



STEP
BY
STEP
GUIDE!

SUCCESS WITH

STAN STORE

BUILD YOUR PASSIVE INCOME

OPTIMIZE YOUR SALES PAGE

DIGITAL MARKETING EDITION

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PLR Certificate



Steps to **SUCCESS**

01

READ EVERYTHING INCLUDED IN A PRO PLAN

Learn exactly what your creator pro plan on page 8 includes.

02

YOU CREATED YOUR ACCOUNT NOW WHAT?

You will know the exact next steps to start selling your products on Stan Store effectively as well as which tools to utilize! This includes earning commission!

03

CREATE COMPELLING DESCRIPTIONS

When creating product listings, don't underestimate the power of persuasive descriptions. Let's turn your viewer into a sale!

04

CREATE A FUNNEL FOR YOUR FREEBIE

We'll guide you through the process of creating your first funnel starting with your 'freebie' (free download | lead magnet).

05

ORDER BUMPS + EMAIL FLOWS

Order bumps are a marketing strategy used by online businesses to increase their average order value. We will also dive into Email Marketing through Stan. Let's do it!



PISS OFF BOSS

The Ultimate Guide to Boosting Your Sales and Growing Your Business!

Whether you're a seasoned pro or just starting out, 'Navigating the Stan Store' will equip you with the knowledge and tools you need to stand out from the crowd and achieve your business goals. Get ready to unlock the full potential of your Stan Store and watch your sales soar!

you got this!

LET'S DO IT!



OTHER FREEDOM FACELESS FATHER FREEDOM FACELESS FATHER FREEDOM FACELESS FATHER FREEDOM

Welcome

LET'S BEGIN

Did you watch 'Bypass Funnel With Stan Store' ? Do this FIRST. There are 9 videos that is going to increase your knowledge when it comes to utilizing Stan Store and by passing using Stytem.io (funnel).

FATHER FREEDOM FACELESS FATHER FREEDOM FACELESS FATHER FREEDOM FACELESS FATHER FREEDOM

Setting up your account: To get started, head over to the Stan Store website and click on the "Sign Up" button. Fill in your personal details, including your name, email address, and password. Make sure to choose a strong password to protect your account.

Once you've created your account, it's time to make it stand out! Upload a professional profile picture Write a captivating bio that highlights your unique selling points and what sets you apart from other Creators. Remember, first impressions matter, so make sure your profile reflects your brand identity.

FACELESS FATHER FREEDOM FACELESS FATHER FREEDOM FACELESS FATHER FREEDOM FACELESS



NOW



WHAT?

[DOWNLOAD YOUR THUMBNAIL IMAGE](#)

BONUS

CLICK
LINK

Resell this guide

You can also offer it FREE to your customers whenever they purchase the course. It is a great roadmap to success!

GET THE UPGRADE \$99

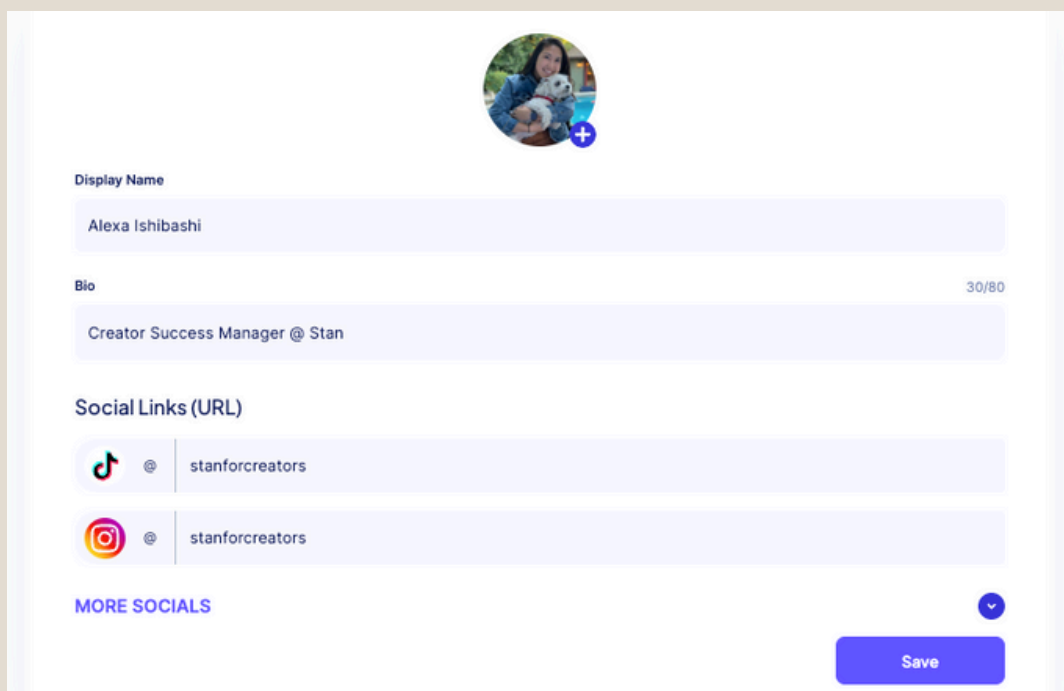
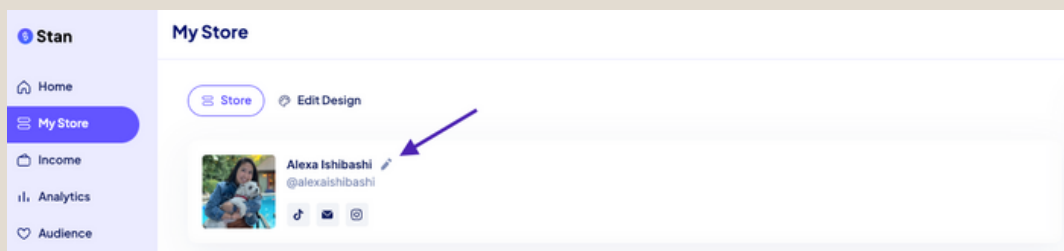
Upgrading your Stan Store account offers several benefits that can help you boost your success.

1. **Access to Funnels:** Funnels are a powerful tool that allows you to create a series of automated marketing steps to convert your audience into customers.
2. **Advanced Analytics:** Upgrading your account gives you access to advanced analytics that provide valuable insights into your store's performance.
3. **Payment Plans:** Upgraded accounts have the ability to offer payment plans which in turn may increase your sales. The payment plans are designed to accommodate different budgets and needs.
4. **Email Marketing:** Email flows on Stan Store typically refer to automated email sequences that are sent to customers at different stages of their interaction with the store. These email sequences are designed to engage, inform, and convert customers into making a purchase or taking a desired action.
5. **Affiliate Program:** The referral program at Stan Store allows creators to earn rewards by referring new customers to the platform. You'll have your very own referral link!

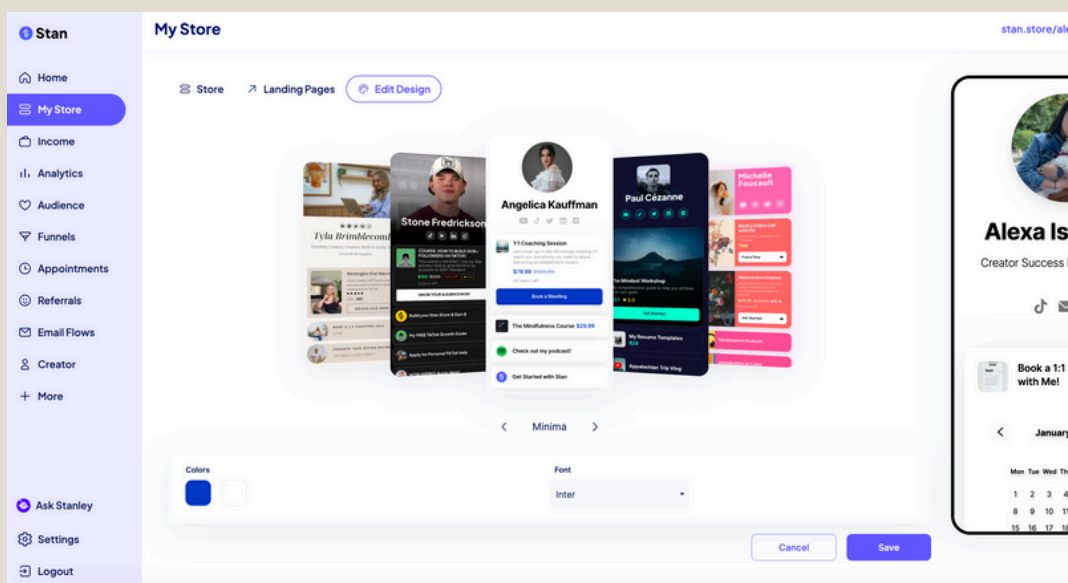
It's important to note that while upgrading your account offers these benefits, you can still use Stan Store and sell digital products without upgrading. The upgrade is designed to provide additional features and support to help you maximize your success as a Creator.



CUSTOMIZE YOUR STORE



You can also make your way to the Edit Design tab to choose a theme, colors, and a font! You can personalize your Stan Store by easily tweaking colors and fonts on any theme.



HEAD OVER TO FUNNELS

What is a Funnel?

Funnels are very similar to your My Store tab, but instead a Funnel focuses on selling one digital product at a time. A Funnel is primarily used for running campaigns, or when you'd like to direct your audience's attention to only one product, as opposed to giving them multiple options like on your store. With a Funnel, you also have the ability to add an Upsell and a Thank You page.

Go to My Funnels in your Stan Dashboard and click + Create New Funnel for your FREEBIE.

| Name | Sales | Pages | Leads | Views | URL |
|------------------------------|--------|-------|-------|-------|---|
| Stan Creator Success Chat | \$0.00 | 1 | 10 | 23 | stan.store/alexaishibashi/alexaishibashi_creatorsucc... |
| Funnel - Get My [Template... | \$0.00 | 1 | 1 | 3 | stan.store/alexaishibashi/alexaishibashi_funnel |
| Funnel - Draft | \$0.00 | 0 | 0 | 0 | stan.store/alexaishibashi/alexaishibashi_funnel_1351... |
| Funnel - Draft | \$0.00 | 0 | 0 | 0 | stan.store/alexaishibashi/alexaishibashi_funnel_1351... |
| Funnel - Draft | \$0.00 | 0 | 0 | 0 | stan.store/alexaishibashi/alexaishibashi_funnel_1366... |

Select Collect Email/Applications

Collect Emails / Applications
Collect Your Audience's Info with a Lead Magnet

Sell a Digital Download
PDFs, Spreadsheets, Templates, Exclusive Content, etc.

Book a Time on Your Calendar
Discovery Calls, Paid Coaching

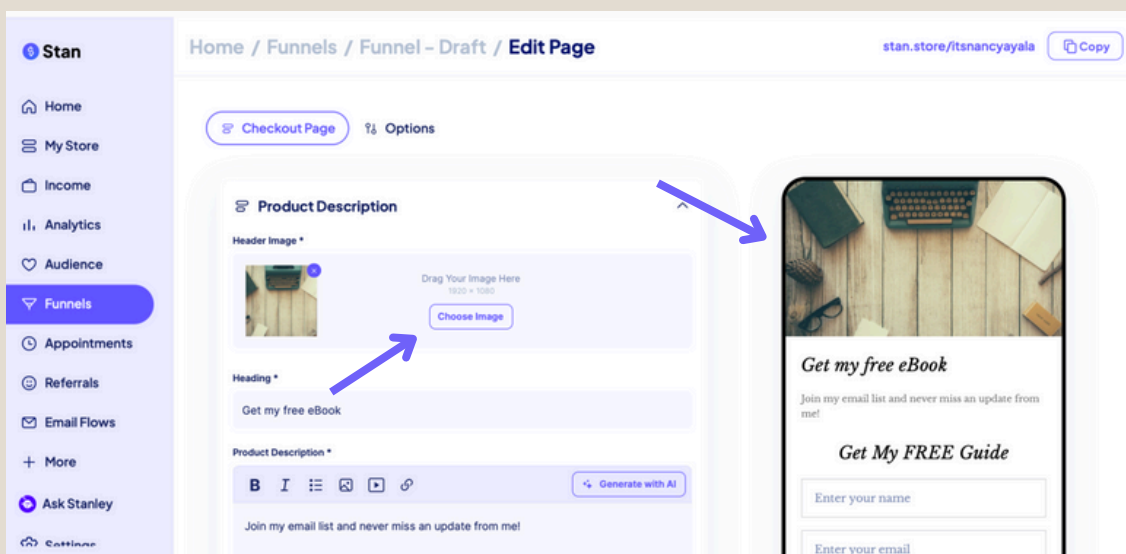
Custom Product
"Ask Me Anything" requests, Audits/Analyses, Video Reviews

eCourse
Create, Host, and Sell your Course within Stan

Recurring Membership
Charge Recurring Subscriptions

Webinar
Host exclusive coaching sessions or online events with multiple customers

Let's Select Your 'Image' -- you can choose one right on Stan Store or upload your own.



