

# **The Conscious Business Telesummit**

## **Marketing for Conscious Entrepreneurs**

**The Five Fatal Marketing Mistakes People Make When Selling Online**

**Christina Hills**

*Ecommerce and WordPress Expert*

**and**

**Adela Rubio**

*Conscious Business Telesummit Host,  
Conscious Business Strategist and Mentor™*

May 5, 2010

Adela: Thank you everyone for being here. I'm very thrilled to have Christina Hills. She has been one of my mentors when it comes to technology. It is because of Christina that I have my little website humming along and zinging and I'm adding different aspects to it, a membership site more recently. But Christina is really, really tech savvy and customer service savvy. She knows how to make it really easy for you to understand things.

She is the Shopping Cart Queen and an e-commerce marketer and her expertise lies with small business owners and understanding and using shopping carts, membership programs and autoresponder systems. With her training you can more effectively sell online by fully engaging with your customers and following up with your prospects. Her skills and background are unquestionably technical, but her style is completely user friendly and marketing oriented. Welcome Christina.

Christina: Well we're here. Alright, I hope everyone else can hear us. I don't know if you want to check that or not. While you're checking, I will say where the handout is, because we are going to be following along with handouts and you want to go to [consciousbusinesstribe.com/fivefatalmistakes.pdf](http://consciousbusinesstribe.com/fivefatalmistakes.pdf). That is the handout we're going to be following along in the call today.

The handout, you could either print it out if you like or just follow along the screen. It has a lot of pictures. So even though it's 34 pages, don't let that scare you. There are a lot of pictures. It's going to feel kind of like a webinar but without all that extra technology so in fact you can print it out and sit on your couch and listen on your phone if that's more comfortable for you. I like to teach with pictures. So we're going to start out with page 3 so you can just scroll to page 3. Adela, are we ready to go?

Adela: Yes, we are ready to go.

Christina: Why don't I give people on page 3 just an overview of what we're going to cover and then we can just dive into the contents. We're going to talk about the Five Fatal Mistakes People Make When Starting an online Business and sort of show you what they are so that you won't make these mistakes.

The first mistake is not understanding the buying process and using the wrong buy links. We're going to talk about two different kinds of buying processes for selling online. Then we're going to talk about not having an opt-in box on your website that is one of the key things every website needs to have.

We'll then move on to Mistake Number 3, the difference between a list and an email receipt, an audio responder and a broadcast. People get these terms mixed up so hopefully I'll shed some light there. I want to talk about

Then we'll talk about Mistake Number 4 which is not customizing your secure order form to match your website. We'll look at some case studies. Then Mistake Number 5 which is not tracking your ads and sales through your shopping cart, so not tracking where people are coming from.

Adela, are you ready to just dive in?

Adela: Yes, let's go. There is a lot to cover here Christina.

Christina: There is a lot to cover. All right, Mistake Number 1. We're on page 4 of the handout. Just in case you got here late to the call, you'll see the link to the handout in the member's area or you can go directly to [consciousbusinesstribe.com/fivefatalmistakes.pdf](http://consciousbusinesstribe.com/fivefatalmistakes.pdf) and if you're listening on the webcast, you can just see that link right above the webcast player.

We're on page 4 of the handout looking at Figure 1 and Figure 2. When you sell online, there are two types of buying processes and this is something that you, as a business owner need to understand. This is not a technical thing, this is more a Feng Shui kind of thing. I'm sure many people know Feng Shui, which is the art of placement and moving through a space.

You want to think of your website, as like a house where you move through rooms. That's the way I think of websites. When people come to your site and they want to buy from you, you want to know, "Well, which kind of site do I have." So Figure 1, that's the buying process for a multi-product website. That's a website like Amazon.com.

A multi-product website is where the goal of the site is for people to keep seeing things they want to buy and adding them to their shopping cart

basket. Just like when you go to Amazon to buy a book, their constantly showing you other stuff, so you keep adding it to your basket.

In seeing Figure 1 you see this illustration here where somebody comes to your site, they see what they want to buy, they add it to the basket, they click Continue Shopping, they go back to your site and they keep adding stuff. At any point, they can click to the order form, pay for their products and then get on a Thank You page. So that is a multi-product website style.

Figure Number 2, were still on page 4; that is the buying process for a single product website. In that instance, somebody comes to your site, they see what they're going to buy and then they click straight to the order form because with a single product website it could be a sales letter site or could just be your regular site and you only have one product to sell at this point.

There's no reason to take a customer to a View your Shopping Cart, Continuing Shopping if you don't actually don't have anything else to sell them. What you want to do, Figure Number 2, is you want to take them straight to the order form.

Now Adela, this is a mistake I see beginners make where they're taking people to the Shopping Cart page, they're clicking on the Continuing Shopping, but it doesn't make any sense and then the person get lost.

Adela: Yes, and then they close the page.

Christina: Then they close the page, right. I just want to point out to people that you may sell more than one thing, but you may create a website where the purpose of that website is just to sell one thing. Just keep that in mind, each website has a purpose and if you're only selling them one thing, take them straight to the order form.

