

The Live Sale Campaign Walkthrough - The Marketing Campaign Series

Live sale campaigns have generated 90 percent of John Lint's sales. Tune in as he sets one up using 10XPRO's built-in sales funnel template.

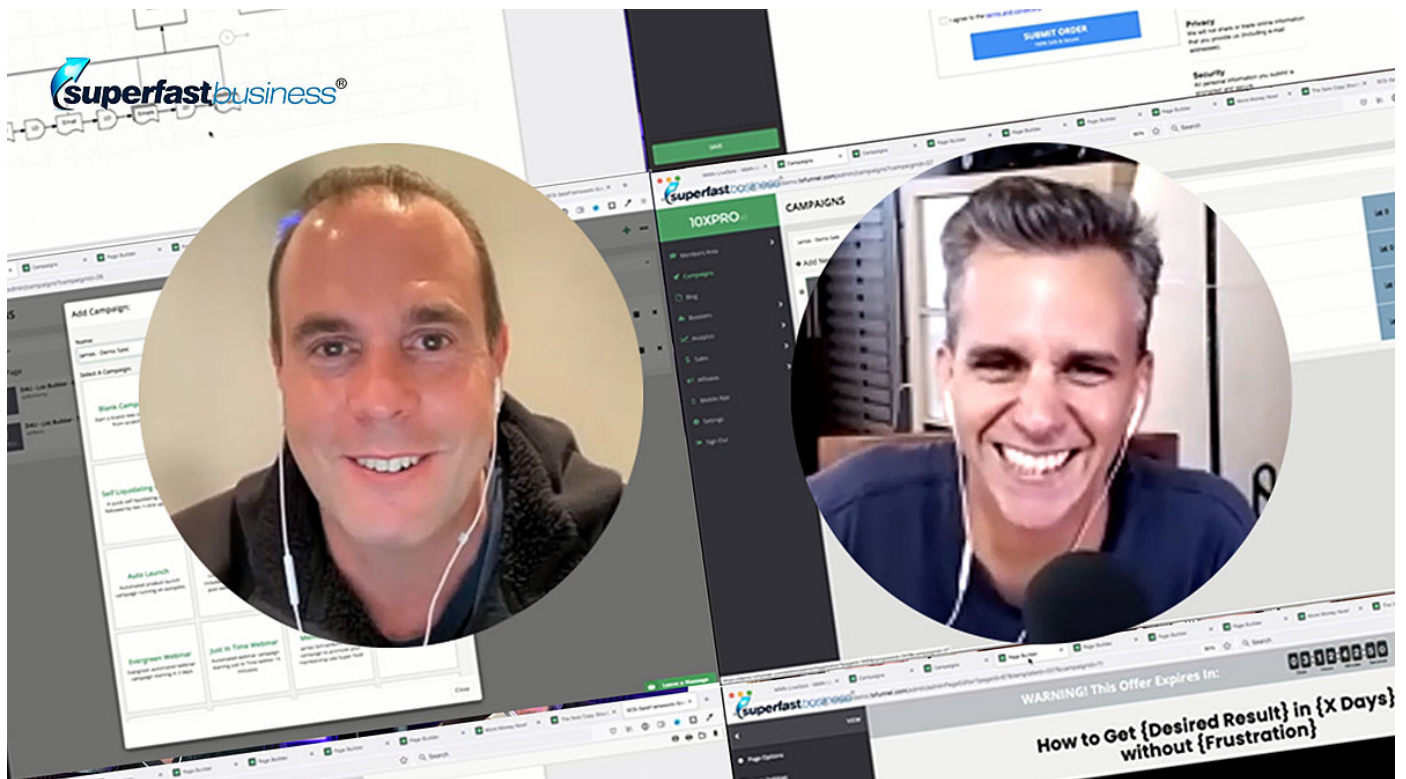


The Sale Copy Shortcut

The Simple VSL

Live Sale Campaign

More Money Now



James Schramko and John Lint

James: James Schramko here. Welcome back to SuperFastBusiness.com. This is episode 883. Today, we're talking about another campaign. I've brought [John Lint](#) back. We had John on the previous episode, talking about [the three essential campaigns you need to have in place](#). Welcome back, John.

John: Hi, how are you?

James: I'm great. John, you're the founder of [10XPRO.io](#), my favorite platform for building pages, setting up memberships, doing products. It's got the cart, it's got the integration with your favorite email system, it's wonderful; fully hosted, secure, super easy, but very advanced.

John: Thank you.

James: Okay. Is that about it, that describes it?

John: Yeah, yeah.

James: Okay, so what we're going to do today is a little more technical than normal, which is great. It suits you to do this, because I don't, I'm more of a broad brush strokes type. And I have people in my team who get hands-on, but I know that we have a few listeners who like to get into this. And they might want to just set up a live sale campaign easily and quickly. And you're just going to walk us through how that actually works using 10XPRO.

So if you haven't already, just keep in mind, we do video record this. So if you're listening to this in the car, or at the gym, or whatever, maybe make a note, you'll want to be able to check out the screen later. We will fully transcribe it, we'll make a PDF of the screenshots from this, but you might want to catch it on our site at episode 883 at SuperFastBusiness.com or on the [SuperFastBusiness YouTube channel](#).

With that said, John, walk us through this campaign that is absolutely critical.

THE most important campaign you need

John: Yeah, that's right. This is probably the most important campaign that everybody should know exactly how it works. That's why I wanted to go deeper than usual today. It's pretty much the campaign that has probably generated 90 percent of all the sales I've ever had in 15 years in business. It's the one that you can deploy at anytime you want, wherever you want to do a special sale, what I call a special offer, because I don't like the word sale, because it implies that you're discounting your price, which is not really the thing that you always want to do; yeah, you can give a little discount, but you don't need to discount your price just to do a special offer.

You can add special bonuses that are going to be available for a limited time. It can be the fact that if they buy your course, or access to a membership site, maybe they're going to get access to five extra coaching calls that you are going to run online. So you're not discounting the price, you're actually offering something special.

The bottom line, that's the most important thing that everybody should remember out of this call, you want to give a reason why you are opening and closing the doors on a specific date. And this is what's called the live sale campaign. And it's extremely important because it's a campaign that is the ending of every other campaign that you see online, whether you're running a webinar, at the end of it, you're doing a sale campaign, a live sale campaign that is available on a limited time.

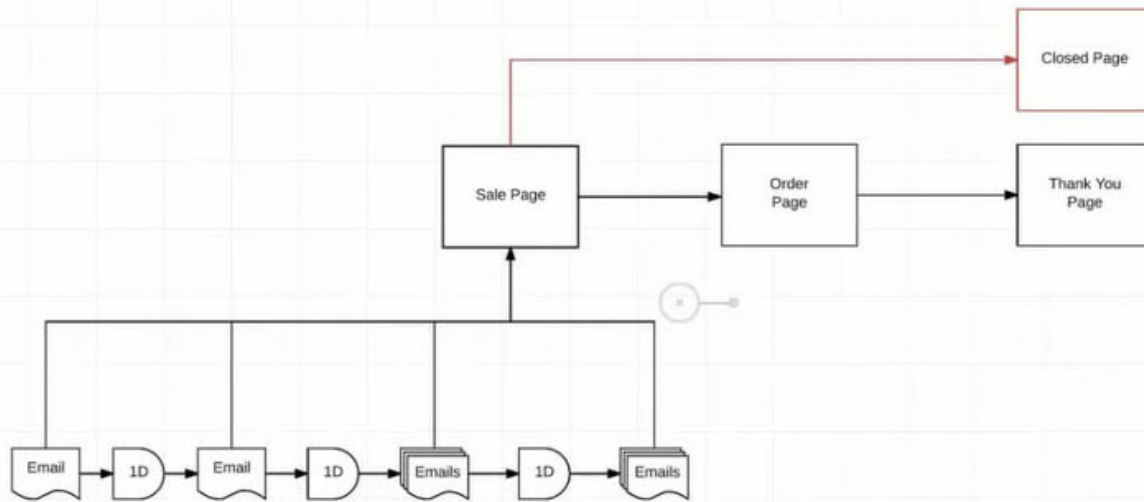
You're running product launches, you're doing the Product Launch Formula, well, again, at the end, it's a sale campaign. Any other type of funnel, a book funnel, at the end of it, it's a sale campaign. They all work the same way. You can do them within two days, so for two days, they can buy that special offer. Or it can be three days, four days, five days, seven days, doesn't matter.

The structure is the same. Master this, you can run your entire online business, you can sell your online courses, you can sell your membership sites, you can sell access to community, you can sell access to your coaching services, your books, whatever it is.

Simplicity in action

This is a very simple campaign. We'll dive deep. If you're watching my screen right now, you can see that this is the structure. Right?

The Live Sale



We talked about this last week, three pages. Sale page right here, where you're making the offer; order page where you're accepting the payments, whether it's a credit card, or a PayPal payment. And then a thank you page where they land after they purchase. It's very basic, we talked about it last week.

I also have a closed page. The closed page is activated when the time expires, right, at the end of the campaign, whether you said, This is going to expire on Sunday at midnight, that means that on Monday, anyone trying to access the sale page will be redirected to the closed page. In a moment, I'll show you exactly how to set that up.

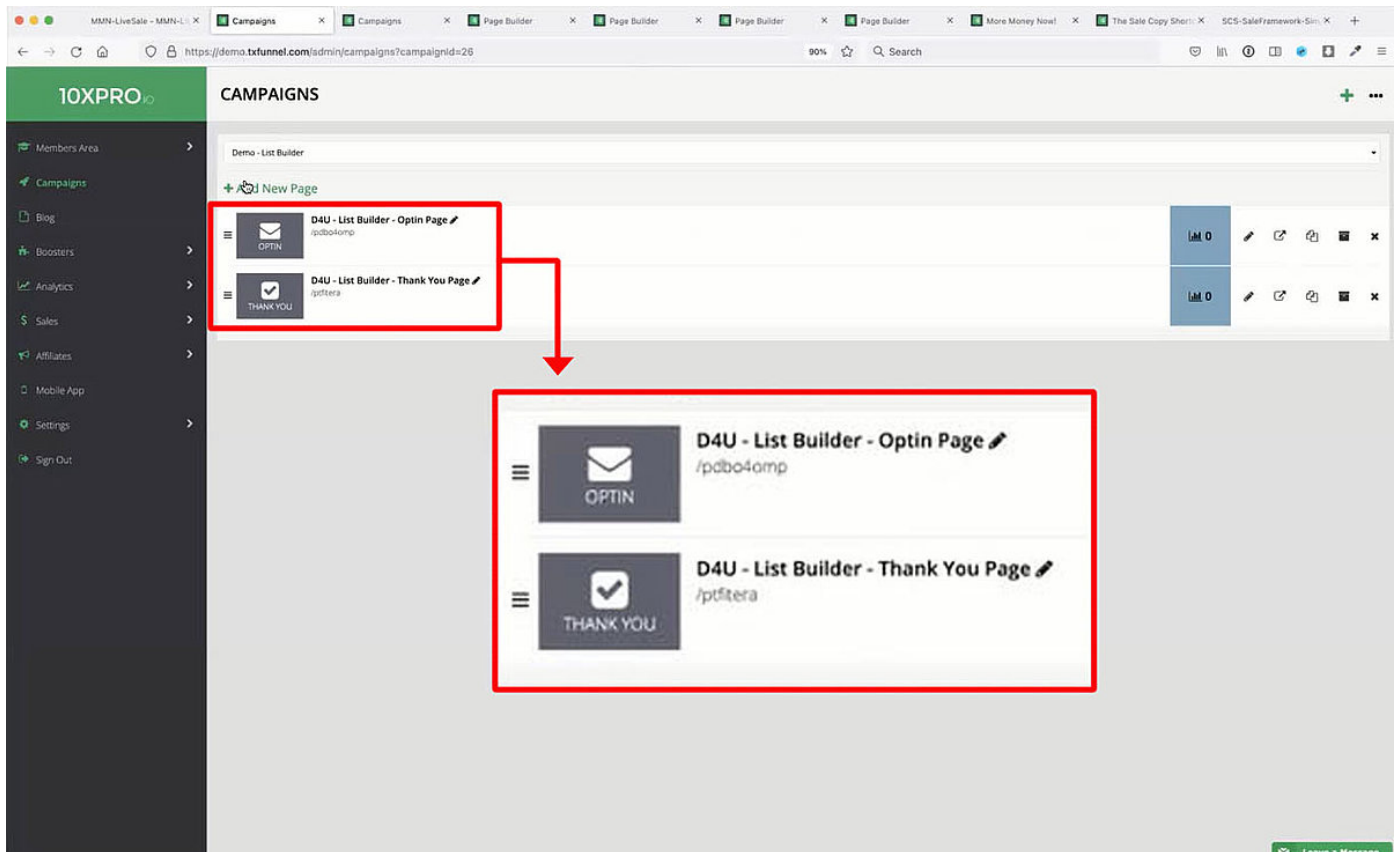
And then of course, what you want to do, that's why it's called a campaign, is not just you setting up a page and hoping that people are going to stumble, you're going to campaign this, you're going to tell people about it on your socials, at the end of your content, but more importantly, on your emails. And the emails must have a specific structure to them.

And I'll talk specifically about the emails that you want to send and what you want to say generally in those emails, all right? That is how it looks. I've described the campaign. Now, how do you set that up? Depending on the system that you're using, it will be easy or hard. With 10XPRO, it's super easy.

This is how it's done with 10XPRO

And we have a lot of people, whenever we do an episode, you and me James, I get people ask me, Hey, how do you do it? You talk about 10XPRO that you can install those campaigns with one click, but how do you do it? So I thought I'll share quickly for people who are interested in 10XPRO how you do it, right?

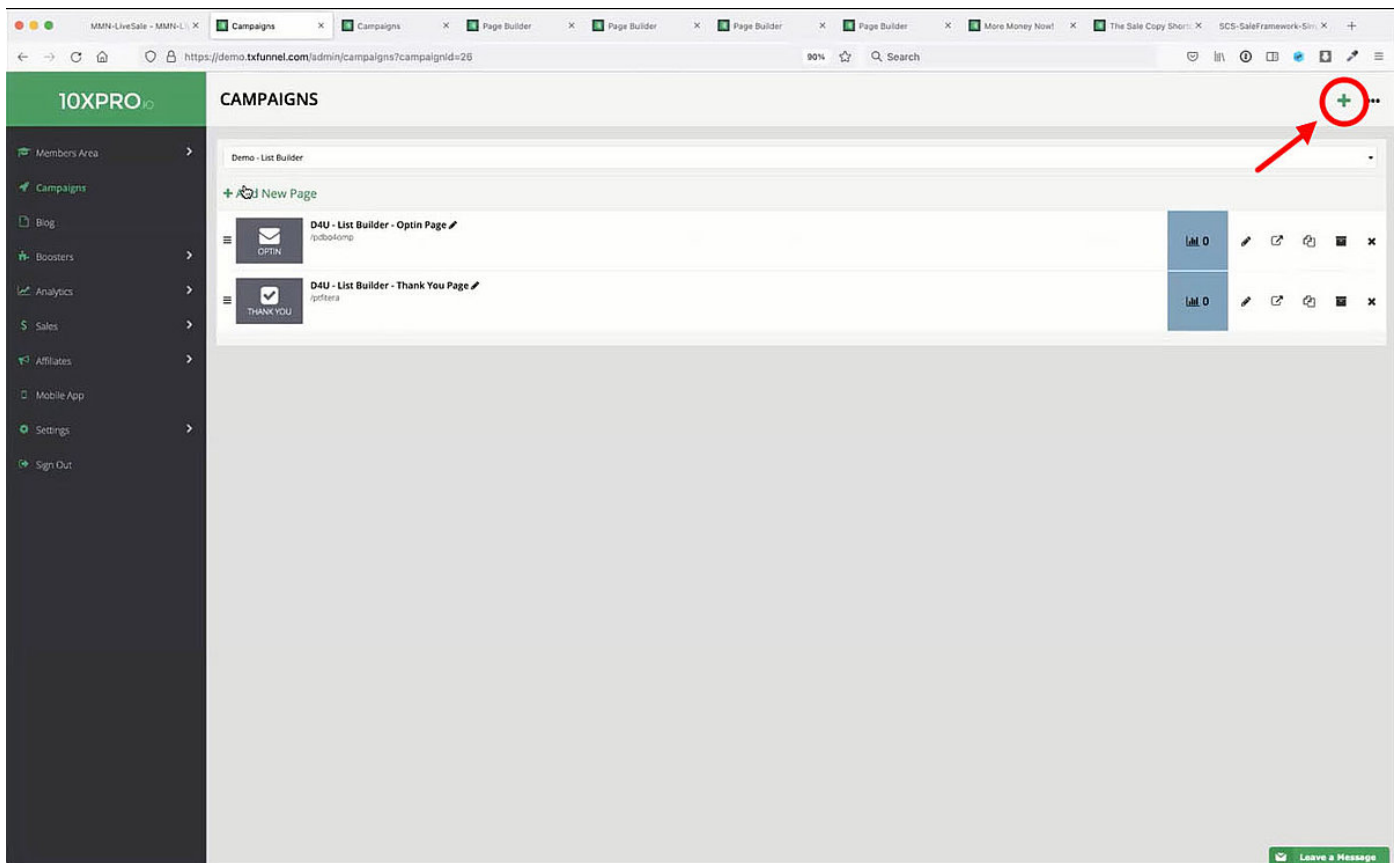
We talk about setting up a campaign with one click. So if you see my screen, I'm in 10XPRO. I'm in the campaign section right here. Right now, I'm looking at another campaign that we talked about last week, which is called the list builder campaign, to build your list.