You're going to add a 'Heading' this is what will show up as your 'Product Name'

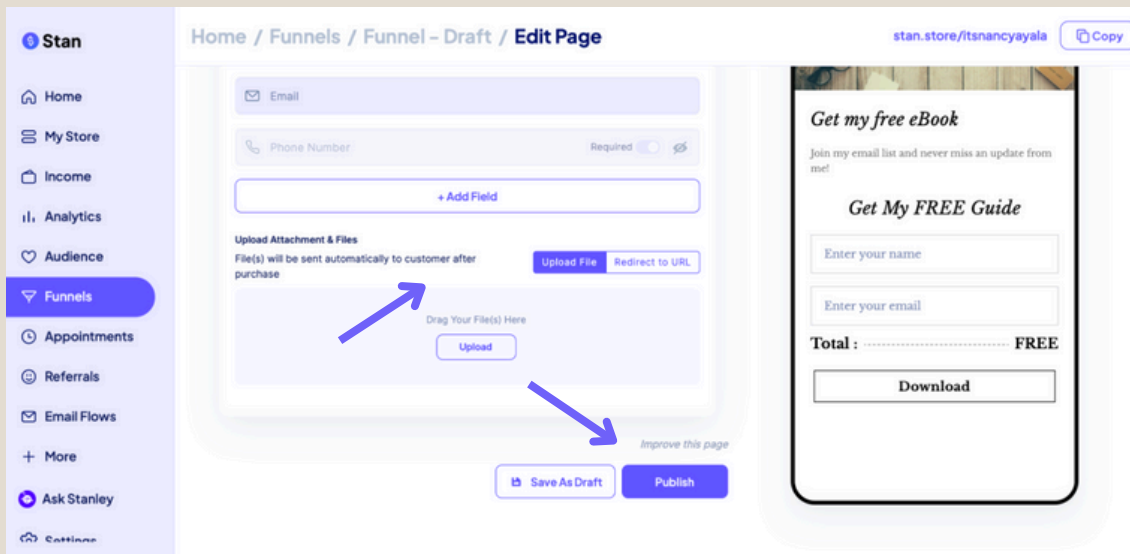
The description box on your Stan Store is where you can provide detailed information about your FREEBIE. It's an opportunity to showcase the value and benefits of your offering to potential customers.

Here are some key elements to include in your description box:

- 1. Product Title:** Start by clearly stating the title of your digital product or service. Make it concise and attention-grabbing.
- 2. Product Overview:** Provide a brief overview of what your product or service is all about. Explain its purpose, what problem it solves, or the benefits it offers to your customers.
- 3. Key Features:** Highlight the key features or components of your product. This could include specific modules, chapters, or sections, or any unique aspects that make your offering stand out.
- 4. Target Audience:** Clearly define who your product or service is intended for. Describe the specific audience or niche that will benefit the most from it.

Remember to keep your description clear, concise, and engaging. Use persuasive language and focus on the benefits and value that your product or service offers. By providing a compelling description, you can attract potential customers and increase the chances of making sales on your Stan Store.

Go ahead and Upload your 'PDF' (FREEBIE) and Publish.



Offering a free item in exchange for collecting emails can be a powerful strategy for growing your email list. Here are a few reasons why it can be beneficial:

Lead Generation: By offering a free item, such as an ebook, guide, or template, you can attract potential customers who are interested in your niche or topic. When visitors provide their email addresses to access the free item, you generate leads that you can nurture and convert into paying customers in the future.

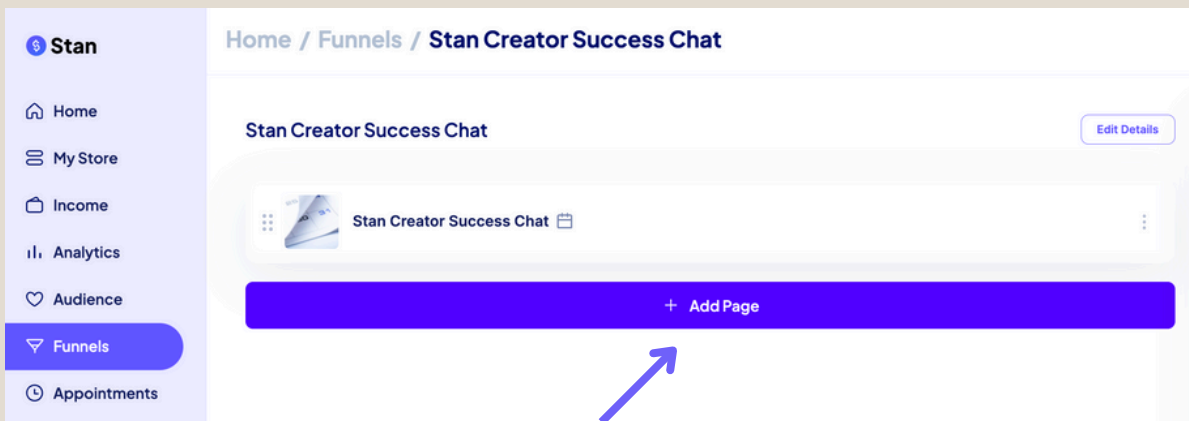
Remember, it's important to provide a high-quality free item that aligns with your audience's interests and needs. This will ensure that you attract the right people to your email list who are genuinely interested in what you have to offer.

Additionally, offering a free item to collect emails can be a valuable strategy for growing your audience, building trust, and ultimately driving sales.

NOW WE UPSSELL!

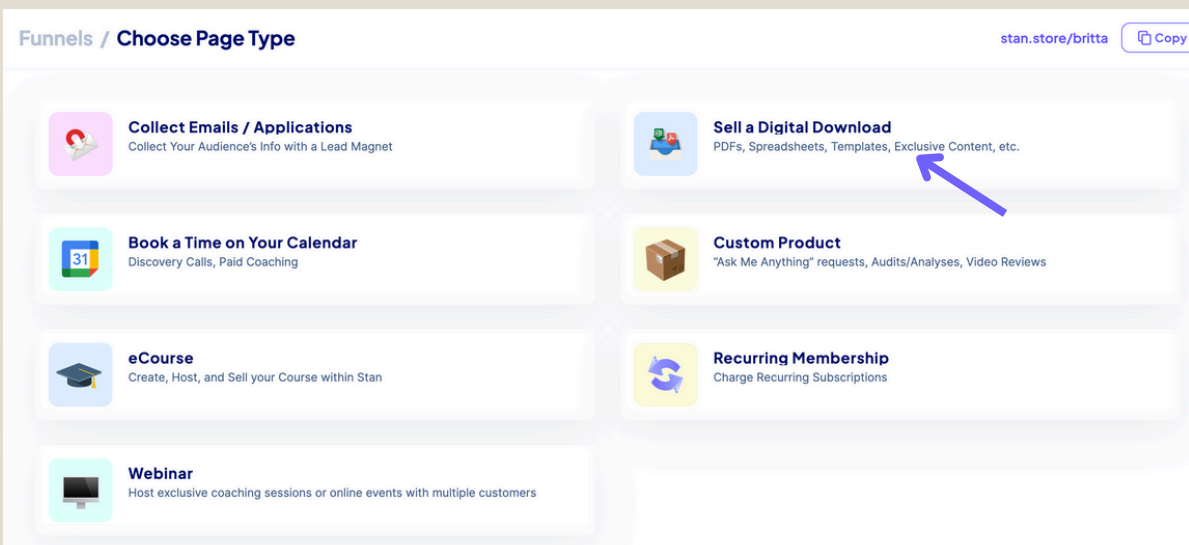
we are going to add your second page! Your second page is going to be offering the actual Course.

Next, you will add a 2nd Product (DWA Course) to your funnel (as an upsell), Click + Add Page.

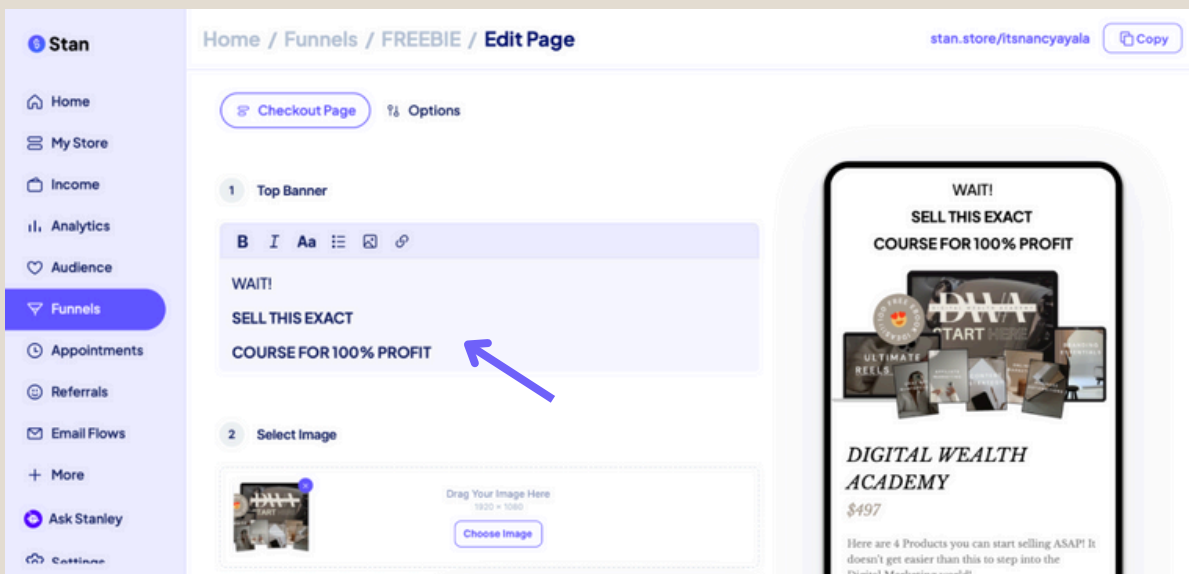


Create your product as you would in your My Store tab and make sure to save. Rinse and repeat to add more Funnels!

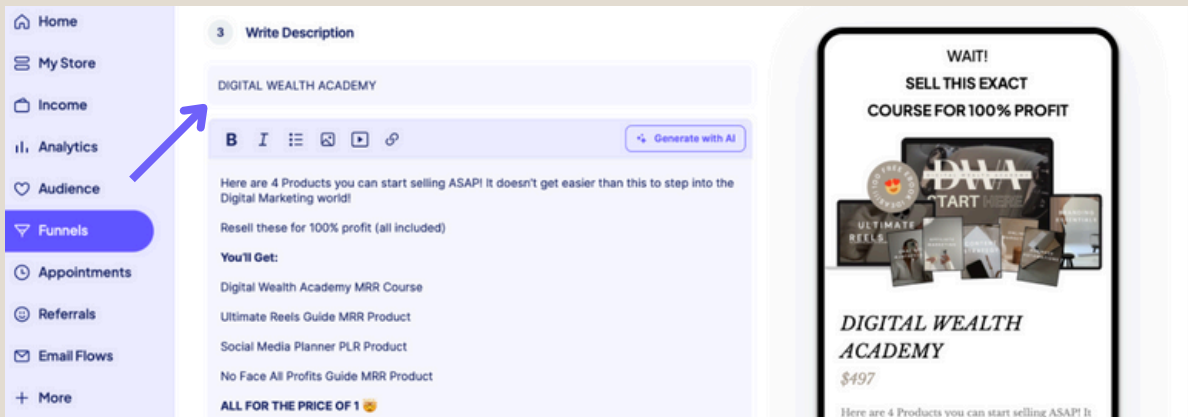
Let's choose 'Sell a Digital Download' option!



