Website Transformation Workshop
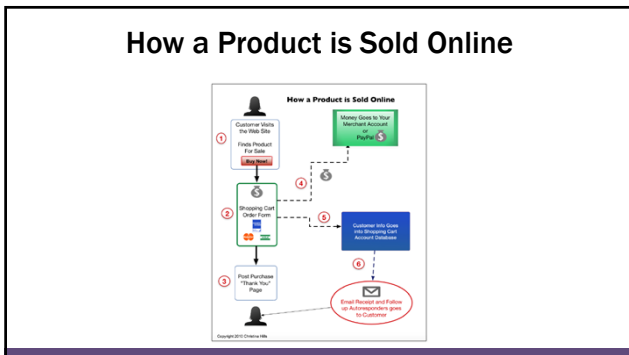
Booking Clients and Selling Online

Website Transformation Workshop

with Christina Hills

General Overview of the Online Buying Process

How a Product is Sold Online
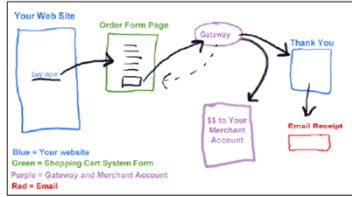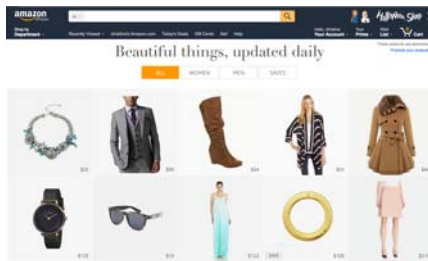
... and How You Get the Money

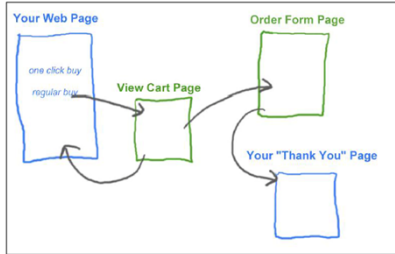Figure 2: The Gateway/Merchant Account Process

The Two Types of Buying Processes: Multi Product vs. Single Product

Multi Product "Amazon Store" Type Site

Multi Product "Amazon Store" Type Site

Single Product Site (with Payment Plans)

"Single Product" Site

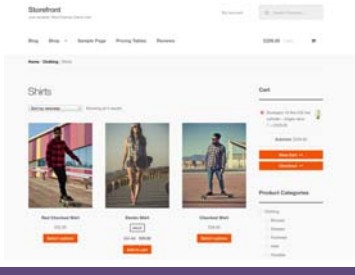Ask Yourself which type of Website
are you building ?

-Store
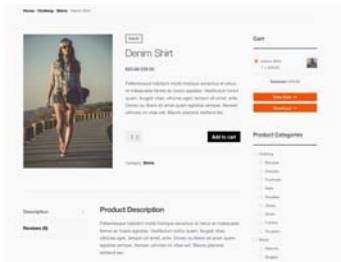-Single Products
-Consulting/Coaching

Physical Products

WooCommerce:
Physical Products with Cart and Inventory
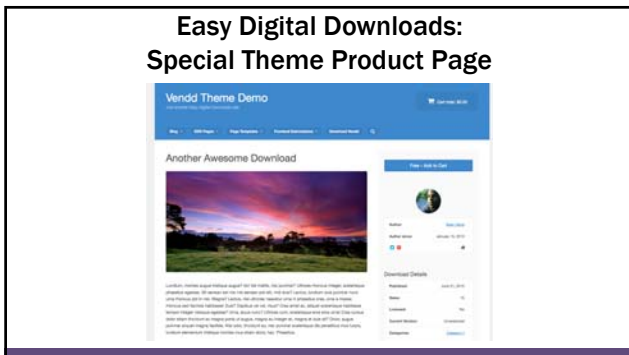
Woothemes.com:
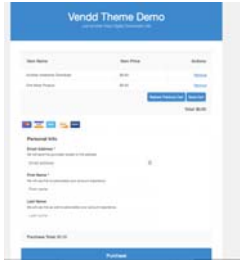## Example Store

Woothemes.com:
Product Page

The WooCommerce Plugin
for physical products. i.e. you ship them.

