Launch Like a Boss

LAUNCH TECH GUIDE

LAUNCH LIKE A BOSS

Module 4 | Generating Sales

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Email Marketing Software

ConvertKit (starts at $29/month)
This is the email marketing software that I personally use and love. ConvertKit is a feature-rich software that has much more to offer than it might at first appear to. Use it to manage your email subscribers, communicate in-mass, tag your leads and customers, create customized funnels for each of your subscribers, build marketing automations, and much more.

Affordable alternative: **MailChimp** (starts at free)
MailChimp isn't my first choice, but it gets the job done, especially if you're just starting out. The main reason you might consider it? MailChimp allows you to get started with email marketing for free!

Lead Capture Tool

ConvertKit Opt-In Forms (included with ConvertKit subscription)
If you're already using ConvertKit for your email marketing, then you could use their native opt-in form builder to gather leads for no additional cost.

Thrive Leads (Starts at $19/month)
Looking for powerful marketing features? Thrive Leads will do the trick! This WordPress plugin offers a range of opt-in forms, pop-ups, and other lead-generation tools. It integrates with a wide range of email marketing software solutions and themes. (And, if you've built your sight with a Thrive Theme then the integration will be even smoother.)

OptinMonster (starts at $19/month)
This WordPress plugin offers a completely independent third-party solution for collecting leads.

Not on WordPress?
If you've built your site with a full-feature website platform (such as Squarespace, Weebly, or Wix) then you may be able to use their built-in opt-in form creator and integrate directly with your email marketing service. Alternatively, you could consider LeadPages, which can operate as a stand-alone tool (i.e. it isn't necessary to connect it to a website at all).

Webinar Software

Zoom (starts at $40/month)
This multi-purpose software allows you to host only meetings with just one other person or several, or to host webinars with hundreds of attendees. It's straightforward, easy to use, and offers your basic webinar features (think chat, polls, and the option to record. However, it should be noted that it *doesn't* offer the option to run an automated webinar or promote a product effectively.

WebinarJam or **EverWebinar** (starts at $479/year = $40/month)
These two tools are made by the same company and are identical, except WebinarJam is for hosting live webinars, whereas EverWebinar is for hosting automated, pre-recorded webinars. Offers all standard webinar features, including the ability to strategically promote products.

WebinarNinja (starts at $49/month)
Provides all the features of WebinarJam, but includes the option to offer pre-recorded, automated webinars. The other key difference: the option to pay monthly, instead of only annually.

Shopping Cart

The easiest option...
If you're selling an online course, your course platform may offer a built in shopping cart function. If so, take advantage and save yourself time and money setting up a third party option.

SamCart (starts at $97/month)
SamCart is the big guns of third party shopping cart solutions. It's expensive, but provides advanced features and a flawless checkout experience every time. Worth it if you're doing a big promotion and selling a product hosted on your own platform.

Shopify (starts at $29/month)
While Shopify isn't designed or optimized for selling digital products, it can get the job done and provides a convenient, affordable, full-feature alternative option. (And if you happen to be selling physical products, it's my top recommendation!)

WooCommerce (starts at free)
WooCommerce provides an affordable and flexible online shop and cart solution. However, keep in mind that (similar to free WordPress themes) it may require a bit of custom coding to work flawlessly with your existing systems.

Payment Processor

Stripe (2.9% + $0.30 per transaction)
Stripe processes credit cards, integrates with most shopping cart software, and provides a powerful and very customizable experience.

PayPal (2.9% + $0.30 per transaction)
The most widely recognized name in payment processors, it's generally a good idea to offer PayPal as an option to your customers, because many will feel more at ease using a system they know and trust. (Note: PayPal is a more restrictive system, and generally isn't preferable for subscription payments.)

Product Delivery System

Depending on what type of product you're selling, it may or may not be necessary to use a product delivery system software. For example, physical products will generally be shipped manually, although you may choose to use an automation software such as **ShippingEasy** to save time and make the process easier.

On the other hand, if you're selling an online course, your **course hosting platform** will generally integrate with your shopping cart and/or email marketing software to automatically "deliver" the product to the customer.

Selling a digital product not hosted by a third-party service? You can generally deliver your product files automatically to your customers using your **email marketing software**, integrated with your shopping cart.