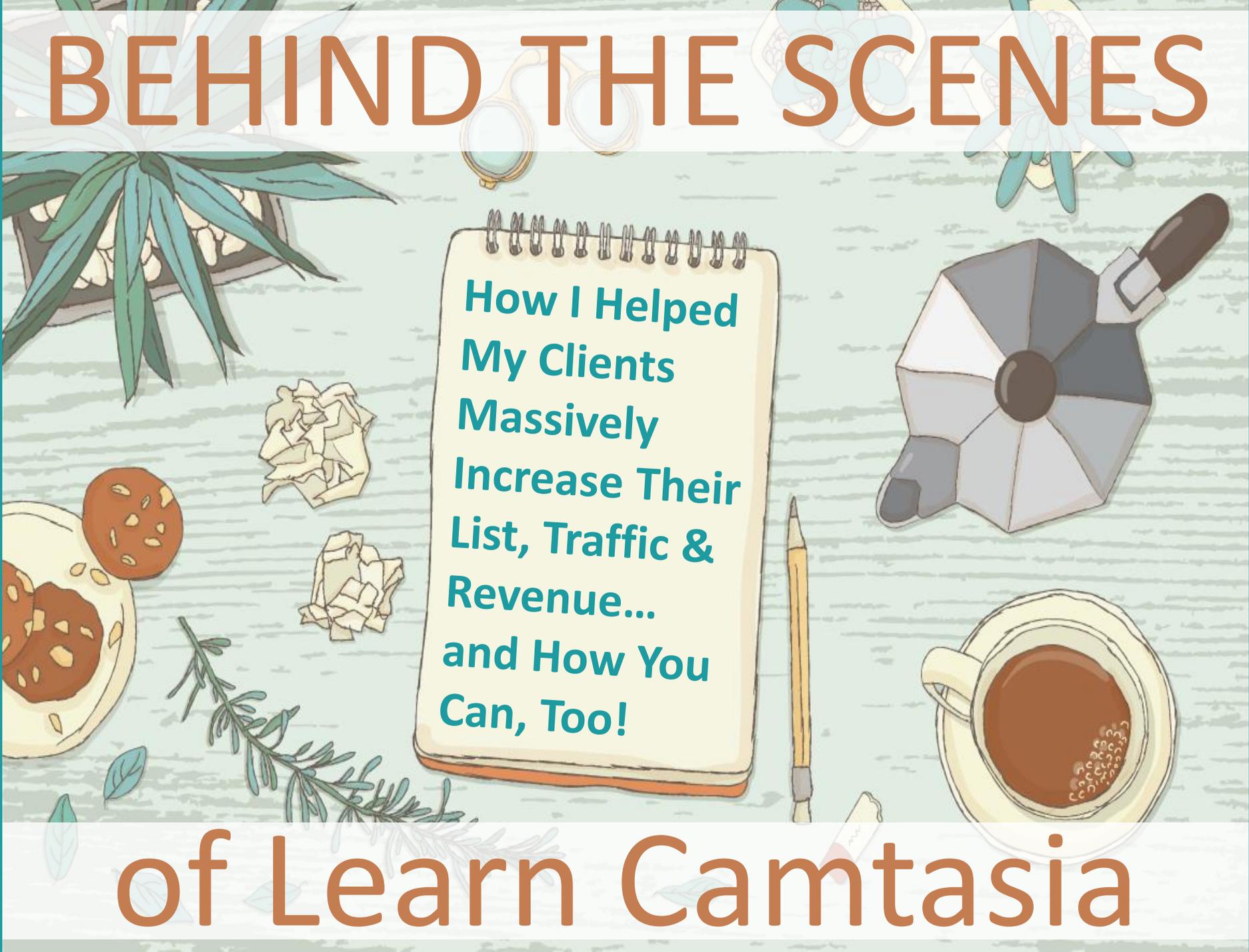


BEHIND THE SCENES



How I Helped
My Clients
Massively
Increase Their
List, Traffic &
Revenue...
and How You
Can, Too!

of Learn Camtasia

Do You Ever Wish You Could Run Your Business While...



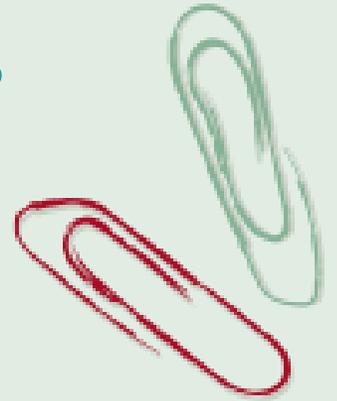
Scuba Diving in Belize



Cruising in St. Kitts

What You Will Learn

- ❖ How to set up a profitable Sales Funnel for your business
- ❖ How to create and maintain a website and/or blog
- ❖ How to build and grow your mailing list
- ❖ How to increase traffic to your website & create recurring revenue
- ❖ How to engage/entertain your members to turn them into loyal fans
- ❖ How to use the necessary tools to create all of the above
- ❖ How to outsource some or all of the above if you're not a DIY person



