

Good morning. Good afternoon. Good evening. Depending on where you are in the world, coming into watch this video, I hope you are very well.

My name is Remi from team M V a I'm the user success lead with MV, which means my job is to really make sure that you guys are getting the utmost success out of using this incredible platform.

Outside of MV. I am a small business coach and mentor, and I run the online business temple. And I come to you today as an experienced user of this platform.

I've used it to grow my entire business. And so today what I'm going to be sharing inside of this one-on-one call today is some tips and some ideas and strategies around how to get the best out of using this platform today.

Some are generic and some are a little bit more specific but I hope you'll find it really useful. And to know that it is coming to you from somebody who is a business owner, who is growing their business on this platform.

So we are going to start hi Kerry. Nice to see you. We are going to start by just letting guys know that this is a 13 minute call today.

We, we are pretty strict on the time. If you have any questions, please do go ahead and pop those into the chat.

And I will try my best to answer them at the end. But if there are any questions that I miss, then I will answer those and send those out in the replay email that we will send out to all of the members.

So let's get started. So we are talking about tips and best practices.

So my number one tip really is to get started, start creating content so that you have something to sell.

Now, it doesn't have to be perfect. And Erin, our CEO of member volt often talks about just getting it done rather than having it perfect.

And for me, when I'm coaching with my clients and for my own business, sometimes I will even create courses and I will complete maybe the first one or two modules.

And pre-sell that so that when the glove coming in, there is some content there for them. But I don't necessarily make the whole entire course because it may not sell and it may not be what my audience wants. So just get started to create maybe the first couple of lessons. You don't have to overwhelm yourself and have everything finished.

I know that some of you perfectionist watching MES will probably think, oh my God, I have to get everything done first.

It's up to you if that's how you want to do it, but it might take you longer. My, my number one tip is just get started, start selling.

So create the content, put it into your envy and start to spread the word and to see if it is a viable course.

And if people are going to pay you for that course and start buying. So number one is get started, get creating your content.

Number two, and this is something I love about envy is that I won't need to create a free resource area.

If you haven't yet done this and a free resource area, it really encourages users to log in and come and be a part of your world.

So you could use a free area for things like a free lead magnet or a free opt-in. You can put that inside of your member vault, rather than often, we put it inside of our email service providers.

But if you put it into MV your user then has to put their name and email address. They log in with you and they can access that free trainings.

So that might be a downloadable PDF. It could be a free mini video series. It could even be a quiz that you are sending people to come and take inside of your member vault for free.

And then once they're inside of your member vault, they then get a preview of all the other things that you are selling.

So you might have teaser modules in there. You might have links to buy some of your courses or your programs, or if you're running a summit, once somebody is coming to get a free thing, they then have access to all the other things that you have inside of your member vault.

I remember vault is brilliant at creating a binge and buy marketplace. So the idea is somebody comes in for free.

They consume all of your content. They start to build that know like, and trust factor of who you are and what you're capable of.

And then they will look at buying from you because they built up that know like, and trust factor. And then also get to engage with you more because they are inside of your free area.

And we do have, we do have some community features coming soon. So, you know, a bit like the Facebook groups and the ability to comment inside of your member vault.

I think that's going to create a real buzz inside of your free spaces once that rolls out in the coming months as well.

So create a free resource area. And if you want it to create a free resource area, this will be the same as just creating any other product, right?

So you just create a product as a product inside of your MV. We'll have a look at the backend in a minute and you can then just create a call it free.

And when it comes to the pricing, we set that to zero. So babies are having to pay and they put their email address in their name and they get access to log in to get their freebie or the free content that you have put into your free area.

So that would be my tip. Number two. Number three, on my list of I've created here, and number three ties into the back end of number two, where I've said about creating a free area to, to drive people, to come into your member vault.

If you then were to connect your member, vote to your email, your email system that you're using, this could be active.

This could be MailerLite or MailChimp. Then what you can start to create is a really powerful and a responsive selling system.

So when somebody comes into your MV for a free lead magnet, for example, or free opt-in, and you set up the actions and I'll show you how to do this at the minute, when you set up and use MV actions, which is essentially an automation, okay?

So somebody signs up for free. You use an MV action to tag that person, and that tag could be whatever you like.

It could be free lead magnet or free freebie or freebie offer. Number one, you tag them with a name and that will automatically go to your email provider that you have integrated into envy.

It would go to your email provider and it will tag them in your email system. And then what that allows you to do is to create an email strategy or an email sequence to really warm up and nurture that person.

