
Day 2 Cliff Notes Summary: Business Building & Setup



Overview of Day 2 Goals

- **Build your business infrastructure** using the push-button tools provided.
 - Set up the **website**, **branding**, and **course platform** with minimal tech skills required.
 - Walk away with a live business online that is ready for promotion and monetization.
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Done-For-You Business Tools

- Bill provides access to **push-button tools** that build a website, host your product, and manage customers.
- Includes:
 - Web hosting
 - Website creation
 - Membership area setup
 - Email list integration
- Requires little to no technical knowledge.



Key Tool Features:

- Templates designed to **match your niche**.
- **Drag-and-drop simplicity** for editing.
- Handles product delivery automatically.
- Built-in **checkout system** with upsell capabilities.

Domain & Website Setup

- Every new member gets a **free domain name**.
- Website is automatically created and connected to the domain.
- Includes:
 - Home page
 - About page
 - Sales page
 - Opt-in pages
 - Course delivery area

Benefits:

- Everything is hosted and secured.
- No need to deal with separate hosting providers or DNS settings.
- SSL and mobile optimization are included.

Personalizing Your Website & Offer

- Customize the **branding and messaging** for your niche:
 - Change colors, fonts, images, and headlines.
 - Update your unique course content as you go.

Copywriting Guidance:

- Use a simple framework for the headline and subhead:
 - Headline = Outcome the customer wants.

- Subhead = How fast and easy they can get it.
 - Example:
 - Headline: “How to Have More Energy Every Day...”
 - Subhead: “...in just 15 minutes a day with no gym or supplements.”
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Course Creation and Uploading

- The system allows you to **create and structure your course** inside your dashboard.
- Add lessons via:
 - Videos (uploaded or embedded)
 - PDFs
 - Worksheets
 - Audio content

Course Layout Tips:

- Break down your content into **digestible modules or lessons**.
 - Even if you only have 3-5 lessons, that’s enough to launch.
 - You can add or revise lessons over time—**perfection is not required to start**.
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Email Integration

- Built-in email marketing tools allow you to:
 - Capture leads
 - Send broadcast emails
 - Set up follow-up sequences

- Connects with your opt-in pages and checkout automatically.
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Monetization Setup

- The system supports full **payment processing** with:
 - Stripe and PayPal integration
 - One-time and recurring payment options
 - Order bumps and upsells
 - Sales pages and checkout are already designed—just plug in your product and pricing.
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Traffic & Launch Strategy Prep

- Bill previews what's coming on **Day 3**:
 - Getting traffic
 - Finding customers
 - Launching your business with real revenue
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Key Takeaways

- You do NOT need to finish your course before launching your site.
 - You CAN edit your content after publishing.
 - The system is designed to eliminate tech overwhelm and help you go live fast.
 - Your goal today is to get your business platform set up and **ready for launch**.
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Day 2 Action Items

1. Claim your domain and activate your business website.
 2. Customize your branding (logo, colors, messaging).
 3. Add your initial course structure and any lessons you have.
 4. Configure pricing, checkout, and payment settings.
 5. Connect email tools for capturing leads and following up.
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