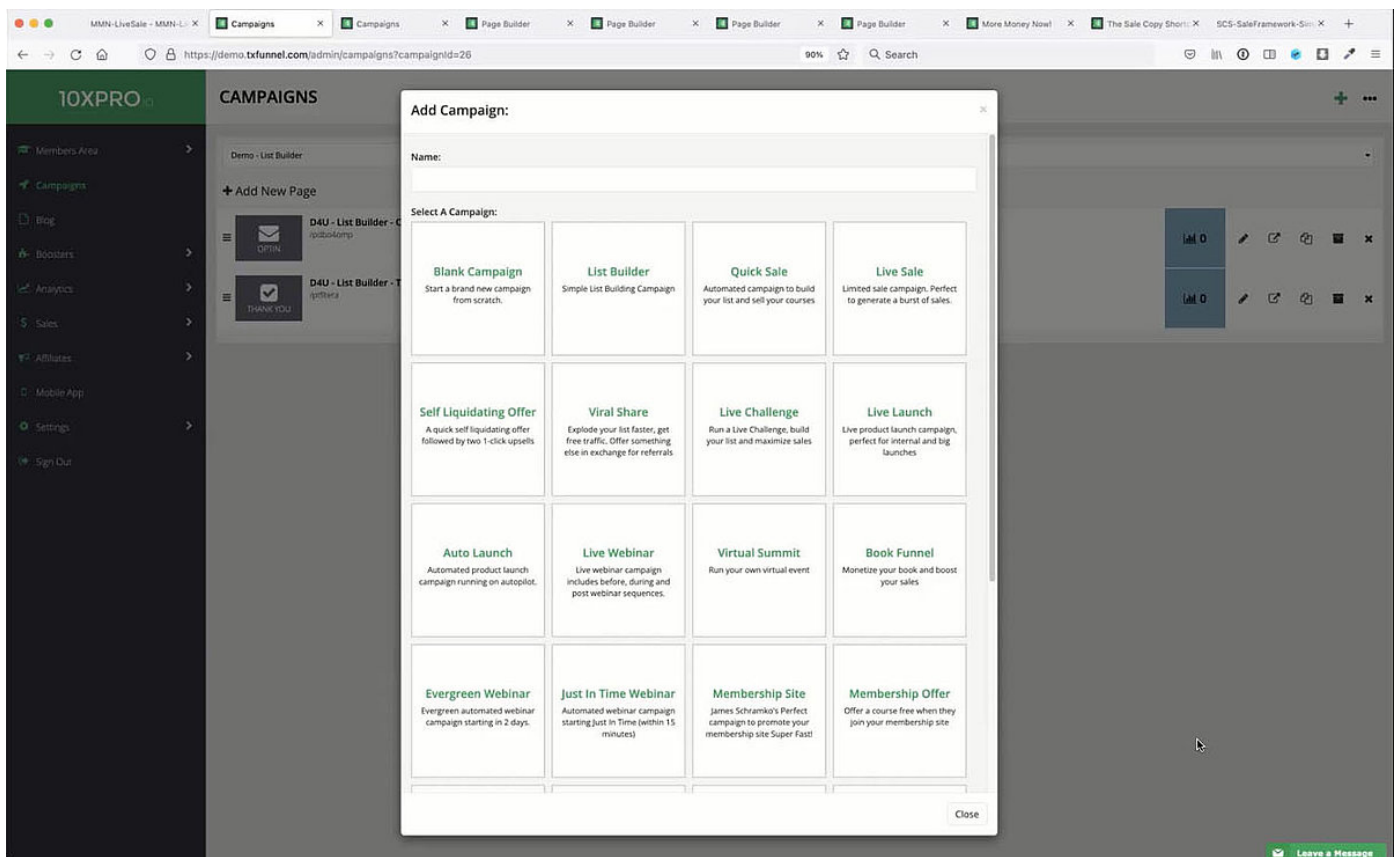
But let's say I want to create a new campaign, right, I want to do a special sale, maybe Black Friday is coming up, Thanksgiving is coming up I know in the United States right now.

So you might want to do a special offer for maybe a course that you have, your coaching services, or your membership site, whatever it is; maybe it's Christmas, maybe it's anything that you want, right? Maybe you want to save on taxes, and you're doing a sale, whatever it is; you're getting married, you're doing a sale.

So how do you add a campaign in 10XPRO? You click this plus button.

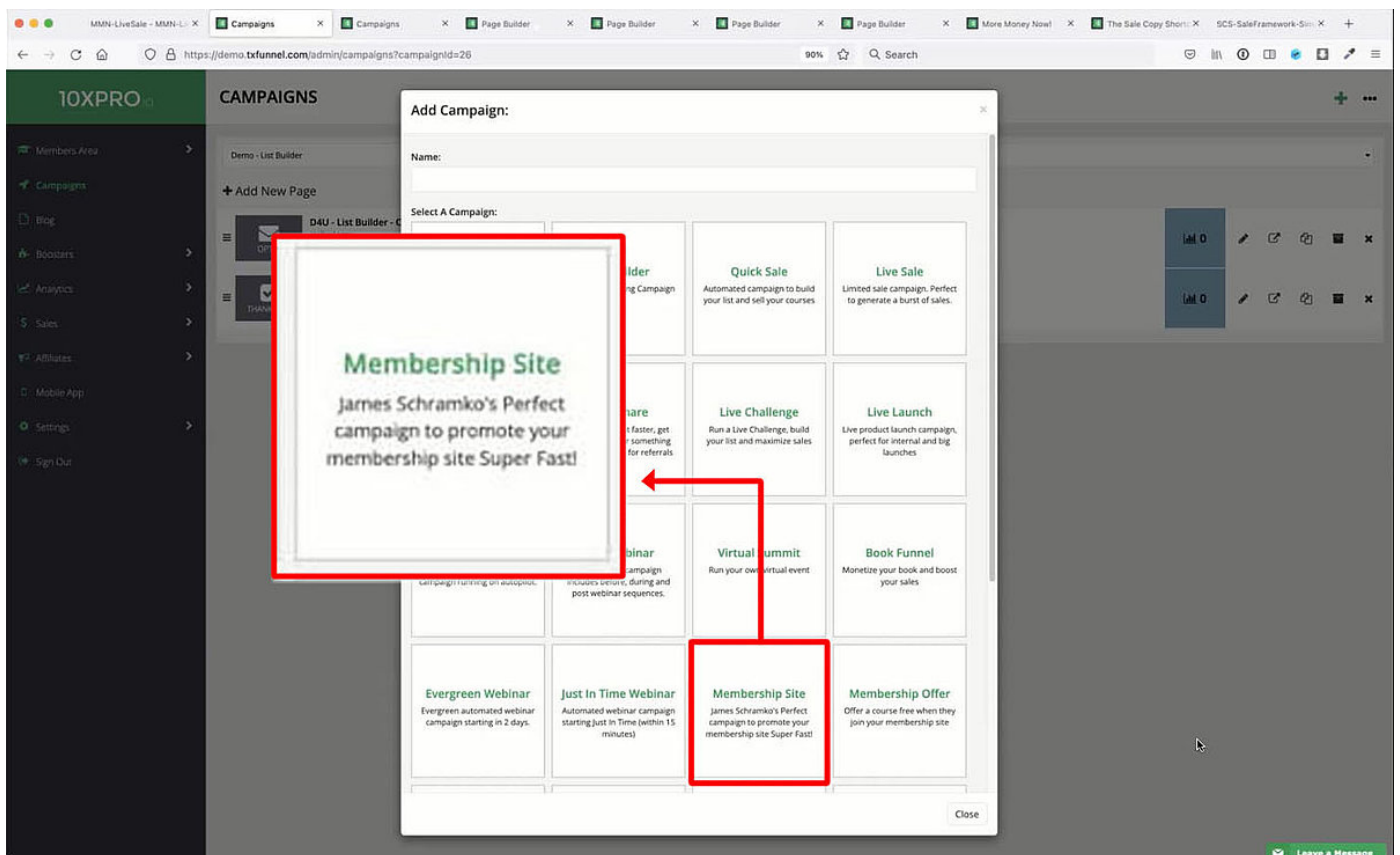


This is the famous select the campaign screen that we talked about in previous episodes.



James: I love this. This one page is just the absolute best page of the platform, where you basically pick your button and go. That's the one. And if it's not there, and you need it for some reason, and you think other people would use it, ask John, because he probably can add it, because I can see two that are a result of my own involvement, there's the membership site one and there's the -

John: Yeah, there's even the James Schramko perfect campaign to promote your membership site super fast, right there.



James: That's right. And we put the [book funnel](#) in there as well, because I wanted to do the book. And interestingly with that one, I didn't know how to get my physical book sent to the customer after they ordered, and someone in the 10XPRO training call told me how to do it. So the members themselves share in the training calls, which is wonderful. So I appreciate the community.

John: Yeah, we do a training call every single week. And we have awesome members who run very successful online businesses. And some of them are really expert in specific topics. We have expert book funnel builders, experts in coaching services as well.

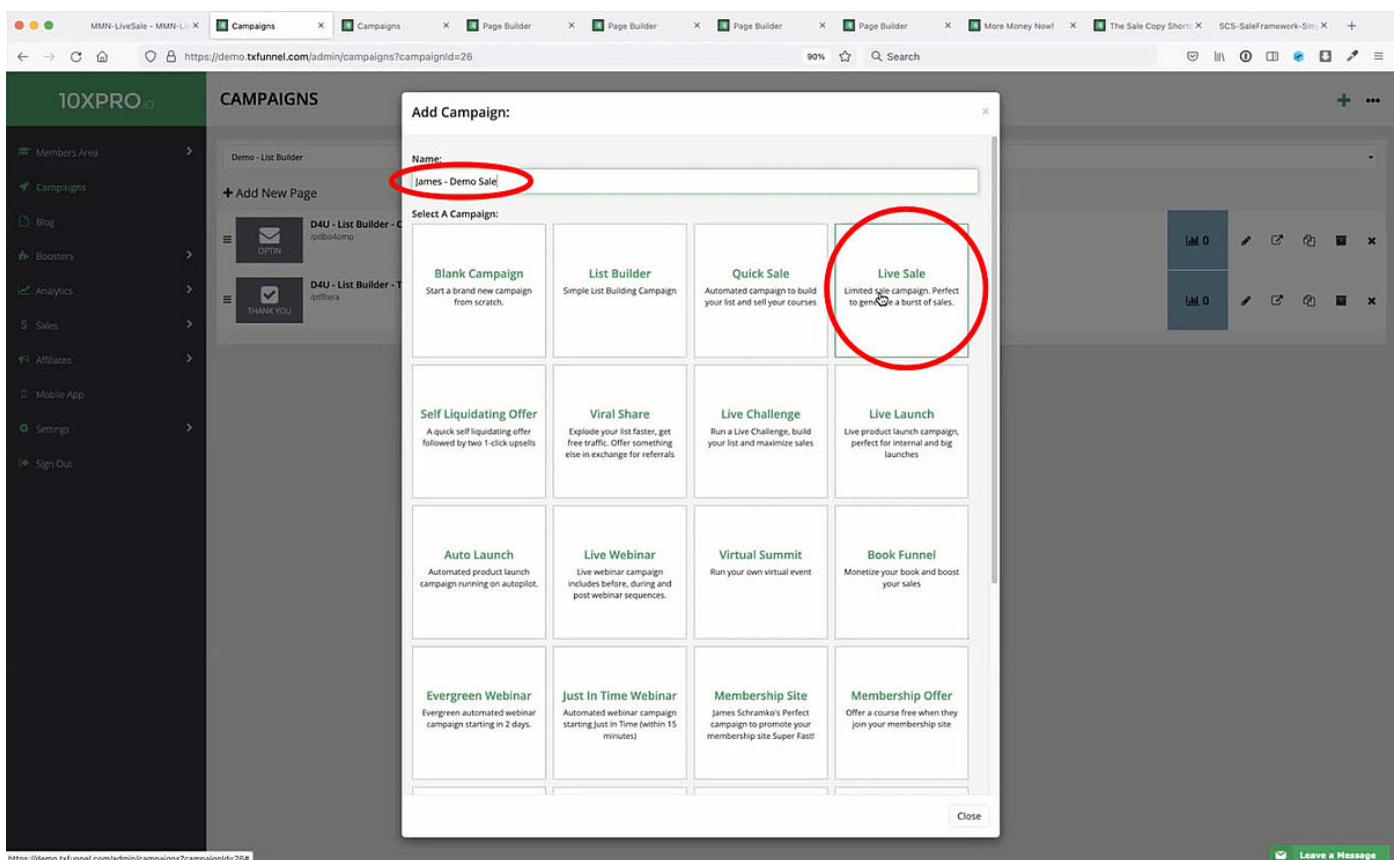
James: [We've had plenty of them on the show](#), B2B experts like [Nils](#), and we've had [nurses](#) -

John: [Virtual summit guys](#), as well.

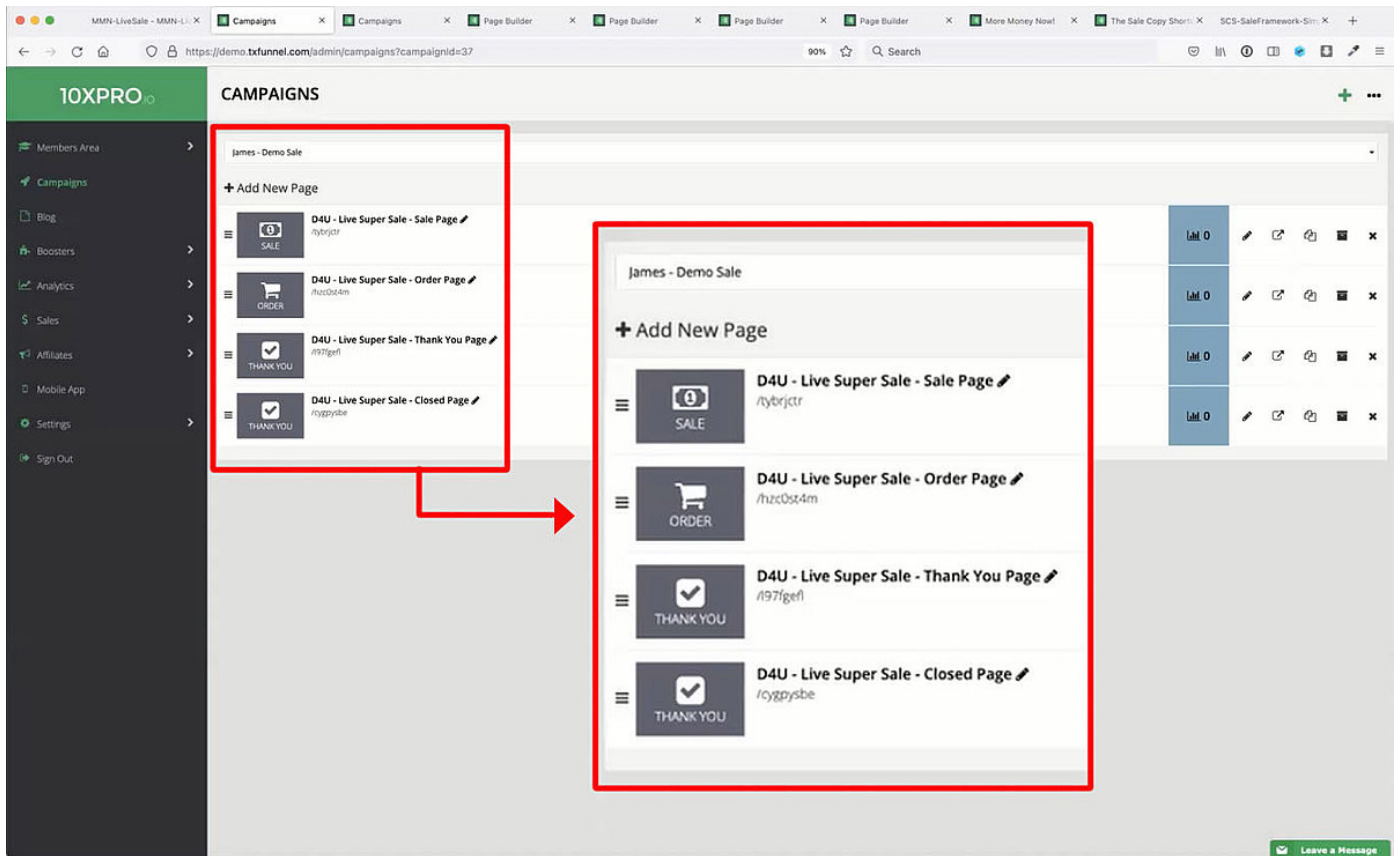
James: We've had [photographers](#), [real estate developers](#), like so many different skills in there using the platform. So what are we going to build today?