Free Plugin
if want to make it digital, add extensions

Digital Products

Easy Digital Downloads:
Digital Products (with Cart) No Inventory

Easy Digital Downloads:
Special Theme Product Page

Easy Digital Downloads:
Order Form "Checkout" Page

Easy Digital Downloads Plugin
for Digital products. i.e. you don't mail anything

Free Plugin
if want to make it Physical, add extensions

Donations or Consultations

**Give Plugin
Donations or Consulting Fees**

**Give Plugin
On Sidebar**

Give Plugin

The Give Plugin has extensions as well

Booking Clients Online

Booking Clients – Old Way

Old Ways of Scheduling Clients

- Over the Phone: phone tags, having to go through layers of people (assistants), annoyance factor
- Via Emal: many email communications to book/confirm/remind, having to go through assistants

Time Lost = $$$ Lost

Booking Clients – New Way

New Way of Scheduling Clients

- Use online booking tool that allows:
  - You to simply send a booking link to your clients
  - You to sync your booking tools and your online calendar
  - You to collect money as your clients book your time (if applicable)
  - Your clients to book at their convenience by themselves
  - Your clients to view your availability at a glance
  - Your clients to automatically receive any call-prep info/document
  - Both you and your clienst to automatically receive confirmation and reminder

Time Saved = More Time to Make $$$

Resources: Online Booking Tools

Timetrade/PurchasePath

http://www.timetrade.com/

- Free version available for light users (with limited options)
- Scalable depending on the type/size of business
- For free appointments
- "Pay before booking" currently not available (possible to do if you configure your PayPal thank you page)


Acuity Scheduling

https://acuityscheduling.com/

- Free version available for light users (with limited options)
- Highly customizable look
- Text message notifications
- For free and paid appointments
- Integrates with GoToMeeting, email marketing services, and more
- Coupons/gift certificates can be offered

Calendly

https://calendly.com/

- Free version available for light users
- Very simple and intuitive
- For free appointments
- Works with group events

Vcita

http://vcita.com/
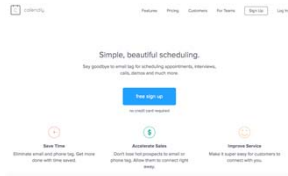
Check out their site for details

Coaches Console

https://coachesconsole.com/

- A full suite of tools to manage coaching practice
- Creates customized webpages for each coaching client to log in to view calendar, book appointments, and more
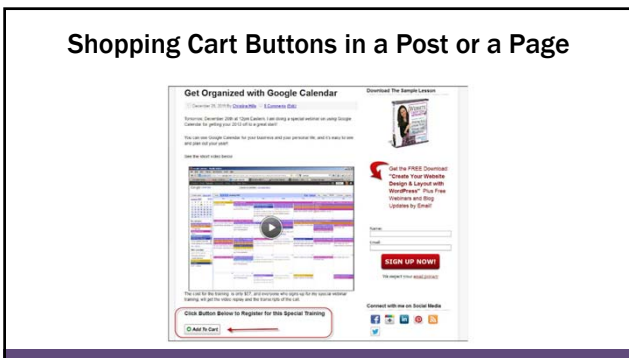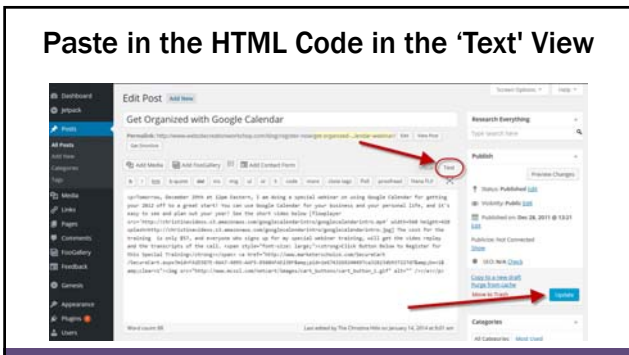- Automated reminders and client logs

