Charles Runels, MD

EMAIL MACHINE WEEK 2: LESSON 4

- *Important: for everything important, it helps to print and put it in an old-school 3-ring binder. Research shows that learning happens faster and deeper in 3-D (book, pencil, pen, paper) instead of only a 2-D screen.*

OBJECTIVES

1. Add a form to a web page
2. Use the setting on the form to trigger automations that help people and make a profit.
3. Connect your social media, podcast, YouTube channel, and Substack list to your machine
4. How to become an expert at anything (even how to build this machine)

VIDEO
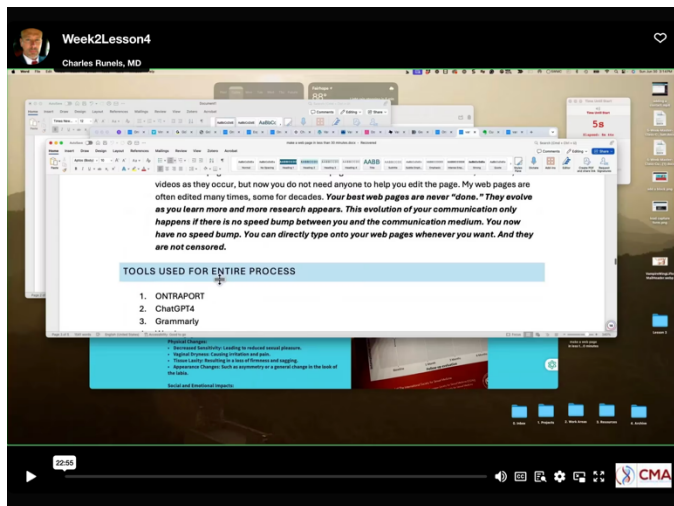
See video here <-<

BUTTONS USED

1. Add a form
2. Settings

SKILLS LEARNED

1. How to collect information with a form and then automatically deliver the exact correct information to the right person and the right time (for multiple people, using emails you wrote years ago, all automatically).

DO LIST

1. Import into your ONTRAPORT account the "template page with photo and form." The following steps are illustrated in the video.
   a. Open your ONTRAPORT account.
   b. On the same computer, click this link.
   c. Go to pages in your ONTRAPORT account.
   d. Open your new page and edit.
2. Generate content for this new page (using the instructions with 4-URLS and ChatGPT4).
3. Use the "settings" to add the information to an automation.
4. Six days a week, spend the first thirty minutes thinking about your Email Machine (see the last section of the transcript for how and why).

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OTHER LINKS AND TIPS

1. If you do not have an ONTRAPORT account yet, and your current software will not do what we are discussing, here's where to get a free account. If you convert it to a paid account, choose the "Pro" option.
2. If you want more cash procedures to add to your practice, you can find options here<-

TRANSCRIPT

(Note: the following is much easier to follow if watch the video)

Open Ontraport again.

This is my virgin account (nothing added so I can see what you would see with a new account). I have a landing page added to it.

I'm going to give you a template with a form already in it, but if I wanted to add a form to this page, I could click "add a block" and then I go over here.

This is the third button. I told you, three buttons.

You would add form, lead capture form in this case. We're not making order forms yet, but if you wanted to make an order form, it would work the same way.

This is just a lead capture form. If you want to give them something for free, use that one. If you want to have them ask you something, you can use that one.

I'm going to give you a template that already has the form in it, but I want you to see how I did it.

I could say download our free thing and now the form is there.

Then you would change the picture, just the way we've talked about, clicking the thing and changing that picture out. But the main thing is this part.

I'm going to use the template I gave you so it'll look the same, but I want to show you how to change what that button does whenever they click it.

So far, you know how to make the words for the page, how to put them on a page, and how to publish a page.

IMPORTING A TEMPLATE WITH A FORM

I'm going to show you how to import the template I've already given you from here.

See right there at the bottom of the handout I gave you?

It'll come by email if you're watching this and you're not on live. For those of you who watch it later, scroll to the bottom, and here's the template at the very bottom.

[I'll click that.](#)

Now, it's going to my Ontraport account, and I have a template with a form in it.

That's a "service template with a photo and a form."

Let's preview it.

See?

There's your form.

So now it would be the same process you used to build it with words. Put the name of your procedure. Remember the five steps? What's the problem? What's been tried? Put the name of your procedure, describe the thing, put a picture, put what's possible, not possible. Tell me what to do.

And let's save it first.

Let's select it.

Okay, so it'll be in your account. Just get there automatically if Ontraport is open and you click the button. Now it's in here for you to edit. You haven't saved it yet. You're just adding it. And when you get to this, tell me what to do, remember?