So it could just be a welcome email. It could be that you tie them into a series of six emails and where you eventually start to sell them your products, or you ask them to join your circle community or whatever it is you want to do.

Your email sequence could last six months or a year, depending on how you set it up. But once you integrate your email into envy, when somebody comes in for a free thing, you have the ability to really nurture and build that relationship with them because you can then put them into your email service provider, into your mailing list and then create an email sequence that really nurtures them and gives them more information about what you do.

I'm just going to do a quick screen share to show you an example of this. Let's have a look, see if we can get this sharing.

If I'm on the right screen, here we go. Can you guys all see this? I see nice and joining us and thanks for joining us.

So this is an all of these knowledge based articles that we have inside of MV. I'm going to share these links in the replay area, and it'll be inside the Facebook group as well.

And it will come out in the email. So you guys can get access to these as well. So what we're looking at here on the left hand side, we've got lead generation.

So that's when you're on Facebook or you're on LinkedIn or your own Instagram reels or YouTube or Twitter, or even your email lists.

That's what you see on the left-hand column here, the lead generation, where you're talking about either your course, or your membership or your summit, you're promoting it on a social media platform.

You could be doing this offline. You could be handing out business cards or leaflets or have posters up, right. And what you're doing by using these social platforms or offline platforms is you're driving people here to come and get your freebie opt-in, which is held inside of member vault.

And then as I've just explained to you about point number three, about once you then tag in your email sequences, once you've integrated your email system into member vault, you can then once somebody is a free user, they can instantly be added to your email list all automatically.

It's not something you have to do and be does all of that. Or they are inside of your memorable area, which means they can see because of the binge and buy system that MV has.

They can see all of your other products that are available to sell once they are inside of your free area.

So then they could either go and buy a course or they could buy some one-to-one coaching from you. But if we look over here on this email sequence on why adding in an email sequence is so important is you can see here.

What we've got here is we've got somebody comes in for free. They get an email that might be, you know, welcome.

Here's your free thing. They might then get secondary email, which could be a warmup. And then on the third email, you could send them an email that just says something like, Hey, did you know, I've got a course, right?

And then the email secrets could carry on a game, but more nurturing and warming them up a bit of education if you wanted to.

And then you come down here and then you might send them another sales email that says, Hey, by the way, I do one-to-one coaching, would this be of interest to you and so on and so on.

So you can really create a really powerful sales system or funnel if you want to call it a funnel for using MV.

And it all can start from having a free area that you're driving people to, from Facebook, from LinkedIn, from whatever social platforms that you use.

And so this is a really nice image of how you can combine using a free resource area and an email sequence using .

So I'm just going to stop the screen share quickly, actually. Yes. That for now. And then we'll come back to the back end in a minute.

All right. What's next on my list. So number four of my lesson, this is all about best practices and tips for improving your products inside of envy.

And to get the best sort of purchasing experience for your users is to make sure that you use brand colors for consistency.

So if you have a website or if you have a product that's in particular colors, using those colors inside of your envy really allows for consistency to be across the board.

And that builds trust. You know, somebody leaves a website and they have to go somewhere else to sign in. If it doesn't look the same, does it feel the same, or they don't see images of you or the name of your products, they may be less likely to log in and sign up.

So using brand colors is really important as well. Number about like last week's episode, we went a bit deeper with brand colors and hex colors and stuffs.

If you haven't watched MV 1 0 1 exit to go back and watch that that is on the replay emails and the era would have sent out to you, but it's also inside the collaborative group inside the guide sections.

You can go and watch episodes one and two, where I go a bit more into detail about brand colors.

So number five, making sure that you have images, make sure you're using images on your member volt accounts.

So you can use images in the welcome area on your products, the main things that you're selling, but you can use images inside of your inside of your courses or your membership.

So if you have lessons, each lesson can have an individual can have an individual image as well. I'm just going to do another screen share again.

And again, if you've got any questions, guys pop them into the chat. I will try my best to get to those at the end.

If we have a look here, I just grabbed this side here. I just want to show you some images. So this user has a nice photo of themselves in the welcome area.

You could put videos or animate. He gives him as well. But then when we look down here at the products, just going to move, try to revisit, zoom out the zoom screen up the way you can see each product has got lovely branded, consistent images on each of the products.

And then when you, and again, these are a different series of images, but this is the main product.

So the main marketplace where all the products live.

So if you make sure each of your products that you are selling has an image assigned to it that tells the user what it is they getting.

