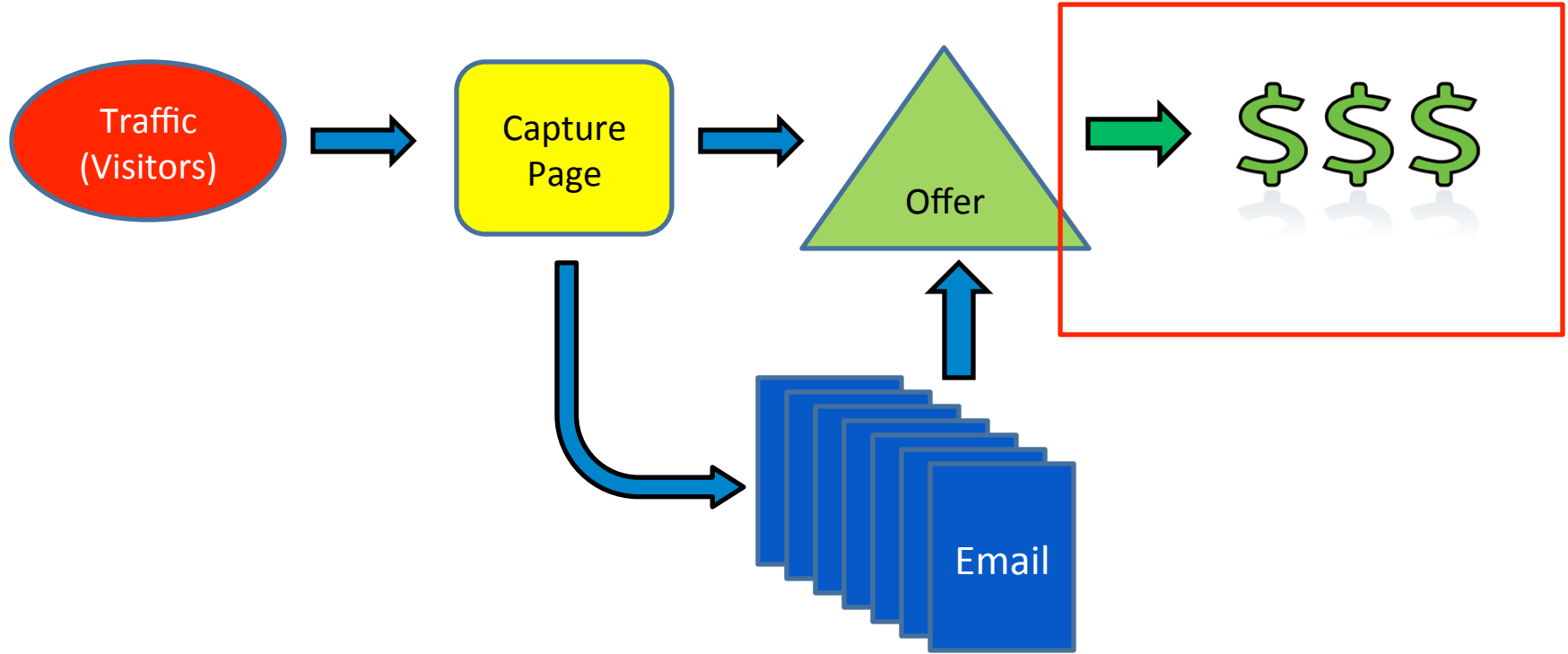


Advanced Systems

Things You'll Need to Hit
Multiple 6-Figures and Up!





Changing How the World Works.

Put Others to Work...

OUTSOURCING

oDesk

Create Project

- Must be very detailed and specific
- Write out detailed instructions
- Do Jing/SnagIt videos of same instructions as well
- Specify skills required

oDesk

Hiring

- 4.5 out of 5 Stars or Higher
- Earned More Than \$1k on Odesk
- Interview on Skype
- Must Have Good English Speaking & Writing Skills
- Beware of Generic Responses

Tips

- Hire Multiple People for 1 Task
 - Evaluate Performance
 - Move Forward with Full Project w/ Best Performer
- Be Specific
 - Outsourcers are Not Resourceful
 - Spell It Out for Them in Detail
 - They Will Not Do Things You Don't Tell Them To Do