John: So I'm going to build a very simple campaign. So as you can see here, if you're watching my screen, we go from super basic campaigns, list builder, quick sale, live sale, to super advanced. If I scroll down now, you start talking about this segmented just in time webinar, for example, which is an automated campaign.

And maybe in the future episode, if people want to learn about this, I can do the same style of video here where we describe the map and all that. For today, we're going to keep it super simple. I give it a name, and I'm going to click on this box that says live sale campaign. Right? It's a limited sale campaign perfect to generate a burst of sale.



I click on that, then the page reloads.



James: Boom!

John: I mean, you saw it, James.

James: There we are.

John: One second, right? Boom!

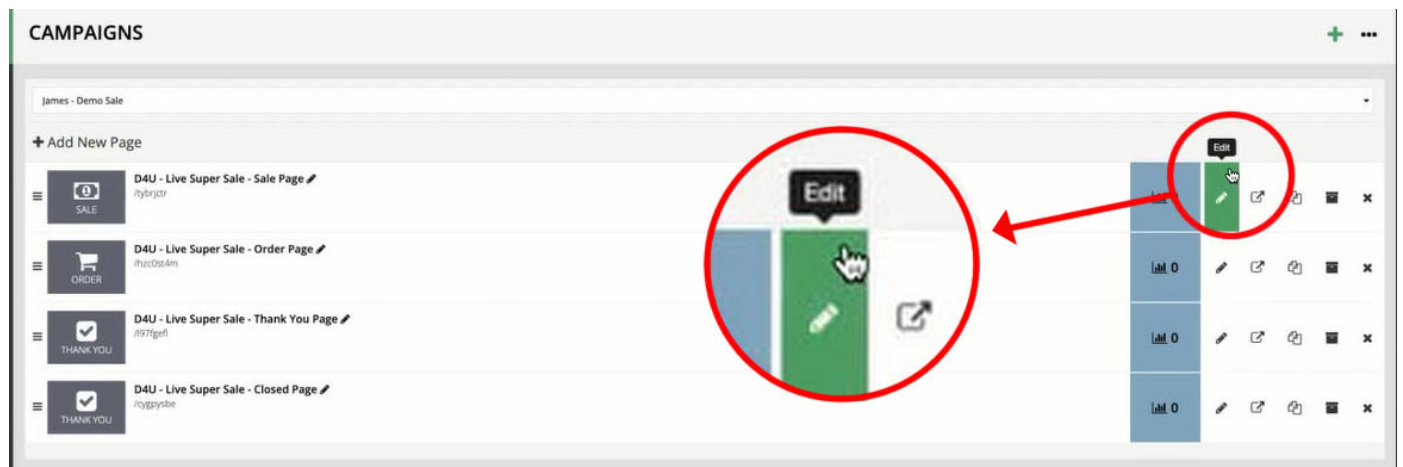
James: It's already ready. And from what I understand, these pages are already linked together. Rather than us having to join them with the old drag and drop or even worse, in the old days, you had to actually code, say, Go and open up this site or that site with the links and stuff.

John: That's right. And it becomes super important as you start doing complicated campaigns. For example, an automated campaign will require a boost, we call them boosters, which is an automated deadline. And that automated landing will already be set up for you and linked to go to the next step.

So for example, here, what are we seeing? We're seeing the pages I described, we're seeing that we have the sales page, the order page, thank you page, and here, there's basically the closed page. And I'll show you those pages in a second, for those who want to see them. But bottom line, they are linked. Yeah. So when I click on the button that is on the sales page, I'm going to land on the order page, when I submit my credit card on the order page, I'm going to land on the thank you page. And all of that is already pre-linked for you, pre-configured for you.

Templates, customization and shortcuts

Now of course, now, you can customize everything, right? So to do this in 10XPRO, we have the edit button, and when I click on that, I open what's called the Page Builder.

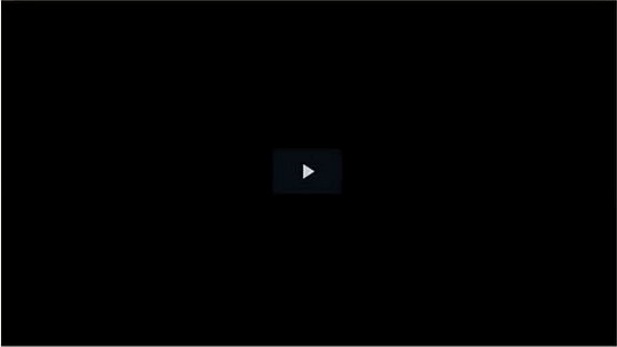


So I have these already set up here. And for example, this is a sales page. We have a ton of different templates that you can select from, but this is actually a template that is created by our team, and our team of copywriters as well.

VIEW


WARNING! This Offer Expires In: 03:12:44:23
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}



Yes! I Want To Enroll Now >>

+



Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem }?

And it's basically a whole framework that you can follow to pretty much sell anything that you want, right? Now, it has a template, we tell you what to say.

I am the creator and founder of {BRAND} + {YOUR STORY & RESULTS}

Who This is NOT For:

Now, before we go any further, I highly respect your time so here is who this is for and who this is not for.

Let me show you who it is Not for first:

- ✗ If you are not ready to put some effort to learn.
- ✗ If you are not prepared to take action.
- ✗ If you can't follow direction
- ✗ If you don't want to learn how to {desired result}

Then this is not for you, I am sorry, you can close this page now.

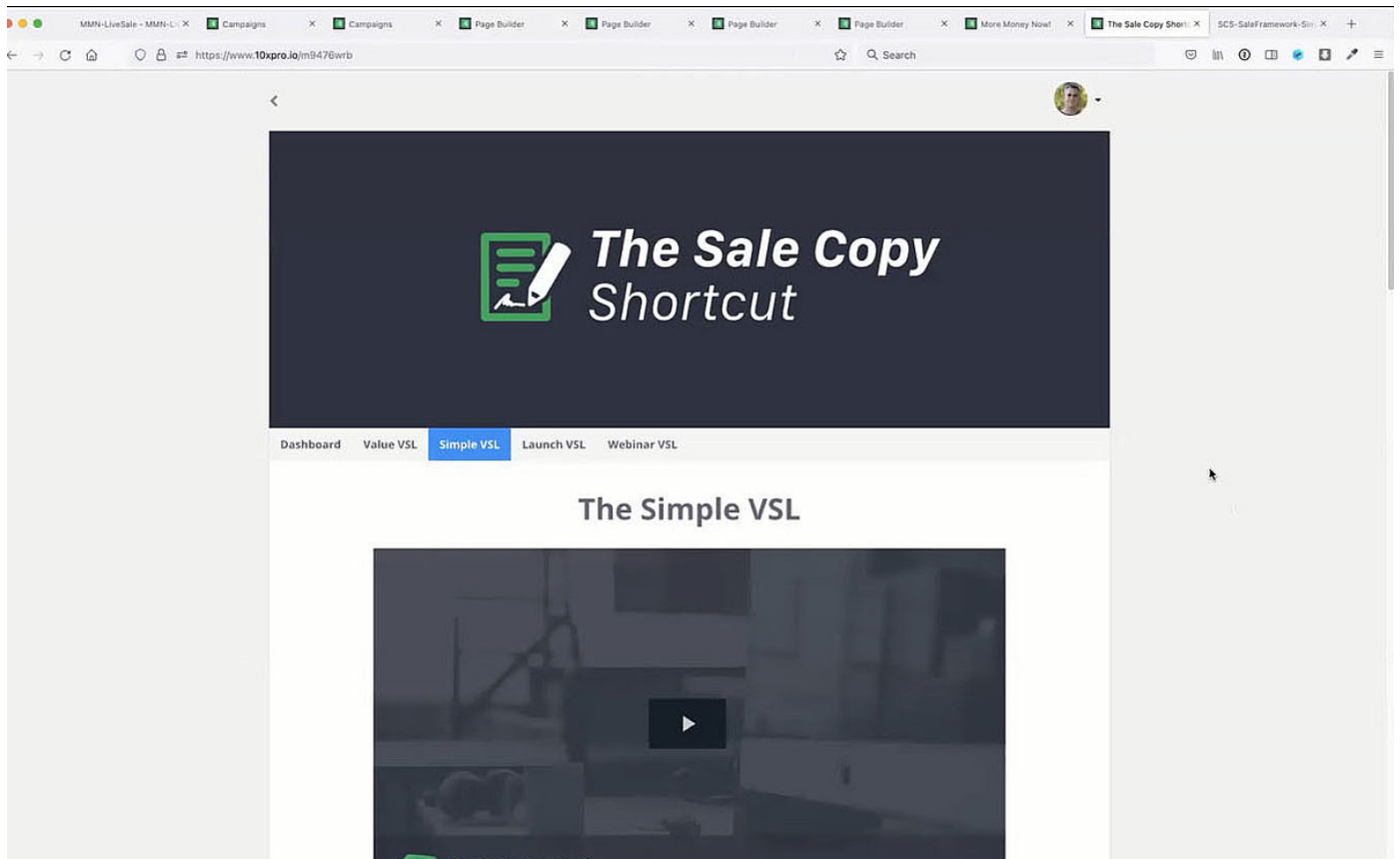
Who This is PERFECT for:

With that said, Here's who {PRODUCT NAME} will be perfect for...

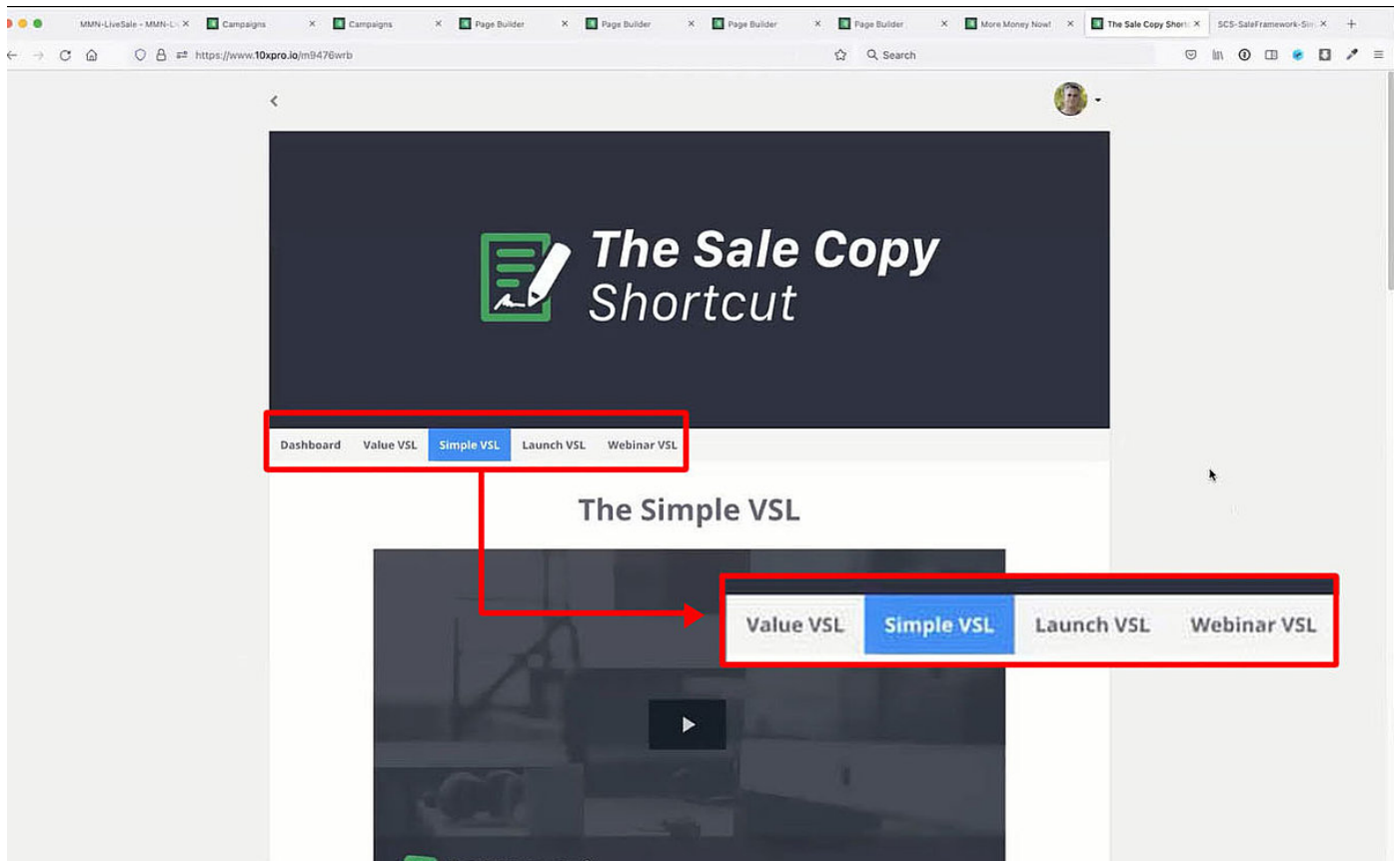
- ✓ If you want to discover how to {BENEFIT}
- ✓ If you are tired of {Problem}
- ✓ If you are looking for a proven and reliable way to {BENEFIT}
- ✓ If you sometimes get frustrated or overwhelmed trying to {Result}
- ✓ If you want to learn the fastest way to {RESULT}

Then this is for you, keep reading to learn how to {BENEFIT}.

And if you need any help, as a 10XPRO.io member, you have access to a course I created, which is called the Sale Copy Shortcut, and you can see it on the screen.




We have all these people asking us, show us the course. They're talking about all these courses that we're getting in the Academy, show us. So I'm showing you here the Sale Copy Shortcut. The Sale Copy Shortcut, I give you four templates that you can use depending on the campaign that you're using.



So in this case, we're going to use what I call the simple VSL. VSL stands for Video Sales Letter. If I scroll down in this page, what you're seeing is that I have an overview video, I give you also the template with words exactly what you should say.




Dashboard Value VSL **Simple VSL** Launch VSL Webinar VSL

The Simple VSL



[Download the Sale Video Script template](#)

Phase 1 - The Intro

-  The Welcome +
-  Introduce Yourself +
-  Who this is NOT for +

It's a PDF that you can download. And I'm giving you the template, meaning the exact same words that you can use. Of course, you can customize it, you should customize it for a brand.

Note: Use this when you want to send directly to a sale video page

The Welcome & The Promise

Hey everybody, {NAME} here and I have a question for you...

Does any of this sounds like you?

- + Are you tired of {Problem 1}
- + Do you sometimes feel frustrated and overwhelmed trying to {Result}
- + Do you ever wish there was an easier way to {Result} without {Frustration}?
- + Because maybe you've tried a few things before but no matter what you did you've never been able to {Desired result}

If you answered yes to any of these, keep watching because this video is specifically for you

Today I am going to show you how to Get {Desired Result} in {X Days} without {Frustration}.













And the way I am going to do this is with a brand new product I've created for you called {Name}.

But I'm giving you the framework step by step. And if you need any more help, I also break down that template, that blueprint in little videos where I explain, Okay, in this section, the Welcome, this is what we're trying to do, this is what you want to say, this is how you're going to introduce yourself, etc.



[Download the Sale Video Script template](#)

Phase 1 - The Intro

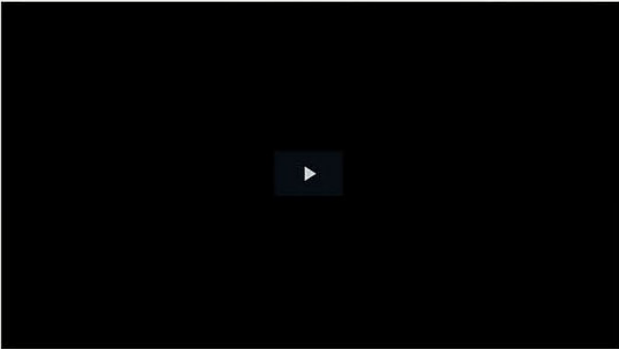
-  The Welcome 
-  Introduce Yourself 
-  Who this is NOT for 
-  Who this is Perfect for 
-  Introduce The Product 
-  Product Description 

So we break it down, as you can see, super small videos about every single section of that template.


< VIEW

WARNING! This Offer Expires In: 03:12:49:59
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}



[Yes! I Want To Enroll Now >>](#)



Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem 1}?

So now you have everything. You have the page, you have the system set up, you have the template, you have the words that you should use, and now you can work and create an awesome sales letter. So you can present, you can let people know, This is what I have, this is the product, this is the course, this is the membership site, this is my coaching service, this is why you want to get it, like these are the benefits. And to get it, this is what you need to do. And why you should do it now? Because it's going to expire, whatever, right? So there's a whole framework.

