



**RAINMAKER
PLATFORM**

Rainmaker Webinars

Q&A on Selling Digital Downloads

Chris Garrett, Amelia Briscoe, Brian Hayes,
and Robert Bruce



TRANSCRIPT



Q&A on Selling Digital Downloads

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Q&A on Selling Digital Downloads

**Chris Garrett, Amelia Briscoe, Brian Hayes,
and Robert Bruce**

Chris: Good morning or good afternoon wherever you are, this is Selling Digital Downloads Q&A.

Robert: Thank you everybody for joining us. Yes, as Chris said this is the Selling Digital Downloads Q&A. The Q&A attached to the Selling Digital Downloads webinar which we will have a link for you to check out if you haven't already.

I'm joined by Mr. Chris Garrett, Ms. Amelia Briscoe, and Brian Hayes. My name is Robert Bruce. Thanks for being here and we're going to answer the questions that you submitted. We got about 10 of them for this Q&A and then for those who are live, go ahead and drop your questions here as well. We'll take a few minutes after the submitted questions and answer stuff as it comes up in the chat for just a few minutes at the end of the broadcast here.

Robert: All right, so let's get this going question number one ... By the way, because I'm a privacy freak, I didn't attach names to these questions. So if you see your question here and you are wondering, "Why the heck did I not get credit for it," we're giving you credit but you know these things are public and



we didn't explicitly ask for your permission to put your name up and all that, so that's how I operate. Nobody's fault but mine.

Chris: Also to make it challenging for Clare doing the transcript.

Robert: Oh, that's right. I love it. Any time I can make Clare's job difficult, I love it. Clare you are the best. All right, let's get to question number one and this will be for Chris and Amelia and Brian here. This will be, let's do a free for all I think it might be an interesting way to approach the answers to these questions. I'll ask them let's have a little free for all back and forth and then see how it turns out, so get a couple of different inputs for each one.

How do I connect my product to the memberships? (00:01:57)

Robert: All right, so question number one. These are all in the context of selling a digital download with Rainmaker. This is pretty much the whole range of questions specifically in Rainmaker; connecting the product to how it's displayed, how they pay, controlling access to it after they pay, memberships and on and on. The whole thing how do you sell digital downloads with Rainmaker? Chris could you please answer this question for us in thirty seconds or less.



Chris: Thirty seconds or less you need to click the link that Brian shared in the question box to last week's webinar. You need to watch Amelia's awesome video that goes through it step by step. You need to check out the Knowledge Base, which has more detailed information about each step and if you still have problems contact Support and they will help you.

I can say in brief though connecting the product to how it's displayed, the product itself is the checkout. It is the thing that allows you to say, "This is the description of what you are buying, this is how much it costs," and that's what gives people access. Using the member groups is how you give people access plus permission to access a group of things.

Then you need to have a page, a download page that is restricted to that group or groups and send them to that. The download and the product are separate but related in that the product gives you, grants you access in return for your payment. Amelia's video goes through in detail step by step and it has an awesome Aussie accent to go along with it as a bonus. It's a free bonus you. You don't pay extra for that.

Robert: Yeah, we had talked about just playing that for this Q&A but that would be maybe a little cheating, but definitely go take a look at that, and that link as Chris said is in the chat now.



Does Rainmaker have LMS functionality? (00:03:58)

Robert: Question number two. Creating online courses to sell. Does Rainmaker have LMS functionality? Mr. Hayes you out there?

Brian: Yes, hi everyone. Yes, Rainmaker does come along with a powerful Learning Management System that you can use from really from the beginning, to creating the course, marketing the course and then delivering it right through your Rainmaker site. There is an extension of documentation in the Knowledge Base and we also have one guide in the Knowledge Base called Creating and Selling Online Courses.

It includes some checklists that you can print out to make sure you are covering all the steps and will take you through all the steps you need to go from starting with creating the course, all the way to delivering it to your members who purchase it. Start with finding the guide called Creating and Selling Online Courses and you can always hit us up in Support if you have any questions.

Robert: One thing I'm thinking of too with this question is for those who may not know what a Learning Management System is, can you give a quick definition, and why I would care?

Chris: It's for creating courses. LMS is just a fancy name for it. The reason why it's called a Learning Management System is because it's not just about



the course layout and content, it's about restrictive access to it and granting access to it. Really just think about it as the course creation functionality.

One of the great things that the LMS has in Rainmaker is you can create the outline all at once so you can ... For people who know it when they see it, you can put your outline into a bulk creator, and then you can actually navigate to make sure that you've got it right in your head before producing the whole content. It's just a course creator. Learning Management System is the catch-all industry term for something like this.

Robert: Yeah, and so really I mean on the revenue side, on the business side, we're talking about potentially a line or lines, if you are talking about multiple courses of business. The ability to easily create that and put it together.