And that is in brand, on brand with colors. And the themes that you like to use is really nice. And then behind the scenes, when you go into the back end area of your MV, each of your modules can have images as well, but introduces each individual module.

And it's nice sometimes to have different colors or, you know, you might use a red, green Amber system, you know, as you're going through your, your courses or your programs as well.

So let's just stop this screenshare. So using images is really important. It gives a really nice feel to your MV count.

It makes the user feel like they know what they're going to be getting, and it builds that trust as well. That you're a real business. So number six and this is a really important one is to use really good and clear copy.

So the words that you use, we call copy that explains what it is that people are buying from you. So you've got to explain to people, what is it that they're going to get?

And you can explain to them how long it's going to last. Is this a, is this a two week course?

This is a four week course. Is this a 12 week course? Is this a year long course, made sure people are informed about what it is they're buying and what their commitment is to this course or membership or summit.

Is it a one day or three day? So use really good and clear language in your copping, explain to people, is this going to be like a full length course?

Or is this going to be micro content? Is your content going to be delivered in bite sized, 10 minute chunks, which is easily manageable, or is this going to be, you know, 90 minutes type lessons.

And also it's really important to explain the outcome. What are they going to get by buying your product? You know, what's the transformation they get.

If it is a transformation or what are they going to learn, what are they going to take away? Make sure you are including the outcome for the buyer.

Then this makes it easier for somebody to go, oh, I want to buy that. That would really help me.

That's really going to solve a problem that I have right now.

Give me yes. In the comments, please. If this is making sense, I can sense I can see your lovely faces.

Okay, brilliant. Thank you. Thanks Carrie. So my tip number seven is to give people payment options. So before you can do this, but in NBA, you can do this.

I don't know if enough people are using this at the moment. So let's say you are selling a 1000 pound or \$1,000 course.

You can give somebody the option to pay 1000 pounds in full, full price, but you can also create a secondary or third payment option.

As many as you like, really that could split payments over, let's say four months, they paid 250 pounds a month or \$250 a month, or you could stretch a thousand pounds over 10 months.

So give people the payment options to really be able to do what's best for them. And their budget is a nice way to, again, keep your users happy that they might really want what you want to sell, but they might not be able to afford the full price.

So being able to give them payment options is a really powerful way to get people to come in and buy from you.

Now, some people, when they spread payments, they like to add a little bit more on almost as a penalty for not buying at the full price.

You need to make that decision about if that's something you want to do. I know for me personally, I don't do that.

I just spread out the cost. I'm not, I'm not going to punish somebody for not being able to afford the full amount, but maybe you want to do that and add a little bit on, cause that made sense, advise your buyers to get the cheaper option and pay full price.

So you can figure that out for yourself. What's best for you and your business. I'll quickly show you what that looks like in my account.

The backend side of it have the two payments. So this is just a dummy membership that I created. It's just called business membership.

And so in here, I've got one price here where I've said, it's \$1,000 to buy, and I've just set that to one time.

But if this was a recurring thing, you could set this to yearly. So every year we would charge you 1000.

So you can use this to decide how you want to do this. It might be a one off payment. I'm gonna leave it as one-off for there.

And then on the same product directly underneath, I can also now give people the monthly option of paying 250 pounds or \$250 a month over four payments.

And you can see here, I could spread this to a year. If I wanted to, you have the flexibility here to play around in the backend of spreading payments for your customers as they come into your business.

And you can add more if you want. So I've just got two here. I've got one time payment, I've got a monthly payment.

You could do weekly payment. If you wanted to simply click on the add payment option button, put a title in here, whatever you want to call it weekly, Then I'll say recurring every week for let's say 19 weeks and it's going to be \$50.

Okay? So that's how you would put in multiple payments for one product. You don't have to create invisible products anymore.

You can do the payments all inside of one product. And that's a really nice way, a really nice way to give your users that options of, of how they want to pay.

So the other thing that I, I, I touched on a bit earlier was actions and using actions. But my, my last point, I want to share with you about how to really get the best out of using member vote.

And some things that you can be doing is to use gamification. And gamification is one of our member volts, core pillars.

Really. We love, we love game of and making users kind of compete against themselves or compete against other people that are inside of their insight inside of their course or inside of their program.

And we have something that's called engagement points. I don't know if you can see this because all I've got my end is zoom screens.

But up here at the top, you can see where it says EAP up here. So this is inside MBZ EAP, which is why it's so high.

But 229,616,000 engagement points. And so when a user goes through your course or goes through your membership or goes through whatever your digital product is, they earn points as they complete each module, right?