Let's look at some examples, we're on page 5 and I like to see examples. Adela, I listened to a call yesterday from somebody else, they we're teaching something, they didn't have any examples. I'm just hearing all this talk and I'm not seeing any pictures and I don't know about you, Adela, but for me I need to see pictures and so that is why I make these handouts.

So page 5 we're looking at Figure 3 so here is a screenshot of case studies for the speaker Mary Foley. She is an author and a speaker and she's got her books for sale on her site. When you click to add a book you get to Figure 4 which is the Shopping Cart Basket page also known in the 1ShoppingCart world as a View Cart page.

Now 1ShoppingCart, also known as Marketer's Choice, is a system that I teach. You don't have to use that system if you don't want to but it's the one I use. It's the one many marketers I know use. But these concepts are the same no matter what shopping cart system you use.

Here in Figure 4, she's taken us to this page, we see the product and we can click and Continue Shopping to go back to the site and buy more items. Or we can click on, and we're looking still at Figure 4, the Check Out button and when we do, then we get to turn to page 7, the Secure Order page.

As you see as we go through this call, we'll be moving through the pages quickly, so it feels like a webinar. Figure 5 is a secure order page and I'm going to talk about that more a little later on in the call.

Moving on to page 8, let's talk about the buying process for a single product website. We saw this before, somebody comes to your site, they see what they want to buy, and they go straight to the order form. Let's look at an example on page 9, here's your case study, here's a mini site, a sales letter site.

Let me just define what a sales letter site is. A sales letter site is a site where there is no navigation, you land on page and the purpose is for you to read the content, and it's usually very long, you read down and buy the products. There is generally not any link to take you anywhere else.

Figure 7 is the top of the sales letter from Ed Zajac on How to Change your Marriage Fast. Scrolling down to the bottom and this is to help people who are in marriages that are on the rocks, scrolling down to page 10, there is a link at the bottom of the web page.

I didn't include the whole thing. You get the idea. You land the page, you read down, you become engaged, and then you click to order. When you click to order, turning to page 11, you get straight to the order form. Now

what Ed has done on page 11, he's got a very fancy order form where he is reiterating for the key points of his offer. But the point I want to make here is on this mistake I see people make, is if you only have one product, send them right to the order form. Any comments, Adela?

Adela: No, this is really very, very straight forward and different kinds of examples, so it's great.

Christina: Okay. So let's move on to page 12, just to sort of recap what I'm talking about here. Page 12 you see Figure 10, that's the Shopping Cart Basket page and Figure 11 that is the order page. That's the Final Order page.

So how you keep track in your brain the Final Order page is where they enter their credit card and the Shopping Cart Basket page is where they can continue shopping.

I'm sure everybody Adela, has bought something from Amazon. If you just think when you're deciding for yourself, "What do I want to do," just think, "Do I want an Amazon store type of site or do I just want to take them to the order form?"

All of these, we're still on page 12, all of these links go to something sort of long and ugly like that. You never want to have a long, ugly link like that on your site. But behind the scenes that's where it is going, actually going to another website and I'm going to cover that more when we get to customizing an order form. Any comments?

Adela: This is pretty straight forward.

Christina: You see it and why I like doing handouts is people can print them out and make notes. It makes it easier to understand and this is the kind of thing I do in my training, I have lots of visuals to make it very easy for non-techies to understand.

Adela: If you do have a question around anything that we are covering, just make sure that you submit it on the webcast so that I can ask Christina. If you have a question, someone else may have it. If anything pops up for you, just submit a question. Thanks.

Christina: Okay. Again if you're on the webcast that link is right there. Let's move on to page 13, this is Mistake 2, which is not having an Opt-In box on your website. Let's look at Figure 12, and I'll just explain the process of somebody opting in. I find newbie's, when getting started, they don't quite clear have it in their head how the email marketing process works.

Let's look at Figure 12, and we're on page 13. Somebody comes to your website, and they see an Opt-In sign up box so perhaps it's a newsletter or it's a PDF or it's a free teleseminar or it's a report, you know a white paper, whatever offer you have for your audio's someone would enter their name and email and they would click a submit button, we're still looking at Figure 12. Once they click submit they will land in on your Opt-In Thank You page.

What's a Thank You page? A Thank You page is any place you land after you've done something, after the customers or visitor has done something. So in this instance, the prospect...a prospect is somebody who has not bought from you, a customer is somebody who has or is about to be buying from you; they're in the buying process. So a prospect comes to your sight, they see the offer, they click and they land on the Opt-In Thank You page. "Thank you for opting-in, your teleseminar details are coming, your free report is coming," it's sort of the thank you acknowledging that they have actually just taken that action.

What happens behind the scenes? We're still on Figure 12, their info goes into your shopping cart account database or your email marketing database, whatever you're using, 1ShoppingCart, AWeber, Constant Contact, MailChimp, there are a lot of different versions out there. It goes in there and then the autoresponder goes out to the prospect. That is the email message that you've set up ahead of time that you send out to them and now your prospect is in relationship with you and they are getting emails from you.

You'll see right under Figure 12, that I've sort of reiterated what I've just told you. What I like to do with my trainings is have these handouts and go through them in the audio, but then have you be able to view the handout afterwards and read the highlights so you understand what I'm doing.