Chris: Also people use it for their membership sites as well. Remember it's not just about courses but the fixed end point. The classic way to monetize information, knowledge, and experience is to create courses, but not just one course. Think about university. You know, 101, 202, 303. Think about how as you say it's multiple lines of business, multiple streams of income. To Brian's point also, with marketing you can do free courses, so you can use it as a teaser to get email addresses to sell to them and then upsell them to the course.

Robert: Yeah and for those of you who may have been in on the pilot program when the Rainmaker Platform launched, that's exactly what Brian Clark did.



We had the free registration that was primarily put together by a podcast that was public, so it led into a free registration and then everything was dripped out from there using the LMS. A really cool way to get the opt ins. Either registration or email opt in as well.

Brian: If I can make one more recommendation.

Robert: Absolutely.

Brian: I've seen customers say that it's very helpful if you have your course outline at least generally created on paper. It makes it a little easier to go in and use the LMS.

Robert: Yeah.

Brian: Starting with something on paper, and I found this personally too that it does seem to make things a little more relaxing when you go in and use the LMS tools.

Robert: Right on, yeah. The actual creation of the content for the course is a webinar in and of itself, but yes absolutely. Brian maybe you can run that webinar later, we've already touched on it multiple times but see what you are doing this afternoon.

Brian: I'll create an outline for it right now.



Robert: There we go.

Do you have research on whether people access landing pages or sales pages with a desktop/laptop or on mobile? (00:08:29)

Robert: All right. Question number three, from a person who shall not be named. "Do you have research on whether people access landing pages or sales pages with a desktop/laptop or on mobile?"

Where are they hitting these landing and sales pages? Where are they accessing them or do people see about it on a mobile and wait until they are on their laptop to actually buy the product? Where is the point of origin as it relates to our, the sales pages and landing pages that we are all writing and creating?

Chris: We've seen that with our data that a lot of people are just spending their lives on the phone, but we also see that a lot of people transact on their laptop or their computer when they get back home or get back to their desk. I don't know if it's a convenience thing, a security thing, if they don't want to get their credit card out in public or maybe they don't want to use their credit card over a public Wi-Fi hotspot or the telephone systems data network. We see that a lot. They start on their phone and then transact later. Amelia and Brian, what insights do you have?



Robert: One thing I wanted to point out too Chris before we go onto that from that last question is it also depends on what the landing page is. If it's an opt in I think there is probably, it's an easier transaction on mobile versus a sale, but yeah it's going to vary depending on what type of landing page we're talking about.

Chris: I'm sure, yeah.

Robert: Amelia you out there?

Amelia: I am. Good day.

Robert: Thank you for being here.

Amelia: Me personally, I don't tend to buy things while I'm on my mobile device. I would wait until I got home on my desktop or laptop. For me it's more of a case of having to try to remember my PayPal password and things like that while I'm on my mobile device, which I don't generally remember.

In terms of actually seeing some of the data, if you are interested, I spoke to Loryn, who is our stats person, who is a bit of our guru in the company. She said that when you are in your analytics account, if you go into the Behavior section and into the Site Content, when you are searching through pages and who has looked at what, there is a little drop down above it where you can



select Device Categories. That will segment what's being viewed on desktop and what's being viewed on mobile, so that's a good way of seeing if there is a specific landing page, who has viewed it on what device.

Robert: You said something interesting at the beginning about your personal take on it, and maybe a little roundabout with Chris and Brian too. I am the same way. I realize that I don't really transact anything on mobile. I think my personal shortcut is to throw it into the reading list for Safari or bookmark it some other way and then do the transaction on that landing page on a laptop. I don't have a desktop computer but just the laptop. I guess the laptop is the new desktop. Chris, have you ever done a transactional thing on a mobile phone? Like a PayPal sales-y kind of thing?

Chris: Yeah, I do but the majority of what I do is at my desktop. I have that thing where I can't sleep till 3 a.m. I make really random purchases that I regret later.

Robert: Amazon does sound like a big problem.

Chris: I have parcels arrive and I'm like, "Did you order this?" "No I didn't order that." The majority of the purchases, you know, considerate purchases especially I do from my desktop. Part of it is because the convenience of Amazon with the one click, which gets me every time with a Kindle and stuff.

Robert: Right.



Chris: Typing your credit card details and everything is still not quite as easy using the phone.

Robert: Right.

Examples of cheap digital products you could test your market with (00:13:07)

Robert: Okay. Let's go to question number four here. This is an interesting one. "What are some examples of very small, very cheap digital products you could sell to test the market to see if there is enough potential for something larger?"

Putting something out there that's not going to take a lot of maybe time or money to produce, but that would be an actually good test for what might work for a larger course down the road or a larger product down the road or something that you put more money and time into. How do we test these things out?

Chris: The first test I have pretty much always done is either an ebook or a webinar, so you can call it a workshop and invite people to it. If they register and attend for free then they are willing to put some effort in and then you do a paid one.



