a way to get their money into your account.

I have a funny story though. A lady came back after three years of owning my blogging course and asked for a refund. She seemed to believe that ... Three years. She seemed to believe that the money just sat in an account waiting for somebody to ask for a refund. Not that I had a mortgage to pay or anything. She used all these big names saying she knew them personally and that she would tell them how horrible I was if I didn't give her the refund.

I gave her a partial refund to get rid of her but that whole idea of getting the money from their account into your account sometimes falls down because they don't want to pay or because they're not actually the person who owns the credit card. In most cases your PayPal or the easy options are good enough to start with.

The one thing you have to keep in mind, and one of the powers of Rainmaker, is there are now value added taxes around the world on digital downloads, which there didn't used to be. They're calling it the Amazon tax and the Netflix tax. That's a shame. I don't like this idea but you do have to keep into account that in certain jurisdictions you do have to deal with this. So, in Rainmaker there's a thing called Taxamo, which deals with it for you.



5. Create your sales page

Robert: The fifth item here in this overview of what it takes to create and sell a digital product is to create the sales page. This sounds like Copyblogger territory. 10 years of teaching.

Chris: Yeah. Another great thing about Rainmaker is that that 10 years of teaching has been built into the example sales pages, you know, the Landing Pages tool. My most recent sales page is pretty much taking that sales page and filling in the blanks. You don't have to be a master copywriter.

With a content marketing strategy they will be pre-sold before they get to the sales page, hopefully. You're not just going to turn up on one Monday in their inbox saying, "Hey, I've got a product." Hopefully you've done some build up with some warm up. Yeah, the sales page is the thing that takes people from a maybe to a yes.

Robert: I was a little hurt you didn't hire me to write your sales page but we can talk about that later. Number six-

Chris: I know you're busy right now, Robert. Don't be hurt. I know you've got a lot on your plate.



6. Time to checkout

Robert: The ability to checkout and getting out of here ... Moving on to the next one which is delivery of the product. The checkout here.

Chris: Yeah. It's not just about getting the money from their account to your account, which is the most important bit, but you also need to know who they are, how to reach them in the future, how they can get access to your product. We used to use these ebook delivery systems like E-junkie. That was great but all it would do is deliver to their email inbox. As we were talking about earlier with the license keys, if you can't find it again you feel a little bit burned by that.

It's really great to not just deliver the product once, but also say, "Here's how to keep getting access to it. Here's how to come back. Here's how to get to your download page, log in using a username and password." Being able to reset your password so that they don't feel like it was just a receipt they've purchased. To feel like it's actually something that they can have future access to. It's nice to give lifetime access or at least 12 months of access. That's another thing that Rainmaker shines with, giving people a download area, giving people access.

7. Say thank you

Robert: Yeah. Number seven of nine is to be polite, and say thank you.



Chris: Yeah. The evil marketer side of me also thinks this is a perfect opportunity to upsell them. Would you like fries with that? Okay.

Robert: Yeah. This idea of just purchased, in the mood, send them a thank you and maybe a little something to offer something else.

Chris: Yeah. What we've got here is also an opportunity for your metrics. In your Google Analytics you're going to want to set a goal. You're going to want to say, "If people reach this page it means they've purchased this thing, they've taken this action."

Then you can develop your strategy to get more of that to happen. Where's my good lead source? Who's referring the best customers to me? What did I do that got more people to buy? I wrote a post and it got more customers or that guest post over on ProBlogger got more customers than my guest post on Tim's Tool Time. What is it that I'm doing that's getting customers? If you don't have a place that new customers go to it's harder to measure.

8. Build your customer email list

Robert: All right, and build your customer email list, which is different from number one of build your email list. What do you mean by that? Why is that valuable?



Chris: Building your customer email list as a whole, if they're a customer of mine, they are super important, we mentioned that earlier. Having a specific customer list for that product is also important if you can do it. Either you need to tag them or you need to have them on a specific list to say, "They bought the ebook."

