EMAIL MACHINE WEEK 2: LESSON 3

->UPDATED COURSE CURRICULUM (DOWNLOAD HERE)<-

- ***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 just in 2-D (screen).***

OBJECTIVES

1. Make a webpage in 30 minutes or less, including all of the following: SEO strategies for the topic, your chosen research, SEO for location, and your contact information.
2. Structure the presentation of the information on the page to engage readers who most need what you are offering—that is keep them there until the people who need your offer choose to accept it or those who do not need what you are offering correctly choose to leave.
3. Publish the webpage to the internet.
4. Copy the link to your new page for use in emails.

VIDEO
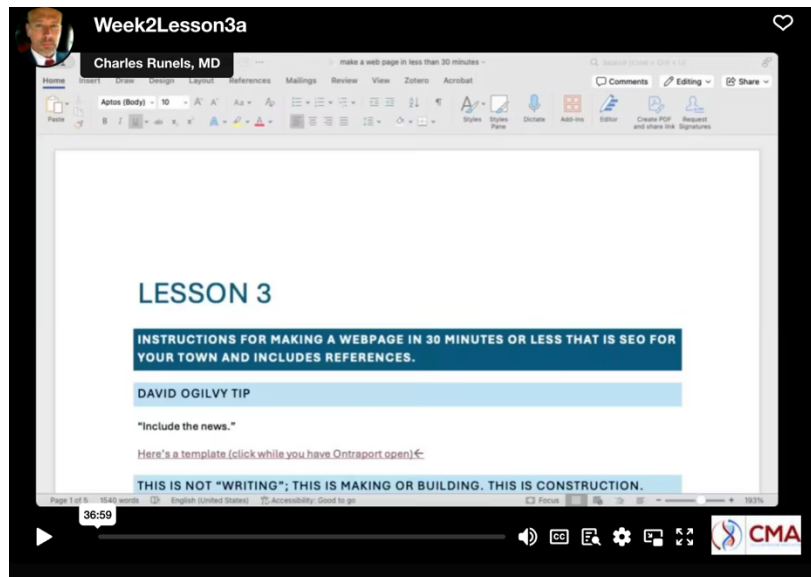
BUTTONS USED

1. Add a block
2. Add an image
3. Publish

SKILLS LEARNED

1. How to build a webpage that works to find people who need what you have and talk with them in a compelling way that enhances your reputation (rather than turn you into a used car salesman.
2. How to publish a web page to the internet
3. How to add a photo to a web page.

DO LIST

1. Make a webpage using the instructions given for a procedure that benefits your patients and brings you soul satisfaction and profit—you like to do it, people need it, and it supports your business (makes profit).
2. Publish the page.
3. As you get new ideas and as new research appears, add to the page using the ONTRAPORT. Then, when you "Save and Publish," the page will automatically update across the internet. So, as easy as typing a Word document, you can update your pages whenever you want...keeping them relevant and SEO optimized. You do this for as long as you are reading and for as long as you wish to do this procedure. Your email machine will keep bringing people back to this page, perpetually, after you complete this course.

OTHER LINKS AND TIPS

1. This may be the most tedious lesson of the course, but take it one step at a time, and it will work like magic. It will save you many thousands of dollars and give you excellent content.
2. Watching the video on one screen while you follow the instructions (stopping and starting the video as you implement) may work best.
3. Like anything worthwhile, practice does make it easier. By the time you do the following process for three web pages, you will be discovering new tricks and ready to teach me something. Each time, it gets easier, just like learning a medical procedure. The first is embarrassingly awkward; by the third, you have it. By the 100th time, you are a wizard making magic happen (and more people find healing, and your bank account grows).
4. If you want more cash procedures to add to your practice, you can find options here<-

TRANSCRIPT

Thank you for coming to lessons three and four of our masterclass on writing emails and building a whole system, not just emails, but building an email machine that does all the things we talked about in lessons one and two.

I reworked the material to simplify it by integrating automations instead of sequences. One of you called it out and said sequences are no longer there, so I went and looked, and that's right. Very recently, they shut them off, and I found out that by using automations, I can put components of the machine into your account (automatically put the template there), so all you have to do is open it up and work with it. I will demonstrate that today.

First, a couple more principles. I don't want to spend all our time philosophizing because I want you to know how to build this machine by simplifying it, but it helps, I think, to understand what the machine does. So, every week, I'll review more about marketing in general and what it is you're building.

HAMMERING NAILS, NOT WRITING

Jack London said, "Concentrate your sweat on one story rather than dissipate it over a dozen. Don't loaf and invite inspiration; light out after it with a club, and if you don't get it you will none the less get something that looks remarkably like it."[1]

And he was writing literature, and did it very prolifically. Though scientific writing and marketing will take on a beauty and the possibility of an art form, maybe, with time, mostly, even more than with London, we are clubbing away, building, not "creating."

I always like to remember my grandfather, who was a carpenter at a steel foundry in Birmingham, Alabama. His job was to make wooden molds using his carpentry craft, which would then be used to make metal molds in which they would pour the steel. It was hot and grimy work and he did it for years before the better social nets. My dad remembers him coming home with one hand mangled from a power saw and the family wondering if they would be able to buy groceries the next week: injury meant being out of work, not a payday for the rest of your life.

Here's the point: I cannot imagine my grandfather waking up in the morning and saying, "I do not feel like the muse is moving today."

Then, calling his boss at the foundry and saying, "I'm not going to hammer nails today because I don't feel inspired. I will see how I feel tomorrow."

What I'm trying to say is just like Jack London said, if you think about "writing a website" or "writing an email," that part of your brain that shuts down because your teacher marked it full of red marks will block you.

If you think about it like building something the way I'll show you today, it's like picking up a hammer and hitting a nail. Now, you still need your brain, but your brain won't shut down because of the post-traumatic stress disorder that you went through from all the school you were in and your residency, and every time you wrote something, someone ripped it apart.