 Started VA Business in 2008 – Michelle was my first client! 😊

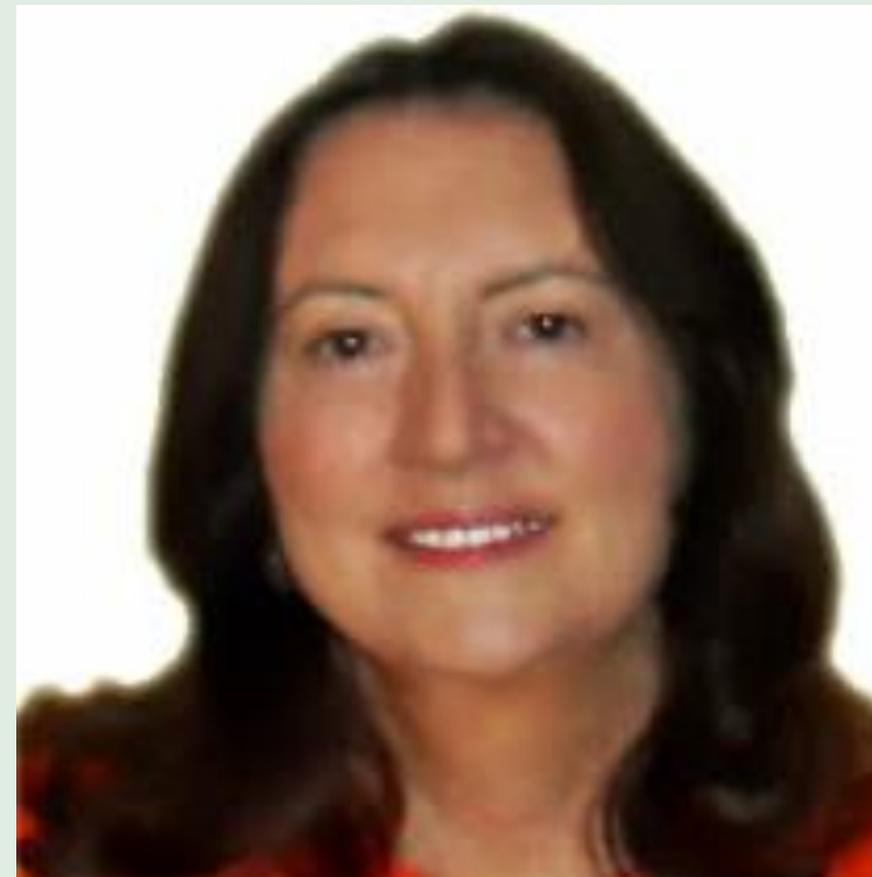
 Joined Learn Camtasia team in 2009

 Created multiple web and memberships sites for numerous clients

 Love learning new software and tools. Technology doesn't scare me. I enjoy troubleshooting issues and trying to figure things out on my own.

 Help clients with all facets of their business – email, social media, sales funnels, product creation/launches...