Tips

- Pricing
 - Don't Choose Based on Price Alone
 - Cheapest Is Not the Best
 - Don't Pay Entire Project Up-Front
 - At Most Pay 25% Deposit to Start Work
- Support
 - Get Them to Support Entire Project After Complete

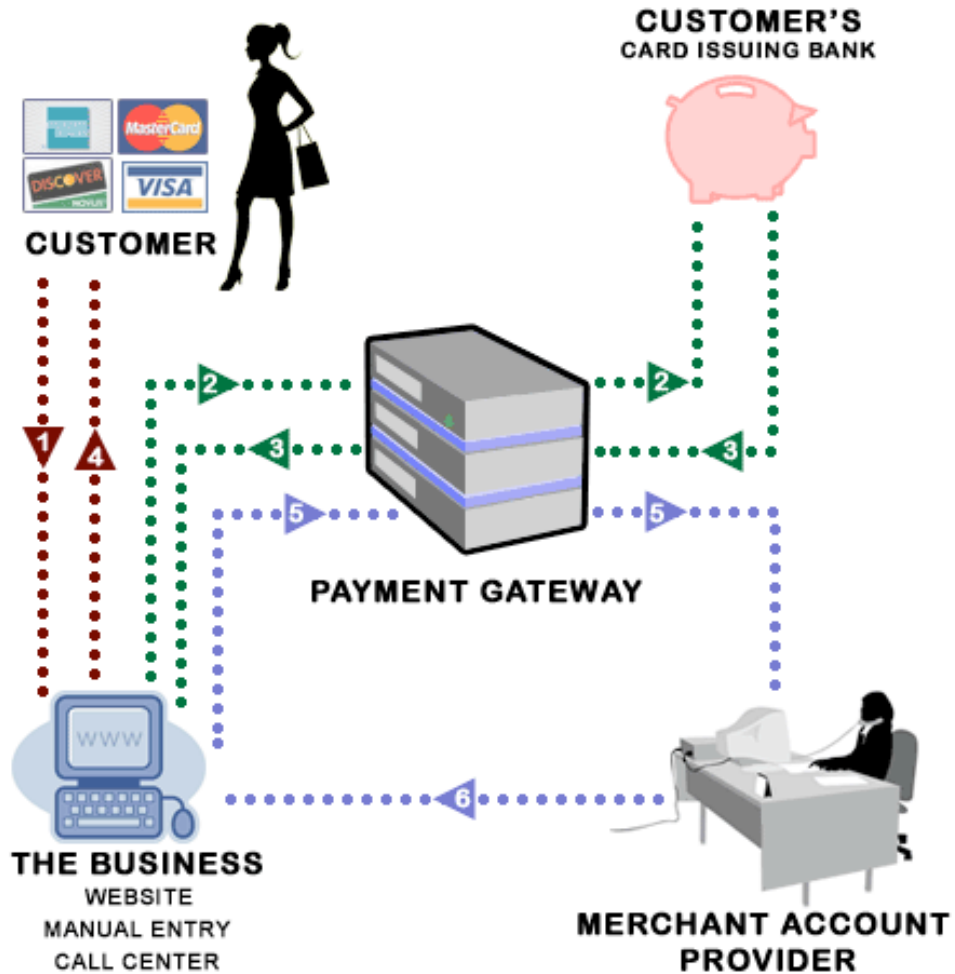
Let's Get You Paid!

WHAT YOU NEED TO GET MONEY

5 Things

- Your Website
- **Shopping Cart System**
- **Gateway**
- **Merchant Account**
- Your Business Bank Account

HOW ONLINE PROCESSING WORKS





Get Paid!

MERCHANT ACCOUNT

Merchant Account

- Collects Money from Customer for You
- Deposits Money in Your Bank Account
- Subtracts Transaction Fees (2% - 4%)

- Requires: Gateway & Shoppingcart

Application Process

- Credit Check (Business and/or Personal)
- Financials
- Legal Disclaimers & Notices on Site
 - www.legalformsgenerator.com
- Have Website with Sales Page Ready