Example

MaryBaillee.com http://vcita.com/

MaryBaillee.com

Adding ANY Shopping Cart Button to WordPress

Shopping Cart Buttons in a Post or a Page

Paste in the HTML Code in the 'Text' View

Paste in the HTML Code in the "Text" View
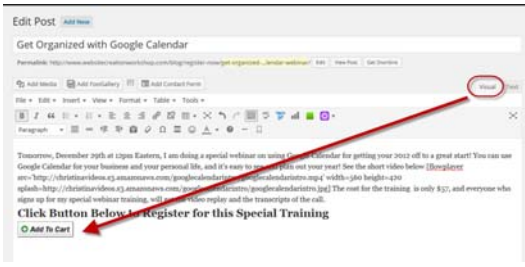
You Can Also Add the HTML Code to Your Sidebar Widgets
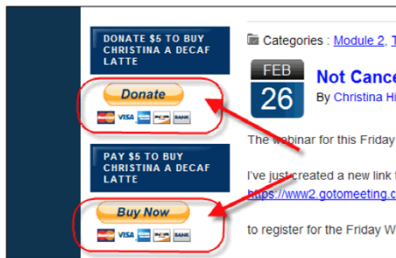
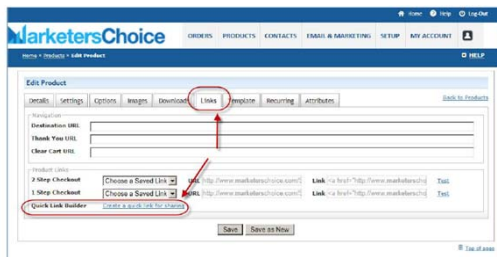## You Can Also Add the HTML Code to Your Sidebar Widgets
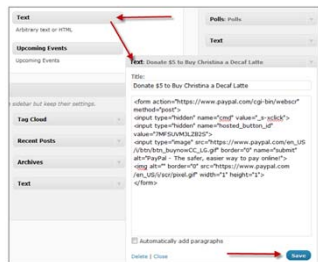
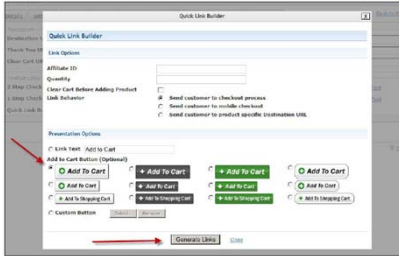**Selling Your Own Products with the 1ShoppingCart/MarketersChoice System on Your Website**

Selling Your Product From a Page or a Post

Let's Login to Your Shopping Cart

Grab the HTML Code to Paste into Your Site for Text Links

What the 2 Different Links Do, and How to Get Other Buttons
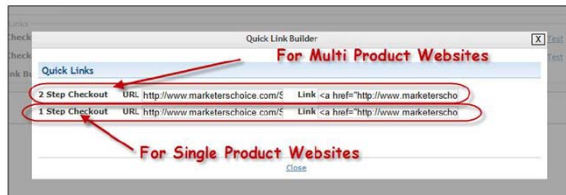
Selling Your Own Product with PayPal on Your Website
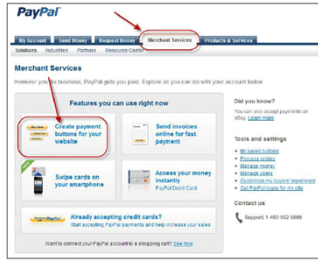
PayPal Buy Buttons in a Post or a Page