 Live in Orlando, have 2 teenage sons and have a slight coffee addiction



Leslie Keffler

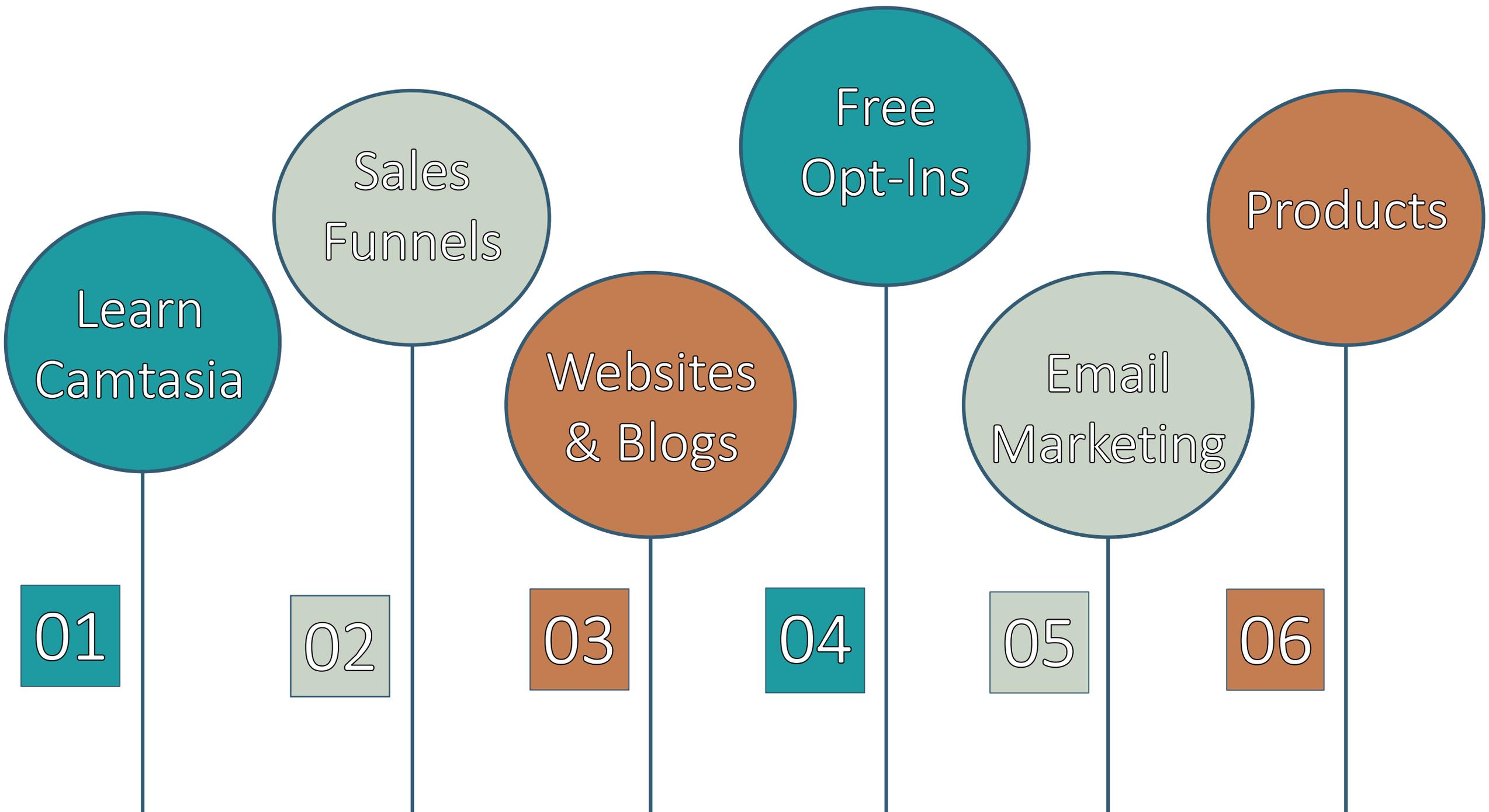
About This Course

You must have a computer and access to the internet.

The course consists of 6 modules including video and other resources.

All videos are pre-recorded and available for you to work on at your own pace.

There is a private Facebook group to post any questions that may come up.



01

Learn
Camtasia

02

Sales
Funnels

03

Websites
& Blogs

04

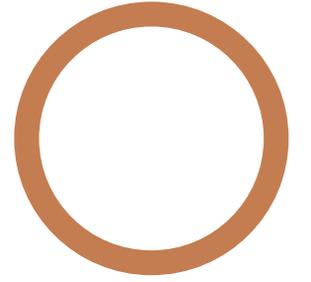
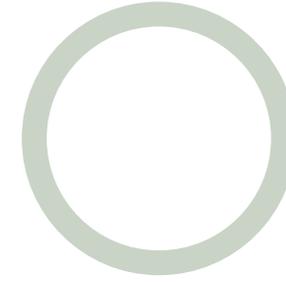
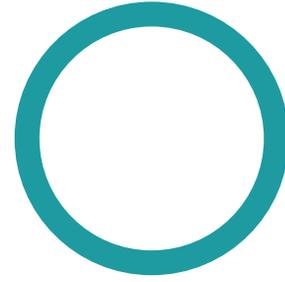
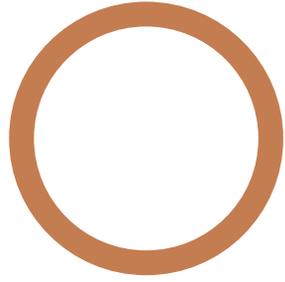
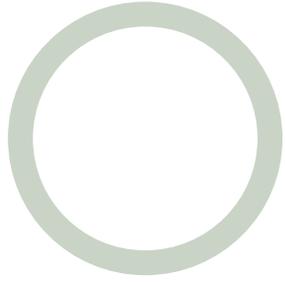
Free
Opt-Ins