Recommended Companies

- PayRamp.com

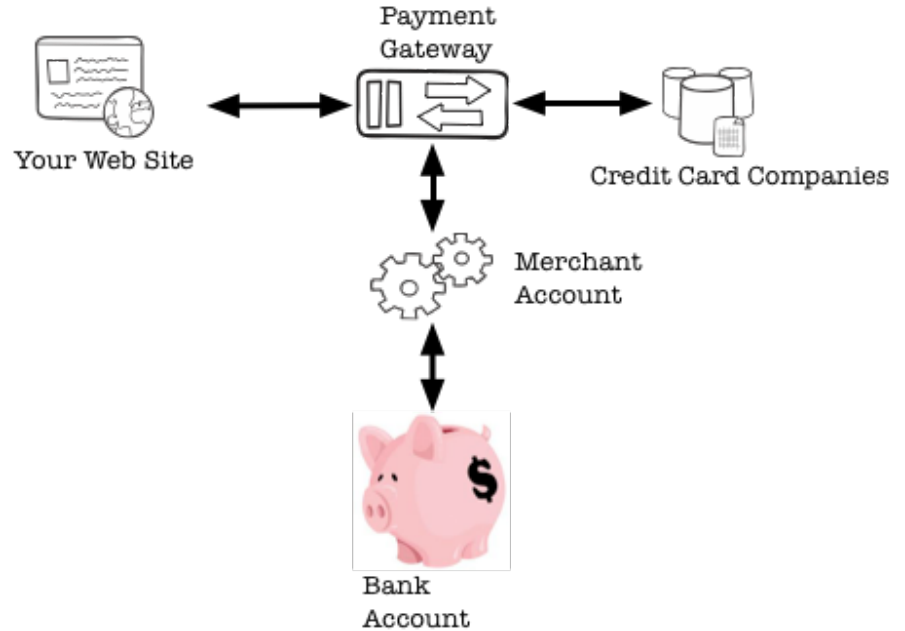


- EmpowerMerchant.com



Managing Accounts

- Dispute Chargebacks Immediately!
- Stay in Contact with Your Rep!
 - Notify When Processing Large Transactions
 - Notify When You Expect Surge in Sales



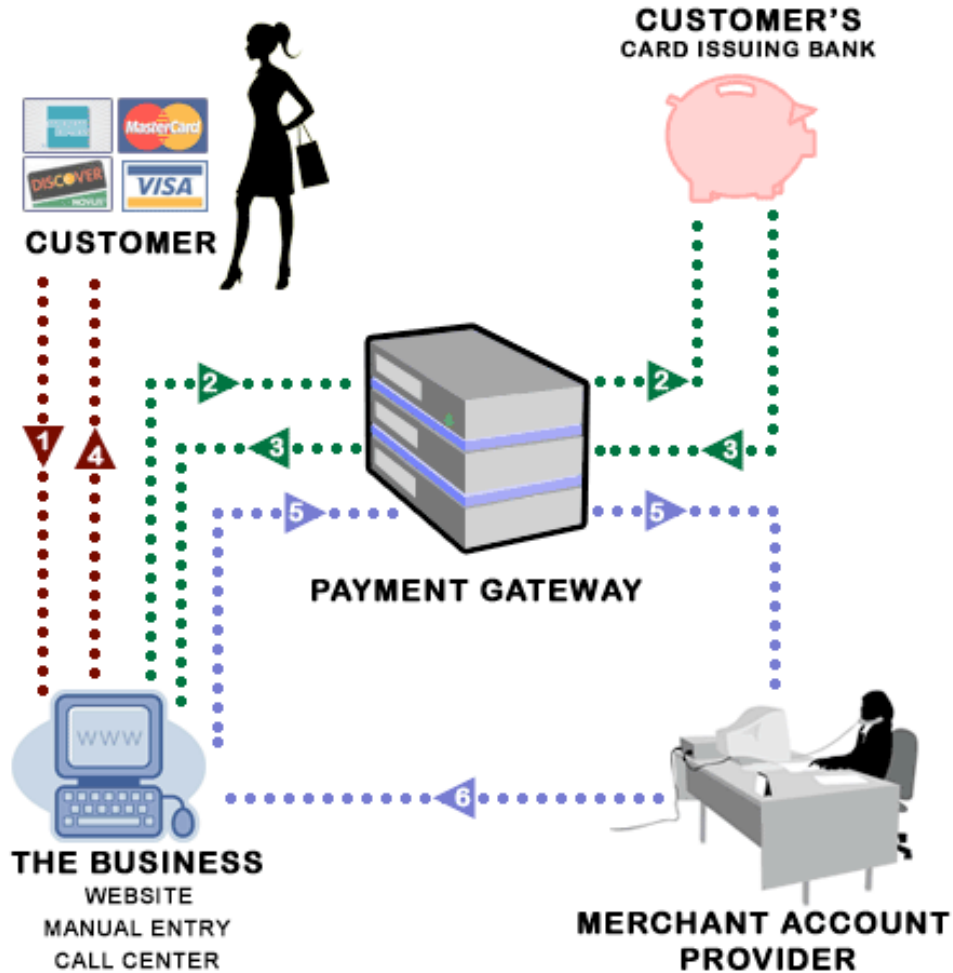
The Middle “Man”