Why would you want to do that? They bought the ebook but did they buy the home study program? Do they want to upsell to the live webinar coaching course? Do they want one-to-one coaching? At the same time do you want to suppress that list? Do you want to email everybody that is going to the live event and suppress the people who aren't going to the live event? Do you want to do a discount? Do you want to say, "Okay, this ebook is 50% off?" You don't want to email your existing ebook customers to say you could have had it for half price.

Robert: Yup. There's a thousand different ways that you might want to slice this up in terms of communications to buyers and non-buyers. The first thing you said was this customer email list is extremely valuable because they're customers, they've paid you. In terms of both taking care of them but also your future business that's a super smart one.

9. Write your autoresponder

Robert: Lastly, before we go into some specifics with the Rainmaker Platform with Amelia, and then we'll do some questions, this is what Sonia calls the



autoresponder. What does she call it? The mule, I don't know what it is, the donkey or ... It's something really offensive and it unendingly works hard on your behalf once you have it set up, the email autoresponder.

Chris: The first thing in your email autoresponder should be that thank you and obviously you can have a receipt but going to what are they going to get out of this or how to get the best out of it and encourage consumption of the product, just delivering the product is not enough. They need to actually consume it, take action on it. That's how you're going to get your case studies and your testimonials.

In software as a service, the software world, we call it onboarding. It's onboarding for an ebook. You know, get them to read the introduction, get them to read the chapter one, two, three, four. Keep reminding them of what they purchased and why, what was motivating them to buy the thing in the first place and then get them to take action. Small actions lead to big actions.

Can you get them to go all the way through it and can you hold them accountable to the thing they said they wanted to do? If you can do that then you've got the chance that people are going to say, "I bought this thing and I got this result." That's the best testimonial you can get. In fact the very best testimonial is, "I didn't think this would work but I've tried it anyway and wow, look at my results. I've got 197 new customers just by taking one or two actions from this book." That is going to give you those testimonials that could get other people off of the ledge.



They're going to get off the fence and they're going to say, "All right, I'm going to give it a chance because somebody like me has had results from it." Don't overlook the autoresponder as being a way to get people from being a purchase to an owner to somebody who's an action taker.

Robert: Lastly on this, something you said a few minutes ago about basically once it's set ... It really isn't set it and forget it. It is in the sense of it will keep working as long as you have it up but it's smart to go back and look at this based on data that you want to ... Like you said from the thank you email you want to have a little bit of feedback here, in the end even data, depending on how you do it. But what is working in this autoresponder? Are there opportunities for offering other things in there as time goes on, as your audience grows or changes maybe? Or your products change.

Chris: You will know where people start ... from that feedback you'll know where people have challenges and if there's anything additional you need to ask or add or any different ways you need to position things or any explanations you need to make. Also what the complimentary products are going to be.

People don't finish at 101 usually in a niche, they want to go to 202. They want to go to the next level. People graduate and they want to graduate with the same teachers. If they're happy with what you did in the first place they will want to continue the journey with you.



It might branch off. In my niche there's electronics, there's robots, but also there's woodworking, there's metalworking. Do people want to branch? Do they want to go horizontally or do they want to go deeper? That's how you make a business rather than a product.

Robert: All right, Mr. Garrett, why don't you take a break for a minute? Kick back, grab a coffee, whatever.

Chris: Is it time for a whiskey?

Robert: Sure. 9:40 a.m. where I am, so absolutely. Thank you for this. If you can hang on and certainly if you want to chime in on anything in the specifics of the next section feel free to do so. We'll come back and answer a few questions today but for everyone on the line listening now I'll give you the reminder that we're having the Q&A at the same time, 9:00 Pacific, 12:00 Eastern, next Tuesday, I believe it's July 18, a full Q&A based on this webinar. I have a feeling that a lot of those questions are going to come from Amelia Briscoe's next little section here regarding how to do this stuff specifically with Rainmaker.