05

Email
Marketing

06

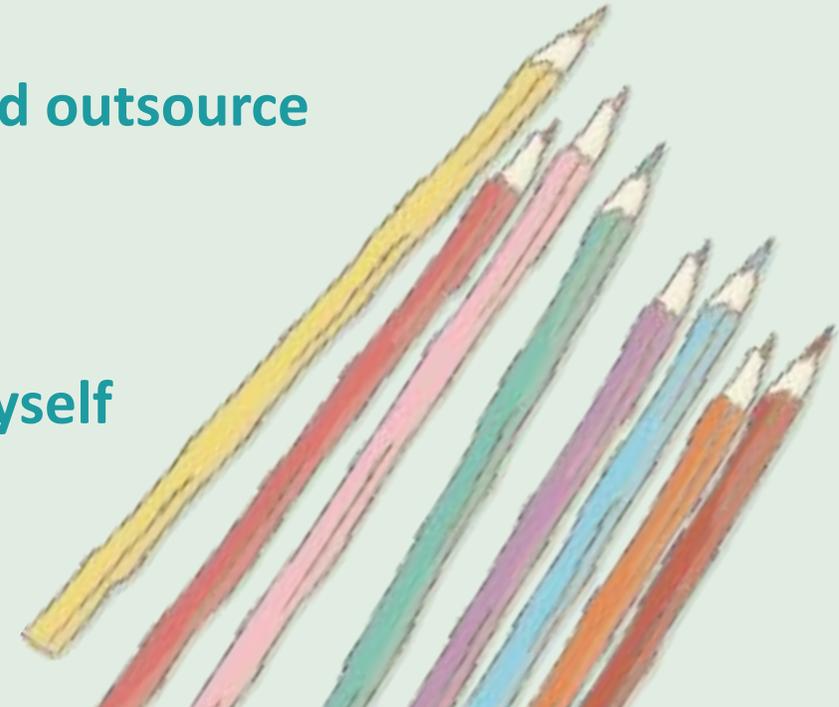
Products



Module One – Learn Camtasia

What You Will Learn

- A brief overview of Learn Camtasia (the business this entire course is based upon)
- What parts of your business are imperative that you do yourself
- What Lon & Michelle do for Learn Camtasia
- What parts of your business you can and probably should outsource
- What I do for Learn Camtasia
- Project Management Tools Used by Learn Camtasia & myself



Module 1 Lessons

Lesson 1



Lesson 2



Lesson 3



Lesson 4





Lesson 1

Learn Camtasia



Lon Naylor



Michelle Schoen

Michelle Hires Me

Michelle recommends to Lon that I provide virtual assistance for their new company

2008

2009

LC Created

Lon & Michelle co-found Learn Camtasia & their signature product teaches Camtasia 6

Facebook Group

Learn Camtasia's private coaching group reaches over 1,000 actively engaged members

2013

2014

DAP Training

Lon & Michelle encourage and assist me with creating my first paid product on using Digital Access Pass

Camtasia 9

TechSmith releases Camtasia Studio 9 and Learn Camtasia provides tutorials for it

2016

2017

Upgrade Server

Due to increase in traffic, Learn Camtasia site is moved to a dedicated server with more bandwidth

Learn Camtasia's Sales Funnel

A

Social Media Blog Posts Newsletter

I

Opt-In Attend Webinar

D

Free Member

A

Buy
Product

Awareness
Interest
Decision
Action

Overview/History of Learn Camtasia



Free Tips, Tricks, Tutorials and Resources

Create Killer Screencast Videos With Our Free Screencaster's Toolkit...



- Ace the Audio Video Tutorial
- Video Settings in Plain English
- Screencast Video Strategy Tips
- Top Screencast Video Tools We Use Report
- Top Screencast Tips

Get the Screencaster's Toolkit

Sign up for free Camtasia tutorials, templates & tips videos.

Get Instant Access

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LEARN CAMTASIA®



With Lon Naylor & Michelle Schoen

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Get Instant Access

Case Study

In the past 8 years, we have created...



100+

PRODUCTS

Created over 100
free and paid
products



100k+

VISITORS

Generated over 100
thousand visitors
to our site



1m+

EMAILS

Sent millions
of emails to
our list



13k+

CUSTOMERS

Over 13 thousand
loyal & engaged
customers



7 figures +

SALES

Earned well
over 7 figures
in sales

*The information presented in this slide is for educational purposes only.
I am not making any claims as to income you may earn.*



Lesson 2

What Lon & Michelle Do

Personality – Know/Like/Trust

Not since George Burns and Gracie Allen has there been as great a team as Lon and Michelle. Their wit and humor alongside clear, comprehensive training was more than I had hoped for. *(Evelyn)*

I highly recommend you take their class and learn from two excellent teachers who walk their talk. *(Tim Weston)*

They've both made me feel like I belong and I knew I could always count on them for getting the right and truthful answers. *(Roz Fruchtman)*



Strategies

- **Decide on pricing and use of coupons**
- **How often to email list**
- **Create budget & make important financial decisions**
- **Identify target audience & provide relevant products to solve their problems**



Content Creation

- **Bi-Weekly Newsletter**
- **Promotional & Engagement Emails**
- **Training Course Videos & Webinars**
- **Blog Posts**
- **Opt-In Materials**

Promotion

- **Create promotional emails for JVs and affiliates**
- **Host pitch webinars**
- **Decide when to put products on sale**
- **Promote other people's products**