This is making; this is not writing.

Of course, your best tool is your brain. Without that, the tools I'm giving you would not be useful. This is why the people you hire for your marketing, in my opinion, no matter how much money you give them or how skilled they are (and I have worked with the best on the planet, where it may cost you $100,000 or more for one letter) they still need what's in your brain to make it, or it's dead.

But if I give you the basic tools to use, and you have the brain, and I simplify the tools, you can go do this.

And the tools are not that numerous, and they have certain qualities I'm about to go over because the tools will change. I think the internet changes faster than medicine, at least as fast.

And if I'm bringing you something with these lessons, **maybe the most valuable thing I'm giving you is filtering the tools that I think fulfill these qualifications (so you are not wasting times on the less important).**

The best tools allow your brain to work without wasting your time.

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[1] Reeve, "Practical Authorship."

Your time is worth at least a thousand dollars an hour and, for most of you, a lot more. So, if you have to fiddle with it, then it's going to frustrate you because you realize you just spent $20,000 worth of your time. You just need to go hire somebody, but then the somebody doesn't know what's in your brain, so you're frustrated.

> *The tools should remove the barriers between your brain and your patients.*

That's the goal of what we're doing today. It should make you independent of others most of the time.

I still meet with a very skilled programmer engineer who writes software for a living, and I've met with him at least once every other week for years, every week for seven or eight years now, and have paid him lots of money so that he can teach me what I don't know about the software. He just wrote some software for us so that we can embed the female sexual and function index (FSFI) onto our websites and use it for both informing the doctors that are in our O-Shot® group and informing patients without us having to do the math, which isn't calculus, but it's time-consuming. So, he does those sorts of things for me.

BUT BUILDING A WAY TO COMMUNICATE WITH MY PATIENTS MUST BE SIMPLE, NOT WASTE MY TIME, AND NOT REQUIRE ANOTHER PERSON MOST OF THE TIME.

THE BEAUTIFUL TREASURE WAITING INSIDE YOUR BRAIN, AND HOW YOU WILL FIND IT.

One poet said, "No man," and he was speaking back when you never used the feminine pronoun, but he said, "No man really knows what's in his brain until he picks up the pen."

When you communicate with your patients (and potential patients) this way, as a side effect, I promise you this will happen: You're going to find as you build out, as you make these things and build your machine, you'll discover things in your brain—treasures of knowledge and integrations of ideas that you did not know live between your ears.

And, though this may be a little more of a stretch, you may find yourself dictating what you hear, not writing what you know. Emerson said that he wanted to be a perfectly clean pipe (between his reader and his muse, or G*d if you prefer).

WRITING TO TEACH, TEACHES YOU MORE

And there's such a thing as writing for learning.

For example, when I wrote my Botulinum Blast-Off course, it led to lots of research, which led to Clitoxin® and Priapus Toxin® and things I didn't know about migraines. So, producing, writing, and making not only help you discover what's in your brain, but they also bring new things to your brain.

Then I put up here a David Ogilvy tip. I don't want to blast you a book report every time we have a meeting, but David Ogilvy was a legend for good reason. He went from chef, to stove salesman, to become THE master at TV advertising and newsprint ads, and we're using the same principles when we do internet marketing. We're just making it electronic.

One of his tips, and I read every book I could find of his, even the ones that were out of print that others wrote about him, everything. Then I curated his comments and suggestions about marketing medicine, which is different from marketing a car or a destination tourist town.

One of his big tips is to *"Include the News."*

TO IMPLEMENT MY FAVORITE OGILVY TIP, YOU MUST BE ABLE TO UPDATE YOUR WEB PAGES WITHOUT ASSISTANCE

So, back to why you are studying these tools: if the thing that's news today will be history, sometimes tomorrow, but especially if we're considering research as news, it becomes, at least a year or two out, it quits being news.

It's a little bit slower or longer than, say, the news for the stock market or political things or the news for the ongoing Braves game (it becomes history in minutes or seconds). But still, when you see the Wall Street Journal writing about the medical news, which happens frequently, when you see the news writing, the popular press, the layperson's news, writing about the medical doctor's news, it's old *when it's a day or two old, maybe a week, it becomes ancient history*.

If you're going to make your websites newsworthy and implement David Ogilvy's suggestion, and not just your website, see, that's a component of your machine. I***f you're going to make your machine include the news, it means that you need a speed bump-free, easy way, as easy as typing a Word document to update***.

I'm assuming with this course that, you can type, or you can at least dictate in a way that someone can type it for you, and that you know how to do basic things like highlight something and turn it into a bold or italic.

That's about all I'm assuming about your Word document skills.

About once every year or two, I'll just pull up an online course and do, for a week, I'll just do drills in typing. If you increase your typing speed by 10 words per minute, it saves you about 2.5 weeks of time per year.[2] If you watch someone change the oil at the quick oil change, they're typing into a computer. So, it's worth thinking about making that one of the things you do. I give a typing test to every new employee; if they cannot type at 50 words per minute, I will not hire them.

MAKE A WEB PAGE

We're going to now plunge into making a page.

I set a timer for 50 minutes. It's gone down to 39 minutes.

My hope is we will finish within the 50 minutes.

The other thing I want to show you is how to put a form on the page that grows your list of people. Later, we can do a lot of things with the form. If you saw my updated and expanded version of this, what we did by video, I'm expanding these courses online to more than we could possibly cover in two hours.

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[2] "Time Saved Per Year When You Increase Typing Speed by 10 Words per Minute.Pdf."

YOU ONLY NEED 5 KEYS, THE BLACK KEYS

If you look at the online version, which should have come to you by email, you'll see that I talk about the black keys, which are used for most of the African American spirituals; they use only the black keys for almost all the songs.

Even if you look at all the keys on the piano, it's A, B, C, D, E, F, G, and then done. It starts over A, B, C, D, E, F, G.