That's where you can change what that says.

You can say call me or click here to schedule an appointment, and you'll put your Calendly link right there. We'll talk about that later, but if you don't have Calendly, then just enter your phone number and remove the button by clicking the garbage can.

Now to the form part.

TELLING THE FORM WHAT TO DO

Take a breath, and we'll show you this part, and it's going to already be in there.

EDITING THE MESSAGE IN THE FORM

It is going to say, "Questions?"

looks too big to you; we highlight it, come up here, and take it down in size to where it fits better.

So we'll take it down to 65.

Looks like it fits pretty good.

And then that doesn't sound like us, so we're going to change that out. I don't want to buy people coffee, at least not on the website.

So we can say, "I love helping people who may be suffering with ..." Whatever the problem is. "If you think that whatever your procedure is may help you or someone you love, please contact us."

Okay?

EDITING THE INFORMATION THE FORM COLLECTS

Then, there's a place to take their first name and last name, and I have it made so that the last name is optional. I did that by not clicking the required field for the last name and clicking the required field for the first name.

They won't be able to send this without a first name, but if you ask for the last name, you won't get as many responses. So, I use first name, last name as optional.

And how to make it say optional?

You click on the button and you tell it what you want it to have in there.

Now for the email address, I am going to make that a required field because I need their email. I'll click done and save that.

The message, it doesn't have to be required, so I'm leaving that unchecked.

Now the submit button.

EDITING WHAT THE FORM DOES WITH THE INFORMATION

Here's where you learn the fourth button.

I told you four buttons.

You learned

1. the "block" button,
2. and how to add a "new section" to it,
3. and you learned the "image" button.
4. Now, I need to tell the computer what to do when they click submit. Here's where it gets beautiful: the "settings" button.

Now you click that, and I would click double opt-in optional, or opt-in not required (the easiest option).

This is where you decide if they're going to have to go to their email and click a button before you can send them an email. If they do it, then that's cool because it makes it easier for you to deliver things to them. It makes your marketing stronger.

But I don't want to lose people by requiring it.

Sometimes I do, but for a general page like this, I don't. So, I make double-in optional. If you want to write an email specific to the thing, you can, but they have one already written that says, "Thank you," or something like that. And, "If you're interested, click here," and all that.

Then, you can make your own landing page, but the default page looks like this: "Check your email," and it gives them the option to opt in.

They have a default thank-you page after they get finished with clicking everything and opt-in if they decide to.

So I make that optional.

This can be confusing. You're just going to make the double-in optional option and use all the default settings. It's that simple.

Then here's where it gets interesting.

What do they do after they click the button?

What happens next?

You're going to click Add new Automation.

You can add more than one Automation (and I often do).

I already have a birthday club in there. If the form had a place to put the birthday, then I could click that, and they would automatically be subscribed, but you could add to it if you wanted to.

But I'm making this just a form where they were wondering about the Vampire Wing Lift®. ***So, I would click New Automation, and I don't have one about the Vampire Wing Lift® yet. So, let's click "Save and edit."***

I'm going to start from scratch and we're going to call this the Vampire Wing Lift®.

This is back to automations (it takes you there to let you make the new automation that is triggered by the form if you do not have one already).

I showed you the notes, which were the buttons.

This is the music.

We're going to call this the Vampire Wing Lift® inquiry.

And when they fill this out, this could also just be your general sign up for my newsletter inquiry because they're going to go on that.

What happens next?

Now, when they fill out that form, their first name and email will go into your contact list.

What happens next?

I want to send them an email, and do I want them to wait?

If I want to wait, I can make it wait until five o'clock tomorrow morning or Saturday or something, but I'm just going to make it happen automatically—now, the instant they click the button.

But now I need to write the email that goes out automatically when they click the button; and I haven't written one yet.

So, I click "New Message."

Let's call it the Vampire Wing Lift® inquiry.

Let's write.

And now this is where it turns into a machine.

All I have to do is write the email as if one person, Mary Jane, clicked that button and inquired about the Vampire Wing Lift®.

One person.

And I like to pretend like it's someone that I know and love.

So, I'm going to click there and I promise we'll be through in five minutes.

I want it to come from me, and I'll say, "Thank you for the info about the Vampire Wing Lift®."

Do not click "transactional" because they haven't given you money. That means that someone paid, and if they don't get it, they don't get what they paid for. So, you only click that if they bought something. Nothing else gets it clicked.

Then I go, "Hello."

And I'm pretending like I'm talking to my wife or sister or someone I love and I go, first name, because I remember I got the first name on the form.

"Thank you for your inquiry about the Vampire Wing Lift®."