Add Text To Your 'Top Banner' -- You can see my example below

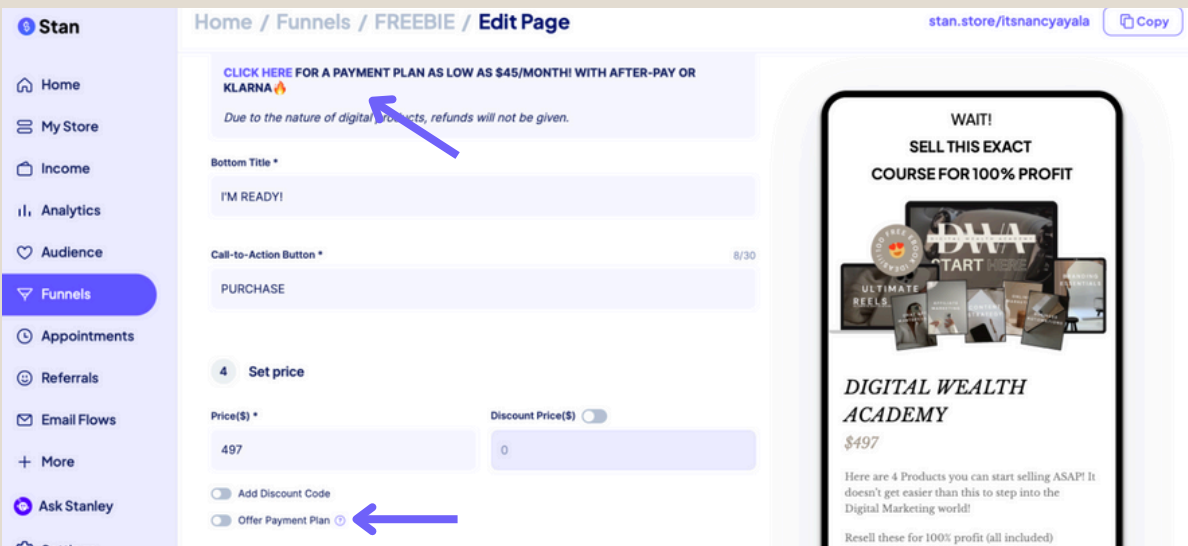


Here comes the details!



Write out your description and feel free to use mine as an example -- [CLICK HERE](#)

I do not offer a payment plan on this page but instead give my customer the option to 'CLICK HERE' for payment plan. This will bring them to a landing page which will include a small convenience fee. We are charged a percentage for offering a payment so to maximize our earnings this can be an option you may want to consider .



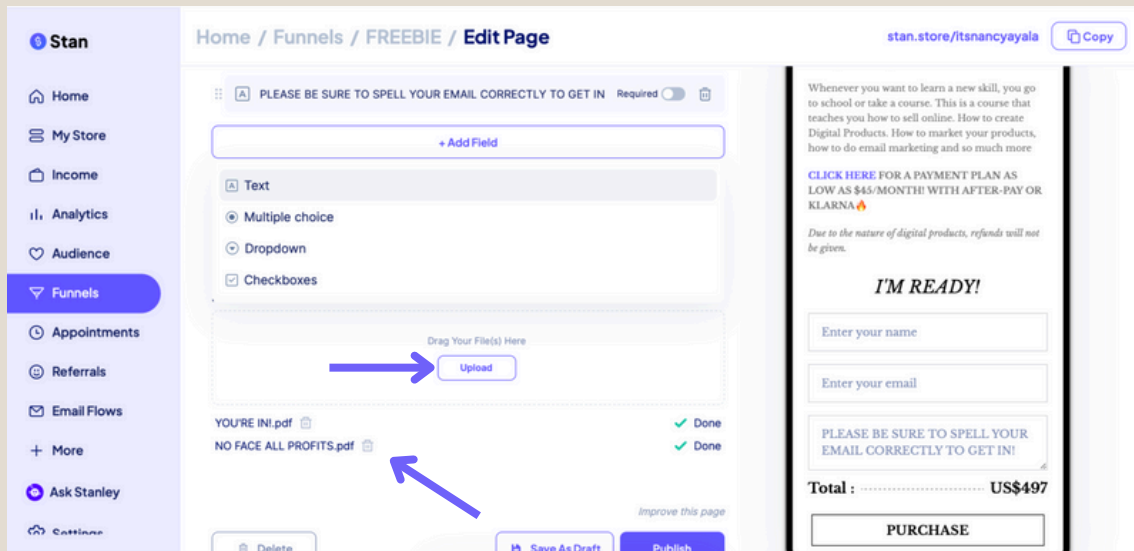
Next...

Copy This --

PLEASE BE SURE TO SPELL YOUR EMAIL CORRECTLY TO GET IN!

You'll enter this into the 'Text Field' like the example below.

Click 'Add Field' then choose 'Text'



What do you add as a product anyway?

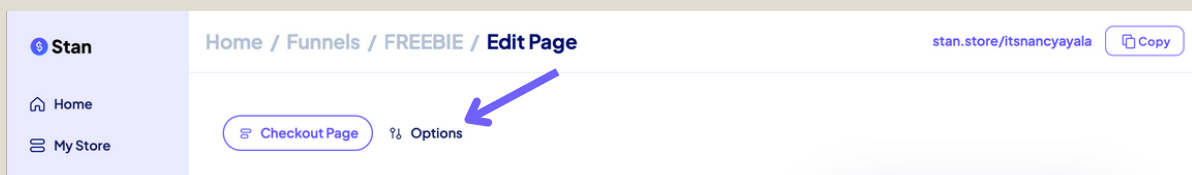
You will add any products you are offering that are *outside* of the course, meaning, you created it or have rights to resell it.

For example: I purchased a Faceless Guide and as you can see here, I offered it as a Bundle when they purchased the Course from me so it is included. This is where you would add this PDF Digital Download.

If you are NOT offering any additional products, you will still need to add a PDF. I created a “you’re in” PDF. I created this on Canva and you can too. Create a document then save it as a PDF and upload it right here.

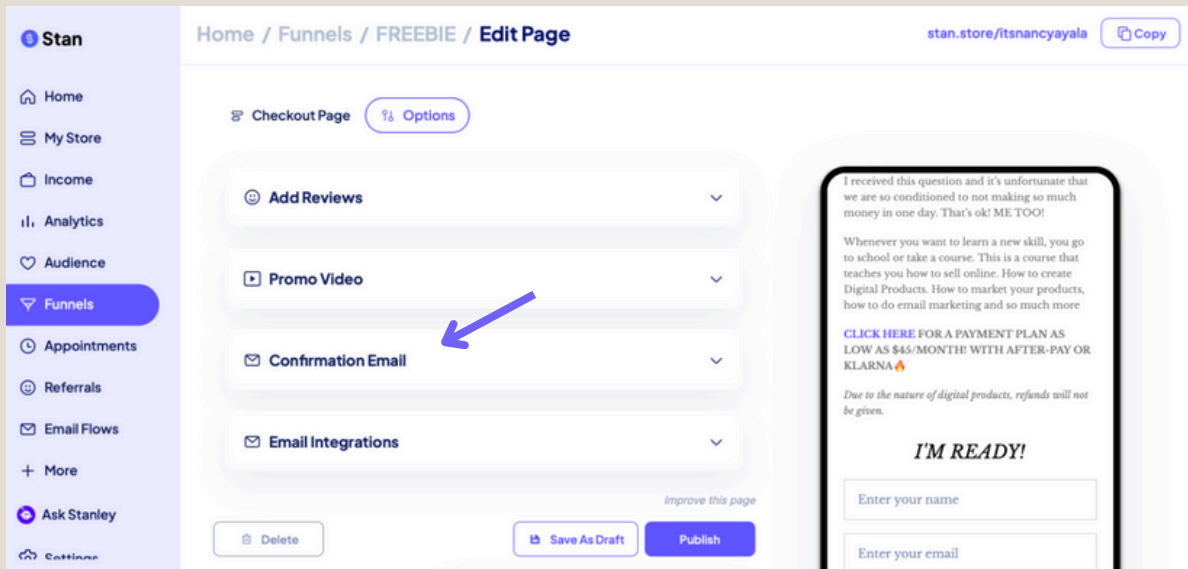
LET'S CONFIRM

Scroll back up to the top of your product page and find your way to 'Options'



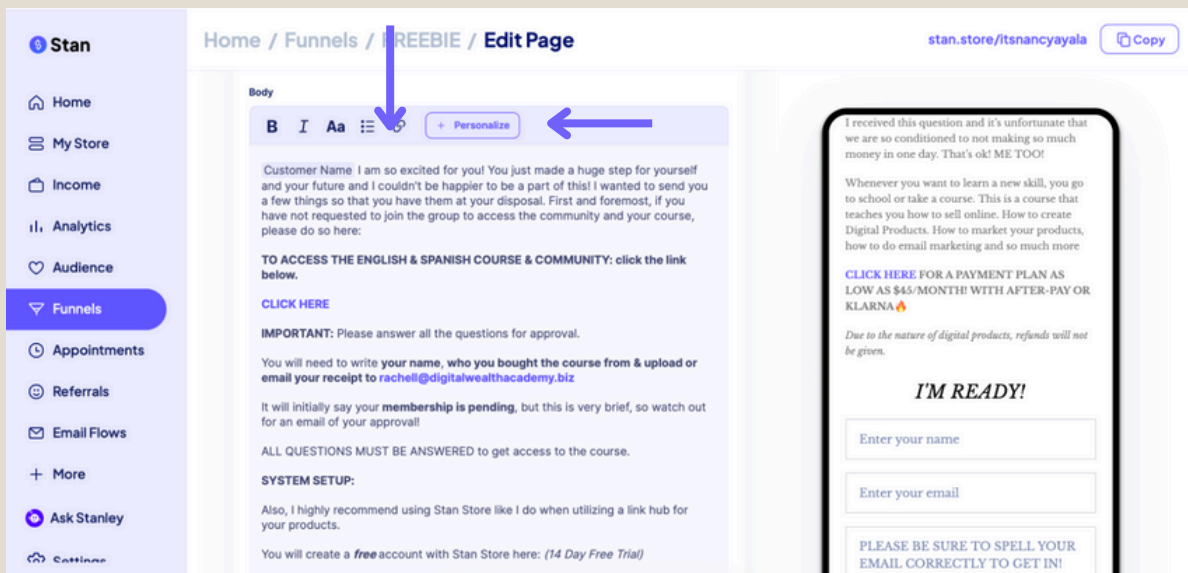
Confirm

CONFIRMATION EMAIL



Two things you'll want use the 'Personalize' button for --

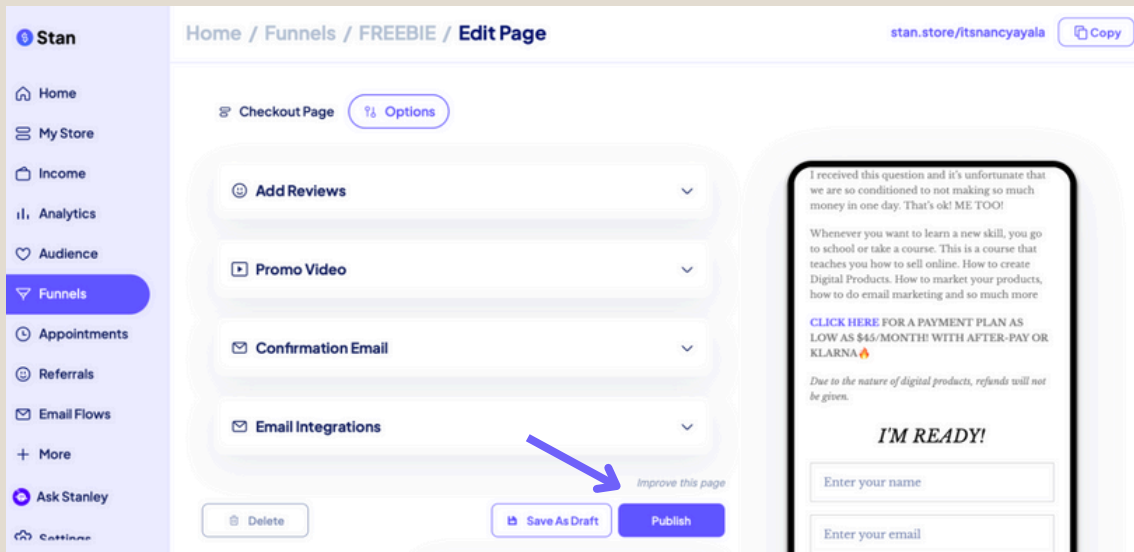
To address the Customer in the beginning (click 'customer name') and at the end (click 'product files').