Then you throw in the black keys and that's all you have. Every song that Taylor Swift, Willie Nelson, Beethoven, or Aerosmith did, they did it with just those keys.

So, our goal is to build this machine by using just the keys of the web pages, emails, videos, forms, and tags.

We make music by stringing notes together in *automations*. That's the timing of which note goes where and when.

And just using those, without Google Analytics, and I know about a lot of things, the stuff you can do pixels and you can tag somebody's freaking iPhone and follow them to the moon if you want, but it's more than you need to build the machine.

You can go to a million plus per year with just these tools.

When you're doing more than that, on your all-cash practice, and you've got extra time and money, and you want to start doing other things, you can try it.

But again, ***most of the other stuff you may try is going to be shut down because most of the other stuff will be censored because you are talking about medicine, and the big companies do not want to be pulled into a doctor's malpractice lawsuit.***

I've only started using ads, paid ads, literally within the past few weeks.

They're not even running yet. I'm considering it with some of my business products, but only to talk about business, research, and writing. I still can't buy ads for the medical things that we do.

Okay, so now the tool, let's make our page, we're down to 36 minutes. And again, we'll do similar, we may go a little bit longer, but I'm going to keep it under two hours. We'll leave time for questions, and I'll be here until all the questions are answered. If they occur to you while we're talking, just type them into the question box.

If I need to, I will open the mic, but for the sake of time, unless there's a reason, I'll just read the question and answer it that way so we can move more quickly. And I'm saving questions to the end so that, just again, for the sake of organization and time.

TOOLS

[The first is ONTRAPORT.](#)

Another tool we'll use to create the page I recommend is Grammarly; you just saw me correct something that's being read by [Grammarly.com](#). If you look at my old websites, they have many misspellings and

grammatical errors, and sometimes, when Grammarly tells me to fix something, I choose not to because I get to have my own dictionary and my own grammar book if I want.

Never forget what Mark Twain said. He said, "I don't give a damn about a man that just knows one way to spell a word."

You get your own vocabulary, and you can make up words if you want. You also get your own grammar book. But for the most part, I like it to keep things clean.

I'll look at the suggestion and click and keep it and it makes a cleaner document.

I'm going to use [ChatGPT-4](#) today; the GPT-3 won't do what I tell it to.

After you see what it does, you're going to be amazed.

It's not good at research. It's awful at research, actually, but if you teach it what you want it to know, it's excellent at writing. I saw an interview with Elon Musk. He is starting his version of AI.

He said, "There are many things AI cannot do, but the thing that it does better than anybody on the planet who ever lived, except for possibly Shakespeare, is write when you tell it what you want it to write about."

So, I'm going to use that.

Now, I don't use ChatGPT to write my own stuff hardly ever, maybe a dozen times in the past... forever. But I do use the ChatGPT to make illustrations and do other things that I'll show you later.

I'm showing it to you (even though I seldom use it) because I've found most physicians have trouble with a blank page. So, I'll show you how to use it to structure the information. After you have it structured, you can read and edit it. At that point, it becomes very easy.

You don't have to edit it; if you want to, read it, if it looks good, let it go.

I'm also going to use Google Search and [PubMed](#).

So there's nothing new in that list.

There's no new button in your brain, no new buttons to push so far in this lesson.

You'll see the AI. If you're not using it already, it's simply you type a question and push a button. So that's still just typing. *I'm not counting the buttons as all the 26 letters on the keyboard; I'm just counting the new buttons I need to teach you to push to build your machine.*

So now we will write the words for a web page accurately.

See that last Grammarly telling me I should put a comma there (see video).

I'm going to write, and when you install it on your computer, make it so that it can read whatever you're doing.

Sometimes, I turn it off because it's aggravating. It tells me I have 14 things to fix, and that little icon gets in my way sometimes.

Remember when we talked about the thing that, as a kid, when I had a 1972 Ford Pinto, the one that would blow up when you were rear-ended? And I learned to work on cars with that car. It was a four-cylinder that you still tuned with a timing light, and I rebuilt the engine and did all things with it.

Well, if you're changing the oil filter and you try to unscrew it, unless you're Samson, you cannot do it. And the only way you can do it with a common tool is you can drive a screwdriver through it and then pull, use that as a lever, and then oil goes everywhere and you can take it off with lots of grunting and red face, with oil everywhere.

Or you can get the right sort of tool, and with that wrench, you can easily remove it, not make a mess, and put your new oil filter on.

Part of what I'm bringing you is telling you these are the tools you need.

You can try to do without them, and you can use a screwdriver to take off your oil filter, or if you're already using something that's doing everything, I'm showing you how to do it. Don't switch. There's so much stuff out there. I can't know everything that's out there, but I've looked at a lot of it, and I'm showing you this. I'm showing you my version of the oil filter tool remover device that I think works the best.

HAMMER THE WORDS

Okay, so let's make the words for a web page.

I'm going to put this over here and I'll read you the directions.

Let me include the document in your handouts. You can open it in another window, but I want to describe what I'm doing as I do it.

These are things I've never done because it's watching somebody push a button, but they're easy buttons— please hang with me, this is the tedium part, but it pays off well.

We're going to do the following:

1. find four URLs,
2. post two questions into ChatGPT,
3. push a button,
4. copy-paste that into a blank Word document,
5. edit it a bit,
6. and then throw it into our web page using a template that I've already built for you and will put into your entrepreneur account.

This is going to be very, very easy, but it can be tedious watching someone click buttons. So, get something going.

Drink your coffee, and have somebody massage your temples because I know you guys are fast thinking, furiously working people.

This can be tedious, but once you get it, the light bulbs are going to flash, and you're going to say, "Now, I have no barrier between me and my website."