And then Ontraport, that little ® symbol lives right there.

Almost done.

I'm going to highlight that and remember my Vampire Wing Lift® page is right there.

So, I copy that HTML.

That's the button I taught you guys last week.

You highlight it, and you click on the chain link, and you just paste the URL right there.

Then you have it open a new window.

That one trick, just knowing how to make the link, is what keeps your machine talking, all the parts talking to each other. Without that, it would fall apart.

In the music that would be the phraseology of your notes being strung together.

"Thank you for your inquiry."

 And then tell me whatever you want me to know. "

This procedure is not for everyone, but it can be life-changing."

And then whatever you would say to Mary Jane, you're writing a letter to her and she's your sister.

And then sincerely or whatever you like to close and your name, your contact info, and then what else would you like to help this person.

This could be a link to another procedure, or it could be another link back to the Vampire Wing Wing Lift. So, it could be something like, "You might also like ..."

It's similar to, "You want fries with that?"

"You might also like the O-Shot® procedure."

Something that you do and like to do.

And then you do the same thing. You make the link to your page about the O-Shot®.

What happens is that you wind up doing more of what you want to do because now the person is getting something they requested and finding out about other things you like to do.

 Note: see how my Grammarly is fixing it all up for me as I am typing?

They're getting something they requested and then I'm going to just make it where they can see it even if they don't get HTML. So that's what that's about. And now it's done.

So watch what happens when I save it.

I'm going to put something here that says, "By your request."

Whatever you want to say.

Now we save it.

You can preview it if you want.

I'm going to save it because I'm trying to come in. I've got two minutes left. And now they're going to get that email.

Remember I just clicked? I didn't have to remember anything.

The ONTRAPORT software just kept telling us what to do next—until we had a follow-up Automation with the first email to be triggered when someone fills out our form.

We named the Automation the "Vampire Wing Lift® inquiry."

And how did we even get into this automation?

Because we chose that form to start a new automation.

Now we're done.

We save it and there we go.

WHAT HAPPENS AFTER THE COMPONENT IS MADE?

Now when someone fills out that form, they're going to be added to the "Vampire Wing Lift® inquiry" automation.

Now here's where it gets really beautiful.

I'm going to save that. And when they click this button, they're going to go to the Vampire Wing Lift® automation. But when I click "settings" again, it's all in there. Vampire Wing Lift® inquiry automation. And if I want to go look at it a different place, I could go back to my Ontraport account and look at automation.

Okay, hasn't been published yet, so I need to publish it. So, it's published and then it works automatically.

HOW YOUR MACHINE KEEPS GROWING (THE 5 NOTES TURN INTO A SYMPHONY)

Now, if I read something else about the Vampire Wing Lift® and I want to tell my patients about it. Instead of writing an email to one person, I can write an email as if to one person, but send it to everyone on my list now, and everyone who is EVERT is going to be on my list!

I can take that email and add it right here to my already-running automation.

If I read something or think something and say to myself, "Oh, this would be helpful to my Vampire Wing Lift® people," I could go here and write the message there.

Write a new message.

So you go to automations, click messages, click "new message."

Don't try to format it. It complicates it.

Chose "coming from me."

Let's say I just read some new research. I could say new research about labia, whatever, save it. I'll just put something in here, whatever and then whatever. And then I would save it and name it whatever. Vampire Wing Lift® number two or don't even number. Just name it, then I save it.

Now I'm done.

SCHEDULING: THE TIMING OF THE NOTES

I'll go back to this Vampire Wing Lift® automation, and I can make that email come next by saying, okay, this email. Now I have that weird one I just made that I didn't finish. I click done and now that's the next email.

But I don't want them to come back-to-back. So, I put a waiting period, and I can make them wait here for a certain time of day of the week or a certain amount of time passes. And I usually make it about seven to 14 days. And then if you wanted, you could get fancy and say wait until it's close to lunchtime at 11 A.M.

Though no one is really sure what the best time of day is, and I sometimes shoot them out at all hours, around late morning, early morning, and around bed-time are good times for me.

Done.

So now you have an Automation with an email, a wait time for a week, and then another email. You could do this one just like you did with that one, with links that go back to the different websites.

MAKE SPECIALTY AUTOMATIONS, AND MAKE AN AUTOMATION THAT IS YOUR GENERAL NEWSLETTER

Now here's an automation that I would start immediately.

If I were a gynecologist doing aesthetic work,

When you see how easy this is, which you're starting to do, you will have multiple automations.

So this is the *Vampire Wing Lift® inquiry* automation, but I think *everybody should just have their general newsletter* Automation.