Utilize the 'hyperlink' option by highlighting the word/phrase that can be clicked to take your customer where to that specific destination.

Create your welcome email to your liking! it's YOUR WELCOME EMAIL!

Once completed click 'Publish'



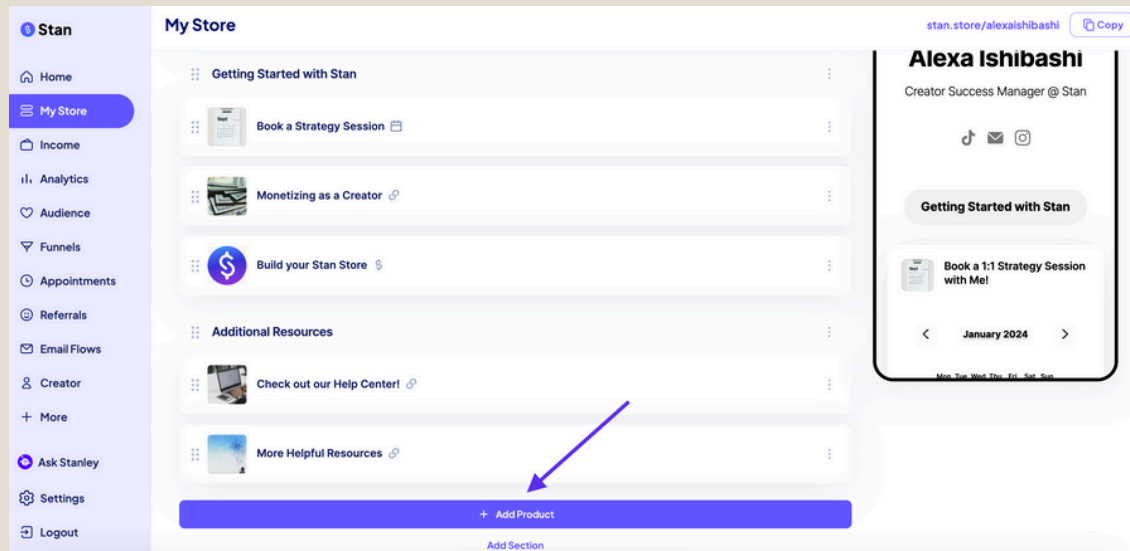
Adding a Funnel as a Product to Your Stan Store

You can add a Funnel to your Stan Store by following these simple steps:

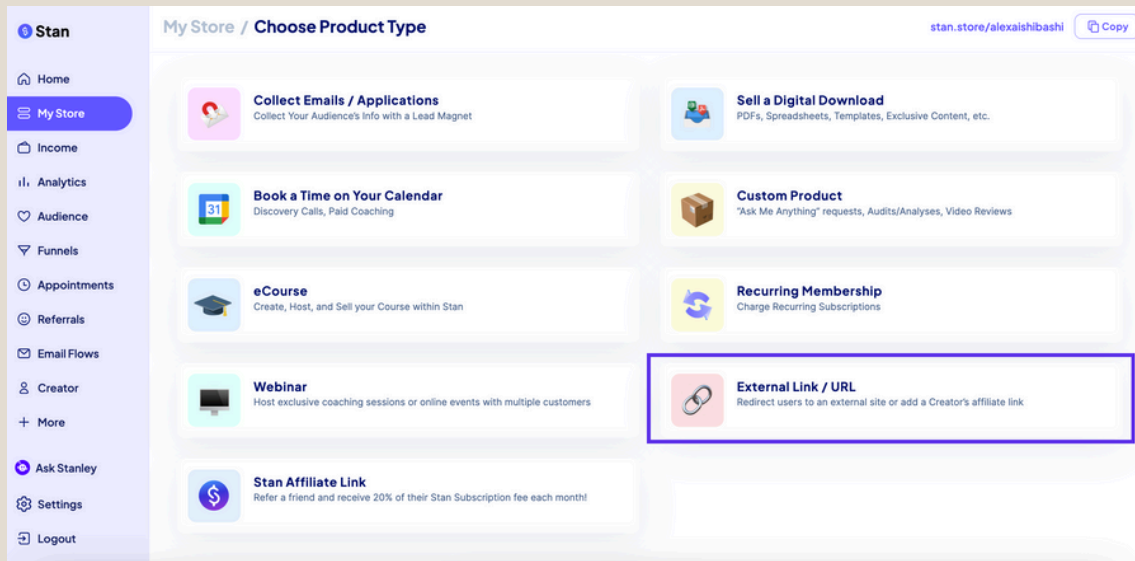
1. Copy the Funnel URL.



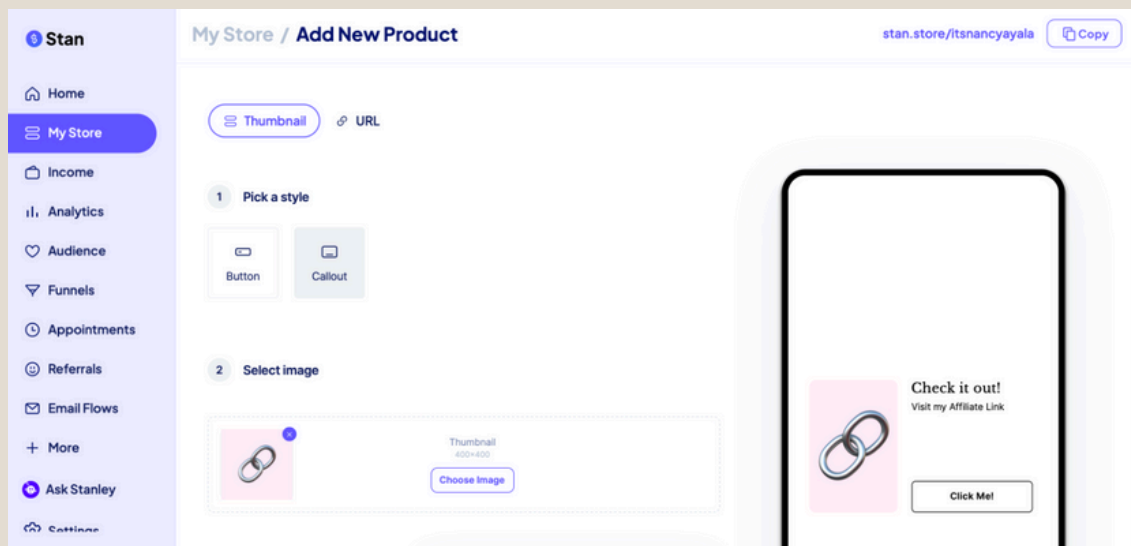
2. Go to the My Store tab, click + Add Product.



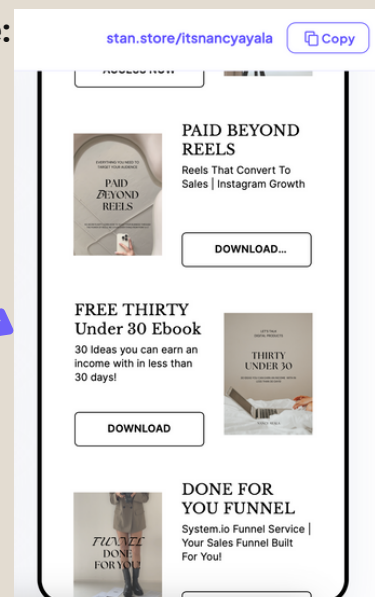
3. Select Add External URL/Link product



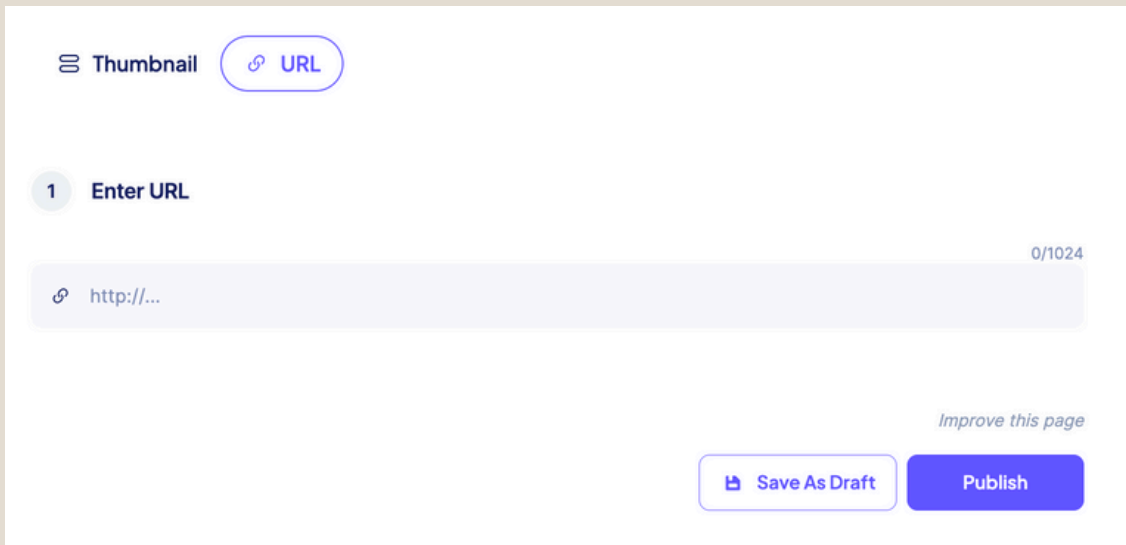
4. Choose the 'Callout' option and add select your image.



Here is an example:



5. Paste the Funnel URL in the Button URL text box and click Save!



The screenshot shows a user interface for entering a URL. At the top, there are two tabs: 'Thumbnail' and 'URL', with 'URL' being the active tab. Below the tabs, there is a step indicator '1 Enter URL'. A text input field contains the text 'http://...' and has a character count '0/1024' on the right. At the bottom right, there is a link 'Improve this page' and two buttons: 'Save As Draft' and 'Publish'.

Once completed click 'Publish'

NEXT, LANDING PAGES

Creating a private or hidden landing page on your Stan store allows you to sell a product or service to only a specific person or group - this way you can remove it from your Stan store and send it as a landing page instead.