And you'll be able to add to pages, add content to pages, and anything that has to do with the web page, which is part of our email machine, because our emails are going to take people to our web pages, and web pages are going to take people and put them on our list to get our emails. So, it's a functioning whole device and we have to know how to... I think you need to know how to make a webpage without spending a thousand dollars and waiting a month while somebody jerks you around. And by that time, you have new research that should be on the page.

GET 4 URLS

In step one, we'll get four URLs and then use ChatGPT to create the content.

First, let's pick a procedure, somebody put in the chat box what procedure they want to use. Just chat me up the name of a procedure. This is sort of like a magic trick: pick a card.

So we'll pick [Vampire Wing Lift®.](#) Tough one, but we can do it.

All right, so the first step is, you'll see on your handout, find the main web page for the procedure.

So we'll go to vampirewinglift.com. That's it. And then save that URL.

All right?

Nothing else. We'll just leave it there. For those of you who don't know, using a combination of PRP and an HA filler to rejuvenate the shape and the color of the labia majora can help frame some of the surgical work or be used as a... Some of the expert stuff that Red Alinsod and Michael Goodman and my wife do, can be used to frame that work, or it can be used as a standalone. So that's step one.

So we have one URL, we've got three more to go.

Open another tab, click the button, and now we're going to find; we're going to **Google the procedure and the problem,** search the procedure and the problem. So, the procedure would be Vampire Wing Lift. And then we're going to be labial aging.

So, it was two things, only four variables here for these four URLs: Procedure and problem.

The first thing we did was to find the main website for the procedure.

The second step is to Google the **problem with the procedure** or whatever search engine you like. And then we will look for the first web page that is not a paid ad. So that's my AI talking. I don't see any ads yet. There's a good place for somebody not to have much competition. This is the first non-paid ad.

You click and you open it. Right? Now just leave it there.

So, you have two tabs open, the main procedure page, and you search for the procedure and the problem.

Now, we open for the third URL. We've got two more to go.

This one, we're going to go, *Problem alone*, labial aging, and then search.

The first one that's there is not a paid ad.

Now, already you're thinking is it okay to copy things?

When I normally do this without the Chat without the AI, which is what I have done for the past two decades: I do what you do. My brain reads, would normally have read, these four tabs and probably 50 more and a bunch of research papers, and then I write it out. But that's a long process, and I promised you a web page in 30 minutes or less, and I have 21 minutes to go.

I'm going to do it in 30 minutes or less while I explain it. So, for that, I'm using Chat to help me. But you don't have to use Chat; you could use your brain and read that web page and that web page and that web page.

All right, so the first one was the main page about the procedure, which is what you want to do. The next is the web page you found when you searched the procedure and the problem, the problem you want to improve with the procedure. And the next is where you just searched the problem alone. There is no procedure on that page. It might've shown up, but it wasn't what I was looking for.

Now, the last one is you will look for the procedure and your location. So, there's another variable, I guess that's the third variable. And what you're doing here is you're looking; you're doing both researches for content, and you're doing research for what the search engines like.

You're finding the best thing worldwide, at least in English, that the search engines like, and now we want to see, well, what it is like in your town. So, let's look for that.

So we go Vampire Wing Lift® for your state. See what it likes geographically. And my wife has an office in Texas, so I'll put it in Texas. And then we find the first one here, a beautiful website made by someone in our group. That is Emily Porter, Dr. Porter's beautiful website. She talks about the Vampire Wing Lift, which is a search engine optimized for Texas.

Now, we have four tabs open.

THE FOLLOWING IS EASIER TO FOLLOW ON THE VIDEO:

Now, I'll give you what to post here; it will be in the Word document—the handout for this lesson, and I'll get it to you.

My dad always said, "Don't give out handouts until the end so people will listen instead of read."

So the next thing is I will read it exactly like it will be in your handout.

You go to chatgpt.com, and then you're going to copy-paste the following (see handout), "Please put the words from the following four websites in a document. Rearrange the information into the following outline. Number one, what other physical and social problems happen because of the problem's name, not the procedure. So, we're going to put in here labial aging. That's the problem. What's been tried to treat labial aging? That's the problem. Tell me about how the procedure, which is the Vampire Wing Lift, helps the problem of labial laxity or labial aging. And tell me what to expect after the Vampire Wing Lift.

Here are the four URLs from which to extract the information. Now, before I copy-paste the URLs into there... That needs to be a semicolon. Before I copy... So you've got colon; you could do it other ways, but this is how I crafted the question. It seems to be working well. What other physical and social problems happen because of labial aging?

I just filled in the problem. What's been tried to treat labial aging? Then, tell me about the procedure that will help the problem and what to expect after the procedure.

Here are the four URLs from which to extract the information.

For those of you who may not have attended my workshops, my secret formula is embedded in that. I guess it's not a secret; we're talking about it. But my formula for arranging information so that people understand that you want to help them and that you're not just trying to shove a procedure into their left ear. You thought I was going to say something else, didn't you?

And so, when people show up, one of, some say, the most common other than social, the most common reason for going to the internet is to find the answer to a medical problem. If they show up and you're just waving your procedure or your device or your service around, they may fly away because they want to know they're in the right place, which means that you understand the problem. And number two, what they might have tried or being considered trying, and some of it may be legitimate, you have your near-incontinence, you may need a sling, or you may need to do some Kegels or an [inaudible 00:26:58], but you might need an O-Shot®, that sort of thing. So you go through everything legitimately, whether you would do it or not.

Okay, so let's copy-paste those URLs. So, here's the first URL. Copy-paste. See no new... Haven't done anything new yet. We will go back to the Chat and paste that first one there.

Then, let's put another semicolon.

Let's do the next one. This was the one that combined... The first was the main website. This was the one that combined the website, or the problem, with the procedure. Put another semicolon. I guess we could do a space to make it look prettier, although I don't think the Chat cares. Built my human brain. Let's get the third one, which was just about the problem. All of it is already search engine-optimized because Google told us it likes this material. That's where my space goes.