Adela, as you've experienced, my goal is training people as fast as possible and you are one of my highlight case studies from my Website Creation Workshop. In fact you only went through 2 out of the 8 modules and you were on top of it.

Adela: I know, I should be embarrassed by that, but I'm one of those leapers you know...

Christina: I'm proud, I'm proud. If I have a student who can sign up for an 8 module course and after module 2 be successful, that's fabulous.

Adela: Yes, thank you.

Christina: Let's look at a case study, we're on page 14. This is Mary Foley again. She has her Opt-In box above the fold. Above the fold, that is a newspaper term, which is the fold in the newspaper. You want the important stuff above the fold. That's generally what you want to do with your Opt-In box and that is Figure 13.

Once you Opt-In on Mary's site you get to turn to page 15, you get to a Thank You page and what she has done is the Thank You page gives you the download immediately. Some people decide the Thank You page is going to give the goody. I like to use that term. What goody are you giving your audience for opting in? They're giving you their email; you're giving them a goody. Some people put the goody on the Thank You page and some people on their Thank You page say "Check your email" and then their goody comes in their email.

Adela: Christina, can I just make two comments, two things in that previous image of the graphic, of the Opt-In box, I really wanted you to... this is one of the mistakes that I see so much. I have lots of folks that want to actually partner with me and joint venture, so then I go to their websites and I check them out and instead of having like this graphical Opt In box, some people will actually have text that they have highlighted as their Opt-In.

Christina: Text that they have highlighted?

Adela: Yes.

Christina: There's no... entering your name and your email?



Adela: No, they got like a little thing 'Get my newsletter' and then it links to an Opt-In box on another page. That's kind of strange to me.

Christina: What that does is that puts up friction. That's somebody coming to your house and instead of handing them the drink as they walk in, you have to make them walk into this whole other room. Don't make people have to click if it's not necessary.

Adela: Yes.

Christina: And that was part of Mistake Number 1, don't make people have to click to this extra page if it is not necessary. If your making somebody click to get to another page to opt-in, there should be good reason for it. You really want your Opt-In box visible so that folks can easily opt in it at any point.

Adela: Yes, and in terms of the download sometimes and I see you do these a lot too, even though you may have the download available on that download page, you also send it in the autoresponder message.

Christina: Yes. Let's move on to page 16, here's a screenshot from my Website Creation Workshop. This is my blog on my public site and there's Figure 15, you can have the Opt-In box on the sidebar of a blog. That is one of the things I teach which is WordPress and this is from a post I did where I dressed up as Julia Child and it's this very funny. When you opt in, then you get to Figure 16 that takes you to my Thank You page letting people know that they're on the list and that they're going to get follow ups in their email and they need to go and check their email.

One of the things I love about WordPress is that it does make it very easy to change the headline, so you can update your headline, you can add other things as well. So those were just a few examples of Opt-In boxes.

Let's move on to Mistake #3 which is at the bottom of page 17, the difference between an email list, a list, an email receipt, an autoresponder and a broadcast. What is the difference? Let's go through these.

A list is a concept. How big is your list? Who's on your list? Mail to your list. You see these terms; it's a group of subscribers. They can be prospects, people who are interested but who maybe have not bought from you. They can be customers. They can be your affiliates. They're a

group and in some email systems, email marketing systems, you won't see the word list. In the 1ShoppingCart System, they group it as your autoresponders. So just remember the list is a concept.

An email receipt is a one time special text email that somebody gets when they buy from you. It is technically an autoresponder but it's not part of your autoresponder series. That is a mistake I see people make. They set up their shopping cart and then they go into their autoresponder and they put you know this sort of thank you for your purchase email type of message. The customer is going to get that anyway, so you don't really need to add that to your autoresponder system. At least this is how it works in the 1ShoppingCart.

Let's talk about autoresponders and broadcasting on page 18. An autoresponder is a mechanism that sends out an email message automatically. It can be one message or a series of messages. You specify the day the email message goes out based on the day the user signed up. With an autoresponder it's not tied to a calendar date, it's tied to a series.

For example, day 0 is today and day 1 is tomorrow and day 7 is a week from now. The reason why day 0 is today is so the math works out and you can have day 7 in one week, day 14 in two weeks, day 21 in three weeks, etc. So when Mary joins your list, right she's in her series. Now days go and we're marching along and now Joe comes. When Joe comes now, he's at day 0 but Mary is at day 5. Now the two of them march along in their own series and now somebody else gets on your autoresponder list. Everybody's marching along in their own sequence getting the follow up messages on the days you'd specified.

That's different from broadcasting, because broadcasting is an action you take to send out one email message to your list and it goes on a specific calendar date. For example, today Adela you sent out a broadcast reminding people about today's call and this was tied to today's date. It's a calendar date.

I like to visualize broadcasting as me going into the middle of New York City in Times Square and standing on my box with a megaphone and holding it up and shouting out my message and everybody stopping and

turning and looking at me. They're all getting it at the same time. That is a broadcast. Any comments Adela?

Adela: No, no. That's very clear.

Christina: So what you often do is set up an opt in box, you attach an autoresponder sequence to it and people are in their own sequence getting their own messages automatically drawing people back to your site, but you may have events come up and then you will want to have broadcast, "Hey this is happening today." So that's the difference between autoresponders and broadcasting.