This is beneficial because:

- You can offer your Course with the Payment Plan Option and it helps you set your price to include a small convenience fee since we are charged a percentage when using Klarna or After-pay. You will include this 'Landing Page' as a hyperlink in the description of the original priced product. Here's an Example:

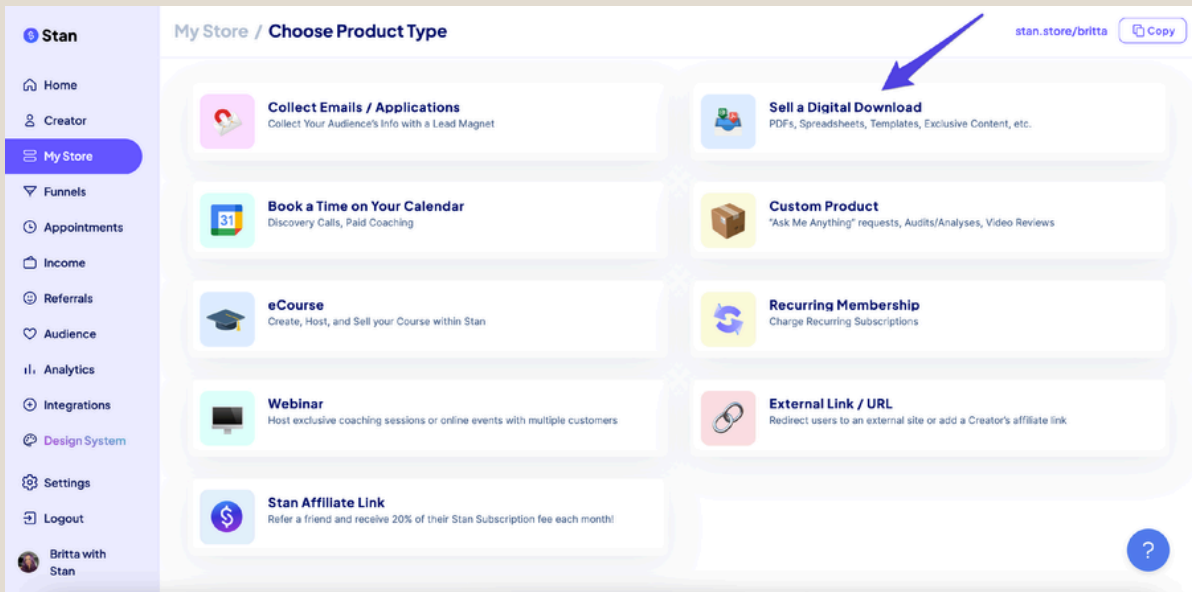
CLICK HERE FOR A PAYMENT PLAN AS LOW AS \$45/MONTH! WITH AFTER-PAY OR KLARNA🔥

That link will take them directly to your 'Landing Page' for the product priced at \$530.00 (includes fee).

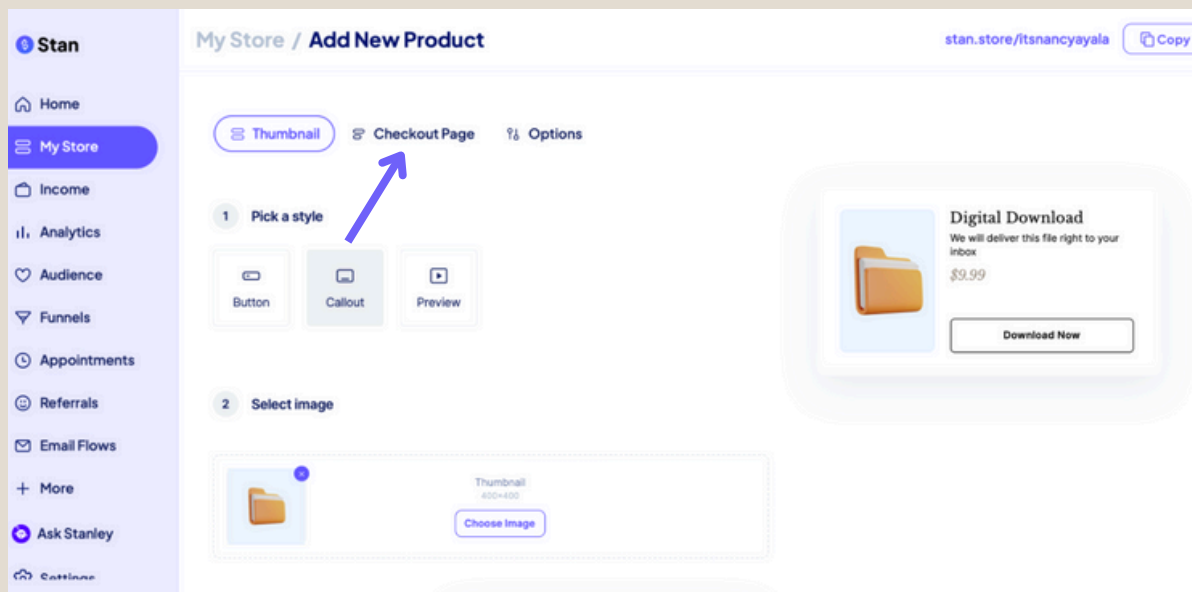
Let's begin!

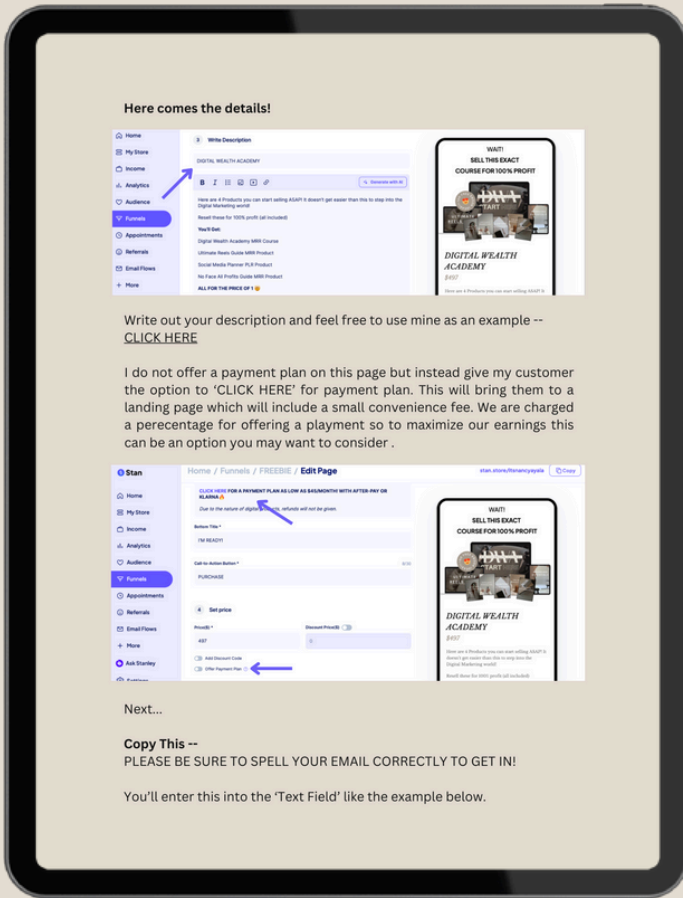
HEAD OVER TO STORE

Pick the 'Sell a Digital Download' option



SKIP THIS and go straight to clicking 'Checkout Page'





REMEMBER THIS PAGE?

This was the second page of your 'Funnel' you're going to repeat this! The good thing is you can go back to your 'Funnel' then copy and paste everything.

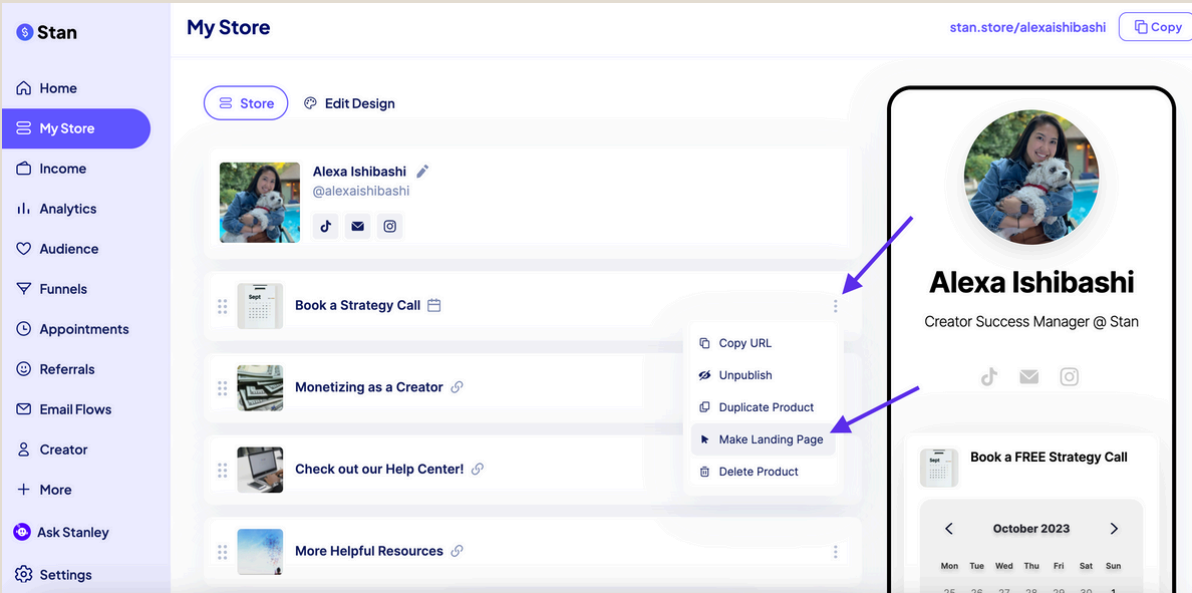
Don't forget to copy and paste everything from your 'Confirmation Email' too.

You want to repeat EVERYTHING.

This landing page will specifically be for you to charge \$530.00.

You'll need to RE UPLOAD those PDFs again as well.

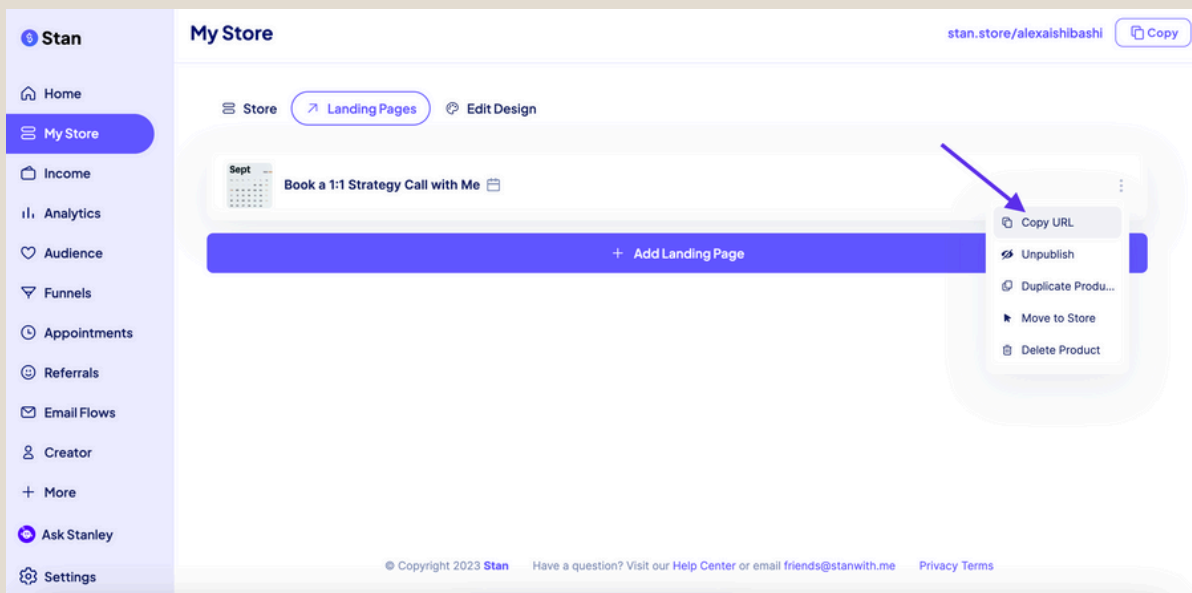
Once this page is published -- Click the 3 buttons on the right side of the product and click "Make Landing Page"



LANDING PAGE CONT...

You'll be redirected to a separate page, specifically for Landing Pages.

In order to make this page exclusive, click the 3 buttons on the right hand corner of your newly made landing page and click "Copy URL." this URL is what you would use as a hyperlink for your "CLICK HERE" option for Payment Plans. When they click the link, it will bring them directly to your 'Landing Page' for your \$530.00 product.