Even Chris Brogan does small paid webinars because if it is worth learning and if it's worth paying for, then it's worth paying for as a class and then you can say, "Attend live. Get the webinar recording, get the audio, get the transcript, get some worksheets," and charge a small amount for having that information.

Then ebooks are a really good way of testing the market because you can charge like \$7, \$17, \$10 and you can see if anybody wants to buy it. The only problem is with an ebook is it can take a long time to write, but maybe it's a collection of your previous articles edited together in book form. That's what Darren Rowse did with his first two ebooks. His 31 Days to a Better Blog was available for free on his blog and he just compiled it into an ebook.

Robert: I remember him talking too, even prior to the production of their own ebooks, they were really testing the market with affiliate products, so it wasn't even products that they had but other people's products. Then once the transaction actually takes place, it's like, well this one is selling and this one is not therefore we can deduce that. That's like low, low risk and no production cost.

Chris: It's a good insight into what people are willing to pay.

Robert: Yeah.

Chris: Now there is a caveat to that in that just because somebody is willing to pay \$10 or \$50 from an affiliate link, there is the plus or minus based



on reputation. They might feel more trust for you than them or vice versa. The affiliate link might go to a famous person or like Amazon. If it's sold by Amazon then you've got a lot more faith that it's going to be delivered than say AliExpress, eBay. In Canada we have Kijiji, or even things like very obscure market places and stuff. It's not the same as you selling something because a lot of times people do want to hear from you, but you know it is a good indicator.

Robert: Maybe it's considered more on the research side than an actual test.

Chris: Yeah.

Robert: I talked to [Ryan Holiday on Kelton's show](#), The Writer Files recently, and he had something interesting. Now this could get a little iffy and maybe a little dangerous, you have got to be careful with the information that you get, but one thing he talked about in terms of what the next book he is going to write is just dinner conversations. Now again, that's anecdotal, maybe you want to have a lot of dinners with a lot of different people to have something to actually pull from, but as a precursor to even a small 'cheap product.'

If you are able to engage people in real life with your idea, that might be certainly on the research side, and the things you are talking about Chris, but it might also help even with the pre set up for what may or may not work.



Chris: Yeah definitely. I've always found that the best things for you to create as a product or a service is things people demand of you without you offering it. If people are constantly talking to you and asking you questions about something, then you've probably got some authority in that area and you probably have some solutions that people are asking for.

So, just random ideas. What would you think about Robert Bruce? Well, doing voiceovers, public speaking, radio, podcasting, poetry, creative writing, the dreaded blank page. Amelia says karaoke. Yeah, I had forgotten about that. You think of a person and you can think of all the ways that they are better than you at something, more experience with, have solutions. That is a natural low hanging fruit, to use the awful phrase, for you to create.

Robert: You are becoming a brand man Mr. Garrett. What is involved and what does it mean in terms of brand. That's cool. Yeah, I like that.

Process for creating a product (00:18:33)

Robert: All right, let's go to question number five. I have no idea what MindNode Pro is, so somebody else is going to have to jump in here.

Chris: It's a mind-mapping program.

Robert: Okay. "I use MindNode Pro to map out ideas and systems." Well, there's my definition right there. "And would love to see some sort of depiction of the



entire process of creating a product. Does one exist?" Amelia, have you got an idea on this or have you seen anything?

Amelia: We actually do have something in the Knowledge Base. It's not in the guide for Selling Digital Products; I think it's in the Create a Membership Site guide in the Knowledge Base. There is an infographic that will outline those individual steps that I went through in the video. I can drop a link into the chat box but you'll have to remember to replace a little portion of the link with your own domain name because obviously I can't generate a dynamic link for everybody's Knowledge Base link. Let's see if I can grab it here.

Robert: On the fly.

Amelia: On the fly. No, that's not the one sorry.

Robert: This is something we can put in the show notes of the Q&A page, which we will email out to everyone to have access to. Is that right?

Amelia: Sorry, don't click on that link guys. Sorry about that. Okay, I'm putting in something else there.

Robert: Rogue links going into the chat box.

Amelia: Yeah, it's not a clickable link that I've just added there so put your ...



Robert: That's going to ensure everybody clicks that link. What you just said.

Amelia: Yeah. Just put your domain name in front of that, before admin. Make sure you add a forward slash as well and that will take you to the infographic that's in the Knowledge Base.

Brian: Amelia, are you referring to the How to Create and Sell a Product Behind the Scenes infographic?

Amelia: Yes.

Brian: In the Knowledge Base there is a couple of ways to search. You can find it that way too, if anybody wants to take a look at it.

Robert: How would that be done Brian, just for a ...

Brian: I usually just go to the front page of the Knowledge Base and start to type in some keywords. I'll drop the title in the chat box. If you just go into the front page of the Knowledge Base and use the search bar and put those keywords that I just dropped in, it should pull it up. It's a nice little infographic that shows the whole process.

