

MEMBERSHIP

→ **POWER** ←

LAUNCH

MASTERCLASS



KIM WALSH PHILLIPS



SCOTT WHITAKER

WELCOME.

Day 14

FACEBOOK LIVE SCRIPT - PUBLIC PAGE

Hi there.

Do you want to (problem they will solve)?

Well then, you've got to save the date for this.

Starting on (date), join me for the "Name of Launch."

I'll be interviewing Top Experts in our niche including (name experts and topics.)

Save the date not now (name date) for this one time only Interview series.

I can't wait to see you there!

Day 15

Setting Things Up

Setting Up the Store



PERSONAL ▾

BUSINESS ▾

SEND

REQUEST

Log In

Sign Up

Start 2019 strong with a PayPal Business Loan.

Apply for \$5,000 to \$500,000 to help jump start your 2019 growth plans.

[Learn More](#)

The lender for PayPal Business Loan is WebBank, Member FDIC.

Welcome back!

[Log in](#)

[Forgot username/password?](#)

Need help setting up your account? [Learn More](#)

Business in a Box can help you grow.

Simple tools to help you launch an online store, accept payments, manage your finances & more – all in a single package.

[Learn More](#)

Set up your account. Start getting paid.

Find setup instructions on all the ways you can get paid with PayPal – online, offline, mobile, and more – in our Business Setup Center.

[Get Instructions](#)

Find a solution provider with PayPal built in.

PayPal is a secure, easy way to pay
and get paid - sign up for free

- ☐ **Personal Account**
Shop online or send and receive money. All without sharing your payment info.
- ☒ **Business Account**
Accept PayPal and all cards online or at the register.
Send secure invoices to your customers.

[Next](#)



Sign up for a Business account

Enter the email address you'll use to sign up or log in

Enter your email address



Continue

Tell us about your business

We'll confirm your information to help keep your account secure.

Business contact

Legal first name



Legal last name

Business details

Legal business name

Business phone number

Business address

Street address

Tell us about your business

Business type Corporation	▼	?
------------------------------	---	---

Product or service keywords	⚠	?
-----------------------------	---	---

Estimate your monthly sales	▼	?
-----------------------------	---	---

Employer Identification Number	?
--------------------------------	---

Business URL (if applicable)

Continue

[Summary](#)[Money](#)[Activity](#)[Reports](#)[Tools](#) ▾[More](#) ▾[Help](#)[Log out](#)

You've got a PayPal Business account!
What would you like to do now?



Send Money to friends and family

No fee when you use your bank balance to
send USD in the U.S.

[Yes, Send Money Now](#)[Continue to Payments Setup](#)[Help](#) [Contact](#) [Sitemap](#) [Fees](#) [Security](#)[About](#) [Developers](#) [Partners](#)[English](#) [Français](#) [Español](#) [中文](#)

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[Privacy](#)[Legal](#)[Policy updates](#)

[Summary](#)[Money](#)[Activity](#)[Reports](#)[Tools](#) [More](#) [Help](#)[Log out](#)

Welcome to your PayPal Business Account

Need help? 800.852.1973

[Payment setup](#)[Account setup](#)

First, let's confirm your email

You'll need to do this to accept payments.



Link your debit card for Instant Transfers to your bank

Transfer money in minutes for a fee with your eligible debit card.



Link your bank account

Quickly transfer money from your PayPal account to your bank.



Make your business name clear for customers

Be sure your customers will recognize your business name on their credit card statements.

[Summary](#)[Money](#)[Activity](#)[Reports](#)[Tools](#) ▾[More](#) ▾[Help](#)[Log out](#)

Welcome to your PayPal Business Account

Need help? 800.852.1973

[Payment setup](#)[Account setup](#)

On your website

Payment processing: You're going to process all payments, including debit and credit cards, through PayPal.

[Change](#)

Now, how do you want to set up PayPal on your website?

+ **Option A** Work with an e-commerce solution that's already integrated with PayPal

+ **Option B** Add HTML buttons to your website yourself

[Compare options](#)

Want a fully-customizable solution?

Call to sign up or learn more

1-877-455-1505

[Learn more](#)

[Summary](#)[Money](#)[Activity](#)[Reports](#)[Tools](#) [More](#) [Help](#)[Profile](#)[Log out](#)

Select the one you need and we'll guide you through an easy set up.

Buy Now

Make it easy to buy one or more of a single item.

(Includes inventory tracking and item description options.)

Add to Cart

Sell multiple items with one payment button.