Let's just look here on page 19, here's what happens after somebody buys your product. This is just explaining the difference between the email receipt and the autoresponder. They come to your site, they've bought your product, they have gone through the gateway which is the payment processor, they've landed on the Thank You page. These are the things that happen after someone buys. You the business owner get a new order notice, the customer gets that little email receipt, that's that one time email receipt and then they get on an autoresponder sequence for the customer, if you have set that up. That is just to show you sort of how that process works.

I do want to look at page 20 because this is very important. This is a huge mistake I see people make which is they don't do personalization. We're looking at Figure 18. You want to add personalization to you emails. Whether it's an autoresponder or broadcast, you want to add personalization. That's something that happens automatically. Shopping Cart System, whichever system you use has these things called merge codes, and all that is, is a way to add personalization.

The other thing you need to have in Figure 18, is you want to have a link back to your site. You want to make sure you are linking people back to your site. If you don't have a link back to your site, the only links their going to see in that email is your unsubscribe links. People like links. They like to click. That is what we do on the internet –we click. And if your only link in your email is an unsubscribed link, then you're going to get people unsubscribing.

A couple more comments I'll make and then I'll get some comments from you, Adela. Your signature, you have to have that. Most email marketing systems will automatically add that. That is your physical address. In order to be spam compliant, you have to have a physical address in every email you send out and you also have to have unsubscribed links. Now we're still looking at Figure 18. Those are automatically added for you, so you don't have to write that in. The Shopping Cart System, AWebber, Constant Contacts whoever you use, they're going to automatically add that in. So again key things; make sure you have a call to action link in your email message. Comments?

Adela: Well, we actually have questions from folks, but I did you want to cover the content first before we dive into some of the questions. I know this may be even be a little bit more an advanced strategy but since you're mentioning autoresponder, the distinction between autoresponder versus broadcast, can you just mention a couple of things that people might set up autoresponders for when they're creating a product?

Christina: You mean like an autoresponder for the product after somebody has purchased?

Adela: Yes.

Christina: Or an autoresponder to get them interested in the products?

Adela: Well either/ or but since we were talking about a product and a customer and an order, I was just thinking that you might share with people so they can see the context of the power of an autoresponder. Some of the topical things or some of the ideas that people might include as things in autoresponders after someone has purchased a product.

Christina: Let's say you're selling an eBook for example. You could have an autoresponder that says, "Hey did you look at Chapter 4 on page 35 where I gave you the tip...blah...blah...blah." If you've written an eBook, after you're done with your E-book, go back through it and pull out some key highlights to remind people of what they just bought and where they can the find information, getting them to consume your product.

Let's say you're selling a teleseminar, well this would be a broadcast example so here's the replay for the teleseminar. You have to think,

because it is going to be different for each person and you're talking about a post sale. Post sales means they bought the product, now I'm sending them an autoresponder for that product. Basically, you want to educate people on how to consume and use your product, because if they consume and use it they will buy more.

Adela: Yes.

Christina: I mean, I've bought gadgets and I couldn't figure out how to use them so they sat on the shelf. If the maker of that gadget taught me how to use it and I became a raving fan, that is what you want to build are raving fans so that they come back and they buy more from you.

Adela: Thank you. Thank you, I think that is a really important concept to really get down, especially in clarifying between a broadcast and an autoresponder and that's a key thing that you want folks to do. You want them to use your product.

Christina: And here's another way to look at it, you need to get somebody into an autoresponder so that you can broadcast to them. The only way you can broadcast, "Hey, I'm doing a teleseminar today, come show up," or "Hey I'm going to be at the Los Angeles Hilton at an event, let's meet up." In order to email broadcast to them they have to be on some kind of an autoresponder list.

How do your people get on an autoresponder list? Well, they either opt-in for your free offer or they purchase. So either way, you get them on your autoresponder. Now they're on your list. Now you can broadcast to them. So broadcasting is a verb. I like to think of it as a verb. It's an action.

Let's move on to page 22, and this is Mistake Number 4, which is not customizing your secure order form to match your website. We're going to look at some case studies and then I'm going to walk you through how the payment processor works. How you get your money.

Let's look first at some examples of customizing your order form to match your website. The way it works is you build your website and it's on your own hosting. When people buy from you they are clicking, they are actually going to another website. But what you want to do is customize that order page. We've looked at them before with the Shopping Cart

page and the order form how it was customized to match. You want to use a shopping cart system that let's you do that so that people still feel like they're still with you on your site.

Let's look at Figure 19. Here's the homepage of PRLeads.com and here was his order form before. We're looking at Figure 20 on page 23, we're looking at Figure 20. There was his order form before. People are going from this nice, friendly colorful order form to this black and white thing and not good. What happens is you lose the trust factor when people go to your order form and it doesn't look like your site and they don't know where they are, you're going to get shopping cart abandonment. You don't want shopping cart abandonment.

So look at page 24, Figure 21, here's his order form afterwards. The image is a little bit blurry, but you get the idea. Now going from his site to his order form, remember he is doing that one click where he is taking you straight there and this is an expensive product, so he wants to take straight there. And what do we see on the order form? All the colors match, we see his logo, we feel like we're in the same place, even though technically behind the scenes we're actually on the secure order form shopping cart pages.