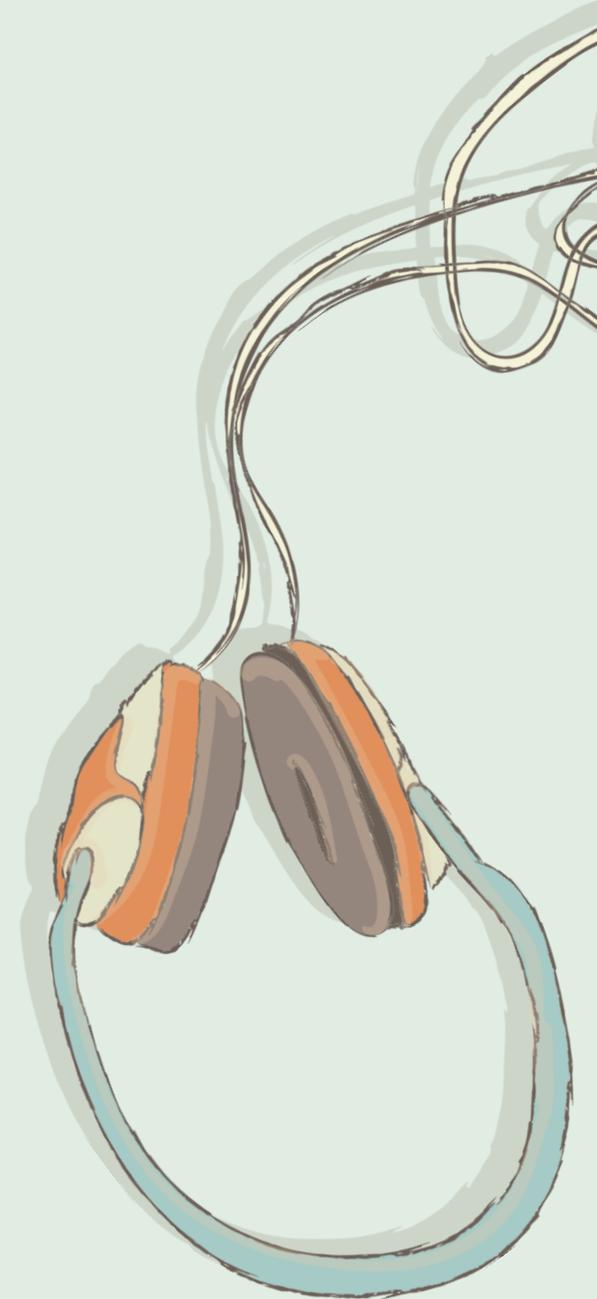
Find Joint Venture Partners

- **Network at live events to find JVs**
- **Communicate with potential partners on social media platforms**
- **Send emails requesting partnership on upcoming event**
- **Reciprocal promotion of their products, services, events**

Social Networking

- **Provide tips & resources - expertise**
- **Engage in personal conversations – likability**
- **Promotional posts – transparency**

Facebook Page
Facebook Groups
Twitter
LinkedIn





Lesson 3

What I Do

Provide Customer Service

- ✓ **Troubleshoot and fix problems brought to my attention by customers**
- ✓ **Reply to emails asking for help**
- ✓ **Answer help requests in social media comments**
- ✓ **Use Freshdesk as a Help Desk and respond to support tickets**



Update Website/Blog

- ✓ **Minor edits to entire site when needed**
- ✓ **Update plug-ins, remove spam comments & other routine maintenance items**
- ✓ **Upload weekly coaching replays to the website**
- ✓ **Add bi-weekly newsletter to site archives**

Maintain Membership Site

- ✓ **Add/edit products in DAP (Digital Access Pass)**
- ✓ **Send out broadcasts about weekly coaching**
- ✓ **Affiliate program management & commission payouts**
- ✓ **Ensure members receive welcome emails with their log-in information**

Upload Training Materials



- ✓ **Create training pages in WordPress**
- ✓ **Upload replay videos to training area of website**
- ✓ **Format training resources & documents if necessary before adding to site**
- ✓ **Ensure all training course pages and materials are protected**

Create Landing & Sales Pages

- ✓ **Create and/or format sales pages**
- ✓ **Add opt-in forms or buy buttons**
- ✓ **Create landing pages or lead boxes in LeadPages**
- ✓ **Connect Aweber list with lead magnet**

Schedule Webinars

- ✓ **Schedule weekly coaching webinars in GoToWebinar**
- ✓ **Send registration link in email to all coaching members**
- ✓ **Add webinar information to blog post and social media**
- ✓ **Create webinar registration & thank you pages in LeadPages for special events**





Lesson 4

Tools Used

Gmail



We don't use any type of Project Management software (we have tested several).

Email is our preferred method of communication.

All 3 of us have Gmail accounts.