Robert: Right on.



Can I set a pay what you want price for my product with a minimum and maximum? (00:21:08)

Robert: All right, question number six. “Can I set a pay what you want price for my product with a minimum and a maximum? This would be helpful to test the product.”

Okay. First of all, the brief description of the pay what you want model is you have made something, you were offering something and instead of putting a set price on it you are saying, “Come and pay what you want.” There are many examples of this, and of course as I say that, I can’t think of a specific one.

Chris: I’ve got one. I’m doing one right now.

Robert: What you got?

Chris: I’m pre-selling a 3D printing course because it’s not complete. It’s in early beta. I’m actually building it as people buy it and I might actually leave it as pay as you want because it’s giving access to students and young people and people without a lot of money.

Robert: I love this model. If you don’t mind, could you very quickly explain why you decided to go with pay what you want, before we get to this question and then how you are implementing it?



Chris: I am implementing it through [Gumroad](#) and then sending people to my Rainmaker site, just because they have the built in pay what you want feature.

Now the popular use of pay what you want is not just pay what you want, but if you pay more than the average, then you get bonuses. I'm not doing that right now. Like there will be a bundle of comics or science fiction books or games, and you get six games but if you pay more than the average you get nine.

So it's constantly calculating the average of what people are paying, to incentivize people to pay more. I'm not doing that. I'm just saying, "Get it. Pay what you think it's worth in return for giving me feedback because I want to built it around you." The typical MVP approach. Now, what is really cool about mine is I don't do any tricks, I don't do any manipulation but people are still paying \$10, \$15, up to \$25. Yeah, a lot of people are paying a dollar, but there are a lot of people paying what I think is a fair amount, so that's really cool.

I'm giving it away for to teachers to share with their school, with their students because it's a STEM thing. I want to encourage more kids to get into it. You could even pay zero if you've got a school email address. But what's cool is it means that the barrier is a dollar and if you are in the hobby then you can afford a dollar because otherwise you can't afford the hobby. I didn't use Rainmaker to take the money, I used Gumroad.



What you could do is have a product set up with various coupons, that means you've got a range of prices and then you could have different buttons that allow you to check out at different prices and that's how you do it with Rainmaker. What I like is it tells people what they think is fair based on the sales page. Sorry, it's not people telling you, "This is what I think it's worth after I've gone through it and consumed it," it's, "This is how much I think it's worth from your description." It's telling me that I think it's worth \$10 to \$15.

Robert: Yeah, that's the really cool thing about this is for me it accomplishes a number of things but two of the most important are it allows an easy barrier of entry for those who may not be able to pay a larger amount like you said. Also you are going to get kind of more of the 'patron' kind of customers who love you, love what you do, and have a ton of disposable income, so you are going to get those higher prices.

I have seen numbers and don't quote me on this because if I find something specific I'll drop it in the chat. It's going to be case-by-case and product-by-product, but there are a lot of times when this will beat out set price models but again it depends on who your audience is, what you are selling, and all of that.

Brian, what do you think about this? I mean, Chris commented on it within Rainmaker about setting the price with a minimum and a maximum for this pay what you want model?



Brian: Well, the nice thing is about when you create because you want to create different products to give people the option to check out for the different price points. The nice thing is if you start say with \$5, \$10 and \$15, is you can adjust the prices of the products as you move forward and it won't impact people who have already purchased the product. It gives you a chance to adjust based on what's working. Is that what you are thinking Chris, is that how you are doing it? You are creating separate products that say, "Hey if you want to pay a dollar, click this?"

Chris: I was thinking of using coupons, so the buyer button would link to the direct check out link from the coupon.

Brian: Right, coupons would probably even be more efficient than creating multiple products. Again, I'm a big Knowledge Base guy; it's how I learn. We have a lot of documentation on coupons in the Knowledge Base and will be there to help you and Support as well.

Robert: Very cool.

What is the best proven way to organise the material? (00:26:59)

Robert: Question number seven from who knows who because I have privacy issues. "What is the best proven" -- proven is the dangerous word in



the context of a lot of this -- but “what is the best proven way to organize the material? For instance, lots of short components in a big envelope, what’s a good length for video and audio material, please?” We are going to assume that we’re talking about courses and things outside of, instead of leading to the sale of digital downloads. Chris, you got something on your mind?

Chris: You’ll get a lot of opinions. It’s a piece of string thing. The main thing is to keep it engaging. My most successful product that used to pay my mortgage were webinars that were live and recorded. They were 90 minutes long and there were a lot of them and people loved it, people got success with it, and people kept buying it. At the same time you will hear people say that attention spans are 10, 15 minutes and I’ve been through a lot of courses that are like that.

I have videos about creating 3D objects, which I tend to keep each piece 10 to 15 minutes. You will get more people progressing through it but it depends on your audience and as I say, if you can keep it engaging. Amelia is on a lot of videos. How long are your videos Amelia?