< VIEW

Page Options

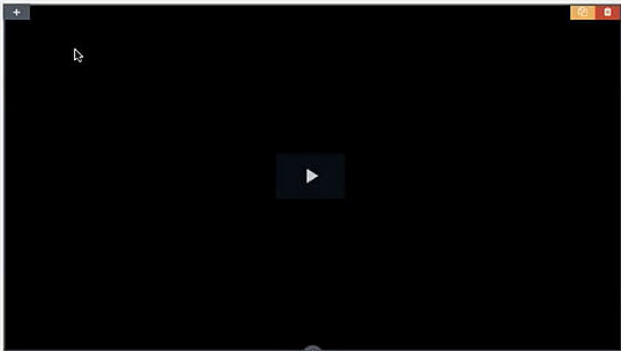
Form Settings

Templates

Saved Sections


WARNING! This Offer Expires In:

03:12:42:28
Days Hours Minutes Seconds



How to Get {Desired Result} in {X Days} without {Frustration}

Yes! I Want To Enroll Now >>



Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem I}?

Waiting for www.youtube.com...

But bottom line, you get the idea. You have the page builder. And as you can see, as I move my mouse, it's very easy. If I want to move the video and put it on top, I just drag and drop, you know, you can then, of course, customize this.

And if I want to, of course, change the headline, I click on that, and on the left sidebar, I can start typing whatever my headline should be, right? So, very easy.

WARNING! This Offer Expires In: 03:12:42:19
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}

Yes! I Want To Enroll Now >>

Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem I}?

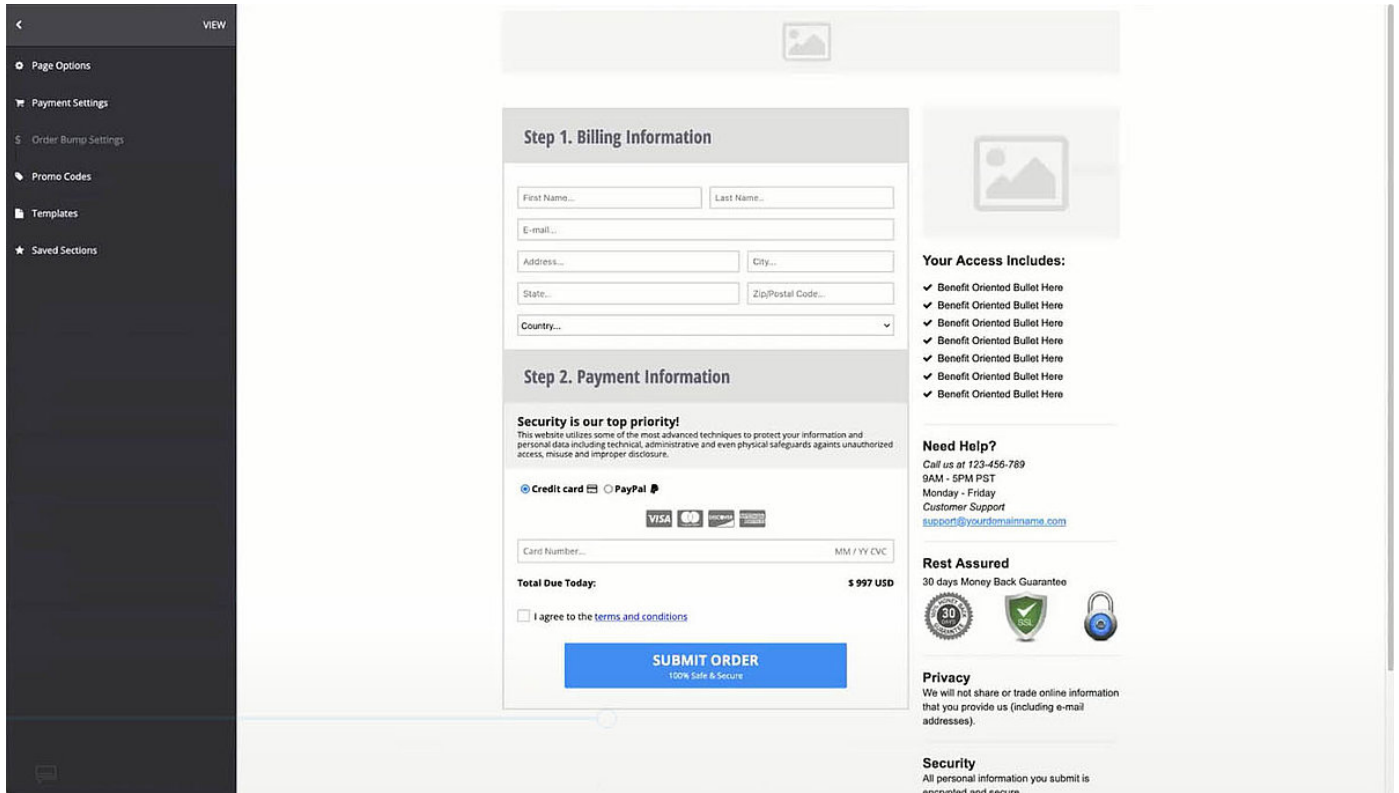
Text: B U I ... How to Get (Desired Result) in (X Days) without (Frustration)

Width: 100%

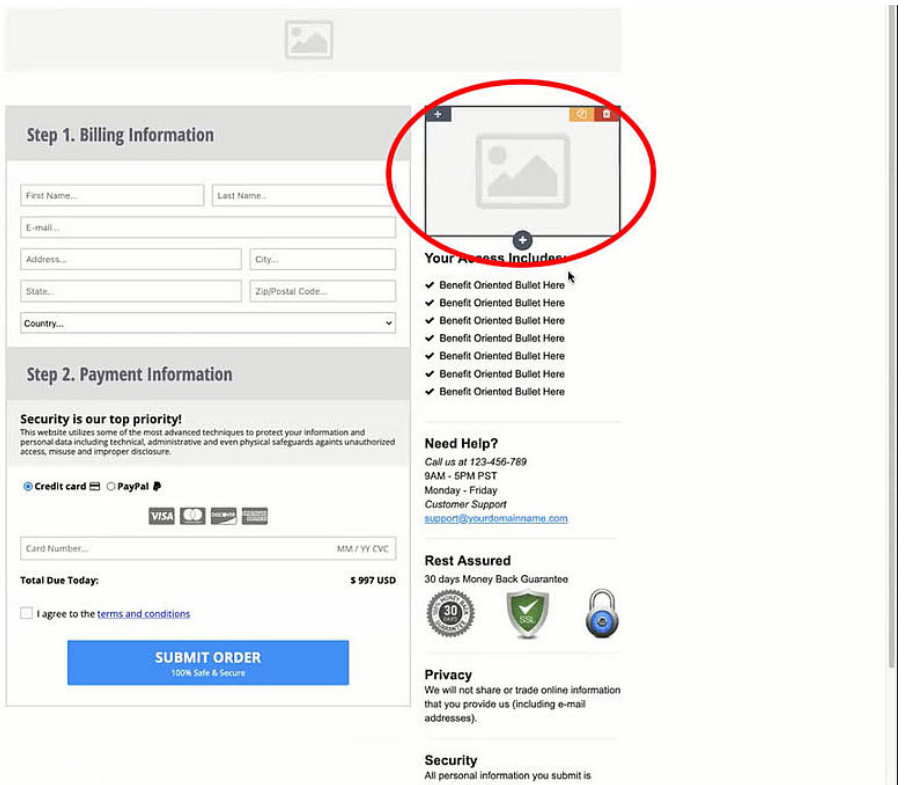
Font > Icons > Background > Border > Alignment > Spacing > Options > Audiences > Animation > Mobile > Display >

SAVE

Drag and drop. That's why people love 10XPRO. And that's how you can easily customize this template.

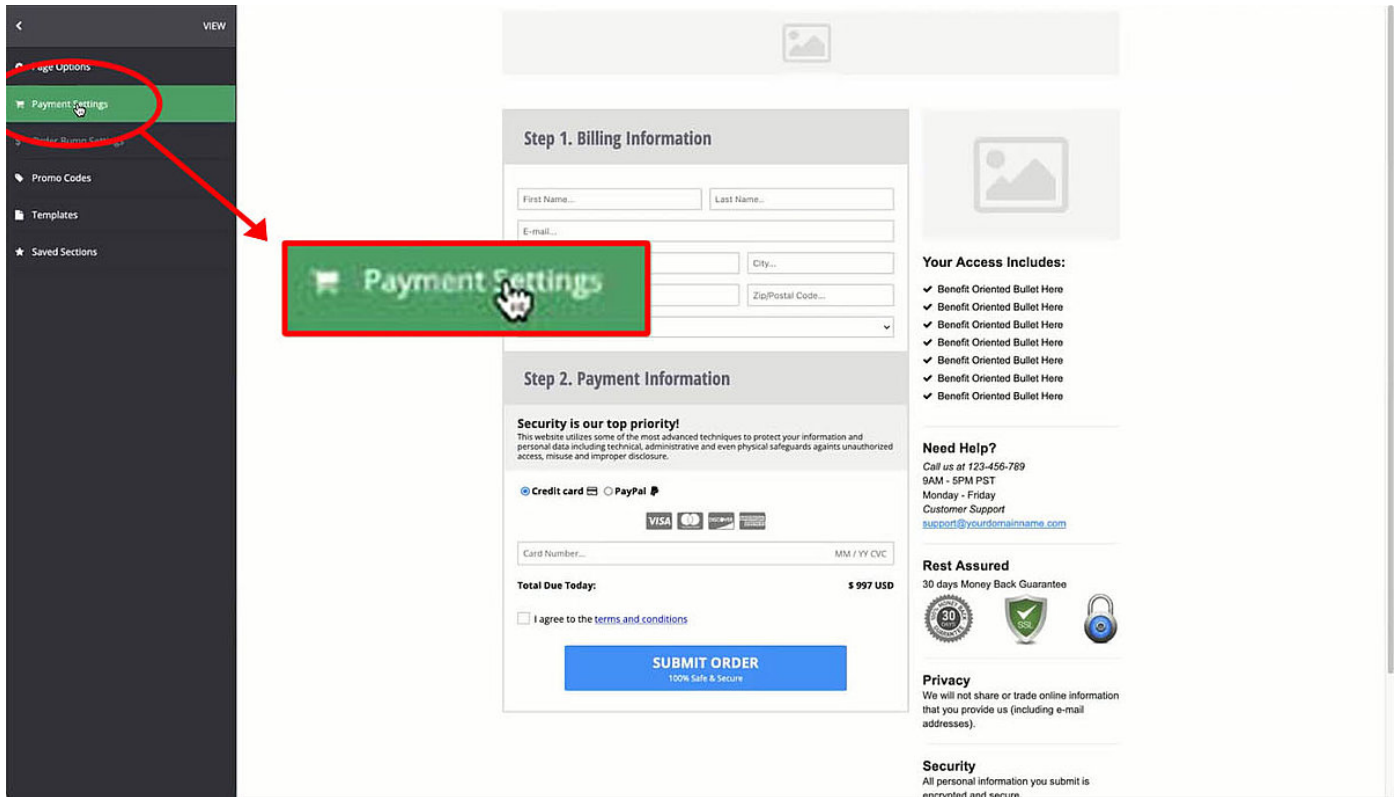


So now you have this page, it's set up. The next page, when they click on the button, they're going to go to the order page. Again, the page builder opens, and now you can customize this template any way you want.



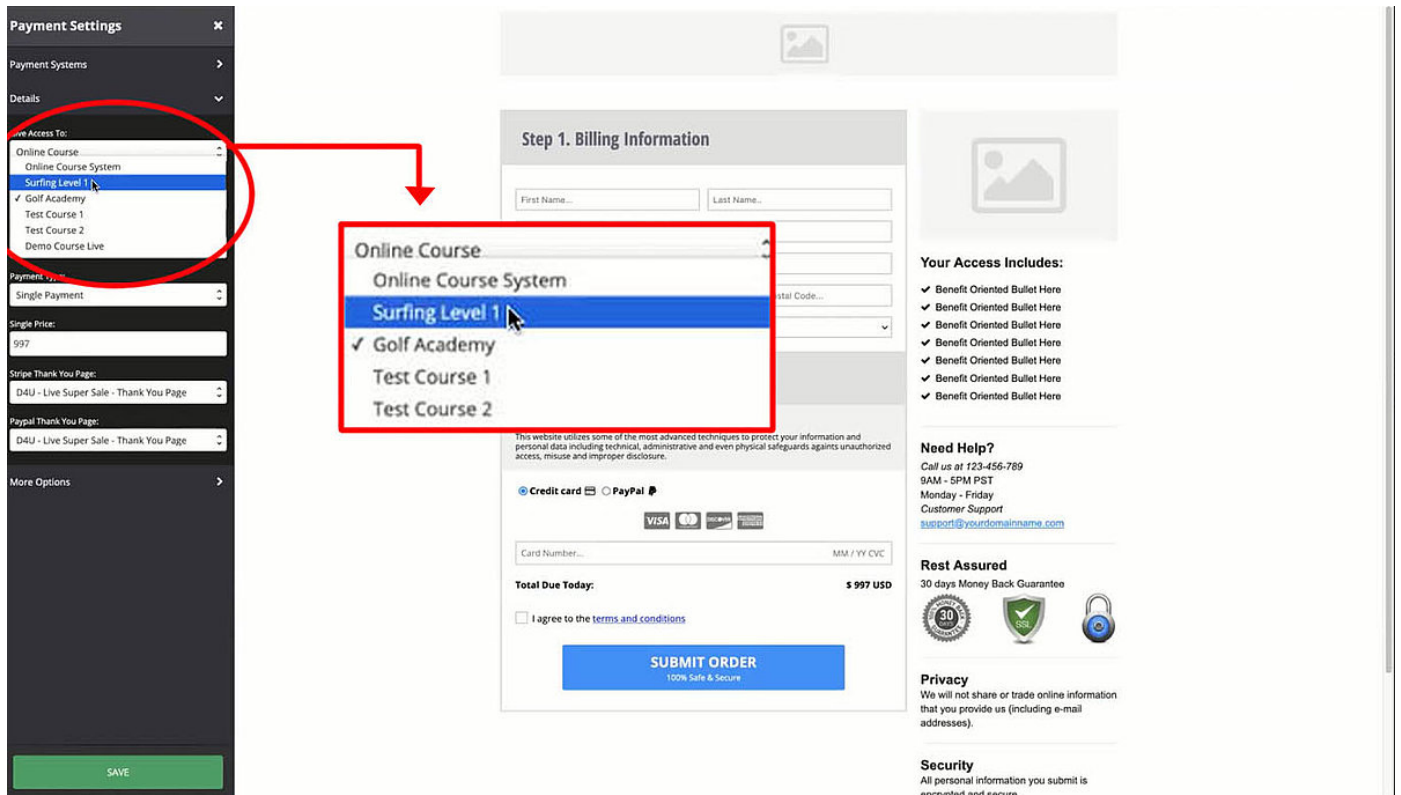
You can put your image, you can put a video if you wanted to. And you can, of course, set up the page to use the price that you want to do.

So if you want people to pay one time only, that's fine. If you want them to do a payment plan, that's okay. If you want to offer a trial and then go into a subscription, you can set that up as well very easily by simply going to payment settings.



And then you basically play with what they should get once they buy. And again, like, they can buy with a credit card or with PayPal payments, right?

But you tell them, in 10XPRO, it's very easy, as simple as selecting a dropdown. You select the dropdown, you say, you know what, when they buy, they're going to get access to this course, made-up course that I created, called Surfing Level One.



James: Oh, I need that course.

John: Right. They buy that, they get Surfing Level One.

James: I definitely need that one.

John: Yeah. Well no, for you, it's a Surfing Level Mastery, or something like that, you know?

James: One B. You never get good at surfing. That's one thing I've discovered.

John: Right, well, it's a lifelong journey, isn't it?

James: Oh, fun journey.

Just like that, it's all set up

John: Yeah.