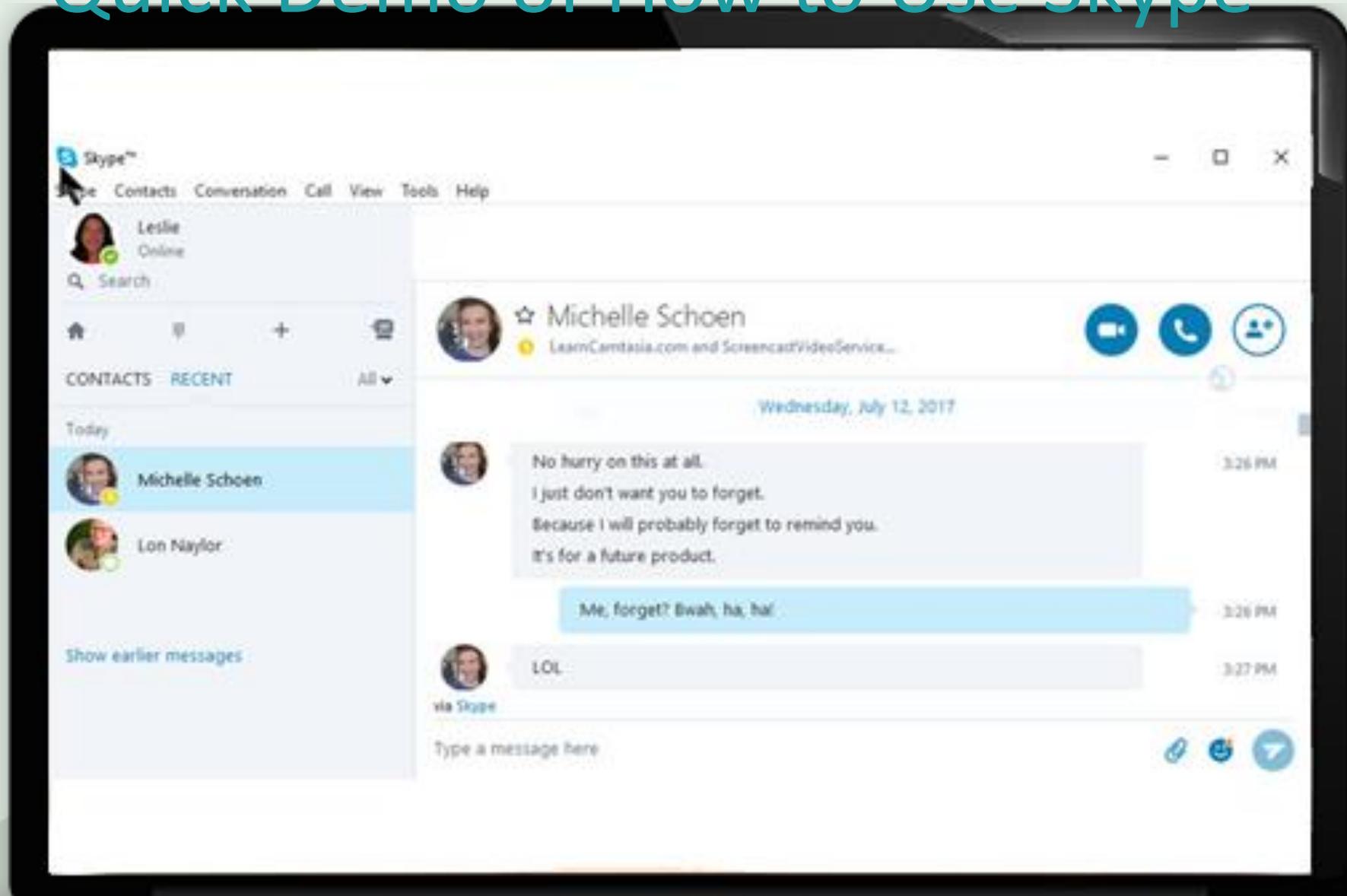


We usually use Skype for our weekly meetings because we can screen share.

It's also good for occasional text messages when we need to get a quick response.

Images and documents can be sent via Skype.