You can use these, but I just like starting from scratch. It's easy.

So, we're going to make this your general newsletter and now you know how to do it. You can make it so that someone who subscribed gets a welcome email and is subscribed to your general newsletter.

Charles Runels, MD

This will be a different automation, a new email message, and it will be just your main newsletter.

So, to get to that, we'll do this one again. Oh, we have to give it a name.

We'll call it a "greeting for a new patient."

Click and edit.

Now, imagine you just got a patient for the first time. They just came in for botulinum toxin, or they could have come in for anything. This should be generic enough to send to any first-time patient. It doesn't matter what they came for, but it's their first visit to you.

What would you say to them? "Thank you for honoring me with your trust. It was great to meet you today."

Whatever you would say.

Then, "Hello." And then whatever you would say to someone that's new to your practice. And so I'm not going to waste time writing this out, but whatever you would say to a new person. "Sincerely."

This links to your homepage or to your *About You* page.

Wrap it in a way that allows them to see it without all the pictures. That's what that does.

And then you save it.

Now watch what happens.

Now you can make it where someone fills out that form or you just have a form that's just a generic form like this. When you go to Runels.com, this form is right here; it's just a general newsletter.

I get first name and last name, and I promise them something for free, which was one of the forms I showed you; you could click and drag.

And whenever they do that, the link just takes them to a download of me talking about the benefits of walking. It's a podcast. It's a link to one of my podcasts. It can go to your video or someone else's podcast, but it's just a URL link where you copy and paste out of a tab.

That's enough for one day. But you can have these forms do all sorts of things, from writing a book for you to collecting many dollars and making appointments. But this introductory form, the inquiry form, is important because this would be the general one.

In my opinion, everybody should have something for free they can give away (that costs nothing to you but has value, like a podcast or eBook) in exchange for the person's first name and email address.

LESS THAN ONE IN 10,000 DOCTORS DO THIS BUT EVERY INTERNET MARKETER WHO MAKES OVER 10 MILLION A YEAR DOES IT CONSTANTLY

Put a general inquiry form (collects name and email in exchange for something free) somewhere on the right-hand side of your home page.

Now, when Mary Jane tells sister Sue about you, sister Sue's not ready to book an appointment yet. She's busy on her lunch, but she's interested in your free thing, and she doesn't forget who you are because she fills out your form for something free and you subscribe her to your newsletter.

> *Most doctors do not capture the curious person's information and tomorrow the potential patient, the woman who needs your help to relieve her suffering, forgets your name and that you even exist unless her sister talks about you again.*
>
> *But, instead of that scenario, you now have the woman's information. She goes on your general newsletter, gets your free thing, and sees all your wonderful informative emails that come every two weeks (some of which you wrote last year). Three months from now, she's convinced of your expertise, knows your name, and has become a fan—and she clicks and pays you and schedules an appointment—and you relieve her suffering!*
>
> *To not do your best to let people know what you can do (market your best) is to allow this woman to potentially go on suffering because she has no way of knowing what you know unless you tell her!*

Now you have two automations.

So you could add the woman to your general newsletter, or you could add them to only the Vampire Wing Lift® inquiry. If you had a place to put the birthday on your form, you could put them on your birthday list.

Or they come back. They just saw you, so you put their birthday in there. So now they're on your birthday club.

So, by filling out one form, now when sister Sue goes up on your website tomorrow, and she's inquiring about the Vampire Wing Lift®, she will get an email about that. She gets the letter if you want to about something else.

She hasn't come to see you yet, so maybe you have something else that just tells her, "Hey, thanks for being interested in my practice."

But if a new patient shows up and asks about the Wing Lift, you put them on Wing Lift, your general newsletter, and your birthday club. So, she will get emails at different times about different things.

Now that you have read some research about the Wing Lift, it gets added to that automation, and they get that two weeks later, which is a different day for Mary Jane, who came on Tuesday, than sister Sue, who came on Wednesday.

So, you now have multiple emails going out, all with links, taking them back to web pages and videos while you do your procedure or have breakfast with your wife or husband.

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I think you're seeing now how it all links together.

you may already have significant intellectual properties created. When you make these emails, links to those could definitely be in the PS, or if it's related to what is being said within a sentence, it could be highlighted within a sentence.

You could say, "You might want to see my Substack article about this as well," or, " As I said in my Substack article ..." And then you click and link it to your article in Substack.

Or, "You may want to subscribe to my Substack list as well."

So it goes in a circle.

 A good way to see that is to go to Medscape. I recently made (remember, I don't write) an article for Medscape, and one of the things that we worked on (the editor and I) is that they wanted multiple links throughout the article, taking the reader to relevant places.