How to sell a digital download with Rainmaker (00:38:01)

Robert: The only caveat I want to give before bringing Amelia on is this is not meant to be comprehensive. This next section Amelia put some screenshots



together. This is going to be really an overview that if you have questions we will, like I say, answer a few today but next week on the Q&A is the place to ask more questions where we just have more time to spread out and talk about it.

There is a link already in the chat where you can go to RainmakerPlatform.com. It's a Q&A page for this webinar. You can drop it in there, there's a form there you can drop your question. That is where we would love for you to drop questions for next week's Q&A. A lot of talking to say this one is going to be a bit of an overview and let's get on with it. Amelia, are you there? Are you ready?

Amelia: Hello.

Robert: Thank you for being here. Thank you for putting this together. I also want to say there is another link in the chat for a video on Vimeo that Amelia put together that is incredible. It's a 40-minute video talking about what this next section is. We're going to just spend five minutes going over this overview here.

Time to get practical ... (00:39:42)

Amelia Briscoe, thank you for being here. We are going to do this overview of how to actually use Rainmaker to sell digital products. I'll get us on the right slide here.



Amelia: Yeah, this is definitely a basic overview. I'm really glad that you gave that caveat. I went on the premise that this is selling a digital download. I've only gone through how to sell a basic ebook both on these screens, the screen here and in the video as well. If you want to ... If you're at the very beginning of everything then the video might be great for you to get that overview or that step-by-step process of how to set everything up.

Robert: Perfect.

Amelia: Based on what Chris was just going through, the first thing is obviously setting up that product to sell. That's what we've got the screenshot here at the moment. In Rainmaker if you go into 'Conversion' and 'Products,' you have the ability to create a new product. In the screenshot here I've gone through just adding a description and a title and those things will be shown on your checkout page. You can make that quite descriptive for your customers.

I've added in a thank you page. That's one of the things you might want to create before you go ahead and create your product. That thank you page is the page that the customer lands on after they've finished the checkout process. This is a good time to let the customer know what to do next, where they can go and access the download to go and make sure they've confirmed their opt-in with your email list, if you're doing that. That's where you can select that thank you page.



I've set this up as a very basic product. There are other options there for you. You could set up a time-limited product, which would allow you to give access for X amount of time, but I've just left that as a basic product. I've then just set an arbitrary price in the video. It's by no means the price that you need to set your download for. You might have a different price you want to put there. I've just put that as an arbitrary amount.

Underneath I then put in the email receipt and added in some details there. At any point in that video you're allowed to pause and come back to it. If you want to copy exactly what I've written in to pages or even to this email receipt you're more than welcome to pause and come back to it. In this email receipt I've just listed in a few details for the customers so they know where to log in and what their login username is going to be, some details about the product and a transaction ID.

I've also added my email address in as the send a blind copy to. A couple of tips I've put into that video is if you want to receive a notification that you've sold something this is a great way of doing that because you do get an email in your inbox and that's a great way of seeing that someone's purchased from you. If you want to get notified about any sales that's a good tip there.

Also I used RainMail in this example and just set up a basic email list. Then I've added in a member group and a member group is the access. A lot of people get confused about the idea of a product and then actually putting the product on a page. I like to think about this as buying a ticket for a concert.



The product is the ticket; it's not the actual concert. The concert is the content that you're embedding into your site. You are just allowing them to purchase access to go and view that particular content in the same way the ticket just allows you to get in to go and view the concert.

In the next screen-

Robert: Amelia, sorry to jump in here. I noticed with the slides here. Two things, I put these slides ... You got these great screenshots to me. It is my fault that a couple of these are way too small, but we'll provide the actual screenshots but those are in the video as well.

Amelia: Yes.

Robert: Secondly, I see people are saying that they cannot find the Vimeo video. Let's see here. We'll make sure we get this here.