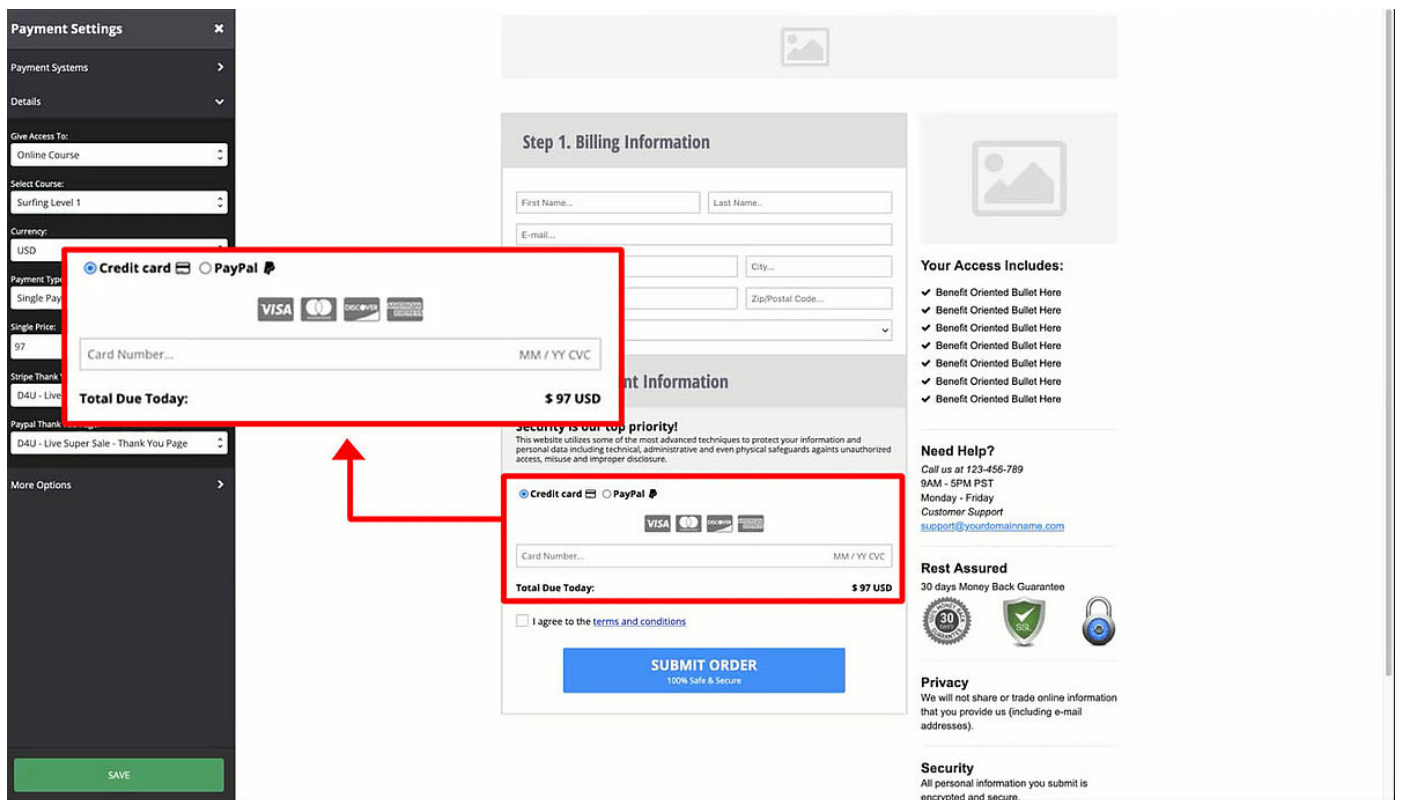
So you can basically set it up, right? So in this case, I'm saying, Okay, this course is going to be a one-time payment of 997 or whatever the price, \$97, right. You can simply change that here.

The image shows a payment settings interface for an online course. On the left, a sidebar titled "Payment Settings" has a "Details" section highlighted with a red border. A red arrow points from the "Payment Type" field in the sidebar to a central modal window. The modal window, also with a red border, contains the following settings:

- Give Access To: Online Course
- Select Course: Surfing Level 1
- Currency: USD
- Payment Type: Single Payment
- Single Price: 997
- Stripe Thank You Page: D4U - Live Super Sale - Thank You Page
- Paypal Thank You Page: D4U - Live Super Sale - Thank You Page

The background shows a checkout form with fields for "First Name...", "City...", and "Zip/Postal Code...". Below the form is a "SUBMIT ORDER" button with the text "100% Safe & Secure". To the right of the form, there is a "Your Access Includes:" section with a list of benefits, a "Need Help?" section with contact information, a "Rest Assured" section with a 30-day money back guarantee, and "Privacy" and "Security" sections.

And you can see that the order page is changed. I'm set up, I'm accepting payments, boom!



James: So just to stop you there, like already, you've covered three separate products. You've given us a copywriting product that people would charge thousands for.

John: Yes, yes.

James: You've given us a shopping cart that people sell separately. And you've given us a page builder that people sell separately. So normally, they've had to go and get some copy training, they've had to go and get a page builder, they've had to try and glue it together, or jank it up somehow with a cart, and make it all talk to each other.

This is exactly the journey I went through myself. So it's great to see a one-stop place here. It's just all flowing together. And you don't have to go and get all the separate components for this stuff.

John: Right. And it's all done together as well, and the campaign's already built for you. So if you're not familiar with funnels and what you should do, then just follow along.

James: Follow the bouncing ball. Like, I'm literally going to go and find that VSL training and make a video. I still don't have a video on my sales page. I had one about eight, nine years ago, but it eventually got out of date.

John: Right, right. Right.

James: And I've been putting it off. But when you have a framework to follow, it's just so simple.

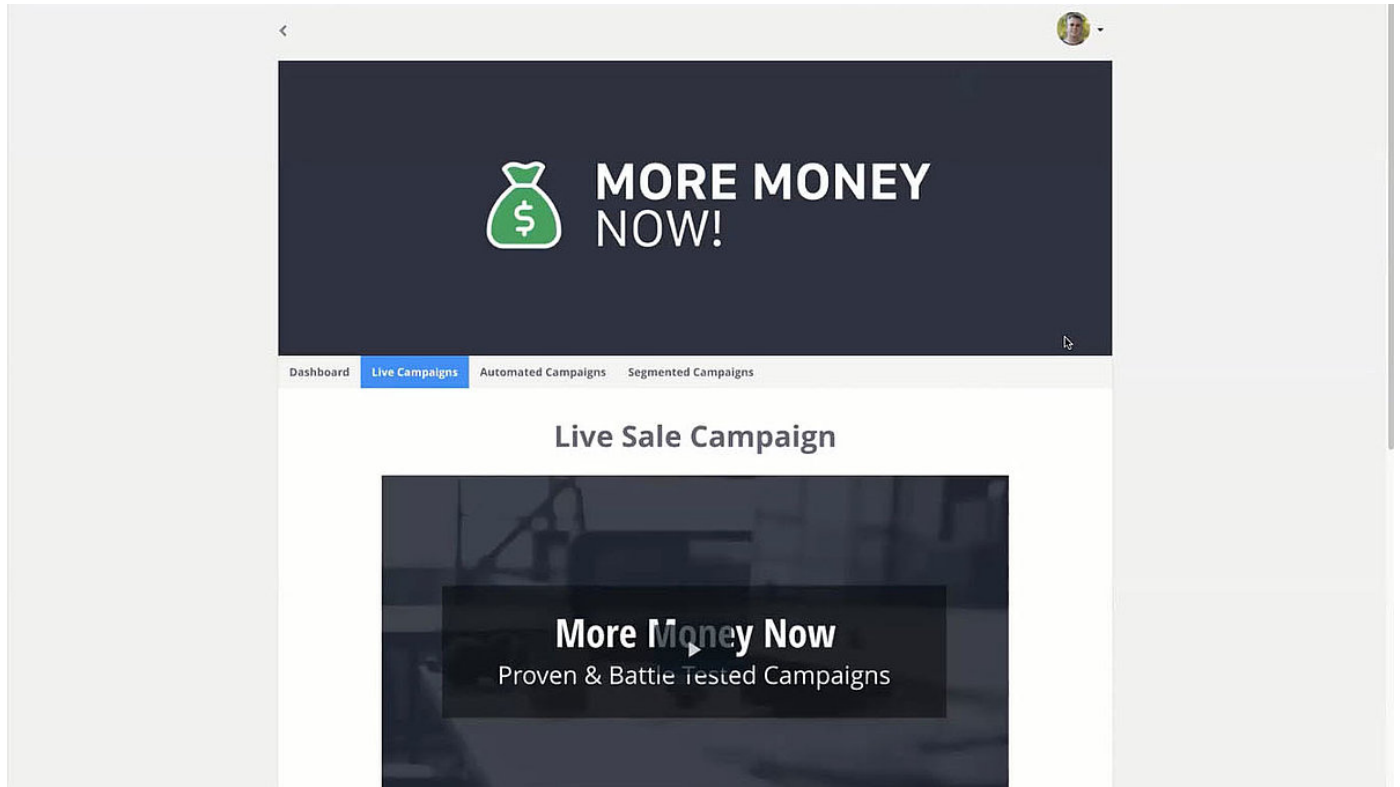
John: Exactly, exactly. So we are in the order page, you set it up, they go to the next page.

The behind-the-scenes tech

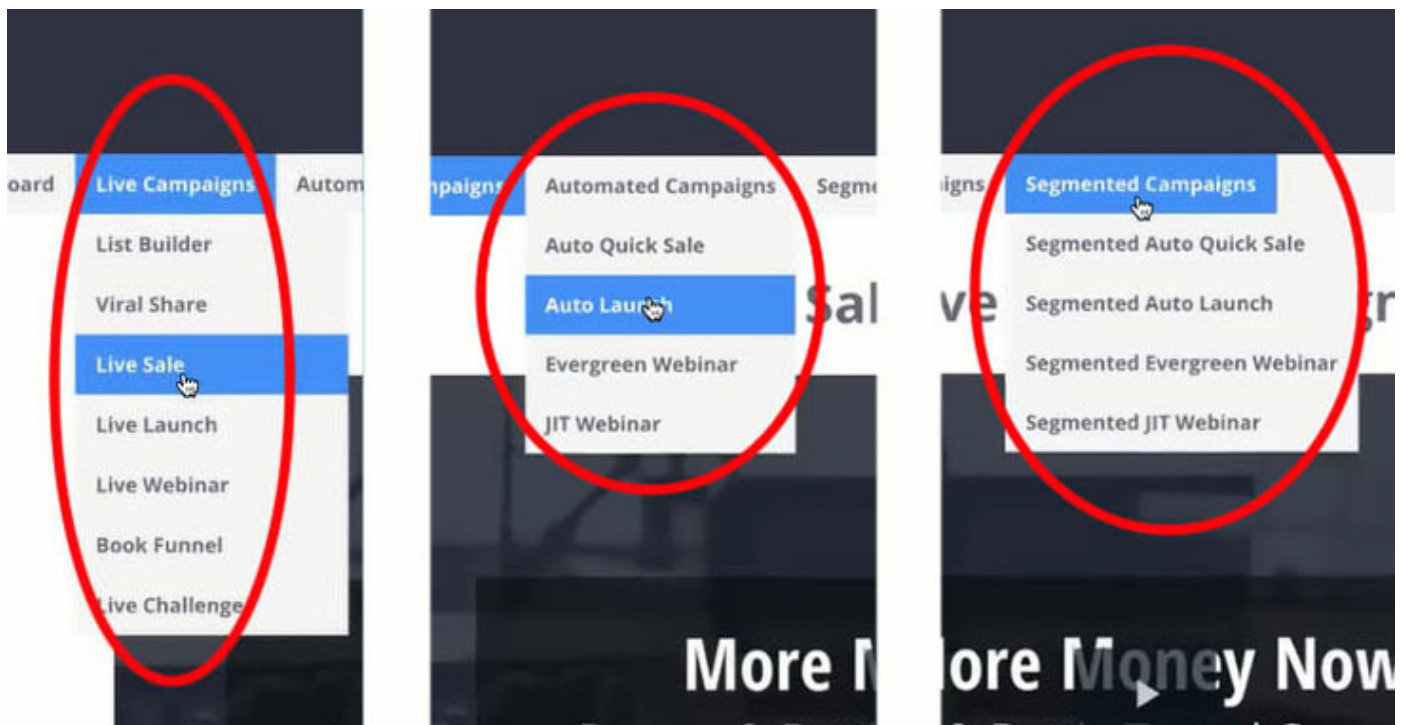
Now, it's very important that when they buy, we take care of the technical stuff, meaning that, okay, you are going to give them access to the course, no problem, we'll do it for you. Meaning that we're going to register them to the online course, they're going to get an email from the system with their login details, telling them here's how to log in, and of course, those details are also going to be sent to your emailing system to let you know this person has purchased.

And this is important, because as I'm going to go into the email sequence, you want to make sure that you stop emailing the people who just bought, right? There's no point in telling them, Hey, it's going to expire, when they already buy. So in here, what we do is that we have what we call that deep integration, where I bought, I'm being added to your emailing system, and there is a tag that is applied.

So whether you're using Infusionsoft, [Ontraport](#), [ActiveCampaign](#), AWeber, ConvertKit, MailChimp, whatever, we will let you know, we will add that contact to your emailing system, and we will apply your tags. This is very important, because this tag will allow you to take them out of the sequence. I explain all of that in greater detail in the course that you get access to as part of the academy, it's called More Money Now.



And you can see it on my screen right here. It's another course. To me, it's my life's work, it's everything I know about campaigns, you will be able to see that here. I describe every single campaign step by step, from live campaigns to automated campaigns, to segmented campaigns.



And each of these campaigns, I keep it short, but I go into the things that you need to know.

Why you don't need that product launch course


So at the top, you see an overview of the campaign.


Live Sale Campaign




Download the Video File (You may need to right-click the link and select "Save Target As")

Remember: Check out the Extra Training to learn how to do extra things for this campaign. Click on the link in the navigation bar.

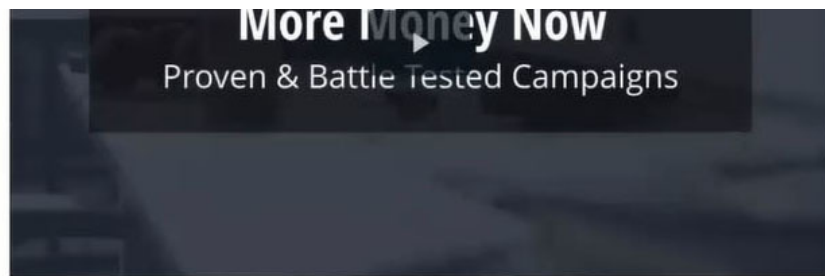
 **Setting Up The Campaign** +

 **Setting Up The Emails** +

Download & Resources

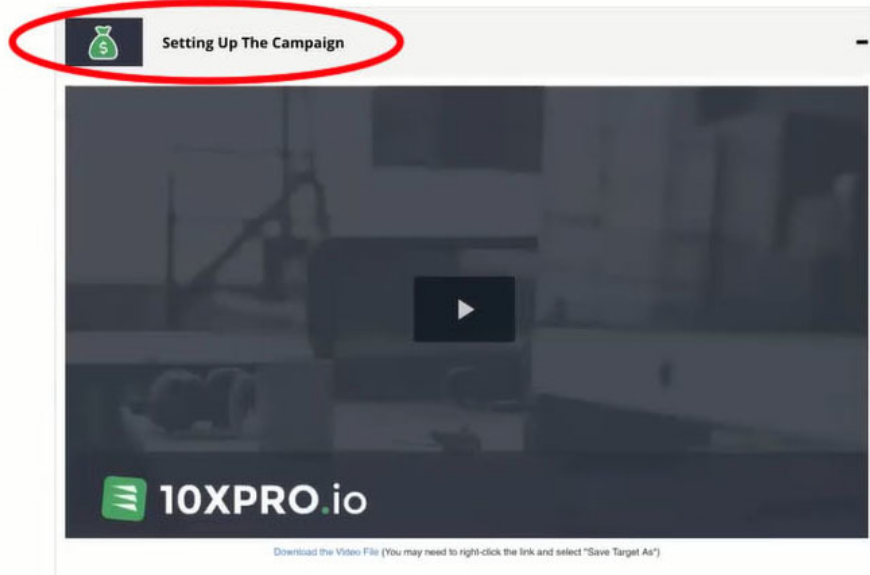
 [Download the blueprint PDF](#)

Then I show you how to set it up, which is what we are doing right now.

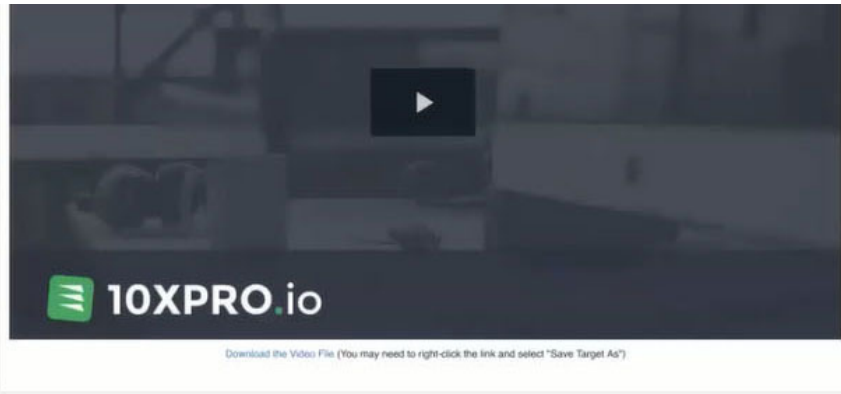


Download the Video File (You may need to right-click the link and select "Save Target As")

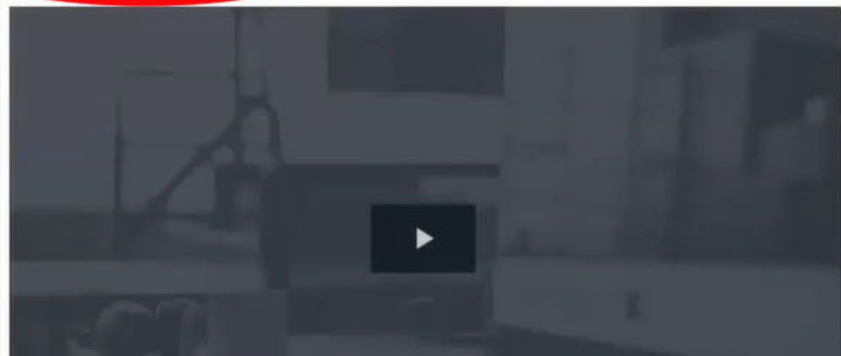
Remember: Check out the Extra Training to learn how to do extra things for this campaign. Click on the link in the navigation bar.