(Includes a View Cart button.)

Donate

Accept donations and contributions on your site.

Subscribe

Set up recurring charges of the same amount for your goods and services.

(Includes an Unsubscribe button.)

Installment Plan

Give customers the option to pay in installments for up to one year.

Automatic Billing

Bill customers for goods and services that change in price monthly.

Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Check the [PayPal Payments Standard Overview](#) for more information.

Use this page to customize your button and create the HTML you'll need to copy and paste into your website. [Learn more](#).

[Having trouble viewing this page?](#)

▼ Step 1: Choose a button type and enter your payment details

Choose a button type

Subscriptions ▼

 [Which button should I choose?](#)

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name

Subscription ID (optional) [What's this?](#)

Currency

USD ▼

Customize button

- ☐ Add a dropdown menu with prices and options [Example](#)
- ☐ Add a dropdown menu [Example](#)
- ☐ Add text field [Example](#)

▶ [Customize text or appearance](#) (optional)

Your customer's view



☐ Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required](#).

Auto Return is not compatible with this feature.

Billing amount each cycle

USD

Billing cycle

► [Customize text or appearance](#) (optional)

☐ Have PayPal create user names and passwords for customers [What's this?](#)

Notes: [IPN and server modifications required.](#)

Auto Return is not compatible with this feature.

Billing amount each cycle

USD

Billing cycle

1 ▼

month(s) ▼

After how many cycles should billing stop?

Never ▼

☐ I want to offer a trial period

Merchant account IDs [Learn more](#)

☒ Use my secure merchant account ID

☐ Use my primary email address scott@membershipmultipliers.com.

► Step 2: Track inventory, profit & loss (optional)

► Step 3: Customize advanced features (optional)

Create Button

▶ Step 1: Choose a button type and enter your payment details

▼ Step 2: Track inventory, profit & loss (optional)

☒ **Save button at PayPal**

- Protect your buttons from fraudulent changes
- Automatically add buttons to "My Saved Buttons" in your PayPal profile
- Easily create similar buttons
- Edit your buttons with PayPal's tools

☐ **Track inventory**

Don't oversell items not in stock -- Get an email alert when inventory is low.

☐ **Track profit and losses**

View profit and loss report by product/service.

☒ **By item**

Item ID

Qty. in stock

Alert qty. (optional)

Price

[What's this?](#)

USD

Can customers buy an item when it is sold out?

☐ Yes, customers can buy the item as usual.

☒ No, don't let customers buy the item. [Preview](#)

Take customers to specific page when they click **Continue Shopping** button on "item sold out" page

Ex: <http://www.mybuynowstore.com>

▶ Step 3: Customize advanced features (optional)

Create Button

▼ Step 3: Customize advanced features (optional)

Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you need your customer's shipping address?

- ☒ Yes
☐ No

- ☐ Take customers to this URL when they cancel their checkout

Example: <https://www.mystore.com/cancel>

- ☐ Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>

Advanced variables [What's this?](#)

Use a line break between each variable. The variables will appear in your button's HTML code. [Learn more](#)

- ☐ Add advanced variables

Example

address_override=1

notify_url=https://www.mywebsite.com/PayPal_IPN

Create Button

Add your button code to your webpage

You just created customized HTML code for your button. The final step is to copy the code from this page and paste it into your website editor.

Copy the button code:

1. Click **Select Code**.
2. Right-click and copy the selected code.

If you're working with a website developer, you can paste the button code into an email and send it to your developer now.

Paste the button code in your website editor:

The code must be pasted in the "code" view, where you can view and edit HTML.

1. In your website editor or admin page, open the page where you want to add your button.
2. Look for an option to view or edit HTML.
3. Find the section of the page where you want your button to appear.
4. Right-click and paste your button code into the HTML.
5. Save and publish the page. (The preview function in your editor may not display the button code correctly.)
6. Test the button to make sure it links to a PayPal payment page.

Need more help? [Click here](#) for additional information.

Website

Email

```
<form action="https://www.paypal.com/cgi-bin/webscr" method="post"
target="_top">
<input type="hidden" name="cmd" value="_s-xclick">
<input type="hidden" name="hosted_button_id"
value="XJ6WDMVN7FHJC">
<input type="image"
src="https://www.paypalobjects.com/en_US/i/btn/btn_subscribeCC_LG.g
if" border="0" name="submit" alt="PayPal - The safer, easier way to pay
..." />
```

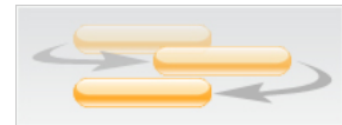
Select Code

[Go back to edit this button](#)

Buyer's View



Create more buttons



[Create similar button](#) | [Create a new button](#)

Similar: Use the button you just created as a template for another button.