Chris: I did put the Vimeo in the chat but it will be on the replay page as well. I've just shared the slides so people can zoom into the screenshots as we ...

Amelia: Sorry about that.

Robert: I want to make sure that I was ... I think I was not keeping up with the slides. Anyway, carry on.



Amelia: I might get you to go back one slide if that's okay, Robert.

Robert: Sure.

Chris: I want to point out that it just shows that you don't need Hollywood production values.

Robert: That's exactly what we're getting at here. Mainly because I'm in charge of putting this thing together. This is awesome.

Amelia: Your voice makes up for everything, Robert.

Robert: Thank you. We'll go with that.

Amelia: Okay. This screen that I've got here, once you've created the product the next part is to actually get your ebook up on your site, so you need to go and create a download, which you do from the Conversion area and in the Download Manager. This is a screenshot of those things that you're going to need to configure. You'll need to give it a title. Underneath you'll see that 'Upload new file.' This is where you can browse through your computer and find that ebook that you're going to be uploading.

A few other settings there that we posted that I've checked and haven't checked. Publicly Accessible just lets you know if you want to make it



accessible to the public, which we're not doing in this case so we leave it unchecked. Tracking it for downloads. If you want to track how many times the ebook's been downloaded you'll be able to check that box there. There's also a short code that you can include in your profile page which would just list out all the downloads that a member has access to. If you're going to be adding more in the future you might want to include in that download so that you can list out the downloads in the member's profile page later.

Of course I've made sure that my broccoli members, because it's a broccoli ebook, I've made sure that I've checked that so that those members have specific access. In the next-

Robert: Did you actually write this broccoli ebook or is it just-

Amelia: No, it's just a dummy. I had no idea what to come up with and broccoli was the first thing that entered my head.

Robert: All right, sorry, go ahead.

Amelia: Okay. The next thing after you've created your download, you'll be given a link in that previous screen. If you could go back very quickly, Robert, once you've saved everything there's a link URI, and that is the actual link that you give to your customers to download that ebook. We can go back to the next slide.



Next thing to do is to create a page where you're going to send your customers to go and download that ebook. You can use the profile page if you wish to but I've actually set up a separate members download page because in the future I might have more books on broccoli because we all love broccoli and I want to add them there.

I go through what all these short codes mean, they are short codes that allow you to segment what the customer sees and what a non-customer sees based on whether they're logged in or not. That's the ebook there and I show you how to add that in each as well. Your download link is not just a link but it's an image that your customers can click on.

The next screen. This is just how the download page currently looks for a member. In the next screen you'll then see what it looks like for a non-member. If they land on that page as a non-member they would see a login form and put a link there to go and purchase if they haven't already. There we go, excellent.

Okay, the next step is to create your sales page or your landing page. This screenshot might be a bit small again, I apologize.

Robert: That's my fault not yours.

Amelia: It's okay. I've created a landing page just using the Template Builder. I haven't used any custom landing page that I've set up. This is where you go



and do that. Just in the Content area click on 'Landing Page' and you can come in and create a new landing page. I've just used a very basic one where I can add the image, some call to actions and some features there.

If we go into the next slide, then just in the settings area of the landing page I've added in a background image because it required it. I've just played around with the green colors there in the page color selection. There's a little bit of code there at the bottom as I've hidden a couple of sections in that landing page, a little bit tricky there. If you have any custom changes you want to make to the landing page just email Support and we are more than happy to help you with any of those changes.

Robert: Is that a picture of your office?

Amelia: No, I wish it were. I wish I had an American warehouse apartment. That's what the landing page will look like when you go to view it. When you go to view it, obviously down at the bottom there's a call to action to buy now and that takes us over to the checkout page, which is the next step.

There is a built in checkout page for you to use and in the video I go through how to change the checkout page to customize bits and pieces. Changing the headings of each of the sections on the checkout page, as well as change how the button text appears for your customers whether they're new customers. They may even be existing customers that are purchasing so you can do all



those things. I've added those little parameters in between the checkout form short code there that's going to output all those details.