The customer... you want to think about, go back to that Feng Shui, you want to have this flow where you come to your site, you click, you flow, you get to the order page and yes I am here and I'm familiar and I'm the customer and I know where I am and on this Figure 21, we see a testimonial. We see some other notes about what your going to get, reinforcing what they're buying. Dan Janal who is the owner of PRLeads, he said his conversion rate went from 19% to 33%. It doesn't sound like a lot, but it's actually a very huge increase in sales from 19% to 33%. So he had fewer people abandoning. Before he had shopping cart abandonment.

I'm sure Adela, everybody on this call has been on the internet and they've clicked and they have said to themselves, "Oh my god, where am I? Where did it go?" And then they click back, like... their confused. Don't confuse your people. Don't make them say, "Where am I? What did I do, did I do the right thing?" Customize your order form to match your website.

Let's look at another case study, page 26. This is from Jackie Davis from Roomscape Interiors. Here is her homepage, Figure 22. She helps you do interior decorating and here was page 27, here was her order form before. So you clicked to buy and you got to this order form before which looked very plain. Now let me just make a comment, Adela to the newbie's out there, it is better to be selling something than selling nothing.

Adela: Yes.

Christina: So if you're getting started right, and getting started, you want to get your site up, you've got this product, you're better off having it linked to this, than not putting it live. It's always more important to take action. But she had it up, she was making sales. But then she came back and look now, go from page 27 to page 28, now she added her header. So now when people click they know, okay I'm still with Jackie Davis. I'm still at Roomscape Interiors and the customer has more that feeling of confidence.

Now again, I always say to people, you want to do these in stages. Jackie went from Figure 23, no order form, no customization to Figure 24 where she's got the header graphic. Then Janal took it one step further and put that copy at the top with the testimonial. So you want to... so that you don't get overwhelmed do these things in stages. Stage Number 1, I've got my product for sale and it's on the internet and I'm telling people about it.

Stage 2, okay I'm going to come back and I'm going to add a header graphic. So it may be customizing the colors. She added purple here to match her site.

And Stage 3, come back and actually put in some top copy, reiterate what their buying, etc. This is one of the reasons why I'm so big on teaching people to use WordPress to build their sites because WordPress is so forgiving. It's so easy to get started, you can come back and add more stuff later, you can add the bling later. And the more you add bling, the more you do these little tiny tweaks, the more sales you're going to make. Any comments before I start talking about how you get paid.

Adela: No. Keep going.

Christina: The pictures speak for themselves.

Adela: Yes, they do. They do. It makes a huge difference. Because it's familiar, it's something that you know and it really increases the trust factor. It makes a huge difference.

Christina: Right, and the internet is very ephemeral. When we're talking about the internet your sort of in this ephemeral space and having these pictures helps me get grounded. "What am I doing? What am I leaning? What am I focusing on?"

Let's look at Figure 25, this is just to explain sort of how you get paid so that you understand the terminology and you'll see on page 29 is the image and then on page 30 is the definition. Let me just go through this quickly. We have been talking about this a lot.

You're on Figure 25, somebody comes to your website to buy your product, so they're either going straight to the order form or if you're doing multi-products their going to the shopping cart basket. But at some point, they land on your order form. So Figure 25 in blue, that is your website, the green is your shopping cart secure order form where they're entering in their credit card info and they click the submit order and their order goes through what is referred to as the gateway.

The Gateway is the middleman, that is the middleman that checks to make sure that the credit card is valid and has money. I like to think of the gateway as when you go into the supermarket and you swipe your card through that card reader, the little card reader goes beep bbeep bbeep... authorizing and then you land on the thank you page.

Now look at Figure 25, see that dotted line? If there is no money in that credit card account or if that card is no good it bounces you back to the order form. Something is wrong, you didn't enter your card number right or whatever. It bounces you back.

But if it goes through, see the arrows are going through, we're still on Figure 25, to the thank you page. This is the thank you page for somebody buying. So it's still going to be a webpage and that's acknowledging that they just bought.



The nice thing about the 1ShoppingCart System, also known as Marketer's Choice, they give you a default thank you page if you do not have one on your site, which is great. The email receipt goes to the customer and autoresponder if you have one and then the money that the customer is paying you, you are the business owner, goes into your merchant account which is a special kind of bank account. And then that settles and you get it into your actual bank account in a couple of days.

Page 30 is the definition of what I have just gone through on these different things that happen in this buying process. The new order notice, that is a notice that you get. It's like the email receipt to the customer but it comes to you as the business owner just letting you know that a sale is made. It's really nice to open up your email in the morning and get these new order notices and see that you have made money overnight.

One more point I want to make on this topic, let's turn to page 31, Figure 26, Figure 27 is a mistake and we will need to get that updated but Figure 26, you want to make sure that you use the shopping cart system that has 'https' at the top. That's how you know it's secure and that's how your customers know it's secure. And Figure 27 there is a McAfee secure symbol, I will get that update to you, Adela.

Adela: Yes.

Christina: But if anybody wants to learn more about merchant accounts and gateways you can go to [shoppingcartqueen.com/cart](http://shoppingcartqueen.com/cart).