And you can game a 5s. You can send people emails that can congratulate them of, wow, you've completed your first module.

You know, here's, what's coming up in, in module two. Or you can send, you can give them celebrations when they complete things, they get a little splash of glitter pop up on their account.

So what I thought I'd do is I'll just show you an actions where you can start to play with this.

So I'm inside of my backend, I'm inside of the module, I've clicked on content. And then I've gone into this product, which is the business membership.

If I scroll to the very bottom. So when you go past all the payment area and all the button, all of that good stuff, get down to the bottom here, where we have actions and you can do a million different things with actions.

Earlier on I spoke about using actions to tag your email provider, your email service provider. So for example, anytime somebody comes into your, your free resource area, they would automatically get a tag.

So it says here, add a tag, and then you create a name of a tag, and that will take them inside your envy.

And it will tag them inside your email service provider, like MailChimp MailerLite active campaign. So this is where you would come to create those type of actions.

So the actual I'm going to show you now is going to be an action that when somebody, when somebody gets, let's say a hundred engagement points in their account, that means they've been doing the work.

We're going to send a little celebration. That's going to splash up on their screen. So let's go through that. So I'm going to click on the add action button.

And then we have this column that says, when this happens, this is the trigger. And there's quite a few triggers in here and I'm going to choose the option and X product EAP.

So, and a certain number of engagement points. And then I'm going to put, I'm going to put a hundred in years when somebody earns 100 engagement points.

That means they've been completing their modules and going through the work I'm then going to do this action. And the action I'm going to choose from here is I'm going to show a celebration and it's going to be a little celebration message.

We have a little sparkle and glitter. We all love glitter. I love glitter. I'm just going to type in here.

Well legend, my alarm's going off on my phone. Let's stop that. So I'm going to say, well done legends. And then if you want to have a little sneak peek view preview, what that looks like.

If you just hit on underneath that message, you can see, it says preview celebration. We click on that. You can see down the bottom, right?

That's what your user would see a little bit of glitter. And it says, well done, legend. I mean, you can obviously put a longer message in there if you want it to, but that's essentially what it would look like, but you can do lots of other things with actions.

So I'd really encourage you to go in and have a look around what you can play with in here. Cause there's tons of things that you can do.

So for example, if somebody's under a hundred engagement points instead of showing a celebration on the screen, you might add a tag and an attack might say completed halfway, right?

And so what this means is when somebody gets a hundred points, it's going to automatically inside of MV, add this tag completed halfway, that tag is going to automatically be triggered in my email provider.

And then I have an email set up that automatically sends out an email to that person that says, oh my God, you're doing amazing.

You're halfway through. And here's some things to motivate you to keep going or whatever it is I want to put in there.

But when people feel like almost like they're being congratulated and that they're being seen and heard that they're doing the work, it really encourages them to keep going.

So you could, I mean, I've seen MV accounts that have literally an email going out after every module has been completed.

You can set this up as intensely or as casually as you like. Or what I would encourage you to do is really start having a play around using actions and how you can really keep your users engaged.

And there are tons that you can do in side of actions, right? So that is a wrap from me. I'm going to just quickly come through, have a look at some of these questions, scroll up.

So Carrie says, where should the free area be a module if it's a product. So I will log back in and just show you how, how that would be.

It's just a product a bit like this membership one is but I would simply write, can I minimize that out of the way?

Right? Get rid of the zing. So click on products in your left hand nav, then add a product. I'm just going to make it invisible so that it's not showing on the world.

And then I'll just call it something like free resource area at product. Oh, it's lost the eye on the end of the area.

Okay. Now I have a free resource area here and then I can begin to add in so I can add the module. And I could just say lead magnet, right? Writing is horrible. Lead magnet one, right at that. And then inside of here, I can add a lesson and it might just say, is your free, I wouldn't call it lead magnet. I'm going to say, let's call it a wellness guide and we go give it a name, free wellness guide, add lesson.

And then you can add some text in there if you wanted to. But if you just want to give them the guide, just go down to here as a file and then drag and drop or clicking here.

And it will let you upload a PDF. And then your free resource area will live on your main front page.

If you want it to be visible, you would set it to active. And that would mean anyone can see it.

And it'll be on the front page of your member vault. You could also have it invisible so that if you, if you only want your main products on your member vault account, you could have your free area hidden away.

You can still promote it. You still use the links to promote it, but it's just not visible on your main page. And often people do this. They kind of have it hidden away and they might send that link in an email, or they will say, you know, an exclusively magnet I've just created, here's a link.