Amelia: Interestingly enough I try to keep mine around five and that’s based on the advice I got from my two video coaches back in, what was that 2010, Chris?

Chris: Yeah, do as I say, not as I do.



Amelia: I used to have my own membership site and I did video courses on how to do specific things, and I find that keeping videos to probably about 35 minutes is perfect for your customers because they'll want to stop and do something and then come back to it. Recording that video that's on the webinar last week is hard for me because I like doing my videos in small increments, not in one big 40-minute video.

Chris: Okay, I think that's a good point. In the creation you've got to factor that in as well, what's easy for you to create. And editing large videos means that you might have to wait a long time before you can publish it.

Amelia: Yeah. I also find that your customers will have progressive success if they get smaller videos to go through, so they feel like they are progressing and they are learning and that makes the product more enjoyable.

Chris: Yeah.

Robert: And the length of the editing process for the transcripts and the video. Thankfully the transcripts of the video and audio that I do, Clare has no problem whatsoever. She loves doing the transcribing for that stuff because it's so easy to understand. I make it so easy for her but it can be a difficult job.

Chris: You are going to have to send a basket of something after those fake news statements.



Robert: Fake news, yeah. Maybe on a higher level, 60,000 foot view with this question too, you are right Chris, there are a thousand opinions on this. One thing and I don't know who said it but recently I heard, it was different examples but I always think, hey, people still sit for four hours watching Shakespeare 400 years later, right?

Chris: Yeah.

Robert: At the same time they'll drop out of a six second Vine video, if it sucks. I guess Vine isn't around anymore. The timing question you guys are right; who are you? Who is your audience and what are you trying to accomplish?

Chris: Yeah. People will binge-watch Netflix series and they won't watch a five minute YouTube video. Context is important and you know if you are teaching something it could be that they are desperate to know about it or it could be that it's like, "Yeah, I've got some time." The same thing goes with podcasts. I did a 90-minute or something podcast with Darren Rowse the other day and lots of people have given nice words about it. I don't know how many people are going to listen to it to the end though.

Robert: Yeah, and again it's not, it's apples and oranges but like dude I didn't realize this, I just go into this.

Chris: Apples and PCs.



Robert: Apples and PCs, thank you. Once in a while I catch Joe Rogan's podcast. Those things are like two and a half, three hours long and its one of the biggest shows on earth. Of course that's entertainment and philosophy. It's a different kind of thing than business or technology, but again back to audience but you are right. What does your audience want?

Chris: Anthony agrees it's easier to edit and render short videos, and, you know, your memory of your computer does play a part. If you are doing a high definition 4K video, then you might not have the capacity to do 90 minutes.

Robert: Yeah.

Chris: I take a long time to edit, so the longer the video, the longer people have to wait for me to produce it. If I'm listening to something, I like it to be around 20 minutes because that's about the length of me on the treadmill at the gym, if I want to go back.

Robert: Perfect, all right let's go. We've got three more questions here and for those listening, please drop questions in the chat, as we are going to take just a few minutes at the end of this broadcast to go over those.



How best to link/use free “tasters” of your product to encourage people to buy the bigger product (00:33:14)

Robert: Question number eight. “How best to link/use free ‘tasters’ of your product to encourage people to buy the bigger product” This does sound like a Mr. Garrett question for sure.

Chris: Yeah. There are a couple of things at play here. One is the instant gratification of giving somebody something free in return for their attention, their email address, their attention. First of all it has to have high perceived value, so you can’t just say, “Here is the index page,” right. You could put that on the sales page to prove that there is depth to the information but if you are going to give it a way it has to have intrinsic value.

Then from there they need to get enough satisfaction, maybe results, preferably results, that they say, “Yes, this is for me. It’s going to work for me, I’m going to enjoy the process and I can see my future outcome being improved by this product.” What you have to do is, and this is a classic example Frank Kern uses, and I think he got it from somebody else, is about online dating and about being able to get a date.

It says the entire journey goes from being alone and unhappy through to happily ever after with the partner of your choice. You can break that down



and you can give away the first bit, which is how to find people who might be compatible and how to break the ice with them, and that's also the way he gets people on the first step. You've not given the whole thing away; you've just given away the bit that will get them on the journey. Once they are on the journey with you, they want to stick with you, so they will want to buy the thing.

Then you say, "I can't give you everything in this book. I'm going to give you this first part. If you want to go deeper with this I have a product that will tell you A, B and C and in this way which is different from everybody else which is also for you because," and then you make all your promises. You get people to give their email address, you give them the taste and hopefully some early results and then tell them how they can get more results, better results, faster results, deeper results, by doing the next step, which is your paid thing.

Robert: Doesn't this too, as maybe a step back from the actual discussion of the product or leading into the actual transaction, I mean this is just content marketing 101 as well, right?