So Adela, any comments on the payment processing and how you make money as a business owner.

Adela: Not on this one. We got some questions from earlier which we will come back around to. No, I don't have any. This is what I will say even though conceptually we are going through this, as you sit down and you start implementing this on your own, that is when this handout is going to be really, really priceless because you'll get to see the behind the scenes and how to navigate it.

I know that you also have an offer for folks where you can even make it easier for them that you'll tell us about it at the end of the call. This is

great. This really demystifies the behind the scenes, the inner workings. Thank you.

Christina: Okay, so let's go on to page 32, Mistake Number 5. And you know this is not really a newbie mistake. That's why I have it at the end. This is kind of more of an intermediate mistake. But the newbie's should be thinking about where their heading.

Mistake Number 5 is not tracking your ads and sales through your shopping cart. So what are doing? You're building an online business. What do you need? You need a shopping cart. I'm going to recap this in a minute. So you need your website, you need an opt-in box, you need a shopping cart system. So you got it all set up. The first thing you want to do is get it all set up.

The second thing you want to do is you start getting ads. You want to track your ads, like where are people coming from. Okay, so that could be ezine ad, a Google ad, they could even be Twitter. Track that people coming from Twitter and buying from you. Track that people coming from Facebook and buying from you. You want to track these things.

Let's talk about how ad tracking works. I'm going to give you a little mini lesson in Google AdWords. Let's look at Figure 28. Figure 28, you've got your site set up and now your getting ads, so maybe your buying a placement in ezine ad or maybe your buying a placement on Google AdWords.

What you want to do is, you want to give a special link that's called an ad tracker link so that when somebody clicks it passes... we're still looking at Figure 28... through the ad tracker to get to your website and then from the website they are going through the order process and getting to the thank you page.

Let's talk about this ad tracking concept. I want you to understand the concept now so that when you're ready to implement it, you can implement it. But I'm big on teaching people, teaching non-techy people the concepts so they can be successful.

Let's look at page 33. Here's an example of a Google Ad on Figure 29, on page 33, Figure 29. Google search results, on the right hand side, those

are the paid listings. Those are Google AdWords. On the left in the center, that's the search engine. The nice thing about Google AdWords is that if you are new to the internet and new to your online business you can immediately be listed in Google using Google AdWords.

Figure 30, here's an example of inside Google AdWords. When you're creating your ad and this concept applies even if you're doing any other kind of advertising, the same concept. Figure 30, let's look at that. There's the Google ad so what is the headline. It's creating eBooks. There's the description line, line 1 and line 2, there is the display URL.

The display URL means, what do people see? So Figure 30, see where I have circled the Google ad, people will see my –company-store.com. This is a generic example. That is the display URL.

But what is the destination URL, see that's what I have circled. That is the tracking link. That's the destination URL. So that's where they are going when they click. When they click on this Google ad they are going to my company store. They're going to get there, but they're passing through this tracking link.

So scroll back to Figure 28, see they pass through that tracking link to get to your website. So that's how you can track your ads. So you can see, I'm running a Google AdWords and I'm doing this ezine ad and I'm tracking it so now I know, "Hey I'm getting a lot more clicks from this Google AdWords, so I'm going to drop the ezine advertising and do more from Google AdWords."

Or let's take it back to Twitter or Facebook. "Hey, I'm getting more clicks from Facebook than Twitter, my market...maybe their hanging out on Facebook and Twitter is not for me or vice versa." It just shows you where people are coming from who are buying your stuff or are interested in your market.

Christina: Alright, we're to the very last page. Let's just recap the steps to sell your products or services online. You want to get a website or a blog. I recommend WordPress. You want to have a physical presence on the internet.

You want to have a secure shopping cart account so that it will process your orders. You want to get Number 3, a Merchant Account or Gateway, that actually handles the money. The shopping cart just passes the money through the Merchant Account and Gateway handles the money.

You want to create your products and put them in your shopping cart. Get them linked up. So get them in your shopping cart. The products go into the shopping cart.

Then Number 5, we're still on page 34, you want to link your merchant account to your shopping cart system and you want to link your website to your shopping cart system. You get these things and you get them all connected to each other.

Then you want to drive traffic to your site. Get people to come to your site and then watch the sales come in. So what I do is I, people know me as the Shopping Cart Queen and I have a club called the Shopping Cart Club and you can find that at [shoppingcartclub.com](http://shoppingcartclub.com) and I do a monthly call, a monthly webinar where I answer people's questions about the 1ShoppingCart System.

I have a very special offer that I have not done yet and that is when you go to [shoppingcartclub.com](http://shoppingcartclub.com) and you join my club, the price is currently \$37.00 a month. It's going to be going up to \$47.00 a month. But right now it is \$37.00 a month. You are in my club and special offers you are going to get my shopping cart secrets training program as a bonus and that is a \$397.00 value.

Adela: Wow. That's a great bonus.

Christina: I was like, "I'm going to make some outrageous offer to Adela's people." I haven't done this before and when you go through and you get to the order form just write in the little notes box, from Adela, I want that special shopping cart secrets bonus.

Adela: That's great. I didn't even know about that. That's wonderful.

Christina: That's a very...It's my very in depth program on using the 1ShoppingCart System.

