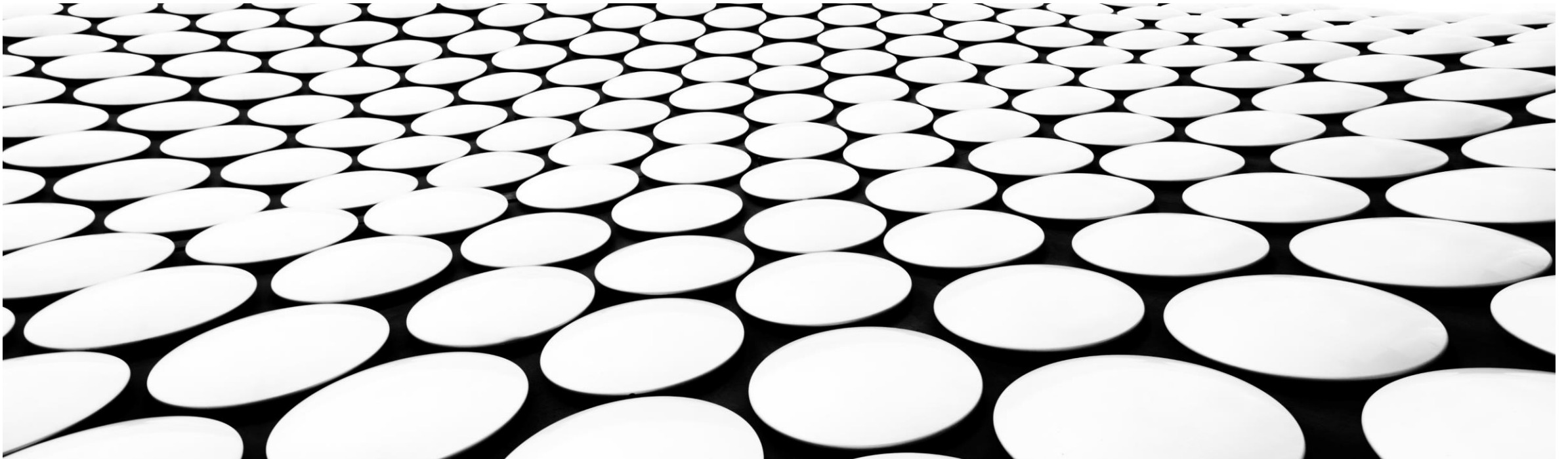

MAKE MONEY IN 2021

HOW TO USE THE SIMPLE TECHNOLOGY FRAMEWORK





Requirements

Show up + Do the Work = Success

Have a bias toward action

Setting goals doesn't make you successful.
Accomplishing goals makes you successful.

Simple Technology Framework

- Prerequisites
 - Email and/or social media accounts (to contact your market)
 - Bank account (payment processor to send your money)
- Zoom
 - Step 1: Set up Zoom Pro account (~\$15/mo)
 - Step 2: Schedule your first meeting
- Vimeo account (video repository) (~\$12/mo – first 30-days free)
 - Step 3: Create account
 - Step 4: Upload first recording
- SamCart (~\$50/mo – first 14-days free)
 - Step 5: Create and setup account
 - Step 6: Design Sales & Purchase page

Simple Technology Framework

Bonus Training

- Google forms (for pre & post survey)
 - <https://www.google.com/forms/about> > Personal
- Live training delivery setup
 - Camera *
 - Microphone*

* Built-in version on computer is fine

Marketing Framework Email/Social Media

- Email and/or social media accounts (to contact your market)
 - If you want to be taken seriously use an email address:
 - that is professional
 - OR
 - represents what you do



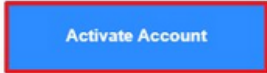
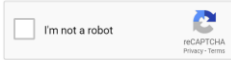

*When I started Cain Consulting Services LLC , I used a gmail account for years
(julia.cain@gmail.com)*

Technology Framework Bank Account

- Bank account (payment processor to send your money)
 - This might sound too obvious, but you need a bank account so that when you get paid, the payment processor can put the money in your account.

Technology Framework

Purchase Zoom Pro Account

- Zoom.us/signup
 - Enter DOB then email address (DOB not stored on Zoom, used for verification only)
 - This emails you an activation link
 - Open the email and click the  'activate now' button (this takes you back to zoom)
 - Enter first/last name & create password (memorialize pw so you can log back in later)
 - Next page asks you to invite colleagues. Skip by confirming  you're not a robot
 - Now you have a choice to 'start meeting now' OR 'Go to my account'
 - Go to your account
 - Left menu > Account Management > click down to open section > Billing
 - Upgrade to Pro account  then choose subscription type (monthly/annual)
 - Enter billing info

Technology Framework

Set-Up Zoom Pro Account

- Left Menu > MyAccount
 - Profile Section > Add phone number, language, time zone, preferred date & time format (photo)
 - Meeting Section > You can edit your Meeting ID and Host Key if preferred
 - Account Section > Advises of license status
 - Sign In Section > edit email / password, turn on 2FA
 - Others Section > Connect your calendar to zoom
- Left Menu > Settings > Meeting tab (top of screen)
 - Meeting security >
 - waiting room > off
 - embed passcode in invite > on
 - only authenticated users > off

Technology Framework

Set-Up Zoom Pro Account

- Left Menu > Settings > Meeting tab > Schedule Meeting
 - Start w/host / participant video on? On (participants can change this during meeting)
 - Audio Type (computer audio – Yes)
 - Join before host
 - Mute (your call)
 - Reminders on
- Meeting tab > In Meeting
 - Chats (private chat, autosave chat)
 - Always show meeting control bar
 - Show Zoom windows during screen share
 - Non-verbal feedback / reactions (raise hand, slow down, speed up, coffee break, etc.)
 - (in 'Advanced' you can get into breakout rooms, closed captioning, etc.)