Chris: Yes.

Robert: I mean just content, content, content, attraction. Bringing people into your "funnel" from out there in the world and producing stuff that can be spread and is publicly available.



Chris: It works better if it's designed as a sequence rather than kind of chaotic and accidental. I've done some site clinics and critiques lately, which I love doing. The person who's site I was critiquing had literally decades of information but it wasn't in any order or sequence or like navigation, so instead of it being this treasure trove, it was overwhelm. It was like saying, "Here is the research library. Go for it." That's not a course; that is a brain dump. It has to be a sequence as well.

Brian: Yeah, there is a great guide in the Knowledge Base that was published a few months ago called Create a Free Email Course Autoresponder Sequence To Sell a Paid Product, that I recommend checking out because you can drip some of it out leading up to, "Hey, you like this? Well purchase the product." I followed the steps and it's really good for helping you set everything up that you would need.

Robert: Sweet.

Chris: Yeah, cool.

How to do SEO (00:37:16)

Robert: Question number nine. In the context of how we sell digital downloads with Rainmaker. "Something on SEO would be useful but I recognize this may not be the appropriate forum."



How do you do SEO? This is a huge question and we have obviously a lot of great resource. I think maybe let's drill down a course in the context of this. Is there a sense of using SEO outside of the bigger definition of that term 'search engine optimization' of your site, as it applies specifically to selling digital downloads?

Chris: Yes. And one of the big things about SEO when it comes to selling digital downloads, especially e-books, courses, anything where somebody might want to pirate it, you actually want to block search engines. The question didn't ask how to prevent such but that is the primary thing that you have to think about first. You don't want your digital downloads to be accessible. If you make it so people don't have to give their email address so they don't have to pay you, then the percentage of people who are going to go through that route ... Now you can't stop people but don't make it easy for them, right?

First of all, don't allow Google to index your digital downloads, and in Rainmaker if you go into your page or your LMS item you should be able to just say, "I don't want search engines to be able to index this."

Yeah, you can turn it off. That's the first thing. Don't index the stuff you don't want to be visible to the world. Even as a company we have made that mistake a few times because you get excited about something, you publish it, it's been proof read, it's been edited, it looks beautiful, we've got nice images and we



forget that Google laps up your site and then shares the thank you page. Your thank you pages and your downloads shouldn't be visible.

I can give a quick 30-second SEO strategy. Design and create for human beings, then tweak for search engines. The tweaks will be your title, your headlines, your sub headlines. Get your keywords in the first paragraph then interlink your own articles within your site and your lessons and courses and your digital downloads, landing pages within your site. So you are sending a lot of Goggle juice. Though each link has got a certain amount of equity, so you have to pass that equity to where you want it and then get links from outside.

You need to guest post, be active in forums, review products, sponsor a scout troop if you have to. Talk to journalists, be interviewed, write articles for pay. People will pay you to guest post; you don't have to necessarily do it for free. Be interviewed on podcasts, do YouTube, write comments, do Pinterest, Reddit, Facebook, Twitter.

These will all either get your exposure, get you indexed or get links directly and that's how you get exposure to your stuff so that Google will recognizes it and gives it some authority. Then when your post appears and search, go back and keep tweaking it. Rinse and repeat and make sure you keep getting links to those primary pages that you want to rank.

Robert: You actually have to do the work instead of 1998 link directory.



Chris: Yeah, you can't put Britney Spears 20 times and ...

Robert: Yeah, right.

Chris: You don't necessarily have to do the work though. There are a lot of VAs out there, there are a lot of freelancers, a lot of people who love doing this. There might be editors and proofreaders who do this as part of what they do, so you don't necessarily have to do it yourself. You don't have to even hire an "SEO." One of the things that everybody seems to miss is make sure your site is connected with Google Webmaster Tools, because Google Webmaster Tools is how Google tells you if there are any problems.

They will tell you if there is a problem indexing your site or if there is a problem ranking you and they'll tell you what you're ranking for and the keywords. Google Webmaster Tools is actually Google's way of communicating with you and they'll tell you if there is a problem.

How to sell digital books on Amazon (00:41:48)

Robert: All right. The last question before we get onto some questions in the chat.

Chris: This is a wrap up question.



Robert: Yeah, so digital books on Amazon. There are a couple of great articles on Copyblogger about this that I will link to on the final page here but we will also email them to you once this edited video is ready. I think there are two or three. One was a great one from James Altucher and then one were a little earlier than that. Anyway, this is obviously a huge question to be specifically answered by those two or maybe even three articles that I'll post.

Really a lot of the same applies here and you know because it's funny coming off the SEO question, I heard a term the other day, AEO? Amazon or ASO Amazon Search Optimization. A lot of these same principles apply. Obviously there are a lot of questions here with the production of an ebook. Uploading to Amazon is like no problem whatsoever.

