

Tech and Sales Tools Overview

Technology is the key to all this

We'll start with the minimum

And work to the maximum

What you choose will be based on your budget and needs and how long you want to take to get things set up

Minimum

1. Website /Facebook Page
2. Computer/Webcam
3. Internet connection
4. Email Service
5. Livestream service
6. Dropbox or Amazon S3 – only needed if you do not have a website
7. Video hosting site
8. Payment processor

Facebook Page

This is done through your Facebook account but it is not your personal page

Can be linked to your Instagram account

Can suffice in the short term before you have a website

Trickier to do the sales but doable

Computer/Webcam

Computer with Webcam

Laptop is easiest to move around but it needs to be a good one

Old computers can slow down transmission

Do usually have webcams built in

Desktop can, too but you may need to get a webcam with USB plug

A tripod is helpful when setting up

Webcam /Internet

A tripod is helpful for the webcam when setting up for kitchen demo or exercise demos

Internet connection – get an ethernet cable to plug directly in to wifi box and the computer

Make sure you have sufficient internet speed

Speedtest.net

Download 100-900

Upload 20-30

Other Stuff

External microphone – not usually necessary but if needed – Yeti mic

Depends on the computer and it's age

Speaker or ear buds (or headset) – not usually necessary but often needed if using an external mic

Lighting – ring light is nice to make you look good, 18 inch

Light needs to be behind the webcam and angled down above your head if you where glasses

If using your phone –special tripod and mount

More Other Stuff

Helpful for you to see a bigger view of the computer

Big TV screen

HDMI cord – high speed

Wireless mouse

Wireless keyboard

Websites

Wordpress site - needs a paid theme to go with it

Divi theme, Woo themes are examples

Hire someone from Upwork if needed – know what you want

Weebly, Wix- drag and drop to build you own – has templates you can use

You need a host for your website such as GoDaddy, Blue Host, Siteground

Many hosting companies also have website templates builders and sometimes a shopping cart as well (will pay more)

Email Service

Mail chimp is free for up to 2000 contacts, \$9.99 a month for 50,000 contacts

Has landing pages and some sales tools, single step automation

Active Campaign \$9.00 a month for 500 contacts - full email automation, templates

Others: Constant Contact, Aweber, Get Response

Check for both phone, email and chat support

Livestream Service

Several options: Webex, Go To Meeting, Webinar Jam, Zoom

Zoom meeting is the cheapest: \$20 a month (CDN) for 100 attendees (\$200 for the year)

Does a free option for 100 people but time minute for meeting is 40 min

Zoom webinar is more expensive than Zoom meeting

Zoom meeting the most interactive and best for workshops

Dropbox/ AmazonS3

It's for storing document you want an URL for to email people or have them access as part of the workshop

Not needed if you have a website (at least for most types of websites)

Dropbox Free – 2 GB, \$9.99 a month for 2 TB

Amazon S3 .23 for per TB per month – goes up as you store more and there's different types of storage

Video Hosting

All livestream service record – the recording must be stored somewhere

YouTube is free – upload and mark as unlisted

Vimeo is another option – low cost \$24 a month

Recording on Zoom (record to computer – not cloud) – downloads onto your computer after you stop recording as an MP4 and then you upload it to YouTube or Vimeo

If you store in the cloud – you eventually pay more for the storage

Payment Processors

Payment processor

PayPal Professional \$35 a month (CDN)– allows for people to pay from bank account and not on credit

Stripe – allows for easy credit card payment

There are other payment processors

Some website builders like have their payment options as do some shopping cart sites

All take a percentage as a fee

Nice To Have

May be something you're ready for but not needed at the beginning

1. Membership Plugin
2. Template Account for sales pages, landing pages etc.
3. Shopping Cart
4. Quiz/Certificate automation

Membership Plugin

Only needed if you want them to have access to a lot more information that what's covered in the workshop

Could include handouts (no need for dropbox)

You want a user name and password system

Some website company systems have them but be careful as they may not have unique password for each person

US dollars

Wishlist Member \$147 a year – bad support

Member Press \$149 a year – good support

Would has to add quiz/certificate plugin

Access Alley \$ 82 a month – excellent support

With Progress Alley \$99 a month (this is the quiz /certificate plugin), plus can do a complete online course with payment link

Template Account

Click funnels (\$97 a month), Leadpages (\$15 per month) are the most common - US Pricing

Allow you to design nice sales pages, landing pages (for your freebie, lead magnet)

Some websites have templates for this as well as do some email services (landing pages)

Sales pages are necessary but you can do one on your website – a tech person can do it – look one with some graphic experience on Upwork

Or you can fiddle with it yourself – but is necessary for sales – it where the payment option and details will be found

Shopping Cart

Thrive Cart, 1Shoppingcart are examples

Some websites templates or hosting services have them. Click funnels has one

Gives you a nice looking checkout page

Link to the sales page, payment processor and email service

Allows you to have a seamless process for sales

Tech

Many options

In the next few videos, we'll go on a tour

This can be overwhelming

But you can start simple and work to where you want to be as the business warrants

YouTube has a lot of instruction videos to help you with any of these things if you have trouble getting support from a company