



PROCEDURE NAME:	<b>AdminPro Training Series – Monthly New Call/Webinar Setup Tasks</b>
CATEGORY:	AdminPro Training Series
DESCRIPTION:	This describes the monthly routine of tasks that need to be completed at the first of each month in order to set up each month's AdminPro Training Series Teleclass (typically held on the 4 <sup>th</sup> Tuesday of each month).
CREATED BY:	Julie Perrine
DATE:	3/28/2011 Original / 07/31/2013 Updated jlp
PROCEDURE DETAILS:	<p><b>Start with INSTANTTELESEMINAR.com</b> Setup the monthly teleclass call in InstantTeleseminar.</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Login to InstantTeleseminar.com <ul style="list-style-type: none"> <li>o Click on MY EVENTS</li> <li>o Click on the CLONE EVENT icon next to the previous month's call.</li> </ul> </li> <li>OR <ul style="list-style-type: none"> <li>o Click on ADD NEW EVENT</li> </ul> </li> </ul> <p>Once the new event is created, update or enter the following information:</p> <ul style="list-style-type: none"> <li>o Event Name: AdminPro Training Series – Month 2013 (e.g. AdminPro Training Series – July 2013)</li> <li>o Choose DATE</li> <li>o Choose TIME: 7 PM Central</li> <li>o Schedule them for 2 hours.</li> <li>o Webcast System Dial In Number: (leave it as default – Guest Mode 100 Person Build In Conf. Line</li> <li>o Listening Method: PHONE (including Skype) + Webcast</li> <li>o Publishing Template: Modern</li> <li>o Use Share This?: NO</li> <li>o Settings – Will event use slides?: Some will have slides, others will not. You may need to ask if this info hasn't already been provided.</li> <li>o Require email address on question submission form: YES.</li> <li>o Security: Public</li> <li>o Click NEXT. The details for the call will appear with dial in, weblinks, etc. You may want to copy/paste this info into a word doc so you have it for easy reference. They will also be emailed to Julie Perrine.</li> <li>o Click on NEXT – Customize Your Event.</li> </ul>



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	<p>Under the Event Management page for the event just created: <b>(For Handout)</b></p> <ul style="list-style-type: none"><li>○ Under Event Settings, Click on “Call to Action Button &amp; Web Links”</li><li>○ Under Web Links, click on SHOW WEB LINKS ON “BEFORE, DURING and AFTER” EVENT PAGES NOTE: If the handout is not available at the time you set the event up in InstantTeleseminar, simply uncheck all of the boxes so the download handout button does not appear on any pages. When the handout is ready and has been uploaded to WordPress, you can go back into InstantTeleseminar.com and add the handout to this event using the steps shown here.</li><li>○ Link 1 Caption: DOWNLOAD HANDOUT</li><li>○ Link 1 URL: Copy/Paste the URL from WordPress that was assigned to the Handout</li><li>○ SAVE</li></ul> <p>Under the Event Management page for the event just created:</p> <ul style="list-style-type: none"><li>○ Click on Edit During-Event Settings</li><li>○ Make sure the Question Submission Form check box is CHECKED to “Show Question-Submission Form When Page Loads”</li><li>○ SAVE.</li></ul> <p><b>Now, it's time to set everything up inside 1ShoppingCart.com</b></p>



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	<p><b>1SHOPPINGCART.com:</b></p> <p>Note: Update the TWO autoresponders first...then update the product for the A La Carte. <i>Order is important here.</i></p> <ul style="list-style-type: none"> <li> <input type="checkbox"/> <b>UPDATE Autoresponder called All Things Admin: AdminPro Training Series</b>            NOTE: This A/R contains both the annual and monthly recurring membership participants. A La Carte is separate.           <ul style="list-style-type: none"> <li>○ Click on <b>Email &amp; Marketing</b></li> <li>○ Click on <b>Autoresponders</b></li> <li>○ Select the autoresponder (A/R) called: <b>All Things Admin: AdminPro Training Series</b></li> <li>○ Click on Email #1 in this A/R series and update it with the upcoming month's:               <ul style="list-style-type: none"> <li>▪ Teleclass date</li> <li>▪ Teleclass topic</li> <li>▪ Teleclass speaker</li> <li>▪ Teleclass Participant ACCESS CODE / DIAL IN / LINKS for the conference bridge line.</li> <li>▪ Handout link (if available)</li> </ul> </li> </ul> </li>   <li> <input type="checkbox"/> <b>Create a NEW AutoResponder for the upcoming month's A La Carte registrations</b> <ul style="list-style-type: none"> <li>○ Click on <b>Email &amp; Marketing</b></li> <li>○ Click on <b>Autoresponders</b></li> <li>○ Click on <b>Add New Autoresponder</b></li> <li>○ Campaign Name and format: <b>All Things Admin: AdminPro Training Series - July 2013 (A La Carte)</b> <ul style="list-style-type: none"> <li>▪ Use the current month and year (as shown in example above) in the A/R name.</li> </ul> </li> <li>○ No Description is needed.</li> <li>○ From Name: * <b>All Things Admin   Julie Perrine International, LLC</b> *</li> <li>○ From Email: <b>AdminSuccess@AllThingsAdmin.com</b></li> <li>○ Opt-in Verification Message: <b>All Things Admin Opt-in (Approved)</b></li> <li>○ <b>SAVE!</b> Once you save it, you can then add the email to the autoresponder.</li> <li>○ Click on <b>NEW MESSAGE.</b></li> <li>○ Use the same email #1 format (content, subject line, etc) in this NEW A/R email as was used for the previous month's</li> </ul> </li> </ul>