Read the article and notice how many links it has. And now you know how to make those links in your web pages and emails: you simply highlight the words, then click the chain icon in the menu, then copy-paste the URL into the pop-up.

Adding links from one of your pages on your website to another will keep the person there reading and learning more about what you can do to help them.

Putting links in emails (sent out automatically) keeps people coming back to your website (to see more links going from page to page).

Your goal is to pull people into your universe and keep them there while you inspire them and help them regain and maintain their health. You do that with links and the "5 Notes"[1] strung together with the 12 buttons you will learn (used to make the automations).

QUESTION: WHAT IF I HAVE A SUBSTACK ACCOUNT OR OTHER MAJOR FOLLOWING ELSEWHERE (SOCIAL MEDIA, FACEBOOK, PODCAST, YOUTUBE CHANNEL? WHAT DO I DO WITH THAT AS PART OF THE SYMPHONY (OR MACHINE, IF YOU PREFER THAT METAPHOR)?

Write your Substack articles link to pages on your website, pages that contain forms, which link them to your email automations, multiple, which links them back to your Substack and into your other webpages and into eventually into your office go find healing or to buy your physical product (sometimes healing from the information alone).

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[1] Like the 5 black keys, the 5 notes that play the African spirituals to make all the music; we just need 5: buttons, forms, emails, web pages, and videos.

People in your universe are not being plagued with stuff that may not be as relevant or advertisements about 10% off of something else that turns you into Walmart, but instead, they're getting just the right message about whatever interests them at just the right time.

And then if something comes that they're less interested in or they become less interested because now they have had the Vampire Wing Lift®, whenever they get their emails, there's a place at the bottom to selectively unsubscribe from various lists, but still stay on your other list.

HOW TO STAY UP TO DATE WITHOUT STRESS AND STILL BUILD YOUR MACHINE & HOW TO BECOME AN EXPERT AT ANYTHING

Watch your emails and watch your texts and I'll try to keep you in the loop.

Even though we are doing these classes one week at a time, think of each lesson as a "step" presented one week at a time. You may be busy one week and not so busy the other; just go at your own pace.

A Life-Changing Practice: Pick one thing, just one that you will think about. Then, for the first 30 minutes of every day, without exception (even if you are sick, even on holidays), take the first 30 minutes and think about one thing.

For example, if you just think about this course (the 5 Notes and how to string them together with an Automaton) for 30 minutes a day, you will build amazing things that surprise you.

Take one day off to rest from thinking about the one thing; otherwise, never miss.

During those 30 minutes, you could read these lessons, or you could make something (a page or an email). You could go on ONTRAPORT and watch one of their videos.

At the end of 30 minutes, swap over and do your normal day. If you have more time, think longer. But, never miss the 30 minutes.

When you get to the level you want, pick another thing to think about.

Thinking about the Female Orgasm System (you will see a form on that page that I made the way I showed you) every morning for 18 months and botulinum toxin for a year (sometimes reading, sometimes writing, sometimes just staring at one diagram in a surgical text for 2 hours straight), led to the idea of the Clitoxin® procedure and to my Botulinum Blastoff Course. Thinking about that idea every morning for a year, eventually led to the research for Clitoxin® being published.

This practice (30 minutes every morning) gets things done and it opens up your connection.

For the six weeks of this course, I am thinking every morning about teaching this course (sometimes reading, mostly writing, and sometimes presenting or filming). When it's done, I will swap to something else.

I suggest that you spend the first 30 minutes of every morning (sometimes reading, sometimes making) about what I am putting into this course.

Charles Runels, MD

I apologize for some of the fumbles; I am not perfect by far in my presentation. But, if your mind opens up to how this all can connect, you'll literally be one in 10,000 doctors.

One in 10,000

I've done [hands-on workshops in my office for 13 years](). I've missed five months in 13 years of teaching. I've only met maybe three doctors in all that time who had some concept of what I'm showing you here. And I've never met one doctor who built what we're talking about.

Just play on the 5 notes. Think about this course for 30 minutes first thing every morning (you can have your coffee, but skip getting dressed. Just teeth, splash water on your face and go.

Winston Churchill and Hemingway, neither took time to dress.

They wrote (or dictated) naked standing up, and they knew to start first thing before talking to anyone or even putting on their pants (and they did not have a cell phone to check).

Try it with this course, and when you see it work, use it for your next project.

I'll let you guys go. I don't see any other questions, so hopefully, that helped you. I'll see you next week. Watch for my emails. I'll send you cleaned-up versions of the videos and expanded versions and links if you want to explore the content further.

Have a great week.

REFERENCES

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