Then, the last one was about the problem and the location, Texas. Smart. Dr. Emily Porter. We paste it right there. Right? Now, we hold our breath and push the button.

It's thinking. I hope it goes and looks at all the different websites. There it goes. I'll extract the information from the provided URLs and rearrange it according to your specified outline. Let's start by accessing the content. Need to browse the websites. These are already done. So there's your outline. Let's just look at the outline. It is, what other physical and social problems happen because of the labial physical problems? Decrease sensitivity, dryness, laxity, changes in appearance, social problems. Because every problem causes a problem. It's not just your sex doesn't work, it affects your relationship and your self-confidence and your business and your family. Research shows that children are less happy when their parents are fussing about sex. What's been tried to treat labial aging? Nonsurgical treatment, surgical treatments. Tell me about the Vampire Wing Lift, how it helps, what to expect? Still just looks like an outline, right? It was better. Yes, it was much better. Thank you.
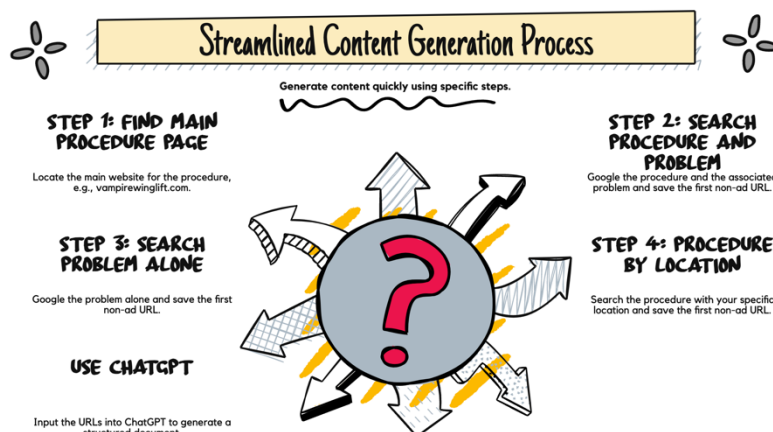
Okay, it wants to help us out again. So we're going to go to the next page question. I'm going to copy-paste from what I gave you. I'm just copy-pasting out of the Word document that you will get, that's in front of me. Rewrite the previous information into an informative sales page, specifically written for Charles Runels MD, as the doctor to provide Vampire Wing Lift in Fairhope, Alabama for labial aging. Remember that Xerox commercial where the priest asked the monk to go coffee, like 10,000 coffees of something, and he comes

back in five minutes and he says, "It's a miracle?" Well, that's what you're about to see, is actually, it's miraculous. Okay, write the previous information to inform new sales base, specifically written for Charles Runels, the doctor, provide the Vampire Wing Lift in Fairhope, Alabama for labial aging. And go. Is that Not beautiful?

Now, you're probably not going to use that word for word, but that's a pretty good freaking first step. And you have just integrated the procedure, what you saw, the procedure, your geography, search engine optimization, the problem, your name into a page. Now, there is more, one more thing that's optional, if you want to, now go to PubMed. We've got eight minutes so it looks like the second half. Unless you guys want to keep going. It's going to be how we're about to have the words done. I'll show you how to slide the words over into a webpage, but you guys are grown-up, hardcore people. So we may just go 90 minutes this first session. But we'll have the words done in less than eight minutes. We already have words done. You could use that, and you can see that it's going to get copied and pasted onto your webpage, which can then be edited.

But I want to throw in some more research. So let's put in labial... Actually, one way you could do this with our stuff is to go to that main webpage again, and there's a research page. And you could put that link in and you could... Okay, here's the next sentence, the next question you will ask. So you'll know where we're headed with this. So the next question that goes in your Chat, which is the last one, I promise, is to rewrite the previous information into an informative sales page for...

So first, you just had to synthesize it, then re-write it into a sales page. Now you're going to have it add some more science.

Streamlined Content Generation Process

Generate content quickly using specific steps.

STEP 1: FIND MAIN PROCEDURE PAGE
Locate the main website for the procedure, e.g., vampirewinglift.com.

STEP 2: SEARCH PROCEDURE AND PROBLEM
Google the procedure and the associated problem and save the first non-ad URL.

STEP 3: SEARCH PROBLEM ALONE
Google the problem alone and save the first non-ad URL.

STEP 4: PROCEDURE BY LOCATION
Search the procedure with your specific location and save the first non-ad URL.

USE CHATGPT
Input the URLs into ChatGPT to generate a structured document.

Add the following references to the sales page, and you'll copy-paste two or more URLs to the reference behind this about the problem or the procedure.

So, add the following references. And so I could put, since I have a main webpage that has references about how HA can be used in the labia combined with PRP, I'll come over here and put that in the Chat, but that's almost cheating, is I'm going to assume that you may not have a page already done like that. So, in that case, you go to PubMed and let's put in labial atrophy. It's probably in here, more like atrophy, not aging, but we can put aging, too. And my instructions this is all in the document you're going to get after you do this; when I'm looking for new content, I always sort by most recent. You could start with the most recent and use that to have a News. But sometimes the most recent is not exactly as apropos. This one looks pretty good. Lip shortening surgery, the relationship between sarcopenia. You see, sarcopenia may be slightly out of line for this page. So, lower face, contemporary.

Usually, I use the "best match."

Then you scan through, and you think, there you go, that looks like a good one. Dr. Cohen, looks like he did something nice. So let's click on that and make sure that we agree.

We don't want to be mindless with this. Okay, that seems reasonable. So now we take that and copy and paste that and you have guessed where we're going with this. So we put that there. Now, we already have something written. Add the following references to the sales page.

Boom.

Now it's rewriting that whole page. Think of all the things we've integrated into this, which you could have done with some note cards. Or maybe if you're an expert at this and you've been doing it a long time, you've got more than you can write without any note cards.