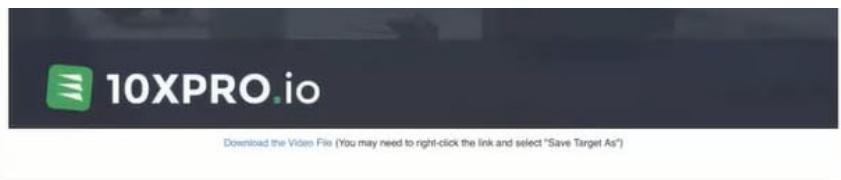
And then I give you the emails and what you should say, pretty much what we're doing together.





 **Setting Up The Emails**



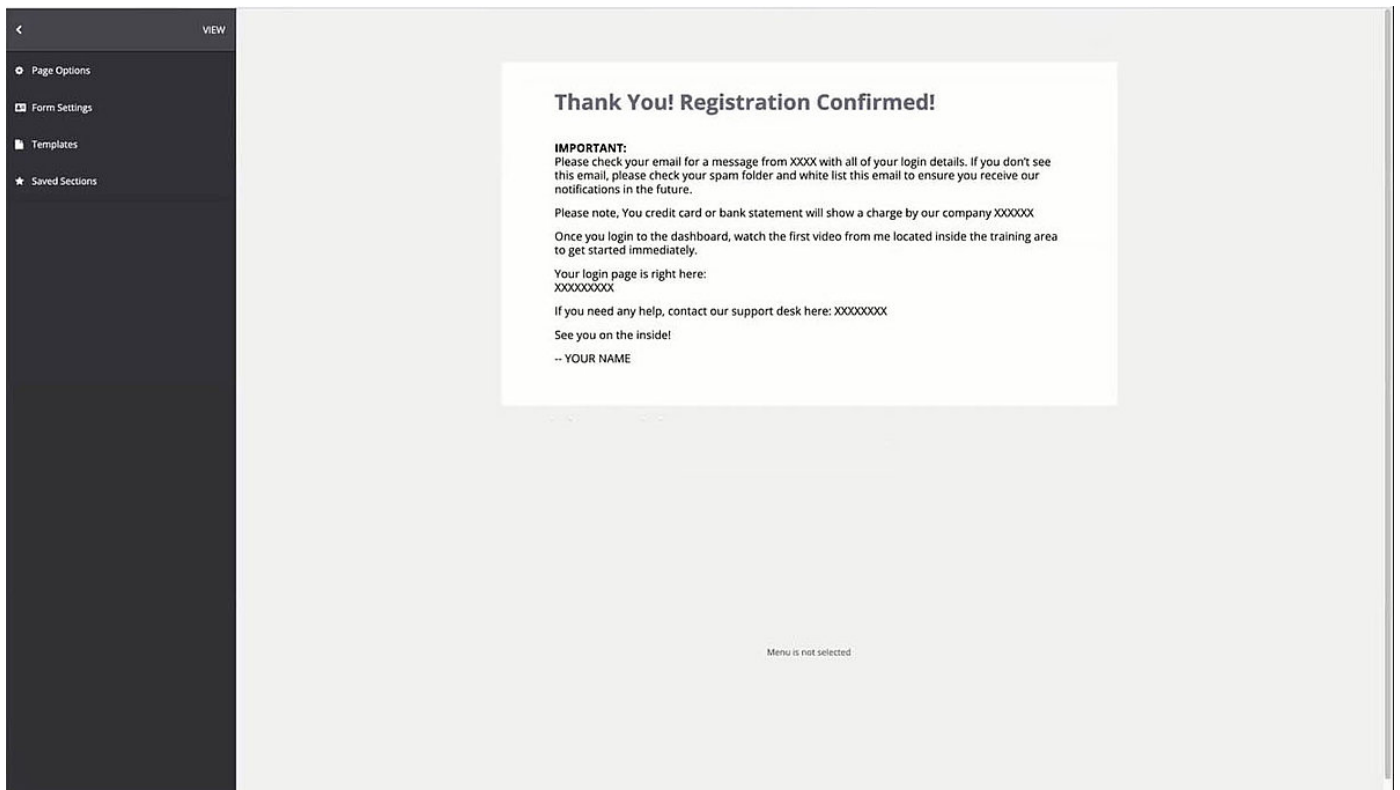
And I also give you a blueprint. I am doing this for every single campaign that you might want to set up.



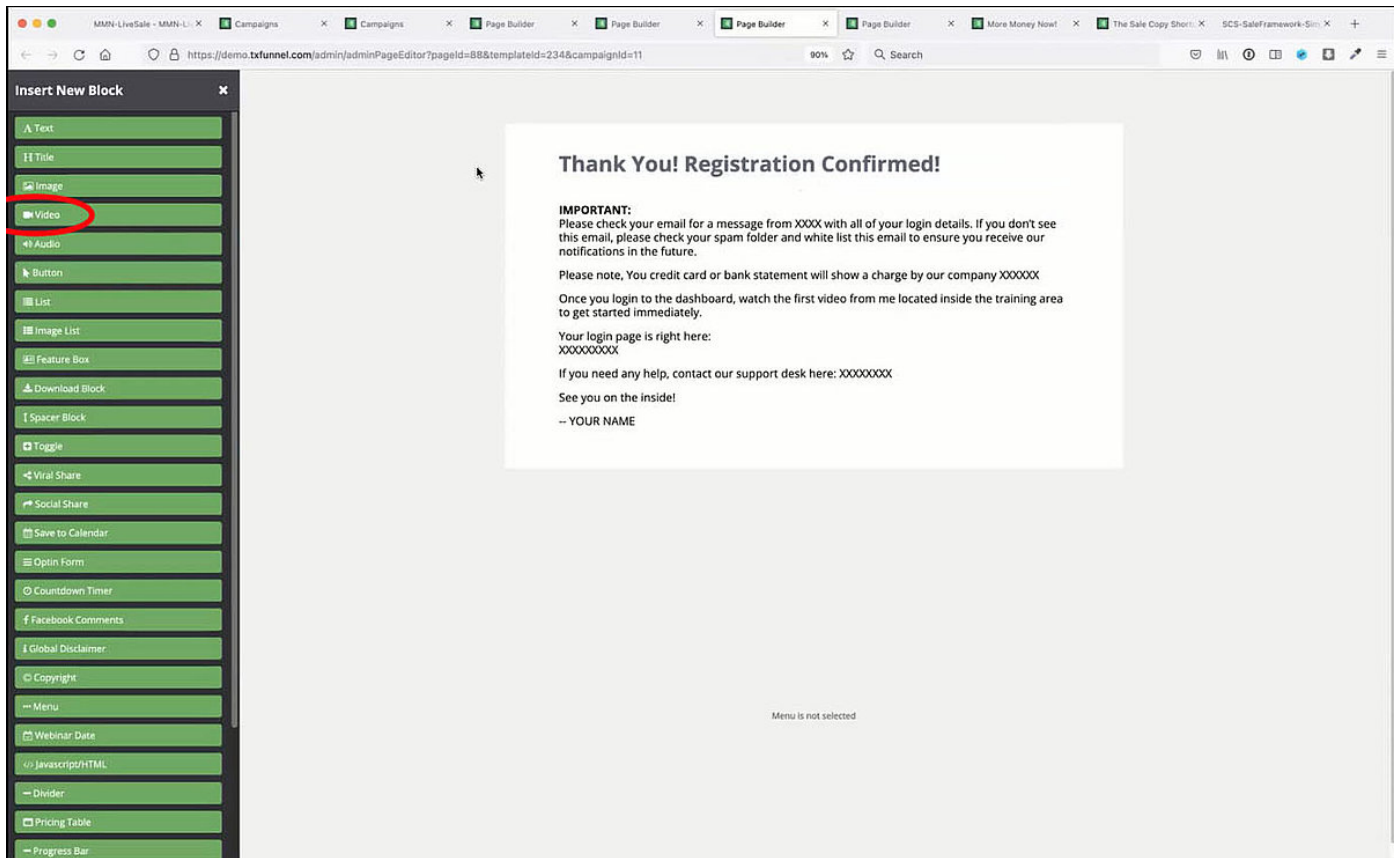
 **Download & Resources**
 [Download the blueprint PDF](#)

So you don't have to buy a Product Launch Formula course, or a Webinar Mastery Secrets, Double X Your Profits in Two Days, whatever, you don't have to do that. You have every single campaign, and you can learn exactly how to do those things. And I'll walk you through step by step, like I'm doing right now.

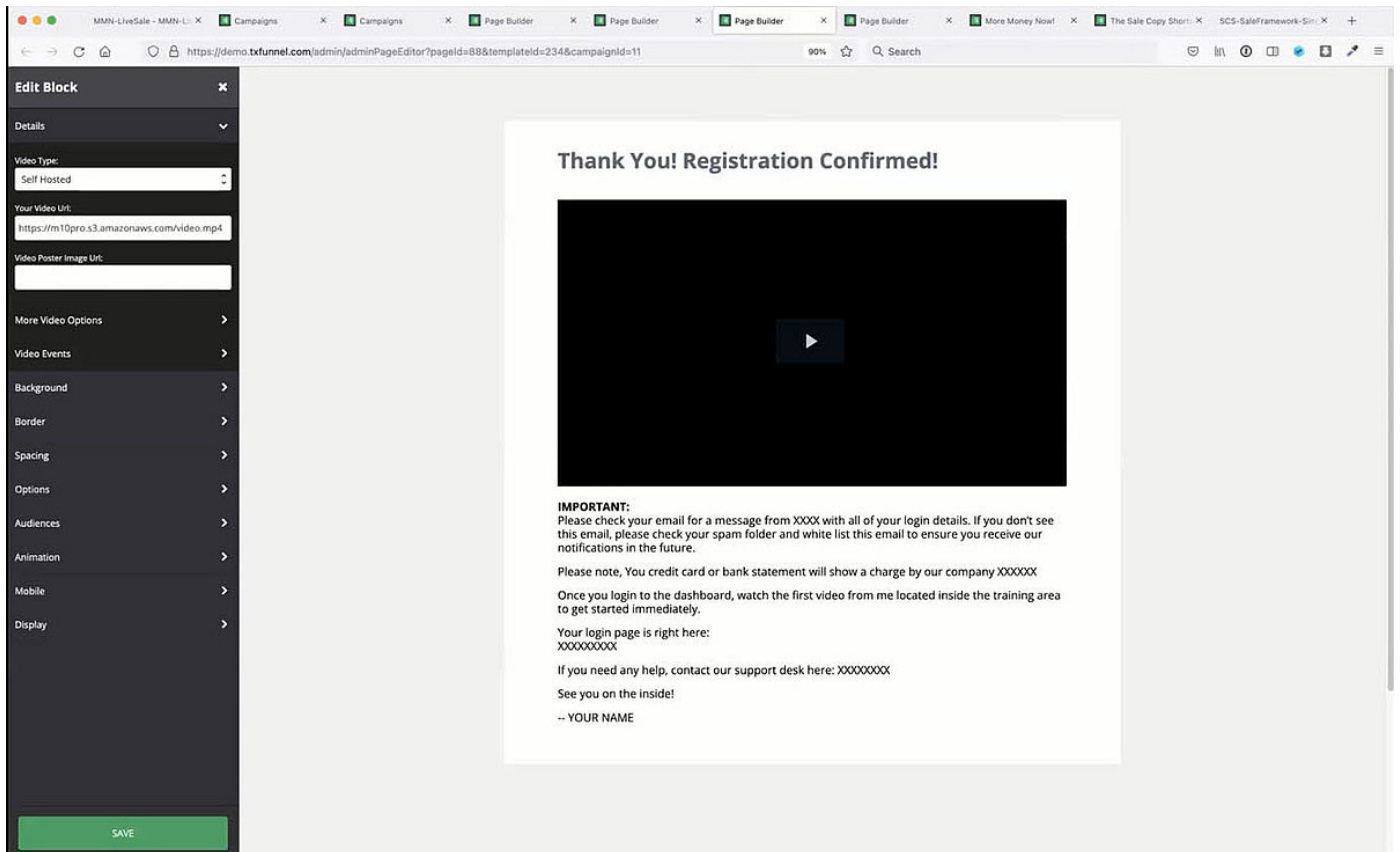
So we're at it, someone went to the sales page, they landed on the order page, they purchased, they are going to land on the thank you page.



And this thank you page can be whatever you want. Okay, I can add a video like I'm doing right now.



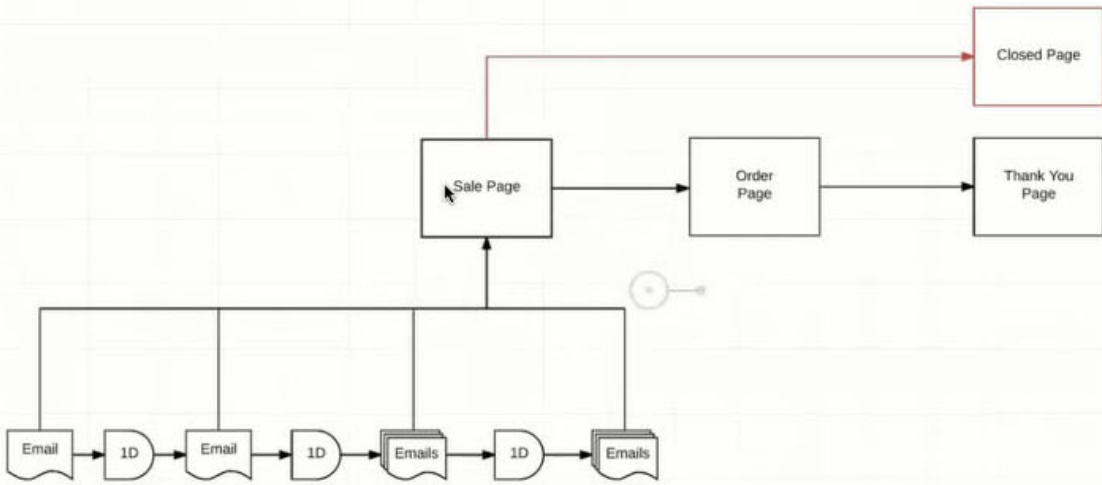
I'm clicking on the plus for those who are listening, I'm selecting the video block, and boom, now I have a video on my page, if you want to have a video on your page.



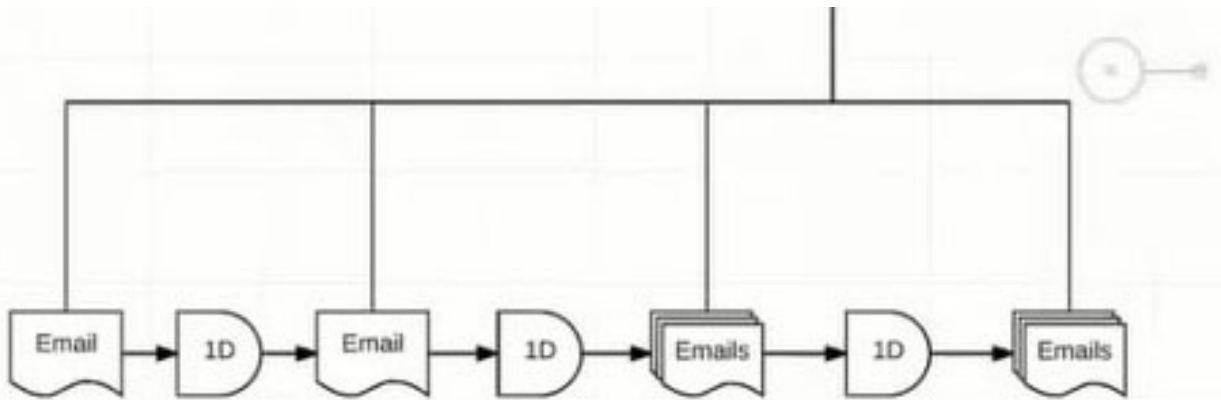
I like to do this. I like to have a video of me on camera, thanking my new members, welcoming them to the community, and telling them, everything's fine, you're in, you're going to get your login details. Here's below a link to login, whatever. I'm making sure that they feel comfortable, and that they're happy with their purchase. Right? So that's the sales page. So we talked about the campaign.