TIP:

- I would include this at the top of your description to avoid any confusion (it has already happened).

THIS IS INCLUDING THE SERVICE FEE FOR CHOOSING A PAYMENT PLAN OPTION

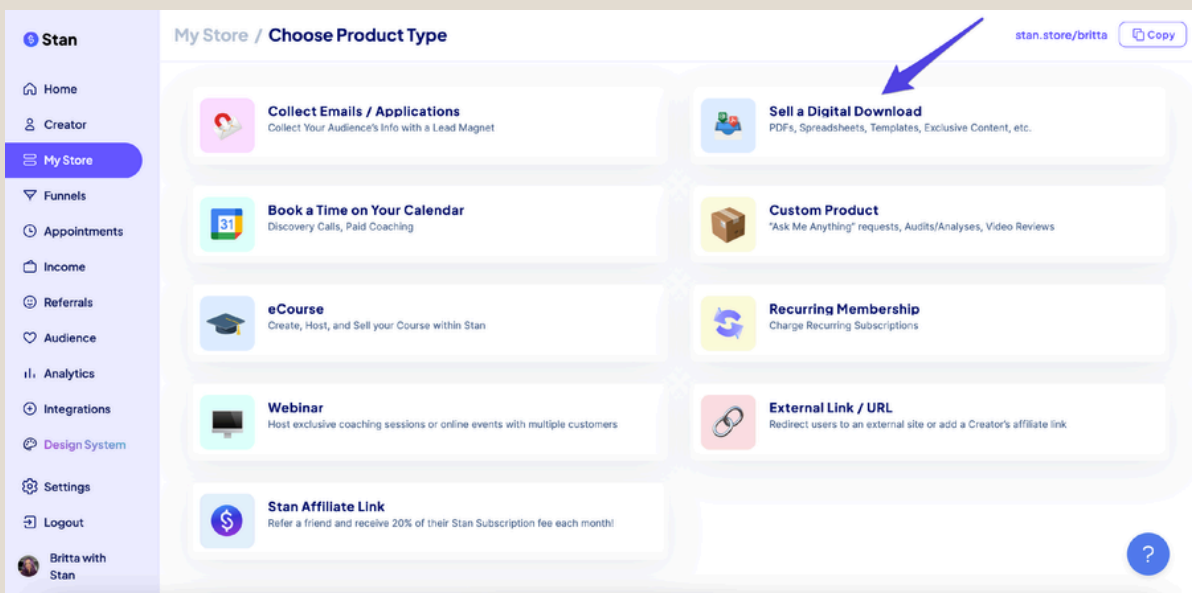
PLEASE BE SURE TO CHOOSE AFTER-PAY OR KLARNA FOR PAYMENT PLAN OPTION – DO NOT PAY \$530 IN FULL

BUT WAIT!

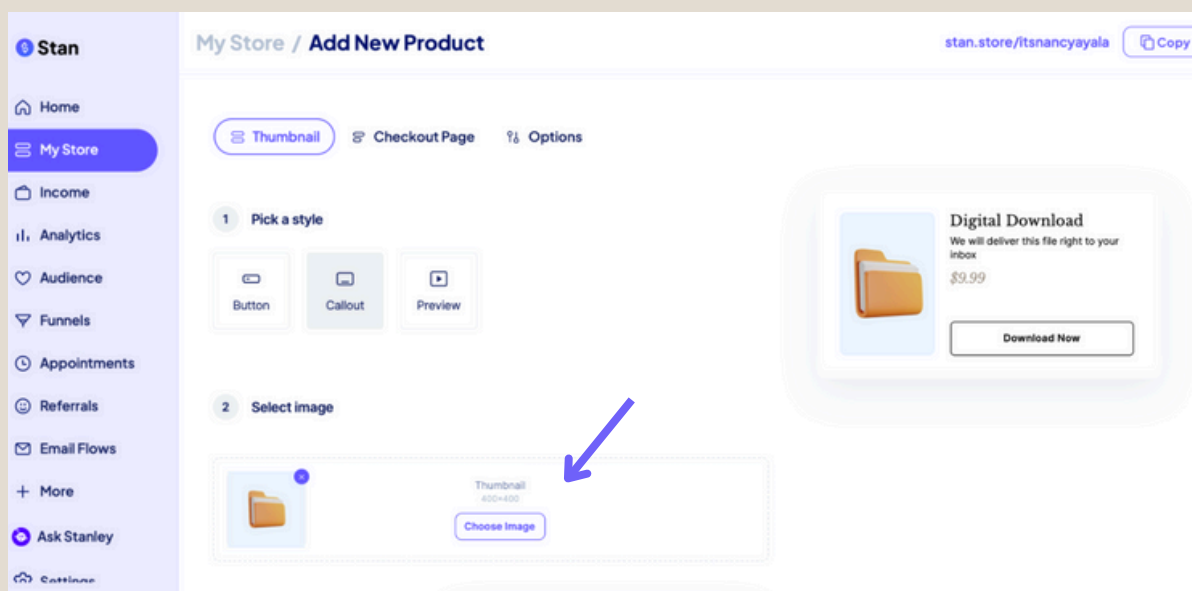
You provided a page to your 'Funnel' for your potential customer to buy your course. You even created a 'Landing Page' which included a convenience fee BUT WAIT... now you have to add your course as a product to your store. It's not there yet! After following the steps in this guide, you should only be seeing your Freebie listed in your store. Let's change that!

HEAD OVER TO STORE

Pick the 'Sell a Digital Download' option



Let's Select Your 'Image' -- you can choose one right on Stan Store or upload your own.



REPEAT

You're going to repeat! The good thing is you can go back to your 'Funnel' then copy and paste everything.

Don't forget to copy and paste everything from your 'Confirmation Email' too.

You want to repeat EVERYTHING.

This product page will specifically be for you to charge \$497.00.

You'll need to RE UPLOAD those PDFs again as well.

ADD MORE PRODUCTS

Go ahead and add the rest of your products! You want to incorporate a 'Confirmation Email' for each product. If it is an Ebook or Guide, it will be added as a 'Sell a Digital Download'.

The screenshot displays the 'My Store / Choose Product Type' interface in the Stan dashboard. The left sidebar lists navigation options: Home, Creator, My Store (highlighted), Funnels, Appointments, Income, Referrals, Audience, Analytics, Integrations, Design System, Settings, and Logout. The main content area features a grid of product types:

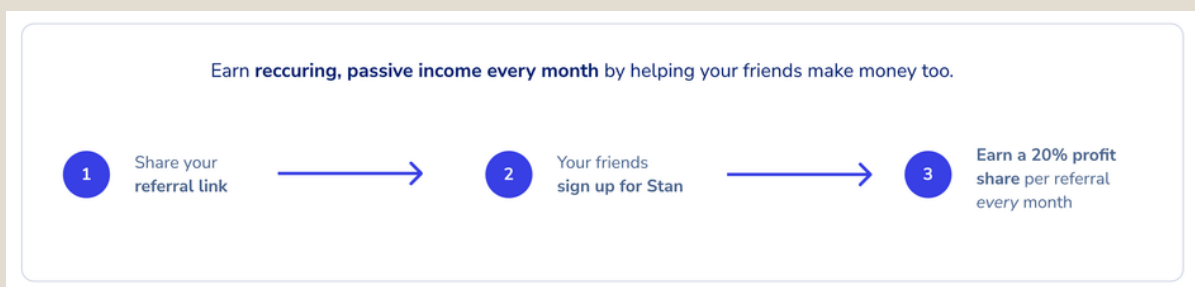
- Collect Emails / Applications**: Collect Your Audience's Info with a Lead Magnet
- Sell a Digital Download**: PDFs, Spreadsheets, Templates, Exclusive Content, etc. (indicated by a blue arrow)
- Book a Time on Your Calendar**: Discovery Calls, Paid Coaching
- Custom Product**: "Ask Me Anything" requests, Audits/Analyses, Video Reviews
- eCourse**: Create, Host, and Sell your Course within Stan
- Recurring Membership**: Charge Recurring Subscriptions
- Webinar**: Host exclusive coaching sessions or online events with multiple customers
- Stan Affiliate Link**: Refer a friend and receive 20% of their Stan Subscription fee each month!

The top right of the dashboard shows the URL 'stan.store/britta' and a 'Copy' button. A blue question mark icon is visible in the bottom right corner of the main content area.

REFFERAL PROGRAM

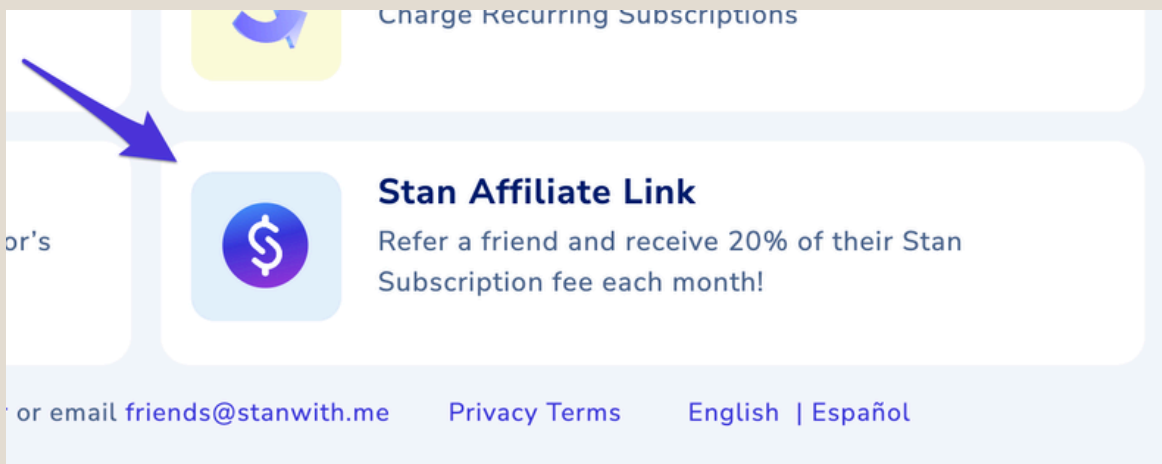
Earn Recurring, Passive Income Every Month

As a Stan Customer, you will receive 20% of every Stan Subscription you generate in perpetuity. This is entirely passive, recurring income for you.



Here are the Steps:

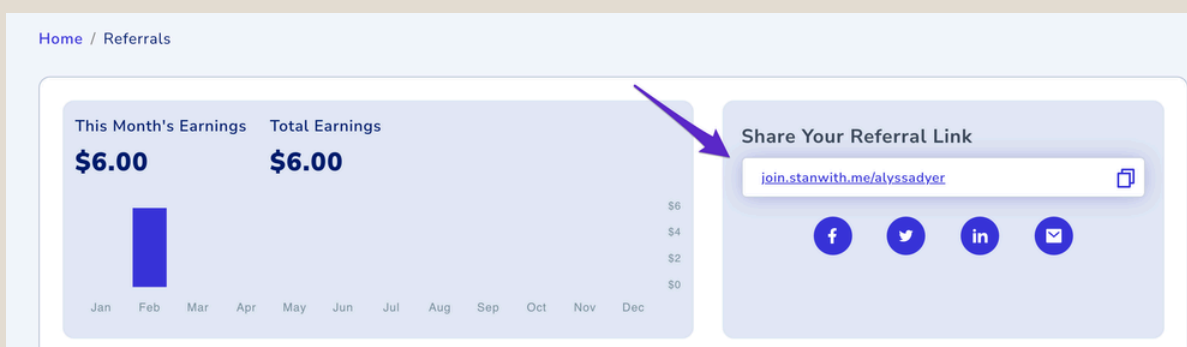
1. Login to your Stan account, click on My Store tab
2. Click the blue +Add Product button
3. Select the Product that says Stan Affiliate Link
4. Now that your affiliate link is added to your Stan Store, anyone who visits your store and signs up for Stan using your link will be tracked as one of your affiliates!