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	<p>A La Carte autoresponder email only with the new month’s date, topic, speaker details, etc.</p> <ul style="list-style-type: none"> <li> <input type="checkbox"/> <b>Open the previous month’s A La Carte product: All Things Admin: AdminPro Training Series (A La Carte) – August 2013</b> <ul style="list-style-type: none"> <li> <input type="radio"/> Change the date on the end of the product name to the upcoming month.           </li> </ul> </li> </ul> <div data-bbox="506 558 1950 1289" style="border: 1px solid #ccc; padding: 10px;"> <div style="background-color: #e6f2ff; padding: 5px;"><b>Edit Product</b></div> <p>ID 10069393 <span style="float: right;"><a href="#">Back to Products</a>   <a href="#">&lt; Previous</a>   <a href="#">Next &gt;</a></span></p> <div style="display: flex; justify-content: space-between; border-bottom: 1px solid #ccc; margin-bottom: 10px;"> <span>Details</span> <span>Settings</span> <span>Options</span> <span>Categories</span> <span>Images</span> <span>Downloads</span> <span>Links</span> <span>Template</span> <span>Recurring</span> <span>Attributes</span> <span>Email Marketing</span> </div> <p> <input checked="" type="checkbox"/> <b>Active</b>         <input type="checkbox"/> <b>Featured</b>         <input type="checkbox"/> <b>Hide</b> </p> <p> <b>SKU</b> <input type="text"/> </p> <p> <b>Name</b> <input type="text" value="All Things Admin: AdminPro Training Series - August 2013 (A La Carte)"/> </p> <p> <b>Price Type</b>         <input checked="" type="radio"/> <b>Fixed</b>         <input type="radio"/> <b>Take a Payment</b> <span style="font-size: small;">i</span> </p> <p> <b>Price \$</b> <input type="text" value="19.97"/> </p> <p> <b>Short Description</b>  <input style="width: 100%; height: 40px;" type="text"/> </p> <p> <b>Long Description</b>  <input style="width: 100%; height: 80px;" type="text"/> </p> <div style="text-align: right; margin-top: 10px;"> <input type="button" value="Save"/>           <input type="button" value="Save as New"/> </div> </div> <ul style="list-style-type: none"> <li> <input type="radio"/> <b>SAVE</b> </li> </ul>