PayPal Buy Buttons in a Post or a Page

PayPal Buy Buttons in the Sidebar Widget
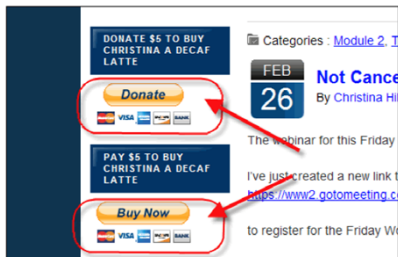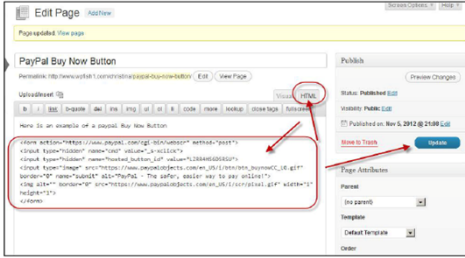
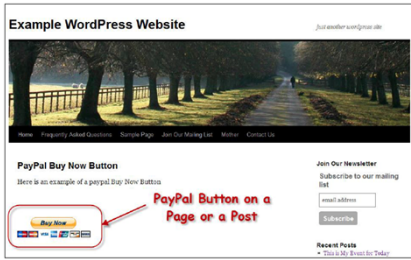## Inside PayPal Select "Merchant Services"

Create a PayPal Button

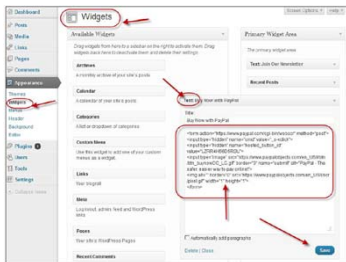
Get the HTML Code

Add the Code to a Page/Post in HTML Mode

PayPal Button on a Page

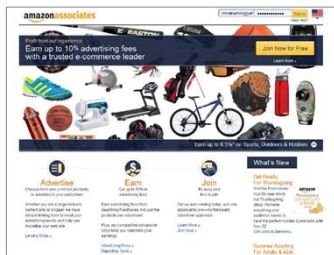

Paste the HTML Code to a Text Widget

View Your Site with the PayPal Button on the Sidebar

Selling Books & Other Products with the Amazon Associates Program

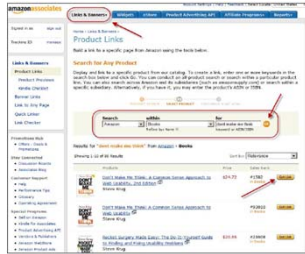**The Amazon Associates Program**

Amazon Products in two Sidebars

Amazon Banner and Product Link in a Sidebar

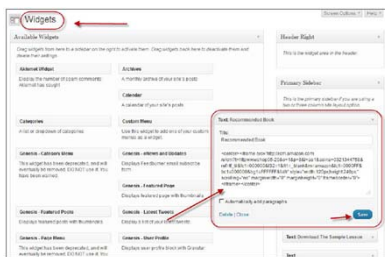

Inside Amazon Associates – Get Links & Banners

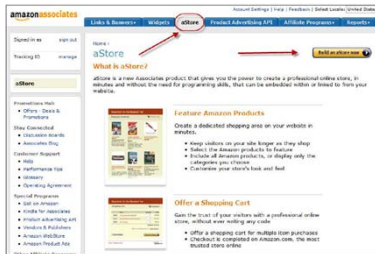## Search for the Product You Want to Sell

Get the HTML Product Link Code

Paste the HTML Code into a Text Widget and Save

Amazon Product in the Sidebar on Your WordPress Site

Use an Amazon aStore to Sell Products

Amazon "aStore" on a WordPress Page

Selling Other People's Products: Affiliate Marketing

Affiliate Links on Sidebar on Your Website

Get the Affiliate Code from the Affiliate Tools Area

Questions?