New: Create a completely new button from a blank form.



[Create an Unsubscribe button](#)

Give your customers the option of canceling their subscriptions.

[Summary](#)[Money](#)[Activity](#)[Reports](#)[Tools](#) [More](#) [Help](#)[Log out](#)

Welcome to your PayPal Business Account

Need help? 800.852.1973

[Payment setup](#)[Account setup](#)

First, let's confirm your email

You'll need to do this to accept payments.



Link your debit card for Instant Transfers to your bank

Transfer money in minutes for a fee with your eligible debit card.



Link your bank account

Quickly transfer money from your PayPal account to your bank.

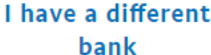


Make your business name clear for customers

Be sure your customers will recognize your business name on their credit card statements.



Select your bank

Day 16

Facebook Group

SET UP YOUR FACEBOOK GROUP



Facebook.com/groups

Setting Up Your Sales Page

SET UP YOUR SALES PAGE

"Yes! I Want to Build My Audience FAST Using Step-By-Step Plug & Play Strategies and Sell More of My Products and Services on Auto-Pilot!"

Plus I want my own done-for-you templates, the 3-day payday emails and campaigns plus all the money-making tools, templates, scripts, coaching Kim mentioned AND "The Audience Avalanche...How To Turn 1 Post Into Thousands of Followers" and each month I'll get...

My Monthly Guide-To-Profit

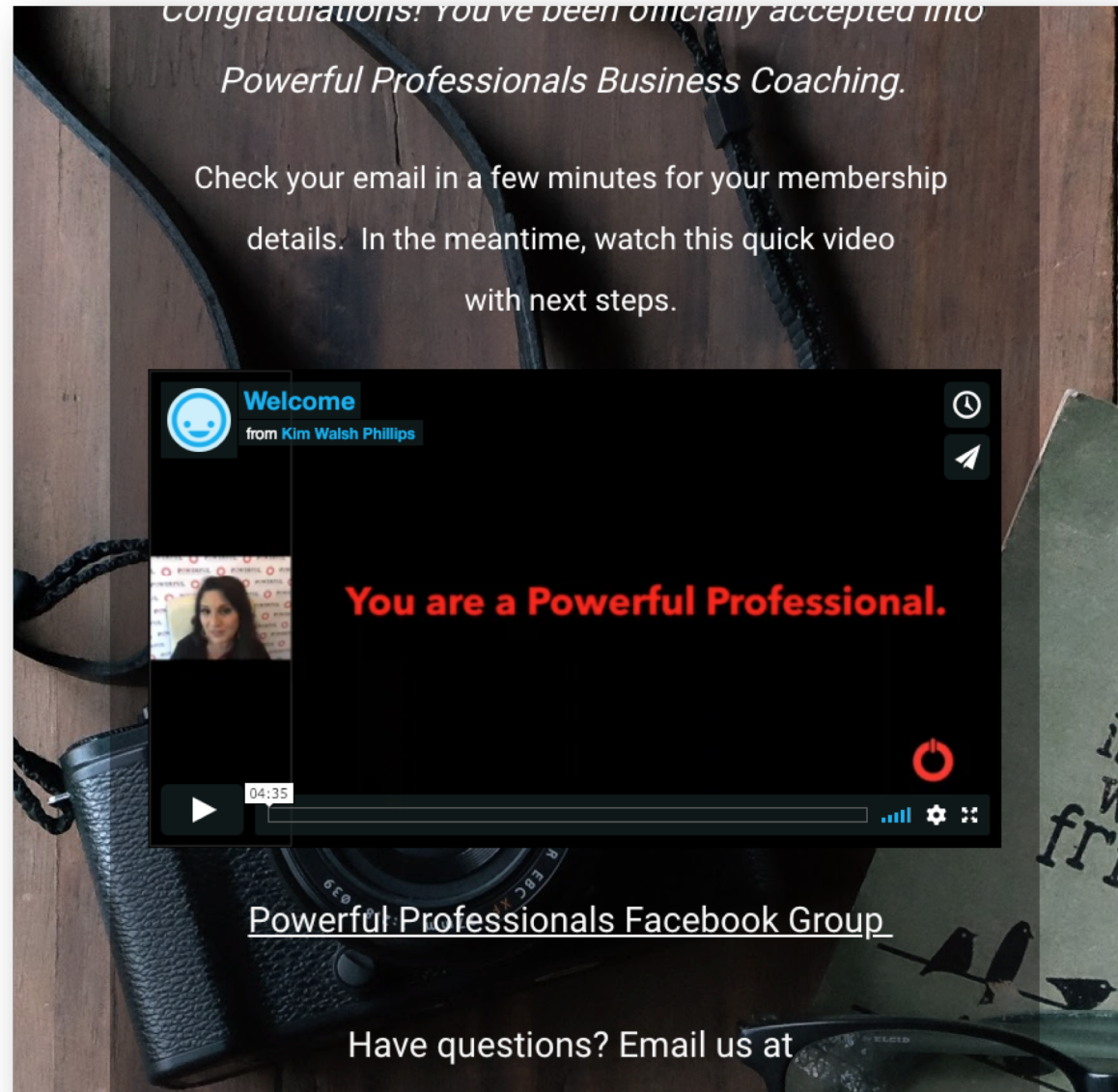
Sent to me each month, I'll get the latest "quick-win" strategies to attract leads, make sales, get referrals, raise my prices, rapid-repeat-business, and more!!!