If we go to the next screen, that's what it looks like for a logged in member. You'll see that I've added in some custom details and a custom button there. In the next screen that's what it looks like for a brand new member when they come to your site. It looks a little bit different because they haven't set up a user profile yet.

Lastly, I think in the last slide, there's a thank you page. The checkout process has all been completed, the customer has put in their user details, they've made a payment. The next thing that happens is once that's all processed they come to this thank you page. I mentioned at the beginning that this is a great place to add some custom messages for your customer on what to do next.

In the video I've gone through how to set up that little button that says, "Download your ebook now." Also gone through a couple of little tricks. That's actually a little GIF there on the side of the thank you, so I go through how to quickly add in any GIF in case you want to add in some animation. I also go through how to add in those images underneath because this is assigned to an email list and you'll want your customers to know that they've got to go and check their emails to confirm they want to receive more emails from you. I've added that message in there.

I think that is the last slide. Yes it is.



Any questions? (00:51:19)

Robert: That's awesome. Thank you, Amelia. Okay, that is a lot of information. It's a killer overview of a general idea of how to wrap our mind around this. Like we say, let's do a couple of questions. Amelia, if you're able to stick around, and if Mr. Garrett has had sufficient whiskey. We are also joined by the inimitable Brian Hayes, who cannot be stopped. We'll do a few questions now but remember that Vimeo link is a more expanded version. Of course you can pause it and look more closely at some of the details of this. This is a great overview. Thank you for that, Amelia.

Then of course check out the link to drop your questions for next week's Q&A, but let's take about 10 to 15 minutes and go through some questions here. Since I am non-Hollywood production value I have no idea ... what's the best way?

Chris: I'll handle the questions, Robert. You can take a rest. A lot of people are thanking Amelia. Paul says, "Nice presentation, Amelia." Bob wants to adopt you, Amelia. That might be your green card right there.

Amelia: Woohoo! America.

Chris: Lori actually had a million dollar idea, I believe. She wants to create a doll that when you squeeze it Robert's voice says, "That's not your fault, that's mine."



Amelia: I want that doll.

Chris: I would buy one.

Amelia: I would buy one too.

Robert: I'll do the voiceover today.

Chris: I'll squeeze it 24/7. Yeah, and Bob says, "A green card from the Green Guy."

Okay. Tracie says, "Always appreciative of Amelia as well." Enough gold stars for Amelia, let's get into the questions.

Kelly says, "Do you need to create these pages for each download?" There's a couple of ways of approaching that, right Amelia? You could have one download area with short codes for the various things or you could have different pages. How would you approach it?

Amelia: If you're going to be doing a lot of downloads and you want everything nicely wrapped up in the one place, I would with that member download page that was in the screenshot, you could use something like that to just keep adding ebooks to. If the message is going to be more customized then that's when I would probably create a custom area for them, but I



would try and utilize what's there and keep everything together so it's not so confusing because then you've got to maintain all of that.

Chris: Yeah, and for your navigation it's easier to just have a /downloads or /members and put it straight in your navigation so that people can ... If they're not logged in they can log in, if they are logged in they can get everything they've got access to. That's getting a bit complicated. You only need one checkout page though, you don't ... unless you want to customize it, you can have the same checkout page for all your products, right?

Amelia: Yeah, exactly. You've got the use of that product title and description when you're creating the actual product. That changes dynamically on the checkout page based on what product you're purchasing. You can always use that if you need to add any custom messages. Just as a tip, with that product description box you can add HTML code in there so you can actually add little boxes and a list and you can add links and colors and stuff.

Chris: Yeah. If you were in the LMS, which isn't specifically what we're talking about today, there's the ability to have little dashboards and stuff there. That's pretty cool.