Now the most important thing, because we said you need to drive this thing, right? So let's go back to our blueprint. We're here. What we have done is the top part. We have set up the pages with [10XPRO](#), super easy. We know that when someone buys, we are going to get them into our emailing system so we can take them out of the sequence.

The Live Sale



And what is the sequence? It's what you see below.



And for those who are listening, what we're describing is I have a little map, where I show you the emails that you should send. In this case, we're doing a four-day campaign. I like to do a four-day campaign, because it's not too short, it's not too long. And it allows you to send different emails, with different flavors, with different messages to remind people that you have something special that is available, and to remind them that it's going to end, as well.

How the email part works

So how does this work? I'm going to give you a very short description of that campaign. The basics is four emails. You can go six emails, with two emails on the last days. But the first email, very simple email, you send it on day one. We're open, we have something special. The reason why it's special is because I'm getting married, or, Hey, it's thanksgiving, or, Hey, I want to thank you for being a subscriber of mine for the past month, it's awesome. So I decided to put this thing that is going to be available for a limited time or whatever, the bonuses are going to be available for a limited time. Here's the link to find out more.

That's it. You don't need to do the sale, you just tell them that something special is open. When they click, they go to that sales page, as you can see in the map. They click, they go to the sales page where they get all of the information with the template, and they can make a decision whether they want to buy or not, right?

The screenshot shows a web browser window with the URL <https://demo.txfunnel.com/admin/adminPageEditor?pageId=87&templateId=3378&campaignId=11>. The page is in a "VIEW" mode, as indicated by the top-left navigation bar. A dark sidebar on the left contains menu items: "Page Options", "Form Settings", "Templates", and "Saved Sections". The main content area features a grey header with the text "WARNING! This Offer Expires In:" followed by a live timer. The timer is circled in red and displays "03:12:35" with labels "Days", "Hours", "Minutes", and "Seconds" below each digit. Below the header is a large black video player with a white play button in the center. Underneath the video is a red button with the text "Yes! I Want To Enroll Now >>". At the bottom of the page, there is a testimonial section with a small profile picture of a man and the text: "Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you... Does any of this sounds like you? Are you tired of {Problem 1}?"

In that sales page you saw actually here, there's a little timer. This is actually important. This is actually important. These timers are what we call a live timer. You don't need to buy another piece of software, you don't need to buy some type of deadline funnel thing. It's a timer that is built in, it's a block.

Edit Block ✕

Details


Countdown Timer Type:
Fixed Date

End Time:
11/06/2021 00:00:00 +0700

Redirect To:
Select Destination

Pass url parameters to next url

Email Countdown Timer:
<div>>



Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem I}?

In this case, because this is a live campaign, we're using a fixed date timer, meaning that I have configured this in 10XPRO, as you can see, super easy.

WARNING! This Offer Expires In: 03:12:30:35
Days Hours Minutes Seconds

Get {Desired Result} in {X Days} Without {Frustration}

Yes! I Want To Enroll Now >>

... {NAME} here, creator and founder of {BRAND} and I have a question

Does any of this sounds like you?
Are you tired of {Problem I}?

11/06/2021 00:00:00 +0700

November 2021

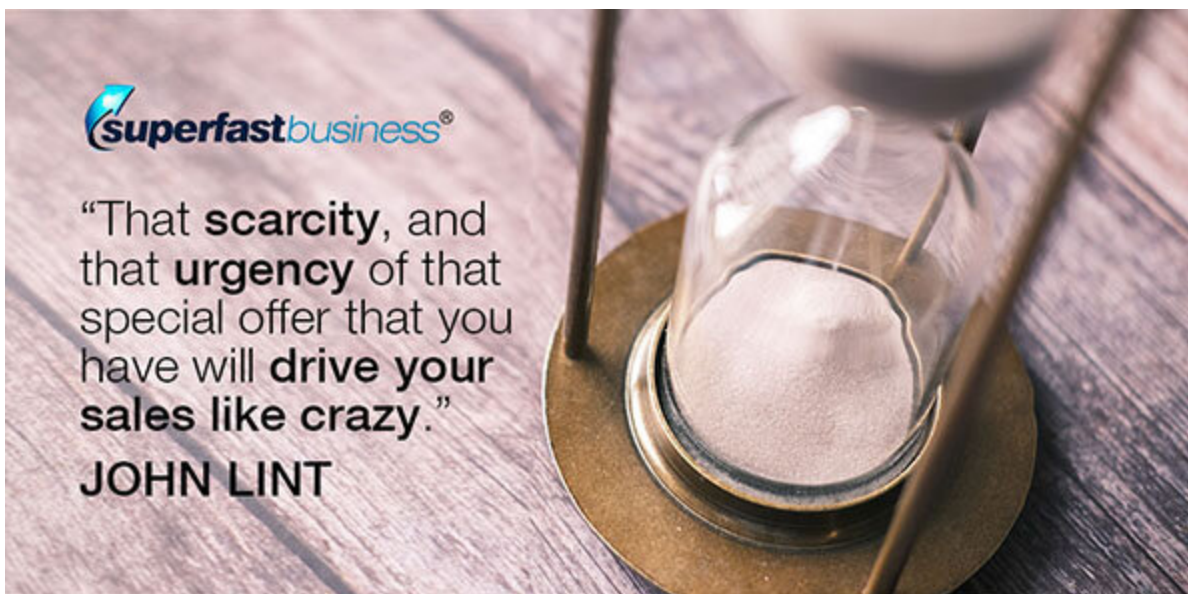
Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Time 00:00:00 +0700
Hour
Minute
Second
Time Zone +0700

Now Done

SAVE

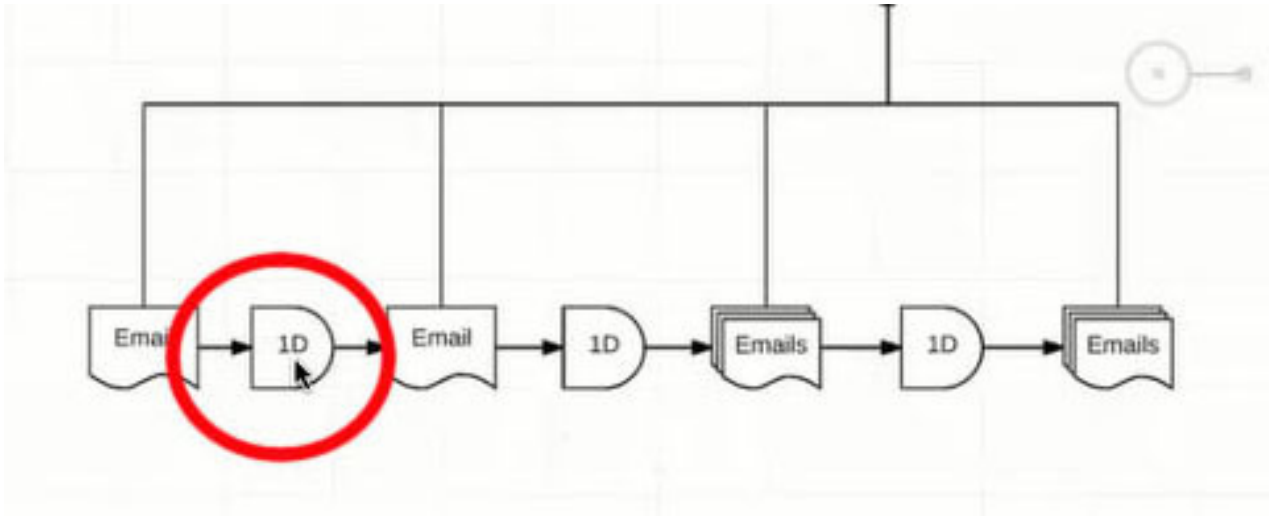
I click on the box, and I say, you know what, this campaign is going to expire on the sixth of November at midnight for this time zone, whatever it is. And that's it, I have set up the timer.



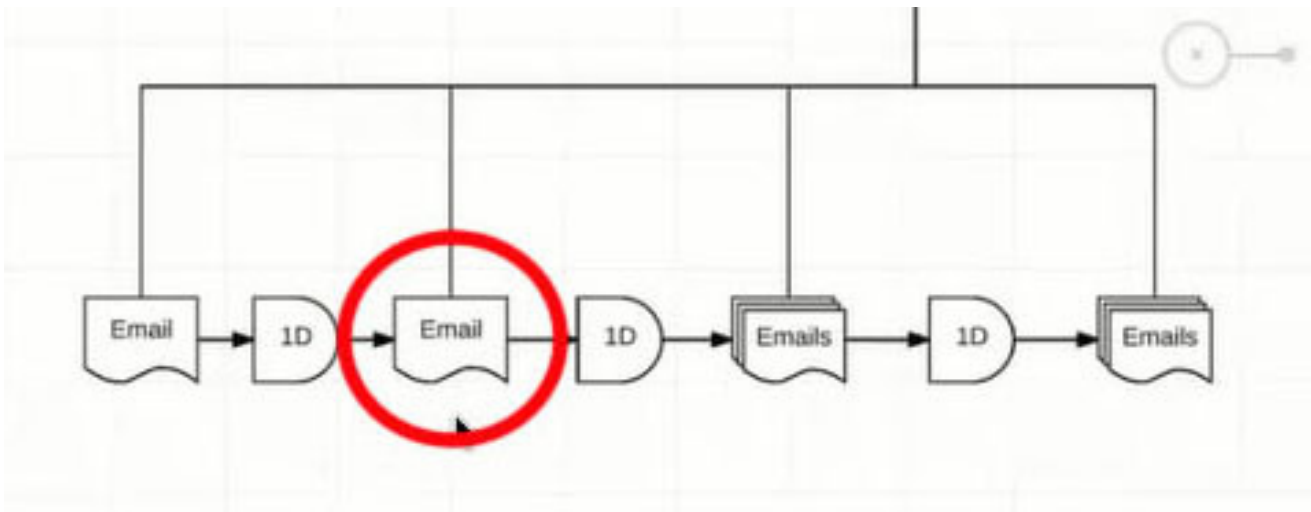
It also comes with an email timer. This is a bit more advanced, but I'll show you exactly how to do it in the More Money Now class, how to insert an email timer on your emails, very important for you to do so on the last two days of the campaign, to remind them that these will expire. And that scarcity, and that urgency of that special offer that you have will drive your sales like crazy. Okay?

The screenshot displays an email editor interface. On the left is a dark sidebar titled "Edit Block" with a "Details" section. The "Countdown Timer Type" is set to "Fixed Date" with an "End Time" of "11/06/2021 00:00:00 +0700". The "Email Countdown Timer" option is selected and circled in red. A red arrow points from this option to a preview of the timer. The timer is a black box with white text: "Email Countdown Timer:" followed by the HTML code `<div>>". At the top right of the preview, a warning banner reads "WARNING! This Offer Expires In:" followed by a digital timer showing "03:12:30:18" with labels for Days, Hours, Minutes, and Seconds. Below the timer is a large black box with white text: "How to Get {Desired Result} in {X Days} without {Frustration}". At the bottom of the preview, there is a profile picture of a man and text: "Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you... Does any of this sounds like you? Are you tired of {Problem !}?" A green "SAVE" button is at the bottom left of the sidebar.

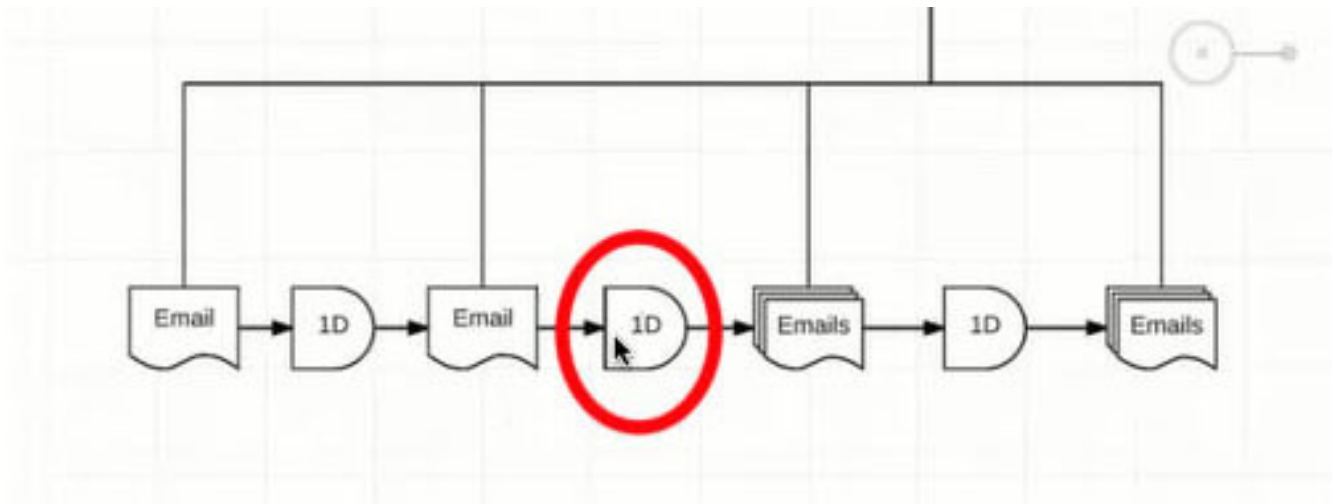
So you have those components built in with 10XPRO, you don't have to buy something else. But the first email, very simple, We're open. You see that we have a delay timer. This is what I describe, one day.



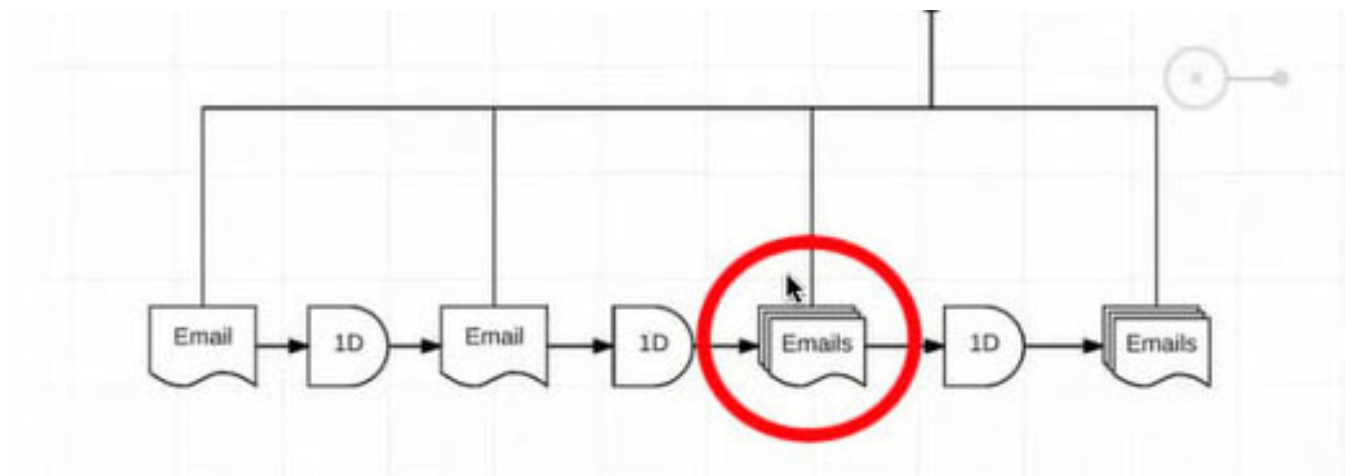
One day later, we're going to send another email. That second email, Hey, I just wanted to remind you that yesterday I sent an email about the special offer that we have, it's awesome, you're going to get this cool thing, but remember it's going to expire in three days at midnight. And the reason is because you're going to get access to these exclusive bonuses that are only going to be available for Black Friday, or Thanksgiving or whatever it is, right?



Just a little quick reminder email. In this email, some people, what they do is that they might describe a bit what the product is, very shortly, like a quick overview, and more importantly, the quick benefits of why, right. Then, one day later, we are on the third day of the campaign.

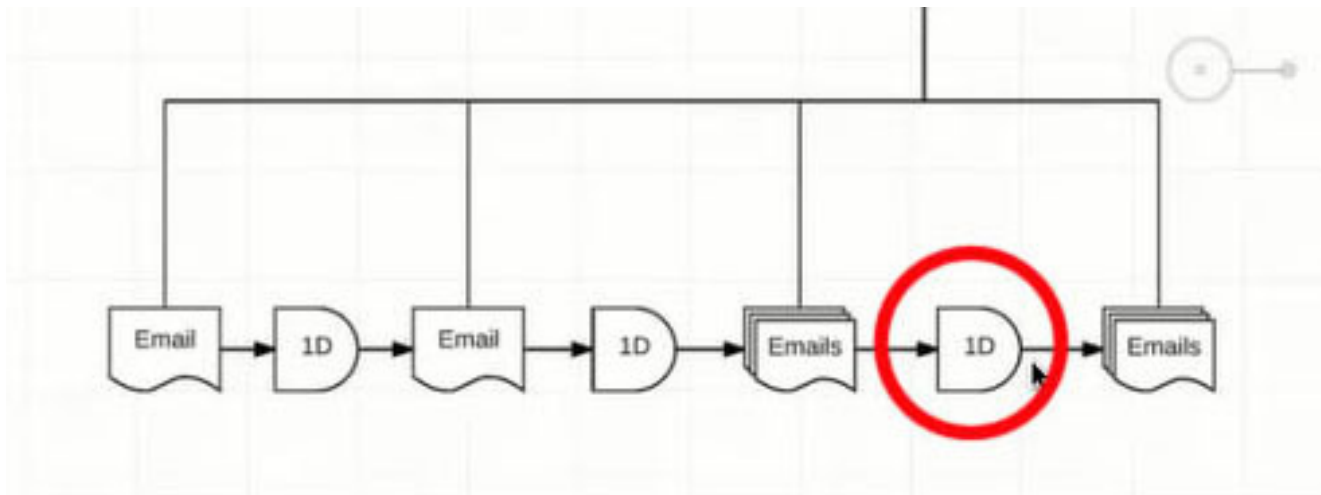


So the next email is actually very basic. It's all about, now we're going to start talking about the scarcity and the urgency. This email is about 48 hours left, it ends tomorrow. That's the gist of the email, that could actually be the subject line - It ends tomorrow, or 48 hours left.