Once you get through all of that technical stuff, you are really left with the same questions of; number one, is it a great product? Number two, do you have, well actually number one, do you have or are you building an audience that wants your thing? Because without the audience, Amazon, Kickstarter, Patreon, any number of things that you might want to do offsite or interact with sites like this, it's not going to matter.

Amazon might be a little bit of a different situation because it is such a massive site with that built in audience and their search is better and better. I think it is the third or fourth largest search engine on earth now. But yeah, beyond that technical stuff, the principles of marketing and selling digital



products still apply. You just don't have the control. You don't have the direct relationship at least at the purchase, if you are using Amazon, that you would on your own site using Rainmaker. You don't capture that information in order to be able to talk to them in the future.

Again, I'll link to those articles that talk about some of the technical aspects as well but the principles are the same here.

Chris: Yes.

Robert: The marketing and selling principles.

Chris: People think just by putting it on Amazon it sells itself, but no, the marketing and selling principles are very much the same. The research that goes into it that that side of marketing people often overlook because, "I want to write a book. I'm going to write a book about this. Now let's see if somebody will buy it."

Robert: Yeah, right. I will put a plug in here it actually. It was just released today. I got a chance to read it. It's very good, which is Ryan Holiday's book, [Perennial Seller](#). There is no technical information in there but it goes back to this idea of going beyond looking for the short term wins and looking at building a product and building even an audience that is basically playing the long game. Whether you are doing it on Amazon or doing it on your Rainmaker site, those principles are the same.



Questions? (00:45:31)

Robert: All right. Let's spend a couple of minutes looking at the chat here. Do we have any questions?

Chris: We do. Heather asks, "Are autoresponders a good way to deliver the products for the tech challenged audience? Why or why not? Yes, they are. What I would say though is pair them with some sort of a download page or member dashboard or whatever you want to call it, so that they don't have to go digging in their email. The email prompts them and tells them what they are going to get out of it because it's a little step back, you have to sell the lessons. You have to sell their retention on the lessons because it's not just about delivering; it's about getting them to consume it.

The email will tell them all the reasons why they should check out that lesson, that product or whatever. You might have to come back three or four times. Like if you've sold them an ebook on day one, you tell them how to get it, but then on day three you say, "Hey, have you checked out the ebook yet?" Then on day 14 you say, "I hope you are enjoying the ebook. Have you got any questions?" Then on day 21 you say, "How are you doing? Have you had any success or if you had any challenges please let me know."

You have to keep people engaged with it, remind them that they purchased it. I've got hundreds of books I've purchased on the spur of the moment and I



can't remember where they are, and I've bought the same book twice, several times.

Robert: I love that. There are many different ways of course to do this. I mean the writing up and building and structuring of autoresponders is an art and science within itself. I mean think outside the box too. I remember, I think it was Chris Guillebeau, I can't remember which product it was years ago and I'm sure it's still running. He wrote an autoresponder of 365 messages, one for every single day of the year and it took you through this buyer's journey really, of the concepts and it was all teaching. It was all valuable information.

As you just said Chris, at different points throughout the year, he was making offers. Both reminders of what you had purchased and what may work for you, that he had to offer in the future. Yeah, I'm all about that with autoresponders.

Chris: Yeah, I'm dropping that Perennial Seller link into the chat box. I just purchased it on Kindle, so I might as well share the link.

Robert: Yeah and we have no relationship or there is no disclosures to be made there. It's a recommendation.

Chris: No affiliate link.

Robert: No affiliate link, yeah. Paul ...



Chris: Can I just mention, Jeff? He operates in the UK and wants to sell worldwide. “Do people prefer to pay in USD or Sterling?” They absolutely prefer to pay in US dollars. I did tests of this. Now it might have changed in the last few years, this is back when I was starting to sell digital products, and this is going to sound condescending and insulting to our American audience. I’m sorry but this is what I got from my research, that everybody else understands US dollars but US people don’t necessarily understand your currency and the value of it and the conversion of it.

A lot of people are used to buying in dollars that aren’t in North America, whereas our American friends aren’t necessarily used to buying in your currency. If you have the choice, then make it multi currency, but if you want to stick to one, then make it US dollars. That’s what I did and even now anything I sell in US dollars. On Etsy or Gumroad or Rainmaker I just make it US dollars. People understand it more that way than they do the other way. I’d like Brian and Robert and Amelia to weigh in but that’s my experience.

Brian: Yeah and Jeff I think you had also said that most of your customers are coming from the United States, so Amelia.

Amelia: Yeah, when I had my membership site I sold in USD and it was very rare that I would get an Australian person saying, “Why are you selling in USD?” so I think you’ll be fine.



Chris: Yeah, it's kind of assumed I think for many people. How do you feel about it Robert?

Robert: America.

Chris: Have you ever bought something in Euros or something?