Plus I don't even have to wait...immediately I'll receive access to:

- **7 FREE ways to get new leads today.** Does this really need any more explanation?
- The E.I.C.2.T method to getting referral & repeat business. Funny name, serious referrals! How to get 600% more leads using one-simple thing that's FREE. If you're doing any online marketing and NOT doing this, simply said you're missing out on hundreds of leads and thousands of dollars.



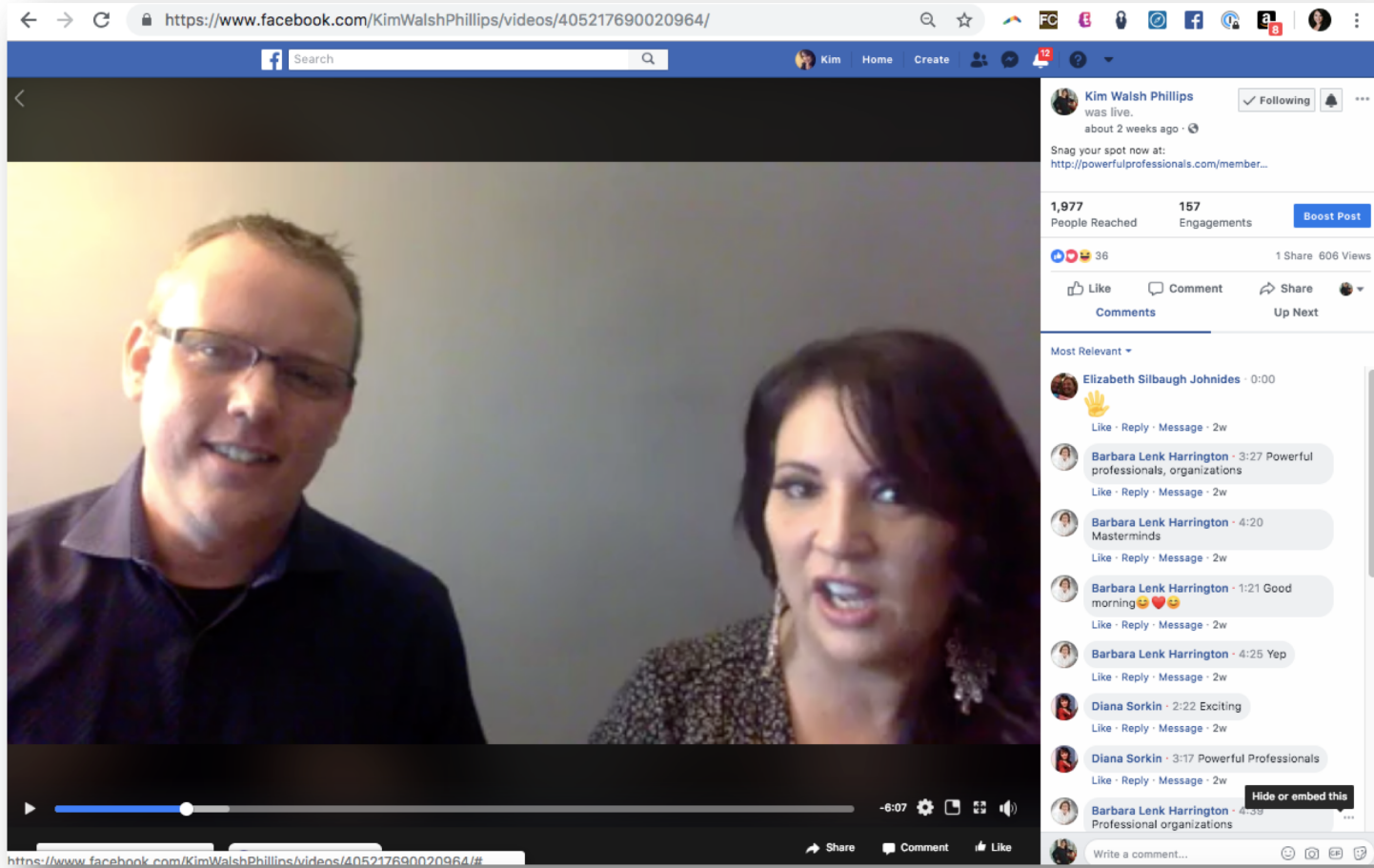
SET UP YOUR SALES PAGE



Day 17 - 21

Day 17

LAUNCH YOUR VIDEO SERIES



Each Day:

- Post daily on all social media
- Email your list
- Boost your series
- Include Call to Action to Join Membership

Day 21

Email Cart Close

EMAIL CART CLOSE

Morning of Cart Close – 9AM

Subject: Last chance to join the February Masterclass

Doors close in less than 3 hours for February enrollment to Powerful Professionals Business Coaching and access to the February Masterclass in 21 Minutes.

[In this month's masterclass...](#)

Generate thousands of leads and sales for FREE!

Get a plug-and-play campaign to quickly build your audience for free and generate sales on demand over and over again at the touch of a button!

To get access to this class, you must be a member of Powerful Professionals Business Coaching prior to noon EST today.

[Click here to join now and get live access and all resources!](#)

See you on the inside,
Kim "List Building in a Flash" Walsh Phillips

Cart Close

Subject: Last call ... Masterclass is Live Now

Hey there, NAME,

Please note... doors close now for February enrollment to Powerful Professionals Business Coaching and access to the February Masterclass in 21 Minutes.

[Click here to join now and unlock the training!](#)

Cheers,
Kim "Don't Wanna Close The Door On You" Walsh Phillips

Day Before Cart Closes – 9AM

Subject: Totally free list building in under 21 minutes...Masterclass Closing...

Hi there, NAME,

I hope you are in the midst of an amazing Sunday Funday.