But the structuring and rearranging it so that it looks like that is really a beautiful thing. And let's see where it throws in the research. There you go. References. Boom. Love it. Okay, we got four minutes left. I really do think it would be nice to take a break for you guys to sort of gather your thoughts and let me see if I can figure out... I'm hesitant to put this handout in there because I want you to pay attention to what we're saying on the screen. I think I'll hold off, but let's take a five-minute... I'm going to put the timer back on for five minutes rather than try to do 90 because the next part is going to be more button-pushing. But let's review what we did, and then I'll put the timer on for a five-minute pee break and walk around a little bit.

So, I just showed you how to get this now in Chat, which does us no good. Something half-done is still a waste of time. Until you launch it, mail it, provide it, stick it in a box with a stamp, or have a way to provide it to a person, your expertise is not valuable. It's masturbating; it's not creating offspring. In our case, offspring is healing, or in this case, a machine that connects people who need the specific type of healing you have. But what we have done is we've both used a search engine to optimize the problem, the procedure, the geography, and the research. And we've structured it into a psychologically easy-to-follow, patient-pleasing format that holds their attention. So let me put the five-minute break thing on and then when we come back, I'll show you how to take this material and put it into a template that I'm going to put into your website.

So far, I haven't taught you any new buttons.

Remember I told you I would teach you how to do these things with 12 buttons or less?

Well, we haven't even done any new buttons or a new tool, but the tool only required that you know how to type.

EDIT THE WORDS THAT CHATGPT4 GAVE YOU BEFORE PUTTING THEM ON THE WEB

I know this is redundant, but it is extremely heartbreaking when I see people who have spent tens of thousands, sometimes hundreds of thousands of dollars, and with some of you guys with a high-end, facial plastic surgery practices are knocking out a hundred thousand dollars a month in advertising. And oftentimes being taken for granted or taken advantage of. I want you to be

If you go back to our chat, here are the instructions in your handout: The first was to take those four URLs and create words for your web page. That part is done.

Number two is to go to your chat and open a blank Word document.

Everybody knows how to do that. So here are the instructions I'm following, and the next thing on the list is we're going to, so we just did; I'll make it bigger so you can read it.

We just found four URLs, and we used those URLs that were SEO optimized, we went to chatgpt.com to integrate them into a page that includes the person, the research, the location, and the SEO.

Now, we're about to put that into a Word document and fiddle with it before we put it on our page. So, we open a blank Word document.

We go file, new document, and we have a blank document.

Very good. Now, what are our next directions on our machine-building instructions?

Copy and paste your new web page words into the document.

So we'll go back over here to our chat answer, and we're going to highlight this whole thing.

Okay, so I'm just going to click and drag and highlight the words for this web page.

 Now, I will click copy, come over here to my Word document, and hit paste.

Okay, now we have the words for our new website.

Let's look and see what we need to do next.

Stop and admire the first draft of your new web page.

Okay, I think it's fun to just every now and think, wow, okay, I got that part done.

And the formatting, it all looks beautiful. All right? All right, so we stopped and admired.

Now what?

Read it for accuracy from start to finish. The ChatGPT is not error-proof. Like I said, it says stupid things when you ask it science questions. What you just saw was what it does best: integrate information.

So you read it for accuracy.

Then, add what's in your brain wherever the information seems weak. If you can't think of a good way to say it, then you can ask chat, or you can ask it a specific question. For example, if it says, well, there can be side effects, you could say, well, what are the side effects?

But you will know them.

That's the part your hundred-thousand-dollar marketing person cannot do. So you're going to edit this a bit before we put it on a web page.

Now, I'm not going to make you suffer through my editing this whole thing, but you get the idea. I have people all the time who've never built a web page, and there are patients who've never finished freaking high school telling me how they want to edit my stuff.

We have problems facing a blank page. We have problems not wanting to edit someone else's work.

So, the first thing I see is I'm going to want to put after that word Vampire Wing Lift®. I want to put the registered sign, ® , which is option R on the Mac, and then this sounds a little hokey. Make your, to me, that sounds salesy. So, I would say helping you feel more confident and more pleasure with your lover in the bedroom, and more soul, more relief from possible suffering, and you would've written something else. That's cool because your patients will listen to you.

So, then you get the idea, you go through there, and you look at what's, if you want to add a story, if you have pictures, you can throw that in, but I would save the pictures for the website because it gets transferred over is trickier, but that's coming later, and now this feels pretty good.

I might throw something in there about what PRP is.

Again, I like putting a registered symbol after that so people know it's not just a shot; it's a whole procedure, and then there we go. I'm not even going to put that in yet. So, it's pretty good.

We can add more to it. Remember, **my websites are never finished**.

> *My websites are Never Finished*

I'll read some research; I'll add another reference.

Something comes out in Cosmo; I might put a picture and a link to that, so the pages are ever-evolving.

All right, let's go back to our instructions because we're ready to make the page.

So, your website words are now done.

Build the web page by copying and pasting from Word, and this is where you're going to learn three new buttons from Word into ONTRAPORT.

So, you're going to go to Ontraport, let's do that next.

Make this a little bigger so you can see it. I started by deeply apologizing because I made a mistake the last time I taught this live; I had my account open, which had 15 years of development. I ran other software programs, many of them side-by-side, considering swapping, but I never stopped this account for 15 years, and I spoke to a high-end person this morning about what they're doing. Ontraport is still cream. I'm not saying there aren't things equal; maybe something gets better, but it's different between it's still cream, but mine was so full of material, and you can change the order of these columns, but this is a version account. So, open a version account so that my screen looks like yours. All I've done to this account is add one contact, me. So that's me in this account. Nobody else.

This would be a virgin account where you add yourself and I recommend you put yourself in and put yourself on all your lists so you can see the automatic stuff coming.

Eventually, it'll be so much you don't want to see all of it, but at least when you have new automation, you want to be on the list as one of the patients so you can see when and how it's showing up. All right, now if you look on your pages, there is nothing there.