Adela: Yes, that's awesome.

Christina: We're having a webinar next week so now would be a good time.

Adela: Yes, that would be a great time. I know quite a lot about shopping carts already and I just joined your club because I've got questions.

Christina: Yes, I have people who have been in my club for years because they just like to come back, ask a question and I've got lots of free training in there. More than what is on the sales letter.

Adela: Yes.

Christina: I love creating courses as you can see and I love training.

Adela: Yes, that's definitely your mastery.

Christina: I love watching people like you come back and say, "Look at what I did, Christina."

Adela: And wait until I come to the next call, because I have loads of questions around shopping carts. That's the thing with shopping carts because I know some people use PayPal for their merchant. But the cool thing about a shopping cart, like the 1ShoppingCart is that it bundles a lot of the features that you do need for your business. And you really didn't talk about that too much.

Christina: Well, what 1ShoppingCart, also known as Marketer's Choice, that's the brand name that I use, it's the same thing. Other people know it as Kick Start Cart. There are lots of different names. The 1ShoppingCart System has your autoresponders, has your shopping cart, has digital downloads for your eBooks or digital products. It has the affiliate program all worked in there and so this system is an all-in-one package.

Some people hook it up to other systems as well, other email marketing systems. You don't have to and let me just mention that URL again, it's [shoppingcartclub.com...shoppingcartclub.com](http://shoppingcartclub.com...shoppingcartclub.com) . To make sure you get the special bonus for those people on your order form put that you want the special Adela people bonus which is the Shopping Carts Secrets Training.

Adela: Yes, and I will put that on speaker page and it will also go in the follow up email, so way people have it and it's clickable and it's easy and it's all there handy-dandy.

Christina, do you have time for a few questions?

Christina: Sure.

Adela: Okay, great. Our first question came in a lot earlier and it's about e-commerce in general, this is from Roger in Illinois. "I have a new fitness website set up, some search engine traffic but no one is buying. It's not a technical issue, I have tested it. Is it a trust issue? I don't know. Do I need to become an expert to get sales? How can I serve this fitness customer and get the ball rolling?" It sounds like he's set up shop and now it is a matter of driving traffic. That's what it sounds like to me.

Christina: That's a great question. I'm really glad that we got that question asked. So Roger is all set up, but nobody is buying. There are a couple of reasons why people might not be buying. One is you're putting the offer in front of the wrong people. If you have some fancy scissors for left handed people and you're showing it to right handed people, they are not going to buy because you're putting it in front of the wrong audience. So that could be one reason.

Another reason why people might not buy is they don't understand what it is. So if you haven't explained well enough what it is that you're selling, if they don't get it, they're not going to buy. So they may be the right people, "Oh, you mean with scissors that can cut paper," if they don't understand what the scissor is, they're not going to buy from you.

Another reason why they might not buy is because it is not the right timing. So you need to think about, maybe there is a time of year that somebody is buying your product or time in their life. A twenty year old is not going to buy life insurance, so our timing is off.

The formula is you've got to get the right product, is your product attractive? So you have to get the right product in front of the right people at the right time. So think through all those things. Is this the right product? Is this something that they want? Am I putting it in front of the right people? Is it the right time for them to buy this thing?

Those could be some of the big picture reasons why somebody is not buying or maybe you just need to get in front of more traffic, more eyeballs need to see it.

Adela: Yes, I thought of two other things. I know I used to be guilty of this one is that I didn't actually ask for the sale. Sometimes just putting up a button doesn't mean they're going to click on it. You have to ask for the sale.

Christina: Sometimes you think it is obvious, but you say, "Okay, you can buy now, like right now if you're ready to join me next week to learn more about shopping carts and getting your products set up, go to [shoppingcartclub.com](http://shoppingcartclub.com), you can also find it at [shoppingcartqueen.com](http://shoppingcartqueen.com) and click on the button at the top that says club or you can go to [shoppingcartclub.com](http://shoppingcartclub.com) and that is how you will get hooked up with me and get that extra bonus."

Adela: You have to actually tell people. The other thing to Roger, that just flew out at me is that a lot of times before people buy from you, many people especially a service oriented business and you didn't put a website so I really can look and give you some feedback, but a service business, especially coaching, consulting anything like that, people will usually buy once they have an experience of you. So creating something whether it's a teleclass, a Q&A call, something that they can get an experience of you and experience first hand your expertise. That is the other thing that flew out at me.

We have another question from Miguel. Is it possible to test the buying process after you've set it up without using a credit card?

Christina: It is possible. I think what you're better off doing is actually testing it with your own credit card to make sure everything is hooked up and then either refund or void that sale out or temporarily change your product to a one dollar product and go ahead and buy it. This is one of my tips I give in my autoresponder series which is buy your own product.

Buy your own product and experience what your customers are experiencing. So use your credit card so you can temporarily just change it to a \$1.00, buy your product and then go change it back again. That's what I recommend, testing it in the environment that people are buying it in. Then you'll see the holes. You can see, "Oh gee, I didn't explain about the shipping. People are confused about the shipping. Let me add that, let me fix that."

Adela: Yes, great tip, great tip. Another question here from Ellen who says that with sales letter page that she experiences irritation having to wait during enormous amounts of words, testimonials, hyperbolae etc. with no links. Not very appealing, so I would avoid this sort of thing. Is there no alternative?