Technology Framework

Set-Up Zoom Pro Account

- Meeting tab > Email Notifications
 - Attendees join before host , cancellations, etc.
- Meeting tab > Other
 - Allow other licensed users to schedule meetings on your behalf
 - Integration Authentication Keys (connect your calendar)
- Left Menu > Settings > Recording Tab
 - Allow hosts / participants to record (active speaker, gallery, audio only)
 - Automatic recording (local or cloud, other security features)
 - Recording notifications, Play Voice Prompt that you are recording (privacy)
 - Multiple notifications for phone users (privacy)

Technology Framework

Set-Up Zoom Pro Account / Meetings

- Left Menu > Settings > Audio Conferencing Tab
 - Mask phone numbers of those joining by audio (privacy)

Setting up your first meeting > Left Menu > MyAccount > Meetings

- Left Menu > MyAccount > Meetings > Upcoming > Schedule a meeting
- Topic name, description, date & time, length, time zone
 - Require registration (allows you to see who registered and have zoom send reminders)
 - Security > unclick Waiting Room (unless you have a co-host to assist)
 - Audio > Both
 - Meeting Options > Allow participants to join anytime
 - Automatically record on local computer
 - What to do with the recording > upload to Vimeo

Technology Framework

Create Vimeo Account

- **<https://vimeo.com/store/plus>**
 - Join for Free > Plus Plan (free trial period is 30-days)
 - Upload 5GB week / 250 GB annually > \$7 mo/annually or \$12 monthly plan
 - Enter name, email, password
 - Enter billing details (not charged until after end of free trial period)
- **Upload first video**
 - From your Vimeo home page
 - Drag & drop your recording (or upload file)
 - Mark as private
 - Copy link and deliver it to recipients.

Technology Framework

Create SamCart Account

- <https://www.samcart.com/>
 - Try for free
 - 14-days free – start with minimum
 - Choose monthly or annual pay
 - You'll need to enter credit card info – remember to cancel before the end of the trial if you're not using it
 - Click the 'Get Started' button
- Create your account
 - Enter email and create password, then click the 'Create Account' button
 - Verify your email – Retrieve the 6-digit verification code from your email

Technology Framework

Set up Your SamCart Store

- Name your store (mine is Julia Cain)
- Create your SamCart URL (example: JuliaStore.samcart.com)
- Enter Country, Currency, Time Zone
- Contact email is the contact that will appear on your checkout pages. Leave blank if you don't want customers to have your email
- Choose Your Business Category: Just Starting Out, Growing, or Established (this helps SamCart customize Help content)
- Accept Payments – connect your existing payment processor
 - or you can create a new processor in the Accept Payment page. This will open Stripe in a new tab.
- Finish setup of Accept Payment page, then click 'Get Started' button which will take you to the dashboard page.


Technology Framework

Create Your First SamCart Product

- On the Product Details tab enter Product details: Name, URL, Description, Price
 - Choose what happens after customer purchases your product
 - Default sends to Order Summary Page
 - To redirect customer to Zoom Registration page after purchase:
 - Retrieve meeting registration link (Zoom > Account > Meetings > click on meeting name to open)
 - Find registration link, and 'right click' to copy
 - Go back to SamCart and paste link in the Order Redirect after selecting 'Custom URL'
 - Next go to 'Show Custom URL Button on Receipts' , enter desired button text, and toggle on.
 - (This is so the customer can get back to the Registration page from their order summary)
 - Go to top right of page and Save Changes

Technology Framework

Create Your Sales & Checkout Page

- On the Checkout Design tab > Select Your Template (click on the eye  inside of templates to see the look of the checkout design)
 - I recommend choosing one of the empty layouts and you can build the page the way you want, without the worry of editing a pre-made template
- Click the blue 'Design' button at the top right of screen

Top Right > Content Menus

- **Content**

- **Headline**
- **Text**
- **Page Divider**
- **Bullets**
- **Buttons**
- **Images**
- **Video**
- **Icons**

- **Collections**

- **Header Area**
- **Feature Area**
- **Call To Action**
- **Guarantees**

- **Settings**

- **Page Style**
- **Fonts**
- **Checkout Form**
- **Saved Templates**

Content Creation Framework

Google Forms

- Google forms (for pre & post survey)
 - [See video to set up here](#)

Content Creation Framework

Delivering Your Live Zoom Training

- Live training delivery
 - Camera setup *
 - Microphone setup *

* Built-in version on computer is fine

Next Steps:

1. Please fill out the feedback survey:

<https://forms.gle/hJdC XK1M3DA1sgve6>

2. Do the Work!

3. [Video Training Access Page](#)

4. I'll remain available to support you while you get your framework built

5. Email if you get stuck and we can set up a zoom call:

Julia@cainconsultingservices.com

Thank You!

Julia Cain

Next-Step-Action.com

Success is Not Random - Successful People Take Action

Cain Consulting Services LLC