This is where it works better than what I showed you guys last time. I'm glad there was no button for sequences because this is so fun. All right, so I'm going back to the Word document. This is a cool magic trick. Look, there are no pages in my account; that's Ontraport, my one, my virgin one-person account.

A TRICK IN ONTRAPORT

Oh, I was going to show you something else because last time was just how to put a contact in.

Once they're in, not only can you move these columns around, just so you know, I don't want to get too much into the details of the software, but you can add other things in there. See where it says add. So I could add, I don't know. See, I could put in the address field one, I can add... See, I'm just wasting your time now. But you get the point. You can add other stuff in there and arrange the order that it shows up. So the reason your screen, I didn't save it, but I'm going to keep it looking virgin, it had a click save. All those other things would've shown up in here. This is a grade on... It knows when people open emails, and you can even make it trigger where it sends them a text message or something right when they open.

It can get freaky. Hey, you can make an automatic text message that says, "Hey, I see you're looking at my web page and you're wearing a red shirt", and not quite that much but pretty close. And so, I stay away from some of the really creepy stuff where it looks like I'm following them around. But it can tell you when they open a web page or open an email. And so, just telling you don't plunge into that now, but eventually, some possibilities are as easy as what I'm showing you now.

MAKING THE PAGE IN ONTRAPORT

So here's my one contact, and I promised you I would show you how to make a page. So I'm going to click pages. Now I'm going back to the document that I gave you, and at the very top of this document, I put link. Here's a template to click while you have Ontraport open.

So watch what happens; it's open, and hopefully, my magic trick works.

I click it, and bam, there's the web page.

All right, the template. I'm going to, and I've named it a page with a photo.

So we're going to select it. There it is. And I did a mock-up for erectile dysfunction, a simple page with a photo. Now, so far, I have not even taught you one of the new three buttons, I just showed you to click the thing to put it into your account. Now, if you go look, let's save it. If you go look, I have, now I have one contact that looks like your account, unless you've added people like we talked about last time, and I have one account, so we're going to name it. If I were you, I would name it whatever, this was going to be Vampire Wing Lift®. So we'll call it Vampire Wing Lift®.

Remember we have our Word document. All we have to do now, I'll put them side by side. Let's go back to the Word document we made. It's this one, and you guys know where we're going with this, right? Let's go with this one next to it or at least catty-cornered with it so we can work on them both simultaneously. All right, so this is what is going to be in your account, and you have the handout now, soon you click, but you have to have Ontraport open when you do it.

And I'm going to send you this page. I can make it appear in your account automatically if you already have an Ontraport account. But if you don't have one yet, that's cool. When you get one, open up the account, click the thing, and it will put that in there.

Now, we are just going to change the title so we can go over here and grab Vampire Wing Lift®, leave out the other part, copy that, and we'll paste it. So, so far, no-do buttons. We'll paste it right there, and we're going to paste it and match the style.

Good. Now, here is where I would pick three other things from your knowledge. Again, this is where you can beat the marketing people. Pick three things that the problems it causes. Actually, that's pretty good right there. Same as with ED. But you can go if you want, go over here and look at your thing and pick three. Reduce sexual pleasure and discomfort.
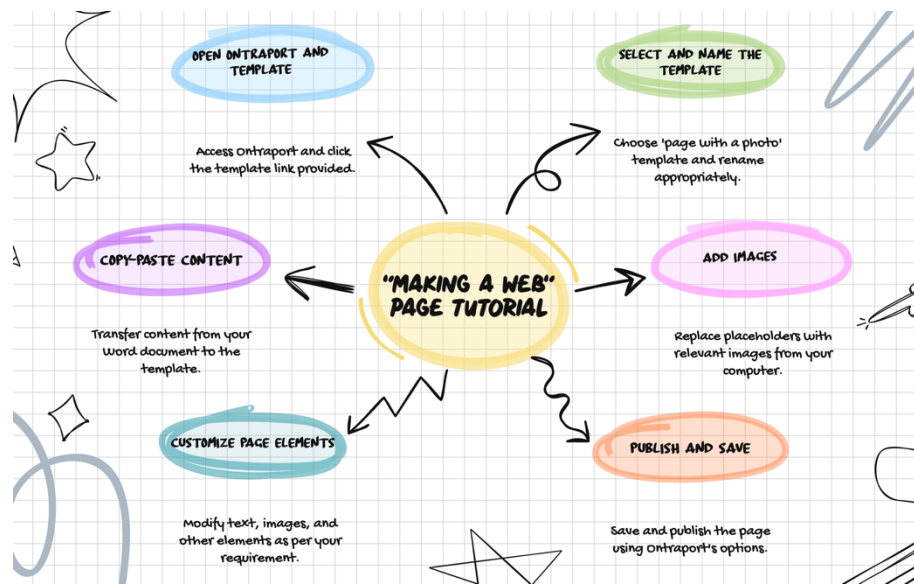
I like to use it when I'm talking to someone, I'm going to give them a shot. I might call it discomfort. But when I'm talking to them about the problem they're having, they don't call it discomfort, they call it pain.

They say it hurts. Don't say, "Doctor, please give me some lidocaine. I'm in discomfort." No, they're freaking hurting. So you have to; the reason this is upfront is they must know that you understand. I'll say that again. They must know that you understand and care about their pain even if it's not a physical pain before they will trust you to take care of them with your procedure or product. And another Ogilvy thing we talked about last week is that people will trust you to treat their problem. If you teach the person about the disease, they will trust you to treat the disease. So, in the title, when they land here, it's going to be, Rejuvenate your confidence of Vampire. Actually, I don't even like that title. We're just going to call it. I like the title to say the freaking problem labial aging. Start with the problem, not the freaking procedure part out.

