

[TUTORS] Business Launch Resources:

Carefully read through this entire PDF and it's contents

THE TOOLS: Bluehost, Clickfunnels, Getresponse

1. Get a Bluehost Account - Hosting for Domain and Wordpress

- Go here: <http://go.fullstaqmarketer.com/bluehost>
- [Click here for PDF setup instruction](#)

2. Get a Clickfunnels Account - Landing Page Builder

- Go here: <http://go.fullstaqmarketer.com/clickfunnels>
- [Click here for PDF setup instruction](#)

3. Get a GetResponse Account - Email Marketing Software

- Go here: <http://go.fullstaqmarketer.com/getresponse>
- [Click here for PDF setup instruction](#)

Part 1 - Wordpress Site Setup, Plugins, and Link

In this section we'll start by getting our site up and running correctly, install necessary plugins, and submit our Optin page link.

1. Wordpress site setup: [Click here for PDF setup instructions](#)

- Publish the site
- Turn off default coming soon page (if applicable)
- Updating permalinks

2. Install Plugins: [Click here for PDF setup instructions](#)

- One Click SSL
- Clickfunnels

3. Submit Link: [Click here for PDF setup instructions](#)

- Submit Optin page link

Part 2 - Integrating the Tools and Email Forwarder

In this section we'll integrate the following tools and create our custom email forwarder.

1. Clickfunnels to Wordpress: [Click here for PDF setup instructions](#)

- Install Wordpress API key into Clickfunnels plugin

2. Getresponse to Clickfunnels: [Click here for PDF setup instructions](#)

- Generate Getresponse API key and copy/paste to Clickfunnels Integrations

3. Custom email forwarder: [Click here for PDF setup instructions](#)

- Create custom email forwarder in Bluehost
- Add forwarder to Getresponse (confirm it works)

Part 3 - Publish Page and Additional Tracking Links

In this section we'll share the optin page to our Clickfunnels account, and publish the page to Wordpress.

1. Share BLC Optin Page: [Click here for PDF setup instructions](#)

- Access optin page in Resource pages section of affiliate dashboard and share to Clickfunnels account.

2. Publish Page to Wordpress: [Click here for PDF setup instructions](#)

- Add optin page into Clickfunnels plugin

Part 4 - Finalize Sales Funnel

In this section we'll put the finishing touches on the funnel by optimizing the optin page, creating an email list, and test the funnel to make sure it is set up correctly.

1. Email lists: [Click here for PDF setup instructions](#)

- Create email list for BLC OPTINS
- Create email list for buyers

2. Optin Page Optimization: [Click here for PDF setup instructions](#)

- Integrate optin email list with page
- Add affiliate link (Fullstaq \$97 VSL - Email Traffic) to General Settings and Pop up

3. QA the Funnel: [Click here for PDF setup instructions](#)

- This is a checklist that will take you through each part of the funnel to ensure proper setup

Part 5 - Email Optimization

In this section we'll focus on adding/customizing the autoresponder emails, creating a buyers list, authenticating your custom email forwarder, and showing how to move contacts from one list to another.

1. Autoresponder Emails: [Click here for PDF setup instructions](#)

- Make a copy of email swipe file from affiliate resource pages section.
- Create autoresponder to go out on Day 1 through 7
- Copy/paste email text to editor in Getresponse and customize.

2. Email Authentication: [Click here for PDF setup instructions](#)

- Authenticate the custom email forwarder in Getresponse

3. Moving Contacts Between Lists: [Click here for PDF setup instructions](#)

- How to move a subscriber from the optin list to the buyers list immediately AFTER they make a purchase.