A quick heads up that our February enrollment for Powerful Professionals Business Coaching closes in a few hours. And this month's Masterclass is epic.

Totally Free List Building in 21 Minutes.

[In this month's masterclass...](#)

Generate thousands of leads and sales for FREE!

Get a plug-and-play campaign to quickly build your audience for free and generate sales on demand over and over again at the touch of a button!

On this one-time-only ~~livecast~~ ^{video} you'll discover:

- How to set up your campaign in just a few minutes using a free tool that's brain-dead simple to use but will make a huge difference in your business.
- Four lightning-fast ways to grow your audience of raving fans without paying for expensive (or inexpensive) ads. ~~Gotta~~ ^{Gotta} love FREE!
- How to reach your "Dream 100" and engage them in a direct sales conversation.
- A quick way to generate sales on demand that'll change the way you do business. Once you discover this strategy then you'll be hooked!!!

[But you've got to join Powerful Professionals Business Coaching now.](#)

In addition to the monthly masterclass, you will receive immediate access to 24/7 coaching in our private Facebook Group, plug-and-play campaigns you can use immediately to drive leads and sales into your business, weekly email templates to send to your list, and so much more.

[Click here to join now.](#)

See you on the inside.

Cheers,
Kim "21 Minutes of Magic" Walsh Phillips

P.S. While we record all classes for our members, once the class starts, you have to be a member of Powerful Professionals Business Coaching or you cannot have access to it. (Don't even try those puppy dog eyes...) Enrollment closes for the month once our Masterclass has begun.

[Click here to join now in order to get access to our February Masterclass: Totally Free List Building in Under 21 Minutes](#)

Day 22

The word "Celebrate" is rendered in a large, white, 3D sans-serif font. It is surrounded by a dense cloud of multi-colored confetti, including red, blue, yellow, and pink pieces, which appear to be falling or exploding around the text. The background is plain white.