REFERRAL PROGRAM

You can also share directly:

1. Login to your Stan account, click on the Referrals tab
2. Locate Your Referral Link in the top right corner
3. Click Copy and share directly with anyone you think would be a great fit!



Referral Commission Breakdown

Depending on the plan level that your referrer signs up for, you can make one of the following for every referral that joins Stan!

| | MONTHLY PLAN | ANNUAL PLAN |
|----------------------|-----------------------------------|-----------------------------------|
| Creator | \$6/mo per referral | \$60/year per referral |
| Creator PRO 👑 | \$19.80/mo per referral | \$189/year per referral |

REFERRAL PROGRAM

Payout Monitoring & Process:

You can view your Referral progress anytime via the Referral tab in the Stan dashboard. Your referrals must be an active subscriber in order to receive commission.

The screenshot shows the Stan dashboard's Referrals section. At the top, it displays 'This Month's Earnings' as \$512 and 'Total Earnings' as \$12,339. A 'Your Referral Link' is shown as stanwith.me/ref?robertbenjamin. Below this is a flowchart explaining the process: 1. Send your friend your referral link. 2. Have your friend sign up for Stan. 3. Earn a 20% Profit Share (\$6 per referral per month) for every referral that subscribes. The 'Your Referrals' table lists the following data:

| User | Email | Subscriber Since | Stan link |
|-------------------|----------------------------|------------------|---|
| Bessie Cooper | debbie.baker@example.com | 12/10/2021 | stanwith.me/BessieBessie |
| Ralph Edwards | nevaeh.simmons@example.com | 12/10/2021 | stanwith.me/BessieBessie |
| Savannah Nguyen | tanya.hill@example.com | 12/10/2021 | stanwith.me/SavannahNg |
| Arlene McCoy | kenzi.lawson@example.com | 12/10/2021 | stanwith.me/SavannahNg |
| Darlene Robertson | deanna.curtis@example.com | 12/10/2021 | stanwith.me/BessieBessie |

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Your payouts will be handled through Stripe, which can be cashed out in your My Income tab.

ORDER BUMPS

Creator Pro Feature

This feature is only available on the Creator Pro plan. To upgrade visit your Settings tab in your account!

What is an Order Bump?

Dramatically increase your sales by 30% by adding an Order Bump to your checkout page. An Order Bump is a small checkbox that gives your customers the option to "add-on" a complimentary digital product, or one that is discounted.

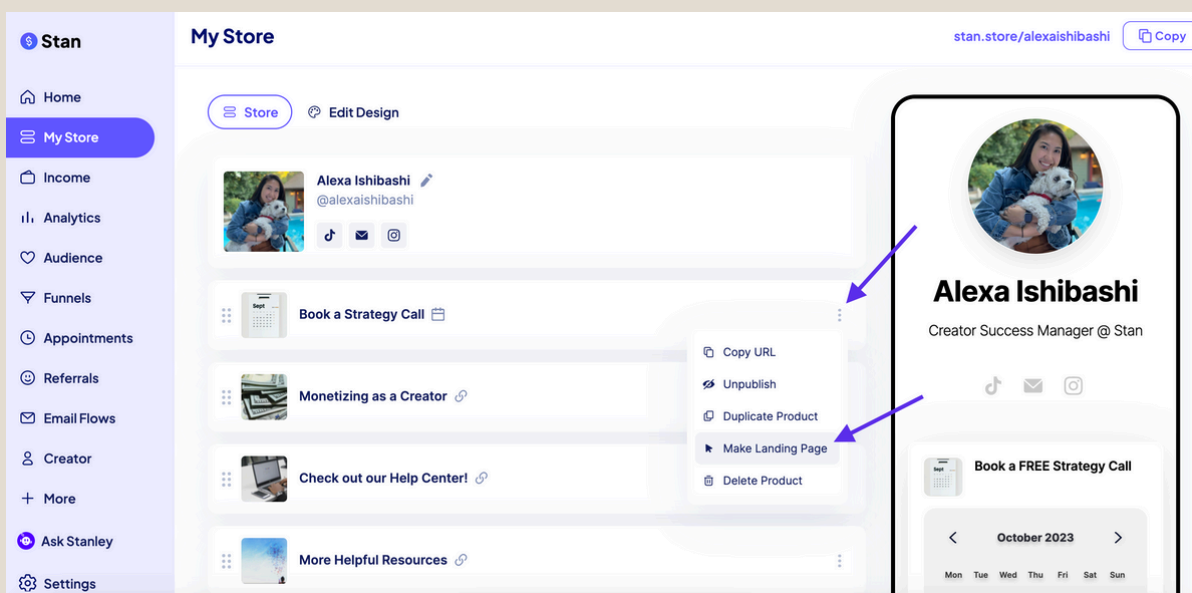
Please note that Order Bumps cannot be used with free products or in Funnels. In addition, both the main product and the Order Bump must be either digital downloads or courses.

How to Add an Order Bump to a Product

1. Start within your My Store tab > now let's create a new 'Product' this will be the product you want to create a discounted rate for which will essentially be your 'Order Bump' keep reading...

If you want your 'Ultimate Reels Guide' to be an 'Order Bump' meaning if someone purchases one product and you want them to add your Reels Guide for a one time discounted rate, you will make this an 'Order Bump'

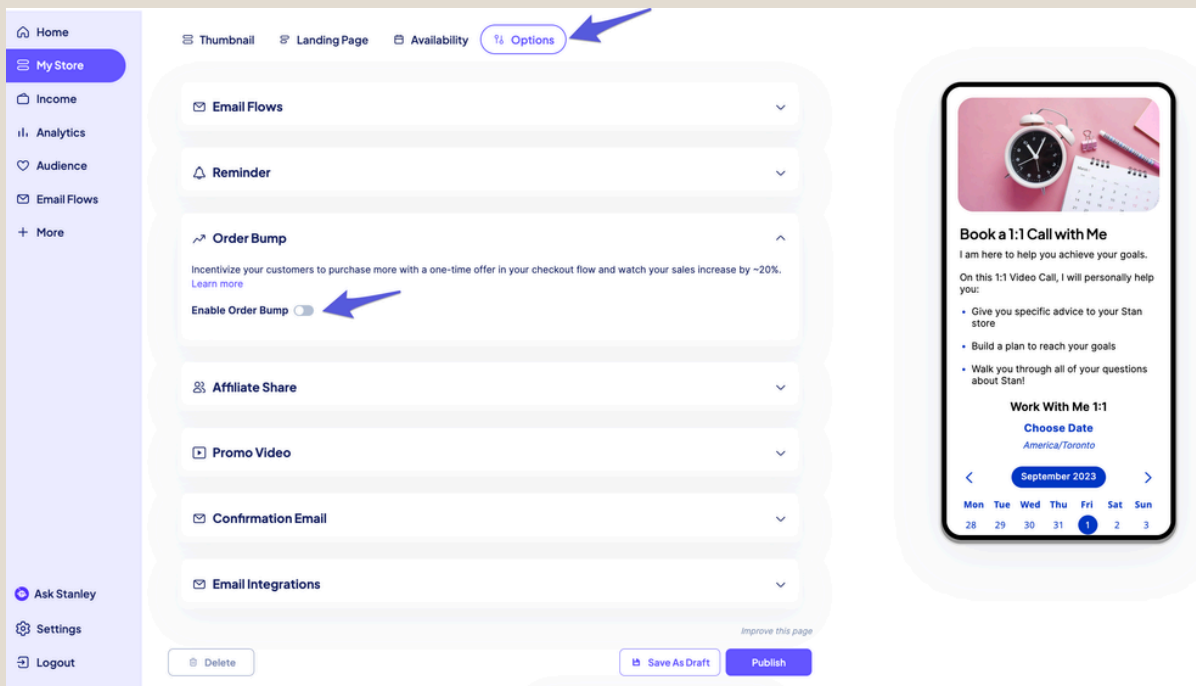
Once you've recreated the same product (copy and pasted everything) but this time made it less than the original cost, you'll now make that product a 'Landing Page'.



ORDER BUMPS

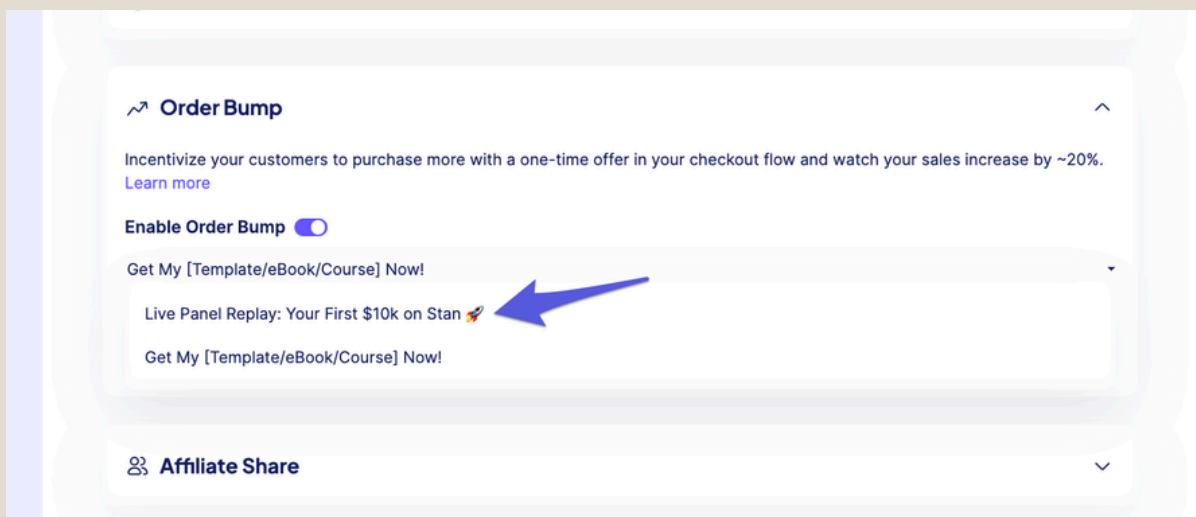
Next, do this on the product you want to add an 'Order Bump' to.

Select Advanced Options > then click on the section named Order Bump



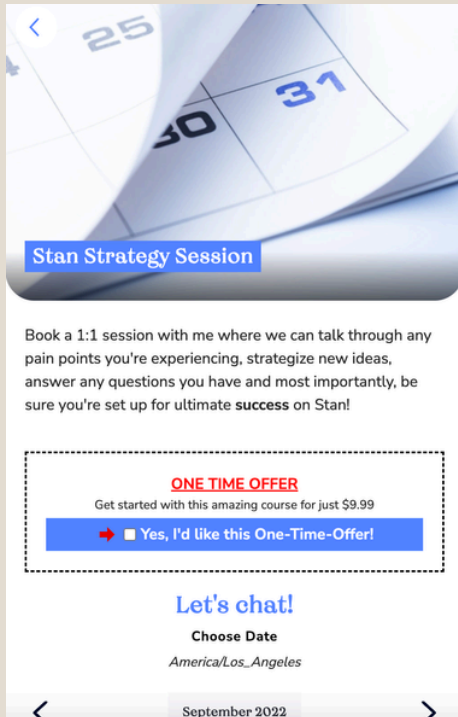
Next, toggle on the feature by clicking the button next to Enable Order Bump.

From the dropdown, select the product that you'd like to add as an Order Bump.



ORDER BUMPS

Click Publish and watch as your sales increase by ~20%!