Hopefully we answered that question but let us know if that wasn't specifically what you wanted to ... Yes, there should be the slides and the video in the chat box but all of this is going to be on the replay page of the webinar. You shouldn't miss anything.



Some more appreciation for Amelia. I hope you're getting enough validation today, Amelia, because you're not getting a bonus.

Amelia: It's nice that everyone enjoys the presentation, and specifically my accent.

Chris: A couple of people asked about the autoresponder. "What would you put in it?" The first thing I would put in it is what I said before about here's what you bought and probably some information about why and what they should do next. And also what to expect in the future if there's going to be other downloads or any other emails.

Check in in a few weeks, two to three weeks, and say, "Hey, how are you doing? Have you read the ebook? How much of the course have you gone through? Have you got any questions?" Just check in with people because people forget that they've bought books. I have bought products twice in the past because I've seen a sales page and think that looks good and then I find that I've got two copies of the DVD or the book in print or even I've bought it both on iBooks and Kindle. Remind people what they bought.

Amelia: Paul's asked a question about a grid to show multiple products and I really wanted to show this little trick in the video but I thought it was getting a bit too "ninja." There is something called Column Classes and it's some HTML code that you can put into the text area of that main content editing when



you're creating a page or post. It allows you to create rows of columns. You can actually use that and put your downloads in between or in each column and that will create a grid layout. If you want some more details, Paul, just email Support and we can walk you through it. I didn't put it in the video because I thought it was a little bit too much as a basic video.

Chris: Yeah, that would make a great tip. That would be awesome to add to the replay page. Yeah, good to know that. Jean asked ... They've got a guitar lesson for \$10 and will show multiple products. "How do you password protect the lesson so only they can view it or is there another remedy?" I would do what Amelia showed, get people to check out and log in and then they only get access to what they're allowed to see.

Password protecting a video can be done. You can do it on Vimeo. You can send people straight to Vimeo and you can have password protected collections of videos or a single video. I like the idea of keeping it on your own domain, having a member area, allowing them to change the password, having their own password so it's not the same password for everybody.

Remember if you have one password for something it means that if it gets out you have to change it for everybody and they can share it with anybody if they like because they feel less risk in sharing that password because it's a one size fits all. In Wordpress or Rainmaker you can password protect a page as well. You just have a password that everybody puts in but I'd rather have individual logins. It's better for the customer; it's better for you.



Robert: Unless there are any more pressing questions for right this moment maybe we should save it for next week's big Q&A. Amelia's video really is great. I encourage people to go check that out. We could be in a situation where there aren't many questions for a Q&A but we'll let you know. If there is, then we will be here Tuesday, this coming week from today, July 18, 9:00 a.m. Pacific, high noon Eastern.

Mr. Garrett, Amelia, Brian Hayes, and Kelton Reid, who you cannot hear or see who ran this thing. Yeah, we'll all be here, we'll answer your questions.

As soon as this is up we'll shoot an email to let you know that it's available and some other stuff along with it. There will be a link to that video, but also a registration for that Q&A. You can go register now if you want and then drop your question as well.

Mr. Garrett, anything else that you'd like to drop here before we close this out?

Chris: I just dropped the link again for the Q&A form so you should be able to sign up and put your question in.

Got a question from Mike. "Will we see the questions ahead of time?" Probably not because the questions come right up to the start time of the Q&A. There's a little bit of a scramble at the end to make sure that we've got all the questions in. Probably not going to be sharing the questions ahead of time.



If you don't want to join, or you can't join us live, then you can always get the recording as well. Even if you can't join live, put your question in and we'll still answer it.

Robert: Yup. All right, I want to thank you again, Chris Garrett, Amelia Briscoe, Brian Hayes, Kelton Reid. I especially want to thank everybody who joined us here today in the studio audience really. I appreciate everyone who was here. We will see you next week, Tuesday, July 18, for that Q&A. Drop your questions and thanks everybody. We'll catch you later.

Chris: Catch you next time.