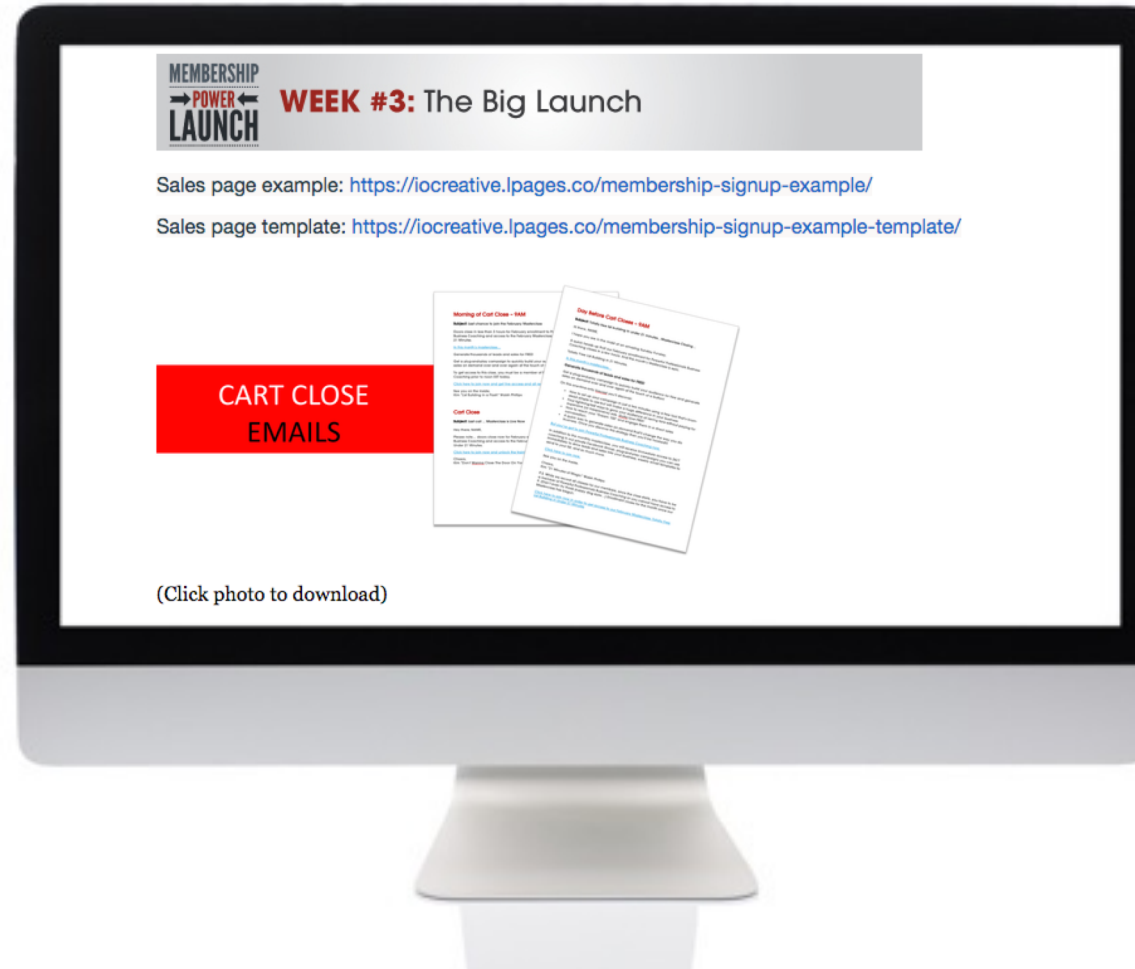
Celebrate

MEMBERSHIP → POWER ← LAUNCH

21 DAY PLAN

14	Buzz Build	Go live on Facebook and post video on LinkedIn about Launch. Tag other speakers. Ask them to promote to their audiences as well. Boost post to your audience.	
15	Set up the store.	Hook up your payment system of choice.	
16	Cha-ching!	Using the sales page template, update with your own information.	
17	Launch Day 1	Email your list. Promote on social media. Boost to audience.	
18	Launch Day 2	Email your list. Promote on social media. Boost to audience.	
19	Launch Day 3	Email your list. Promote on social media. Boost to audience.	
20	Launch Day 4	Email your list. Promote on social media. Boost to audience.	
21	Launch Day 5	Email your list. Promote on social media. Boost to audience.	
22	Celebrate!	Submit for your Membership Program Certification Award! Then celebrate your success! You've earned it!	

IN YOUR PORTAL



QUESTIONS?