GATEWAY

Gateway

- Gets CC & Amount Info from ShoppingCart
- Verifies Credit Card Info w/ CC Company
- Gives “OK” to Merchant Account to Collect
 - Declines/Accepts Credit Cards
 - You Can Set Security Settings

HOW ONLINE PROCESSING WORKS



Recommended

- Merchant Account has Preferred Gateway
- Check With Merchant Account First
- Recommended Services:
 - Authorize.net
 - Network Merchants (NMI.com)



Creating a Buying Experience

SHOPPINGCART

What is a Shopping Cart?

- Compiles Total Purchase Data:
 - Products Ordered
 - Total Charge Amount
 - Complete Credit Card Info
- Sends Data to Gateway for Confirmation
- Receives “Accept” or “Decline”

Controls Steps After Purchase

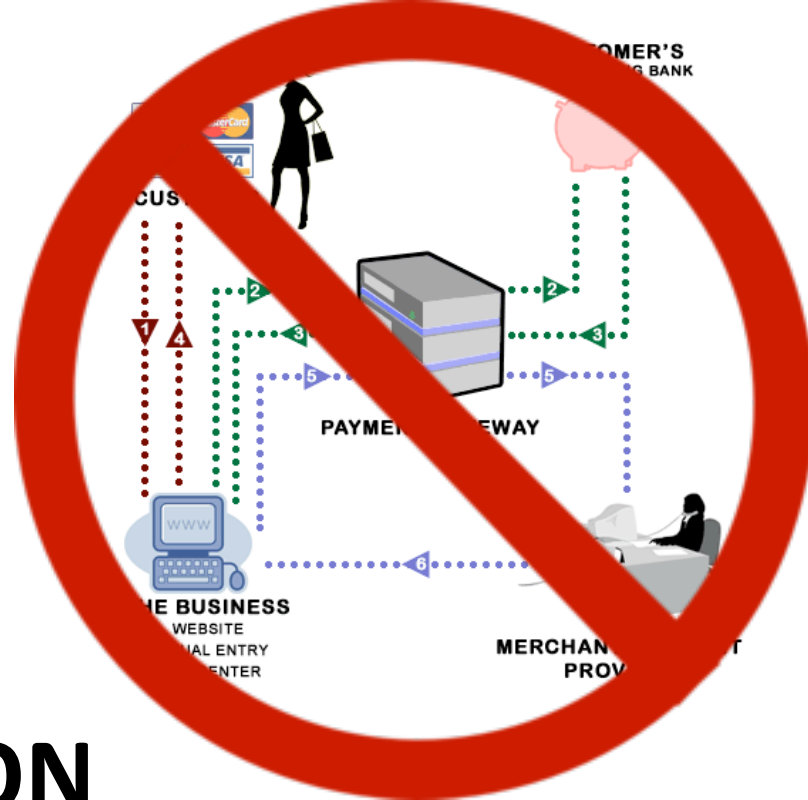
- Sends Confirmation Email to Customer
- Sends Product Access Info to Customer
- Creates Account for Membership Sites
- Tracks Total Sales Info
- Controls Upsells/Downsells & Logic

Recommended

- LinkPointCart.net (Beginner Setup)
 - \$15/month
- SamCart.com (Intermediate Setup)**
 - \$79/month & up
- 1ShoppingCart.com (Intermediate Setup)
 - \$50 - \$100/month
- InfusionSoft.com (Advanced Setup)
 - \$300 - \$400/month

Making It Easy!

ALL-IN-ONE SOLUTION



Stripe.com

- Gateway & Merchant Account in One!
- Flat 2.9% + \$0.30 per Transaction
- Big Marketers Running Millions Through It!
- Easy to Use Interface
- Easy Integration with SamCart.com

Questions? Comments? Praise?