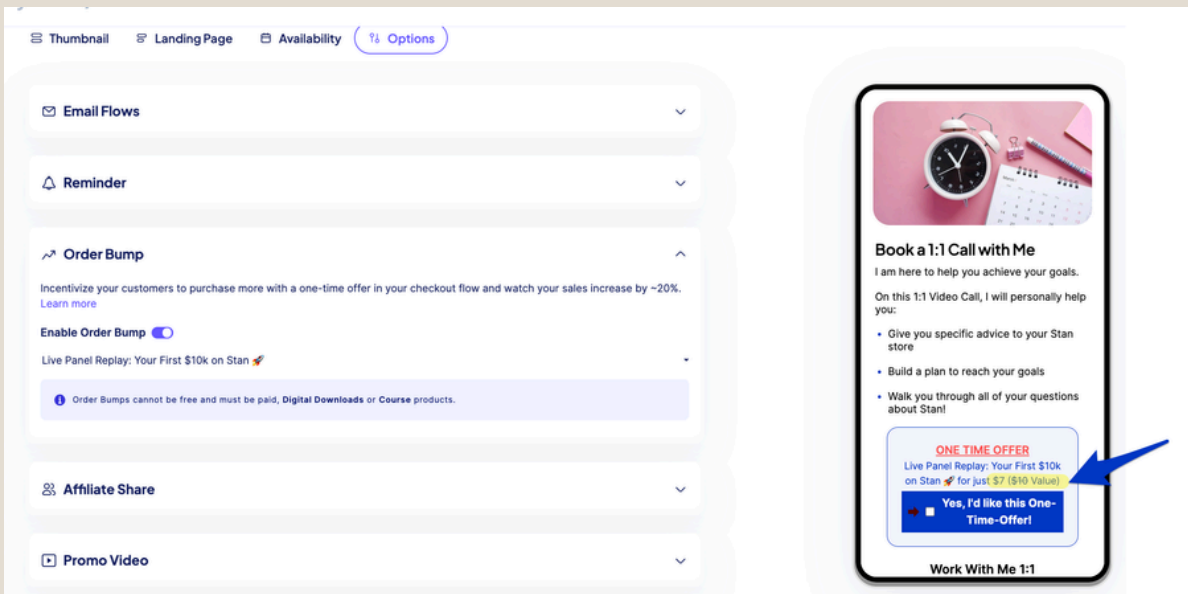
Heads Up!

You want your customer to know they're getting a discounted rate and a bang for their buck, you'll first have to go back into the edit product page for the product that you're adding as an order bump; first toggle on the Discount Price feature and set a discounted price. Be sure to click Publish to save the changes!

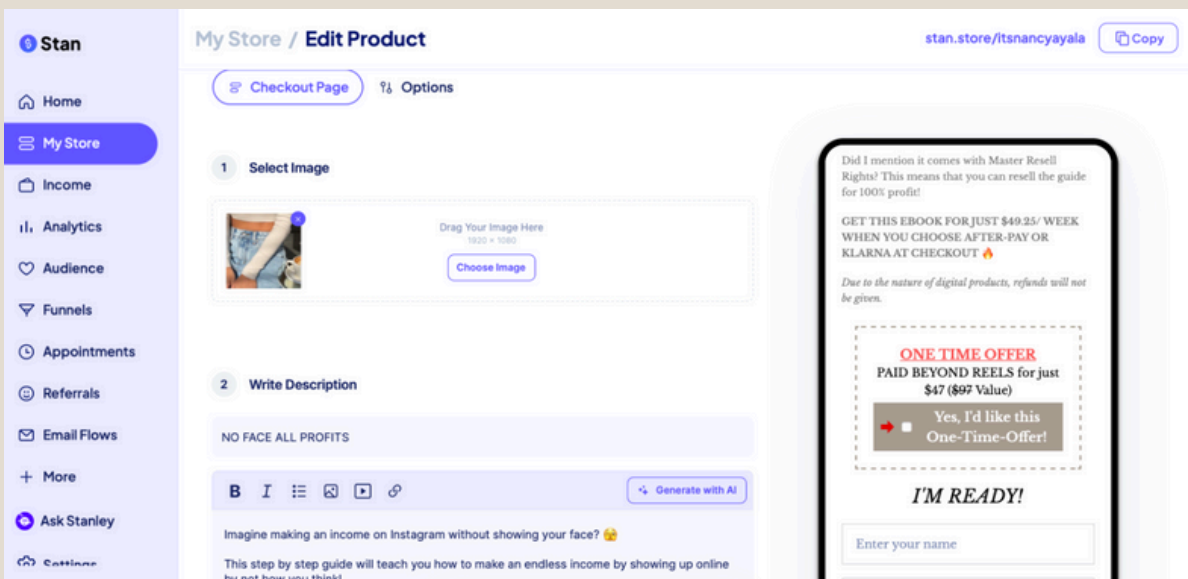


ORDER BUMPS

Once you do that, go back to the product that you are trying to add an order bump to and you'll notice the discounted rate will show up in the order bump!



Here is my Example:



HOW TO CREATE AN EMAIL FLOW

Creator Pro Feature

This feature is only available on the Creator Pro plan.

I'm going to give you a clear understanding of what an Email Flow is in Stan and how it can benefit your communication and marketing efforts.

Whether you are new to email marketing or looking to enhance your existing strategies, this guide will equip you with the knowledge to effectively implement email sequences. Let's dive in!

What is an Email Flow?

An email flow refers to a series of pre-scheduled emails that are automatically sent to new or recipients based on predefined triggers or intervals. It allows you to deliver a planned sequence of messages to engage, inform, or convert your audience over a specific period.

Stan

Home
My Store
Income
Analytics
Audience
Email Flows
+ More

Settings
Logout

Email Flows stan.store/creatorsuccess [Copy](#)

Flows Broadcasts

Create an Email Flow

Automatically send your customers drip emails after they purchase your products!

- Upsells
- Thank You notes
- Follow-up instructions

[Add Flow](#)

Day 0
A customer purchases your product!

Day 1
Automatic email #1

Day 2
Automatic email #2

Benefits

OF AN EMAIL FLOW

01

AUTOMATION

Saving you time and effort by setting up a series of emails in advance. Once set up, they can run on autopilot, nurturing and engaging your audience while you focus on other important tasks.

02

CONSISTENCY

Maintain consistent communication with your audience. By delivering a well-planned series of emails, you can ensure your subscribers receive relevant content at the right time, increasing engagement and building trust.

03

SEGMENTATION AND PERSONALIZATION

You can customize email sequences based on different segments of your audience. By tailoring the content to specific interests, behaviors, or demographics, you can deliver personalized experiences that resonate with your recipients.

04

LEAD NURTURING

By delivering a sequence of valuable content over time, you can build relationships with your leads, establish credibility, and guide them towards a conversion or purchase.

05

INCREASED CONVERSION RATES

Well-crafted email sequences can lead to higher conversion rates. By strategically guiding your recipients through a series of messages, you can effectively educate, persuade, and drive them towards taking the desired action.

HOW TO CREATE AN EMAIL FLOW

Creating Your First Email Flow

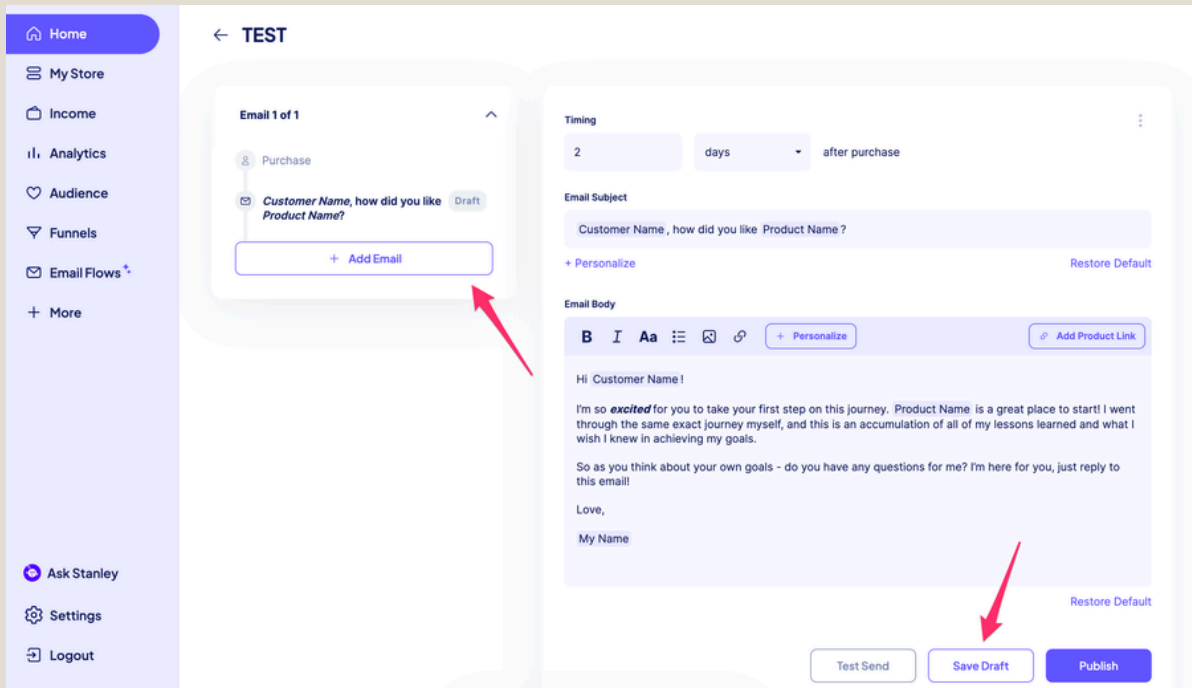
- Click on the Email Flows tab and select Get Started
- Next, you'll be prompted to either import a contact list now, or you can skip and do this later.
- You'll then be prompted to enter your business address, which is required by law in order to send marketing emails
- Click on Add Flow and give your Email Flow a name and decide who you would like to receive the flow

[WATCH THIS CLIP HERE!](#)

Adding More Emails to Your Flow

- To add a second email for your email flow, be sure to click "Save Draft" on your current email. Once you hit "Publish," the email will be live and customers will be able to receive it.
- Next, click on the button that says +Add Email.
- Start editing your next email and continue the process until all emails in your flow are complete!
- You can also click "Test Send" to send yourself a test email, so you can see exactly what your customers are going to see!

HOW TO CREATE AN EMAIL FLOW CONT...



Editing Your Email Flow

When editing your Email Flow, you will be given the option to customize the timing, subject line, email body and the quantity of emails you would like to send. Follow the steps below.

- Decide on when you would like your new customer to receive your email. Choose between minutes, hours or days after purchase of your digital product.
- Next, write a subject line or use our existing template.
- Write your email body or use our existing template!

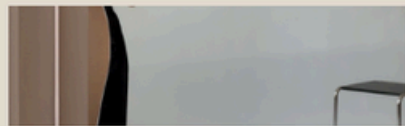
HOW TO CREATE AN EMAIL FLOW CONT...

Best Practices for Creating an Email Flow

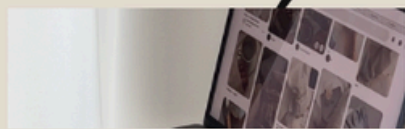
To create an effective email sequence, consider the following best practices:

- **Define Your Goals:** Clearly identify the objectives you want to achieve with your email sequence. This will help you structure your emails and measure the success of your campaign.
- **Plan Your Content:** Map out the content for each email in the sequence. Ensure that each message adds value and aligns with the overall objective of the sequence.
- **Schedule At Least 4-5 Emails:** Studies show that it typically takes 7 impressions before someone is ready to buy from you, so the more times you're in front of them, the better!
- **Use Case Studies/Customer Testimonials:** The best way to upsell is to share other customer case studies or testimonials!

**STAY FOCUSED
ON YOUR OWN**



unique **JOURNEY**



AND CELEBRATE

YOUR *progress.*

Thank you
FOR READING

**CONGRATULATIONS ON COMPLETING THIS JOURNEY
TOWARDS BECOMING A SUCCESSFUL WITH STAN STORE**

NOW LINK YOUR STAN STORE URL TO YOUR INSTAGRAM BIO!



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OF PRIVATE LABEL RIGHTS

THE FOLLOWING DIGITAL GUIDE

Success With Stan Store

THIS CERTIFICATE GRANTS ANY PURCHASER
THE RIGHT TO RESELL, REBRAND AND EDIT!

THIS TRAINING CANNOT BE SOLD FOR LESS THAN \$97 PER SALE.

BUT CAN BE BUNDLED FREE WHEN SELLING WITH YOUR DIGITAL
MARKETING COURSE.