Quick Demo of How to Use Skype



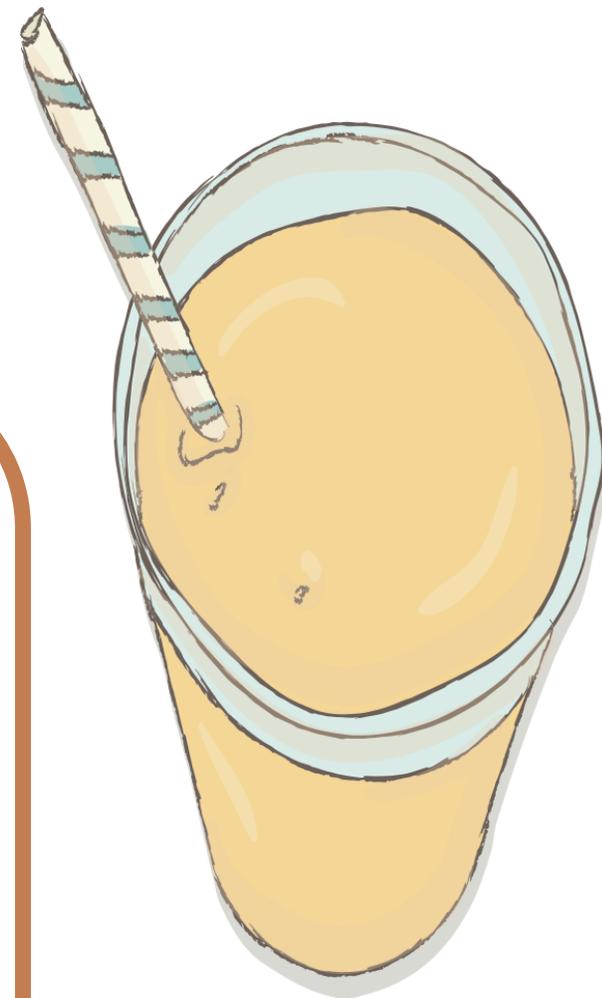


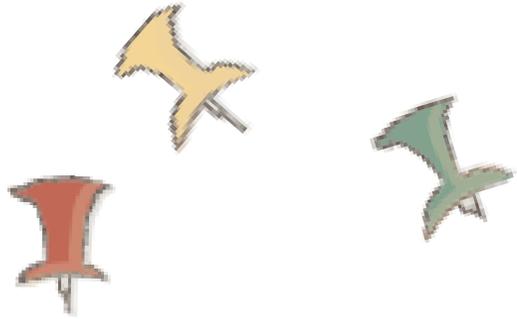
GoToMeeting®

On certain occasions, we will use GoToMeeting for our calls.

It's great for conference calls and screen sharing.

All meetings can be recorded and replay used when necessary.





Dropbox is where we store many of our slides and documents, especially while they are still in the creation stages.

It's easily accessible and can be shared with others.

It can be accessed from any device because it uses cloud storage.



Freshbooks includes a timer to track amount of time spent on each client's project.

Creating client invoices is incredibly simple and can be sent electronically or via snail mail.

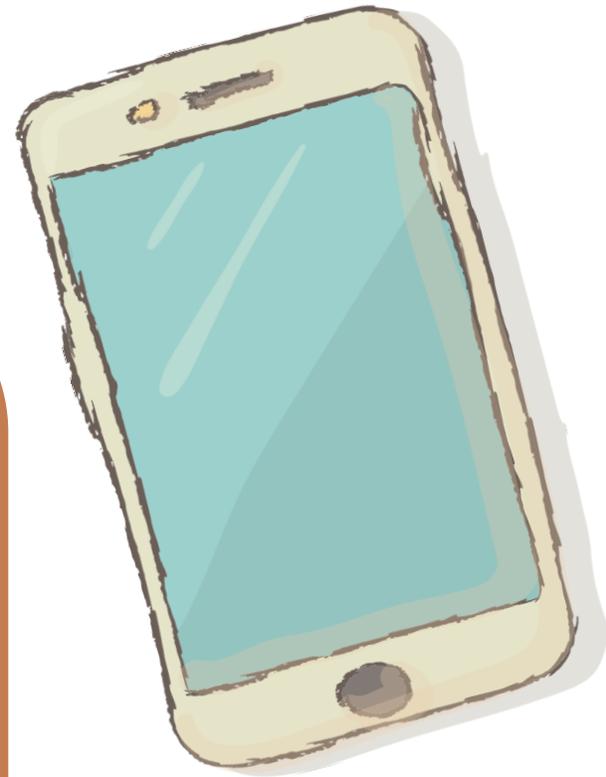
It makes it easy for Lon and Michelle to view and pay invoices.

iPhone Calls/Text Messages

Using our smart phones is the least preferred method of communication.

We use it mostly for emergencies like when the Learn Camtasia website is down.

Can be intrusive and interrupt personal lives when off the grid.





Do You Recall?

What is the acronym for one of the most basic types of sales funnels and what does each letter stand for?

Did You Answer Correctly?



Awareness

Interest

Decision

Action



Do You Recall?

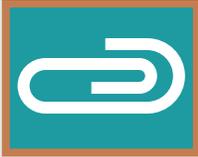
What is our least favorite method of communication and give a reason why?

Did You Answer Correctly?

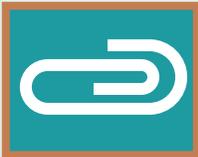


Cell phone – it can be disruptive and could incur additional costs for roaming and texting depending on your service provider

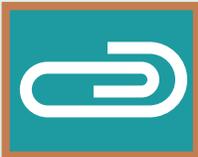
We've Discussed



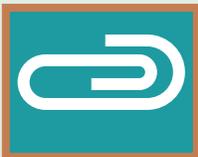
Learn Camtasia's Sales Funnel



Work Provided by the Client



Work Provided by the Assistant



Tools Used to Work With Client

Action Steps

Do it!