Christina: You don't have to create a sales letter page. Nobody is telling you have to do that. That's a common technique on the internet that works for a lot of people, but if it doesn't work for you and it doesn't work for your market, just put on your site the description of what it is and put a buy button or you might test it. You might have two different pages and you send some people to one and some people to another.

The way sales letters work is it's sort of an in depth conversation about the product or the program. I go to sales letter site, I don't always read the whole thing. I read the headlines. I read the sub-headlines and I scroll to the bottom and then I buy. But sometimes when I'm buying something, I read every single word because I want to really understand what it is I am buying. But there is nobody pointing a gun to your head saying you have to do that technique. You find what works for you.

Adela: Yes. You have to experiment and test. You have to test.

Christina: You have to test things out to see how it will work. For some markets, people respond differently than with other markets. Here is the key, you won't know until you start doing something. You won't know...You can't think in your head and just be staying in your head, you have to get out there. You put it out there, you put your site out there, you get customers, they are going to tell you things you haven't thought of. You will be like, "Wow, I hadn't thought of that. Okay, I'll change that." And then new things come. "Oh wow, why don't I do this?" And the important thing for having an online business is to take action and get started. You're going to get faster, sooner. You are going to get where you want to be faster, sooner, if you take action.

Adela: Yes, absolutely. Our next question Bill and Marlene handed in. We may have already answered it around a preference for either the direct link to the goody on the thank you page or sending it in a separate email.



Christina: Wait. Say the question. What is the question?

Adela: Do you see a preference in either the direct link to the goody on the thank you page versus sending the link in a separate email?

Christina: I would do both. It's just kind of personal preference. If you send it only in the email, then they have to go check their email. If you send it right here on the thank you page, they don't have to check their email. So it's how do you want to do that? Do you want to make them check their email or not? By making them check their email, you enforce that they actually give you a good email address instead of putting in a bogus email address. That's really a personal preference of which way you want to do it and there may be different situations. Sometimes if it's a free teleseminar and the is call happening right away maybe you put it on the thank you page so they don't have to stop and look.

Adela: And for me, it's also a contingency thing. Sometimes I don't know on my computer, I don't know what key I hit and then that window goes out. I go, "Oh, oh," and thank goodness, they send it to an email also so then...

Christina: Right, right. Because then they can always get it.

Adela: And then it also speaks to the immediacy. We're so used to having everything like right away. So when you get that thank you page and that link is right there, you are just like, "Oh click. Oh, and I got it right now." So either/or or both, I would use both also. That's what I do. So, great.

Christina: How about two more questions.

Adela: Actually, we have one more. This is from Jamie. What does it cost for Ad Tracker with Google AdWords?

Christina: Okay, Google AdWords is placing the ad. Your ad tracker in 1ShoppingCart System, the ad tracker comes in your account and you can create as many ad trackers as you want and you can use them in any environment. So with Google AdWords, you are going to have to check with them, you pay when somebody clicks and so it may be 5 cents a click or 10 cents a click, a quarter a click. You'll have to check with them for their pricing. But with the 1ShoppingCart, Marketer's Choice system the ad trackers just come. You just get that as part of your account.

- Adela: Okay, great. Actually there is one more question here and will do it real quick. This is also from Bill. If people like to click, why would you suggest not having a click through on your thank you page to another landing page where the goody link can be found? I think we actually did say that yes, that is what we are doing.
- Christina: Yes, when they land on your thank you page, absolutely you want to have more links and clicks and take them to other places.
- Adela: Yes.
- Christina: We just didn't get into that depth here in this call. That's the kind of depth I get into in my club.
- Adela: And as many questions as you have right now, the minute you start diving into this, you're going to have like 15 more questions.
- Christina: That's just how it goes.
- Adela: Yes, and that is when someone who's expert at this content is really...It's just a lifesaver. So, thank you Christina for being here again and sharing your expertise and your down to earth ability to get these complex concepts across in really a plain and simple language. It's always wonderful to have you here and thank you for staying extra. I know you stayed on 11 minutes extra.
- Christina: Right, and I'm just going to mention one more time if you want to join me next week in my club call and I'm going to go over creating products, actually that is one of the topics I'm going to cover next week is creating products, you go to [shoppingcartclub.com](http://shoppingcartclub.com), [shoppingcartclub.com](http://shoppingcartclub.com) and when you get to the order page make sure in the box when you're entering your credit card in the comment box that you want the special for Adela and we will get you that extra bonus of my Shopping Cart Secrets course.
- Adela: The other thing I want to mention about your trainings is that they're not only technical trainings, there actually a lot of internet marketing training that goes on.
- Christina: Right, there's a lot of marketing. I teach marketing as I'm teaching technology. I do both.

Adela: I like that combo because I'm actually implementing the practicalities of it but I'm learning how to do it correctly first time out of the gate. Well, thank you, Christina so much for being with us here at the Conscious Business Telesummut. I know that you're coming back in the fall to talk about the Website Creation Program again.

Thank you everyone for being with us today. We will see you later on at 4:00 on our other call. Thank you. Bye-bye.

Christina: Bye-bye everyone.