Robert: I purchased -- I think it was podcast hosting years ago -- from a company and it was, it wasn't Euros. What the heck was it? I think it might have been before the Euro even, but anyway my credit card was rejected and I had to call the bank and let them know that I guess, "Yes, this is me," or whatever. It was nominal. It was hardly anything at all in terms of the amount but the translation was just not there and it needed the conversation with the bank.

It's interesting because I do remember that company, it was small company but most of their success was in the US but it must be difficult to make that happen, especially in the early days when you are trying to just keep the product, the service up.

Chris: Yeah, that's a good thing about all of the modern companies like PayPal that they'll do the conversion for you.

Robert: Yeah, Paul.

Chris: Sara is asking. Sorry Paul.



Robert: No, you go.

Chris: Sara is asking about the packaging of ebooks. Is PDF still the best way, like obviously iBooks and Kindle are different formats? What would you suggest Robert?

Robert: Yeah. I'm just seeing more and more people offering the suite of files. Again, this goes back to your audience. If you are depending on who they are and what they want, you can certainly do the PDF, but I think it's been a long time since I have just seen a PDF only offered. They are offering the EPUB, the Mobi. EPUB is kind of the standard ebook file for now. Mobi is specific to Amazon. Unfortunately Amazon likes to go their own way and then that might be it. Anyway those are the three major ones of course.

Chris: And would you outsource that or is there software to make it easy, you know, if you've got your PDF?

Robert: Depending on how, I think it's easy, if you have the right tool. A few years ago I got, is it called a Scrivener? I have no relationship to disclose here.

Chris: [Scrivener](#). Yeah.

Robert: Doing it on Scrivener is great because it helps with the organization of the actual writing in a product, but also the compiling aspect of exporting



it as PDF, EPUB, Mobi. It's all done fairly automatically. There is a new thing that I cannot vouch for because I haven't seen it but I'm about to purchase it. It's a little more on the speedy side called [Vellum](#).

Chris: Vellum.

Robert: V-E-L-L-U-M.

Chris: I'll find that.

Robert: It looks like if it delivers on its promises it looks like a next generation. It's Vellum, V-E-L-L-U-M .com. Now you are going to pay for this but if they are delivering on their promise, this is even better because the interface is better, to me. Also there is like no hassle exporting it for print as well. I think print should not be ignored. It's not going to be a revenue driver unless you are in the audience level of hundreds of thousands, but I think it adds a really, really great element to your suite of products.

This could be done through Amazon. This gets tricky if you are doing it yourself and there's shipping. And as we just discussed, shipping internationally, obviously there are some issues there. I'm going to check up this Vellum. Maybe we can get back to talking about that at a different point.



Chris: I've just dropped the link in chat. It looks really cool and I believe from the research I did years ago, I think Kindle have some conversion tools but they tend to convert from like HTML and stuff, right?

Robert: That's right. There are easy conversion tools all over the place. Scrivener is proven but if you just do kind of the easy thing from a Word file, there are all kinds of, you know, you know more about this than I do. I guess a Word file has all kinds of crazy code that you don't ... you want a clean file right? In my opinion, the best way to do that up to this point for someone who is non-technical, Scrivener is the best tool for that. We're getting out of that.

Amelia: Can I just put my hand up quickly?

Robert: Absolutely.

Amelia: Just from a technical point of view, I don't think it's going to be possible to put EPUB or Mobi files into your media library. I don't think Rainmaker currently accepts them, so I think a tip here would be to put them into a ZIP file and then upload that ZIP file.

Robert: Yes.

Chris: Or request FTP access, and you can FTP wherever you like.



Robert: Yeah and that would be back to the communication/marketing side. You still break it out, obviously. Zip it up into a ZIP file. That's a great point. Thank you, Amelia. Make sure you promote the fact that it's available in these three file formats on your landing page and all of that because people will see it and will notice it and want to slide it into their Kindle reader or iBooks app.

Chris: Yeah, I've just pasted the links for Scrivener as well, so that's for Windows and Mac. It's a good one. And as you said, it's a good package for actually formulating your book and keeping notes. And especially for things like novels where you've got characters or for nonfiction where you've got a lot of moving parts and you might want to move chapters around and keep everything organized.

Robert: I love Scrivener. Thank you for that link.

Chris: We are at the hour. We've done it.

Robert: We've done it. Thank you everybody. Thank you Chris Garrett, thank you Amelia Briscoe, thank you Brian Hayes, thank you Kelton Reid, and thank you Clare Garrett. This transcript is going to be one of the cleanest, best transcripts you've ever seen Clare and I'm so glad you are out there doing this. And thanks everybody for the questions. I give Clare trouble but she is the best.



Thank you for dropping your questions. We'll send out an email to let you know when this Q&A webinar video is up on the replay page and we'll have some of those resources that we talked about there as well. Thanks for joining us today and thank you everybody for being here. Talk to you later. Bye.