



ChatBox Notes

Webinar Date: 3/22/12

What is this?

During each webinar members can enter questions into the Question box. We try to answer as many of your questions as possible. Some will be discussed so you can hear them, while others have the answers typed into the box. Since it's easy to miss what's going on in the Q&A Box...this will keep you "in the loop!"

Q: I've never created slides before... How do you suggest I get started to create awesome ones like yours?

A: You can give someone samples of what you like - so they can "see" what you have in mind...that's a great place to start. Then it's just tweaking and communicating as they go through the project to get it how you like it

Q: what kind of research can be outsourced?

A: ANYTHING!!! I do it all the time - especially for the base research for your content. What are people talking about? - What questions are being asked that you can answer...

A: You outsource the research - then you, as the authority, can interpret the information and put it into context for your customers....

Q: Can we get a copy of your Daily and Weekly report forms for an example? thanks.

A: The reports are very simply an email from the outsourcer: Dear Sir - I worked XX hours today and this is what I did:...then they list what they were working on....

Q: What do you guys use for your 3D product images?

A: outsource to a graphic person who can do 3d graphics - be sure to say you want 3D....many already have the necessary software to convert to 3d

Q: How do you outsource copy writing when the subject of the copy is based on a person's expertise? My subject is a gymnastics coach expert who is teaching other coaches how to coach. It seems he needs to write it himself but he doesn't know how to write it for a marketing purpose. I'm really stuck on this issue.

A: You need to get the information out of his/her head. That can be done with a series of interviews, or they can turn on a video and talk out the process, turn on their phone and record their thoughts as the drive.....then this data goes to the copywriter to organize and write, does that make sense? Great question!

Q: James keeps talking about a squeeze page... whats that?

A: That's a page where people go and you offer something (an offer) in order to get them to opt-in to your site/list....you offer a place to collect their email and name...."squeezing" that information from them so you can add them to your list - you offer something of value in exchange for that information. See example below:



Q: how do they do customer support if the time zone is different?

A: If they have to be available to answer phones in your time zone - then you have to hire someone that will be available during your open hours.....it would be shift work for them, but if they are in customer support, many are used to those hours

During the session, James asked students to think about a project they wanted to complete. Here are some of the projects this group is working on...AMAZING STUFF!

FROM MICHAEL BURNEY:

Q: 1. iPad Social Marketing Product Website (We have the product developed) just need to market to medical community 2. Fertility iPhone App linking couples with information and search function for fertility sites with goal of selling sponsored listings/banners on the app

FROM SARAH KOHL:

Q: Develop a system for implementing a video educational series. System will get bumpers, VA to help w/ optimizing. Goal- me record video VA get it out the door. I want to focus on editorial calendar/content and outsource the detail work.

FROM MICHELE EISENBERG:

Q: My project is to create a lead-Generation System (freebie, shopping cart system, autoresponder series - I think I want my autoresponder series to include video.

FROM DENNIS SMITH:

Q: Setup a Craigslist system for Real Estate leads

FROM SONYA RAMSEY:

Q: My Project Idea- create a membership site for my low end video training product. The program is to help get people up to speed quickly on starting an information business. It will consist of 6 modules that will be online video training.

KRISTIN MOORE:

Q: My projects: #1 Sales page including professionally produced video with graphics - attached to my shopping cart for my membership site. #2 Get a series of writings converted to an ebook for my free give-a-way.

Q: Membership site is done and operational as of this week. Yeah!!

FROM RAMON ROBINSON:

Q: Build out my review site - Currently covering Europe (approx 20 pages), build it out globally to cover all countries. Plus add systems around email interaction with users, a FB site with ready posts for 6 months

FROM DEBBIE RUSSELL:

Q: Find contact information for independently owned real estate firms in Oregon, create and set up long term plan for contacting through and lead generate for referrals to my practice with blog and social media plan as well as email drip campaign to referring realtors.

PAUL WHITTEN:

Q: I've got my project! "Total World Domination". Might take 5 weeks.

**I bet you can do it in 4.... ☺

JAN JOCZ:

Q: create a new website and have one membership site related on this website

A: What kind of site - a blog? How Many Pages? What is the intent of the site....

Q: website with a blog, about page, affiliate recommendation page, Services offered page for a personal trainer lifestyle coach that leads to different levels of memberships offering education on exercise, meal-planning and fitness

CINDY MORUS:

Q: I've been wanting to set up a Learning Center for our local business clients - free for our paying clients and paid for non-clients.

Q: It will be in Wishlist and some of my current blog posts will move to Learning Center and if they click on them, it will invite them to join the LC>

HALE PRINGLE:

Q: Move HalePringle.com website to a wordpress blog.website

Q: I have <http://WordWithHalePringle.com> as a Wordpress blog to work with people currently in my primary network marketing company. I do love it. I have a WYSIWYG site (provided by the company) for recruiting. I have decided that I really need to convert to wordpress to really get the recruiting aspect under control. I do love WP