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	<ul style="list-style-type: none"> <li>○ Click over to the EMAIL MARKETING tab for this product.</li> <li>○ UNCHECK the past month's AutoResponder that this product is attached to.</li> <li>○ CHECK the new month's AutoResponder that we want it now attached to for the upcoming month's teleclass registrations.</li> </ul> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 10px;"> <p style="text-align: center; background-color: #e6f2ff; margin: 0;"><a href="#">Edit Product</a></p> <p style="font-size: small; margin: 0;">ID 10069393 <span style="float: right;"><a href="#">Back to Products</a>   <a href="#">← Previous</a>   <a href="#">Next →</a></span></p> <div style="display: flex; justify-content: space-between; font-size: x-small; border-bottom: 1px solid #ccc; margin-bottom: 5px;"> <span>Details</span> <span>Settings</span> <span>Options</span> <span>Categories</span> <span>Images</span> <span>Downloads</span> <span>Links</span> <span>Template</span> <span>Recurring</span> <span>Attributes</span> <span style="border: 1px solid #ccc; padding: 2px;">Email Marketing</span> </div> <div style="background-color: #e6f2ff; padding: 2px; border: 1px solid #ccc; margin-bottom: 5px;"> <b>AutoResponders</b> </div> <div style="font-size: x-small; margin-bottom: 5px;"> <span>⏪ ⏩ ⏴ ⏵ 1 2 3 4 5 ⏴ ⏵ ⏪ ⏩</span> <span style="float: right;">Autoresponders (110 found)</span> </div> <table border="1" style="width: 100%; border-collapse: collapse; font-size: x-small;"> <thead> <tr style="background-color: #f2f2f2;"> <th style="text-align: left;">Campaign Name</th> <th style="text-align: center;">Assigned</th> <th style="text-align: left;">Description</th> </tr> </thead> <tbody> <tr><td>ALL THINGS ADMIN - Ezine List</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>ALL THINGS ADMIN - General List</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: 5 Part Teleclass Binder Course</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: 5 Part Teleclass Binder Course PLUS Toolkit</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: 90 Day Mentoring Package</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: Administrative Procedures Binder Self-Guided Course</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: Administrative Procedures LIVE COURSE</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: Administrative Procedures Toolkit - DIGITAL Edition</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: Administrative Procedures Toolkit Binder</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: AdminPro Training Series</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: AdminPro Training Series - August 2013 (A La Carte)</td><td style="text-align: center;"><input checked="" type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: AdminPro Training Series - July 2013 (A La Carte)</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> <tr><td>All Things Admin: AdminPro Training Series - June 2013 (A La Carte)</td><td style="text-align: center;"><input type="checkbox"/></td><td></td></tr> </tbody> </table> </div> <ul style="list-style-type: none"> <li>○ <b>SAVE!</b></li> </ul>	Campaign Name	Assigned	Description	ALL THINGS ADMIN - Ezine List	<input type="checkbox"/>		ALL THINGS ADMIN - General List	<input type="checkbox"/>		All Things Admin: 5 Part Teleclass Binder Course	<input type="checkbox"/>		All Things Admin: 5 Part Teleclass Binder Course PLUS Toolkit	<input type="checkbox"/>		All Things Admin: 90 Day Mentoring Package	<input type="checkbox"/>		All Things Admin: Administrative Procedures Binder Self-Guided Course	<input type="checkbox"/>		All Things Admin: Administrative Procedures LIVE COURSE	<input type="checkbox"/>		All Things Admin: Administrative Procedures Toolkit - DIGITAL Edition	<input type="checkbox"/>		All Things Admin: Administrative Procedures Toolkit Binder	<input type="checkbox"/>		All Things Admin: AdminPro Training Series	<input type="checkbox"/>		All Things Admin: AdminPro Training Series - August 2013 (A La Carte)	<input checked="" type="checkbox"/>		All Things Admin: AdminPro Training Series - July 2013 (A La Carte)	<input type="checkbox"/>		All Things Admin: AdminPro Training Series - June 2013 (A La Carte)	<input type="checkbox"/>	
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	<p>NOTE: We do it this way so we NEVER have to change the product registration buttons on the website, but we are still able to keep each month's A La Carte registrations separate from the rest of the lists since they receive different benefits than the other membership levels do.</p> <p>Once you have everything setup, <b>always TEST all product links on this page</b> <a href="http://allthingsadmin.com/adminpro-training-series/">http://allthingsadmin.com/adminpro-training-series/</a> and make sure they are added to your shopping cart correctly.</p> <p>If so, you've done it correctly. If not, update and retest accordingly.</p> <p><b>WEBSITE UPDATES in WordPress:</b></p> <p>On <b>the first of the month</b>, the following pages of the website need to be updated:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> AdminPro Training Series Main Sales Letter/Product Page: <a href="http://allthingsadmin.com/adminpro-training-series/">http://allthingsadmin.com/adminpro-training-series/</a>        Page is updated with:       <ul style="list-style-type: none"> <li>○ Teleclass date</li> <li>○ Teleclass topic</li> <li>○ Teleclass speaker</li> <li>○ Teleclass description</li> </ul>       Note: This information is typically provided by Julie.</li> <li><input type="checkbox"/> AdminPro Training Series Registration Thank You Page: <a href="http://www.allthingsadmin.com/adminpro-training-series/thankyou">http://www.allthingsadmin.com/adminpro-training-series/thankyou</a>        Page is updated with:       <ul style="list-style-type: none"> <li>○ Teleclass date</li> <li>○ Teleclass topic</li> <li>○ Teleclass speaker</li> </ul> </li> </ul>
OTHER NOTES:	This entire procedure should take you about 30 minutes from start to finish. It's important to do the 1ShoppingCart and Website updates one right after the other so we don't confuse or disrupt the ordering/sales process.