Start thinking about the sales funnel you might want to use in your own business

Take an inventory of the tools you already have and start a list of tools you may need to sign up for

What parts of your business do you need to create yourself and what could you possibly outsource?

Additional Resources

1

Learn Camtasia Free Membership

2

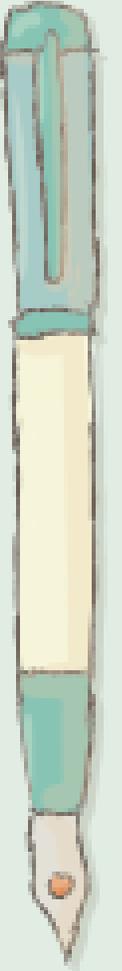
Additional Course Materials in Member's Area

3

3 Live Q&A Sessions every 2 weeks

4

Private Facebook Group



What's Next

Module 2 – Sales Funnels



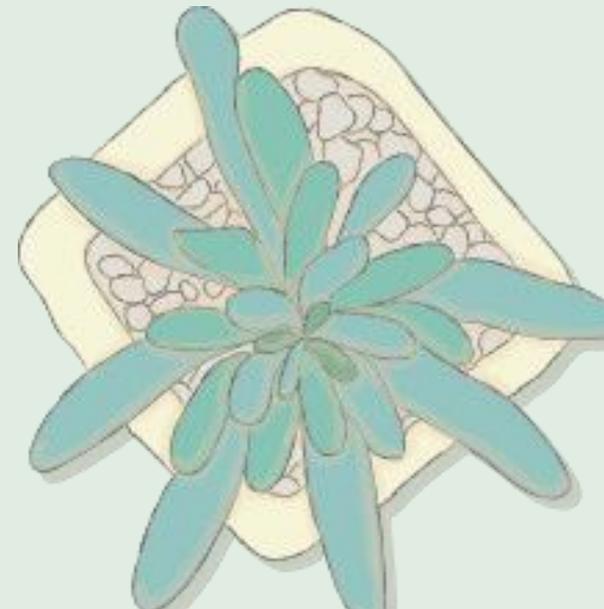
In the next module, we will go deeper into the topic of sales funnels. I'll explain why having a funnel is so important and give examples of different funnels. Also, you will learn how to create your own funnels and some tools/resources needed to do so.

Got Questions?

Post them in the private Facebook group so others may also learn and benefit from your question.

If you aren't a member of this group yet, please request to join at:

<https://facebook.com/group/askleslie>



Connect With Me

Join the private Facebook Group at: <https://facebook/group/askleslie>

Help Desk: <https://virtually-done.com/support>

Contact me at: leslie@virtually-done.com

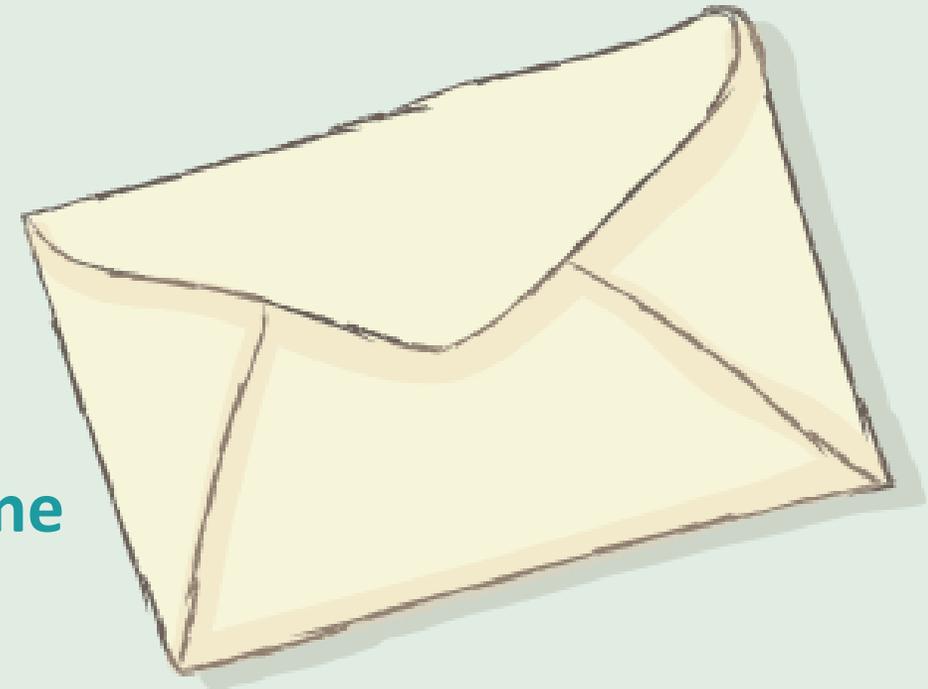
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Twitter: <https://twitter.com/lesliekeffler>





Thanks!