But if people come to your MV, they won't see on the front page. If they have the link, they can still log in and sign up for your free lead magnet or your free opt-in or your free video series, whatever it is you want to create.

But that's simply how you would create a free resource area. And by the way, you don't have to call it a free resource area.

You could call it your, your library or your resource hub or whatever you want. But it would just sit on your, sit on your main page, your main MV page, if you have it set to active, and if you have it or if you want to hidden, then you'd set it to visible.

So I hope that answered your question. Let's have a look. Yeah, well, so Carrie is written here, but she was thinking that each free resource could be a product rather than them all being in the same product.

I mean, it's really up to you how you want to do that. I do mine all in the same place because what I'm ultimately doing is I'm just getting people to just sign in.

It doesn't matter if they get access to the other free stuff, as well, as long as I've got them tagged with whatever it is that they signed up for.

That's, that's the main thing for me, but some people do. If you don't have a lot of lead magnets, if you have one or two, you can absolutely make them to individual products.

You absolutely can do that. What I like about having mine all in one area is that they get to come in and they kind of get to binge on all of my content.

And that really helps them get to know me if that makes sense. And then they go, oh, I like this Remy check.

I might, I might sign up for one of her things, but it's up to you how you want to do it.

If you've only got a few lead magnets. Absolutely. I mean, you can have lots of lead magnets have lots of products.

I just don't like seeing tons and tons of products in my envy is completely up to you though, how you want to do that.

Another nice way is now that we've got pages which are like web pages, you could essentially have a page with all of your free lead magnets on there, and the people can click and go through that way as well.

So it's something to play with as well. I think I have a nightmare. I use a, to access some resources without giving their email address.

You could do that. So you could use something that's called a teaser module. So in the same way that I created an ad product you could set it to be a teaser module, which means it's completely free. It's public, it's free and people could just go and grab that stuff about signing up. But I would say it's really nice to get people to sign up because I get to track them.

We kind of have cookies, so you can see they're looking at other products you can see, is this somebody a warm lead or hot lead.

If they looked at this three or four times, they might want to buy it and there might be a barrier there. And that just gives you an opportunity to have a conversation with them on email or messenger, and just say, Hey, I've seen, you've been checking this out.

You know, would you like, you know, a 25% off coupon to try this out or something. It just gives you that information when they're logged in that you can get when they're not logged in, you don't know who's coming and there's no way of tracking them and there's no way to follow up.

But again, if you want to use a teaser module to give some free stuff away, you absolutely can do that.

Right. We are running out of time quickly. C says I've been having fun branded my MD site the last few days and adding CSS codes to make it look really good.

Well, I think anyway, Hey, so drop your link in the chat to me. If you can, for a go and I'll, I'll go check it out.

And Natalie I'll look for you. But well done on playing with the branding and using CSS. That's a nice way for those of you who are watching us, if you don't know how to sort of customize your site then you can use CSS code and we have loads of stuff in our knowledge base articles around that as well.

So I would drop those links as well. Or I'll answer this last question and then anything not answered. I will answer on the replay, a follow up email for you.

So says I'm wondering on the products page, I, the front page, should your product copy, be brief and to the point and ask them to click the, learn more, to learn more, or is it best to have yourselves copy that, which is best practice.

Great question. So on the product you get a little bit of space, I would say for that, that should be short and brief and yes, the learn more button is essentially the sales page.

And that's where you go into a lot more detail there. That's how I use it. So I kind of only have like a little bullet that just says, this is what it is.

This is who it's for. This is what you get. And then they click on, learn more and they get my sales page.

But I've started seeing, there's a lot of MBA users now who are not using the learn more as much because we have pages and I'll just creating static pages which is then, you know, SEO friendly and searchable and find the as well.

So that is another way, but for me, my best practice would be to use the, learn more as a sales page because I've done it that way until I sort of convert all of my existing courses over to pages and giving them all an individual sales page for now that's, that would be a really good practice because

you have, you have two buttons, the MV gives you and that learn more button is a really cool button for people to click on and to get more information.

So yeah, I would, I would do that. So I would use it as you've suggested and drive people to your learn more.

But again, you know, envy is all about choices and we'll play around, see what works, what doesn't work. And yeah, that's the best thing with MBAs just to have a little plane, right guys and girls like me to wrap there for today.

I had conceived that there were some more messages there. I will answer all of those in the follow-up for you guys.

So thank you for being here. I'm back again next Monday at 12. Lovely to see your beautiful faces and yeah.

Have a good rest of your week. Take care. Bye.