Recap, we're doing something special, it's only going to be available until tomorrow at midnight. The reason is because - reason why we're doing the campaign. And you're going to get this, this, this and that, here's the link to find out more. That's the gist of the email, right? You could send one in the morning, one at night.

If you're doing two a day, which some people do, make sure they're not just about, Hey, it ends tomorrow. But you might want to add, for example, a case study. Like, the second email could be a case study, like, Hey, check out how Rob got these amazing results by using this thing. And he started from scratch. And he didn't know what to do. He thought it was going to be overwhelming. But actually, he took advantage of the previous offer or whatever, followed the steps of the system, and he got the results. By the way, reminder, it ends tomorrow at midnight, if you want to do that.



And then one day later, we are on the last day, you send basically your emails, one email, the minimum would be one email in the morning, letting them know that it ends tonight at midnight. Just a friendly reminder, I want to let you know that the special offer will end tonight at midnight. That's all you need to do. Okay, very short email, no need to sell, no need to hype, just letting them know.



Are you scared of sending emails?

And this is very important, [some people are scared of doing this](#), and you should not be scared of doing this. Your job is to help people get results. You can only do that, of course, by letting them know, whenever you have a special, you want to make sure you can help as many people as possible. So that's the number one reason why you shouldn't be shy about sending those emails.

And the number two reason is that if you don't do that, you're going to get a lot of people who actually subscribe to your newsletter or to your program, and they're going to be upset. John, you didn't let me know that you had that special. I've been waiting. I wanted to buy your course. But now you're telling me that I can get this thing, and you didn't let me know? You're going to get a lot of those emails.

So your job is to do your job and let them know when you have something special that's going to help people out. Right? So that said, very simple. It's going to expire tonight at midnight. If you want to send another email on that day, you could keep it simple. I don't like the hype. But again, I don't want people to be upset.

So usually, sometimes what I do is I might send an email at 6pm on that day, just letting them know, Hey, this is the last email, I'm not going to bother you anymore about this. But I want to make sure you know about this. There's only a few hours left. Simple emails, no hype, no sales, nothing. Here's the link to find out more.

Let the sales page and the template do the work for you. But make sure you have those emails set up. And if you're scared about sending the email, the tip is to set those emails in advance, because what happens, what I've seen is that we have a lot of people who start out and they send the first email, maybe a few sales. And because they have that negative mindset, they're going to think, My product sucks. Nobody wants to buy. My sales page is terrible.

But that might not be the case. So you need to make sure you have your email set up and let your emailing system do the work for you. That's why it's a beautiful system. You set up, you create all that copy ahead of time, press the button and then let it be. The fact that you have a sequence and that reminds them of the offer is extremely important. People are not going to buy the first time. And the fact that you're going to have a deadline will drive your sales.

Do your job; let the tech do the rest

Of course, we expect you to have a good product and good delivery. So you're not going to hype up something bad. Anyone who is listening to James, I know that they are doing the right thing. So we simply do our job, we let them know that we have something that is going to help them. And then that's it, we let technology do the work for us. And the second day, you might get a few more sales or even less sales than the first day.



But the third day, the last day, that's where you're going to see double, triple, even quadruple the amount of sales that you might have got on the first day. So don't worry about the results, let the campaign do the work for you. And only analyze your results at the end. So a few days later, it's over, we can close the doors. Very easy in 10XPRO.

You simply go to the sale campaign, we're going to go to page options.

Edit Block

Details

Countdown Timer Type: Fixed Date

End Time: 11/06/2021 00:00:00 +0700

Redirect To: Select Destination

Pass url parameters to next url:

Email Countdown Timer: <div><img src="https://demo.txfunnel.com/cou</div>
IMPORTANT: Replace xxx with the Contacts Email.

Style >

Background >

Border >

Alignment >

Spacing >

Options >

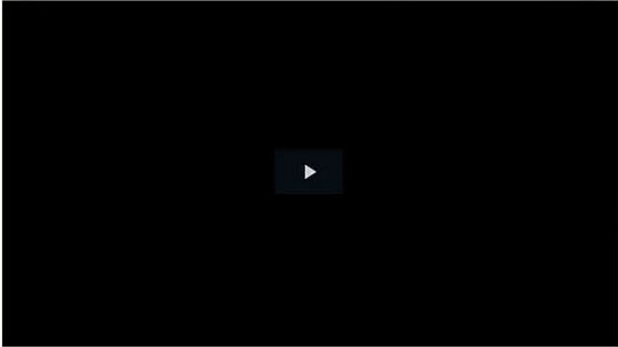
Animation >

Display >


SAVE

WARNING! This Offer Expires In: 03:12:25:14
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}



Yes! I Want To Enroll Now >>

 Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

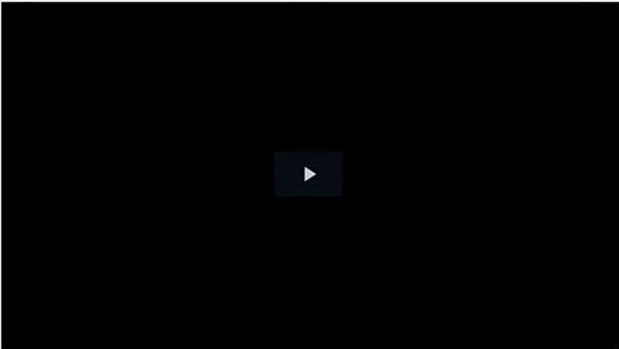
Does any of this sounds like you?

Are you tired of {Problem I}?


And we're simply going to do close access to a page. You can actually do it automatically with the timer.

WARNING! This Offer Expires In: **03:12:24:08**
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}



Yes! I Want To Enroll Now >>

 Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem I}?

SAVE

Edit Block ✕

Details ▾

Countdown Timer Type:

Fixed Date:

End Time:

Redirect To:

Pass url parameters to next url

Email Countdown Timer:
IMPORTANT: Replace XXX with the Contacts Email.

Style >

Background >

Border >

Alignment >

Spacing >

Options >

Animation >

Display >

SAVE

By going to the timer, you can say, You know what, once the timer reaches zero, we can redirect them to the closed page.

WARNING! This Offer Expires In: 03:12:24:04

How to Get {Desired Result} in {X Days} without {Frustration}

Yes! I Want To Enroll Now >>

Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem I}?

So you can already do that automatically. Or you can do it manually, because the reality is sometimes people are going to come, like, one hour after the deadline. And they might want to have access.

So if you want to give them that extra time, then you can set it up manually by redirecting the page. Maybe let's say a few hours after the deadline, you go to Page Options in 10XPRO.

VIEW

WARNING! This Offer Expires In: 03:12:23:42
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}

Yes! I Want To Enroll Now >>

Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem I}?

You don't need to have some crazy script. You go to more options right here, to say, redirect page.

Page Options ✕

Page Location ▾

Campaign: Demo - Live Sale ▾

Custom Codes >

Page Background >

Page Spacing >

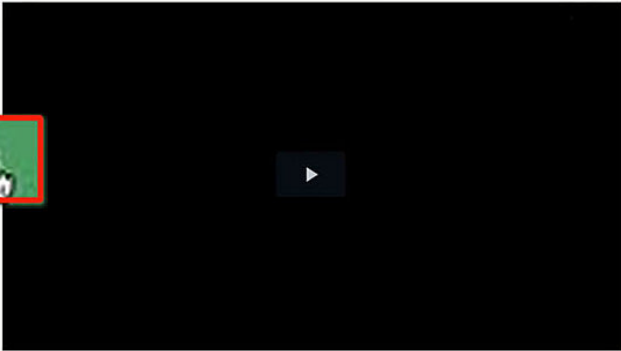
Write Data >

More Options >

SAVE


WARNING! This Offer Expires In: 03:12:30
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}



More Options

Yes! I Want To Enroll Now >>



Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem 1}?

You check the box.

Page Options

Page Location

Custom Codes

Page Background

Page Spacing

SEO Meta Data

More Options

Use default toggle image

Redirect Page

Use The Guardian

Add to Sitemap

Enable Social Notifier

Enable Member Access Only

Access Based On A Tag

Web Push Notifications

Page Landing Action

Show Popup On Landing

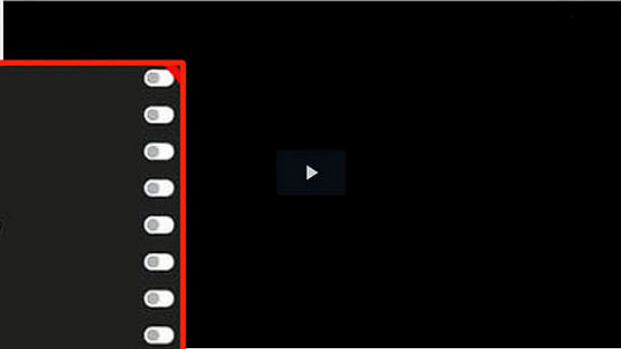
Show Popup On Exit

Disable the Cookie Banner

SAVE

WARNING! This Offer Expires In: 03:12:23:30
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}



es! I Want To Enroll Now >>

Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem I}?

And you say, You know what, I want to redirect them to the closed page.

Page Options

Page Location

Custom Codes

Page Background

Page Spacing

SEO Meta Data

More Options

Use default toggle image

Redirect Page

Select Destination

Delay: Instantly

Audience: Select Audience

Use The Guardian

Add to Sitemap

Enable Social Notifier

Enable Member Access Only

Access Based On A Tag

Web Push Notifications

Page Landing Action

Show Popup On Landing

Show Popup On Exit

Disable the Cookie Banner

SAVE


WARNING! This Offer Expires In: 03:12:23:33
Days Hours Minutes Seconds

How to Get {Desired Result} in {X Days} without {Frustration}

Redirect Page

Select Destination

Yes! I Want To Enroll Now >>

 Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

Does any of this sounds like you?

Are you tired of {Problem !}?

You click on Save. And anyone who tries now to go to the sales page will go to the closed page.

Page Options

Page Location

Custom Codes

Page Background

Page Spacing

SEO Meta Data

More Options

Use default toggle image

Redirect Page

D4U - Live Super Sale - Closed Page

Delay: Instantly

Audience: Select Audience

Use The Guardian

Add to Sitemap

Enable Social Notifier

Enable Member Access Only

Access Based On A Tag

Web Push Notifications

Page Landing Action

Show Popup On Landing

Show Popup On Exit

Disable the Cookie Banner

SAVE

WARNING! This Offer Expires In: 03:12:23:31

How to Get {Desired Result} in {X Days} without {Frustration}

D4U - Live Super Sale - Closed Page

Yes! I Want To Enroll Now >>

Hey there, {NAME} here, creator and founder of {BRAND} and I have a question for you...

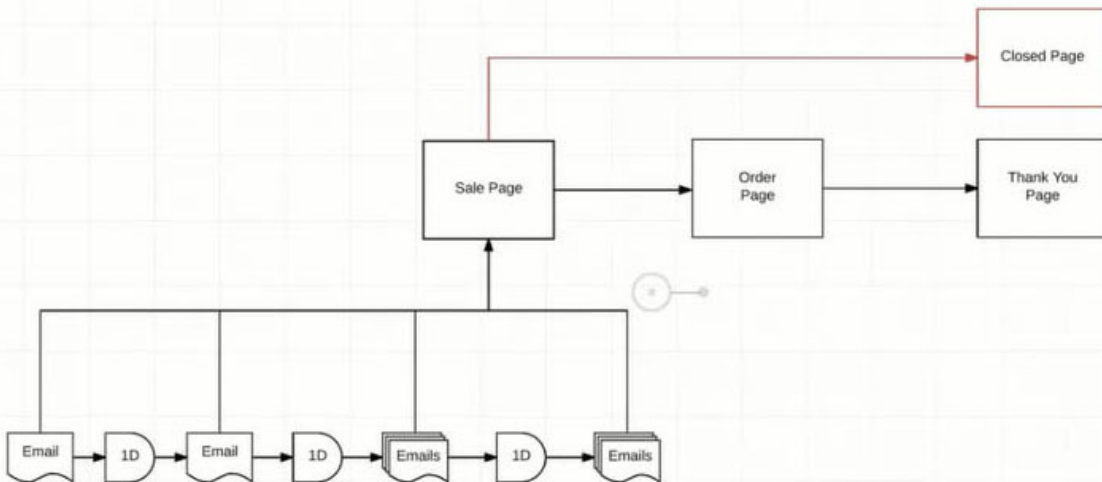
Does any of this sounds like you?

Are you tired of {Problem I}?

This is important for you to do, because you're basically doing what you're saying. If in an email, you're saying it ends at midnight, it ends at midnight. You're not lying, you're not doing what some of those marketers are doing, which is, Hey, I told you, you it ends at midnight, but guess what, the next day, it's still available, you can still buy it. You're lying by saying that.

So if I'm saying it ends at midnight, it ends at midnight, right? Or maybe one hour later, just to give those late comers an opportunity. But I definitely close access to the page. It's very important for you to do so, so that people respect and believe you when you're saying that it is going to end.

The Live Sale



And that's the campaign

That is the campaign. I know I talk a lot. But I want to give you that overview. For those who are watching my screen right now, this is the campaign. Master this, you will master every single campaign that you need to learn online. And you will be able to generate sales whenever you want. You can do this campaign once a month, once every two months, by making sure that you change the subject and the purpose of the campaign.

Maybe sometime it's Thanksgiving. Maybe the next month is, I don't know, it's because we're in November, so we're doing an 11.11 sale. December, it can be a Christmas sale. January can be the first day of January, whatever it is, but make sure you find a good reason why you're doing this special offer.

And make sure you change it up, the special offer. Maybe one time is a little discount, another time is special bonuses, another time is extra stuff, whatever it is. Do this campaign, and you can control the results that your business will generate. Anyway, that's what I got.

James: Well, that's some old John Firehose Lint back in form. I know this one's a technical episode. We haven't really done a technical episode like this on SuperFastBusiness. So I'd love to get your feedback. If you've listened to this or watched it, do you want more of this? Because we can pull out more playbooks. This is a simple chart.

We've probably all experienced this as a consumer. And now you see what it looks like from behind the scenes, and just how easy it is to set up. I mean, it's a very straightforward campaign. And as John said, it's got multiple applications.

What else is coming?

So I guess there's not much else to be said on this campaign. But I hope we'll come back and talk about another campaign, so that we can keep adding this weaponry to our toolkit, and we can turn it on. I mean, this thing here, if you want to get more advanced, you can probably make this automatically go on and off at some point?

John: That's exactly what we can do next week. If people are interested, I can show you exactly how to automate this entire campaign, which is very easy with 10XPRO. I just want to say, this is strategy. It's not so much technical stuff, it's strategy. And understanding the strategy, you don't have to do this yourself, your team members will probably need to do that, but understanding how those strategies work is freedom.

This is how you can generate money whenever you want. It's how you can be in charge of your business and be in control. And this campaign is the basics. You see it all the time. McDonald's does that all the time. When there's a new movie from Disney, and now in McDonald's, they have the Happy Meal that has the little figurines available for a limited time. And they're going to drive this.

So you can do this in multiple ways. Master those campaigns. If you want more campaigns, we have a ton. You've seen the screen, from sales campaigns to segmented campaigns, to automated campaigns, to product launches, webinars. Don't waste your money and time buying some of those expensive courses. Learn the basics, learn how to set it up, you'll be free, you'll make money in your online business.

James: Love it. There you go. And of course, this is hosted on a domain that you can control, you point it to this machine. And you will need to build an email list for this. So we've talked about building an email list, there's training on list building. Once you have an email list, this is how you harvest the email list, and you can make the value from it.

John, thanks so much for sharing. This is episode 883. And we'll put this up with a full transcription, and we'll put screenshots of what John's been talking about. And hopefully, you get one of these installed. Put [10XPRO](#) to work. We've got more campaigns coming away and more how-to strategies. Awesome. Amazing.

John: Thank you very much.



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online business
developments with James's
help

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