It's where you can be smarter than the AI. You want them to land and say, okay, yep, that's me. Then tell them about their problem and we can go get it from the AI. They have a loss of sex, and I mean, you know this, so why do you need to look at this? You're a freaking gynecologist. Maybe you're doing the Wing Lift for the past however many years we've been doing it, but this tells you what the SEO likes, the words Google likes. If you want to change it, you can, but it's given you some very strong clues. If you think about how we came up with this document. So we're going to call it, we're making sure they know the problem and the treatment for, and you can word this any way you want to. All I want you to do though is make sure you put more about the problem.

Fourth, we will use reduced pleasure, pain, increased pain and sagging, aging appearance, reduced pleasure, aim for loss of pleasure, help aim, and aging appearance. That's how I would say it. There is no right answer to this because, however, you say, it is probably how your patients want to hear it. Now, here's where you're going to put more out of...

Remember what my outline is? What's the problem? So, you're still just talking about the problem.

This whole section up here is the first of the five things. So come back over here to your thing and let's talk about the whole problem. That's where the new treatment starts. So this whole part is part one, what's the problem. So we'll take all that and copy it and come over here and paste it and match style. Boom. Now, if you want to do more with that with formatting, have at it.

If you look at it, so far, I still haven't taught you a new button.

You have the thing **you're just formatting.**

This is *like a Word document*. If you want to change colors or size or whatever, you have the same sort of icons up here to push to make that happen.

This looks like a title, so I can make it a larger font size. And I like the space in the document. I will bore you with too much of this, but there we go. And then many people, even if they're not like me and mostly blind, still don't like squinting. They could be looking at it on their phone. So I usually like at least

a 14, 16, and sometimes go up on the... See, we don't need the location; they don't care about that yet. We're going to take all this out.

I want to talk about the problem. So I'm taking out all that part about me.

This first part is just about the problem, but they need to understand that I know the problem.

Okay, first section, the problem. You got it. If you want to change that picture out, you click on it just like a Word document, and then you come over here, change image. Pick one that you like. If you don't see one, you get to upload it. No different than Word. This part, you're thinking, what about that? Well, if you want to actually make a link to go the resources, have at it. You could put links to other web pages that you have, but if you don't, turn it off, it'll go away.

Okay. But this probably should go to, this About page should probably go to your home page or the page about you. But you can turn those on and off. And all you do is copy and paste the URL just like you saw me do already and make it go to wherever you want to go. All right, so this About page could go there or I can turn it off. See it go away. Service pages are gone. Log in, gone. All right, if you want to turn it back on, you can do it. It's right there waiting for you. Okay, now, we'll get to the picture part. So let's come down here. We're still copy-pasting words. We'll come over here. This is the part about what's been tried. So this whole section, and this is the part about what's new. So we'll come over here, and I don't like the word traditional, but we'll do something like that.

I don't like the word alternative or non-traditional. We are scientists. We practice science-based medicine, and to call something not traditional or traditional, I don't care if it's traditional or not, I want to know if it's science-based. So we're going to copy that. This is the what's been tried. This is part, if someone just said, would you give me your best favorite outline for a web page, I wouldn't sell this outline as a standalone for less than 10 grand. So, previous treatments. So that's what goes here. We paste and match style.

Done.

Now, we're going to change traditional to common treatments, insurance covered, or something like that. Common treatments. And that goes there. And then you can go edit that based on your expertise.

Now, you come here, where you finally get to talk about your procedure. The Vampire Wing Lift®, right?

Here's where you can put in the picture. You can go over here, let's go to the Vampire Lift, go to home page. And it's a pretty nice picture, I think. That makes it in a G-rated. So I'm going to save the image as a Vampire header photo, and we'll put it on my desktop and save it right there. Now, oh, I told you we weren't going to do pictures yet. Let me go. We're at a picture, whatever. So we'll add the picture. So here we are. There's an image. You've got the placeholder in your template. We're going to change the image. So we'll upload what we download.

All I had to do, I went to that page. And if you're doing the Vampire Wing Lift®, you can have that photo. I'll browse the computer image. Let's see if I have one in here. That's a good image. Let's put that one in there.

Another trick that I'll use sometimes is I will do just a screenshot. Just make sure it's something that you have the rights to because people do police that stuff like crazy. And so, I use that picture. You're better off using a picture that you actually take yourself, I think, because then it's unique. But you saw what I did, and if I didn't use that one, Word actually has a lot of free stuff now that you can have and you can [inaudible 00:19:46] millions of things. But when you're ready to do it has to be saved as a PNG or a JPEG file. Just like with Word, this is just doing Word stuff. The only new button that I taught you is that you click on that, and that icon, let's save it and go back to it, is that if you wanted to put that there, you would take this.

That's the button. I think I told you, it would show you three buttons. If you wanted another picture somewhere on here, you would grab that, drag it over here, boom.

And there is a place to put another picture. If you don't want it, take it out of there. So that's the only button that I've shown you so far. The only new button is the image. And you click.

When you have the page up to be edited, it's under elements.

If you want to change the background or something, this works just like a Word document. You can change the colors in the background and fiddle with it like a Word document. When you click on it, this pop-up here looks like Word. When you're not clicked in and on the main page, you have these elements you can drag over here.

All right, now we have the problem, what's been tried, that we copy-pasted.

Now we're finally to what's new: our Vampire Wing Lift®.

So, let's get that out of there. We'll go back over to our Word document, and we finally get to talk about the thing that we wanted to talk about in the beginning, but your patient wasn't interested in it until they knew that you understood their problem. So now we grab that and paste that in there and click paste and match style. So now we have that. Now, it's what to expect or what's possible. So go back here.

Remember my five-step outline: what's the problem, what's been tried, what's new, and what's possible because of what's new? Come back over here. What should you expect? Copy that. Paste that right there.

Paste and match style.

Then, you this "tell me what to do" button, you click on that, and you can change it to "call us today." Eventually, I think it's in the fourth lesson or somewhere in the next few lessons, I'll show you how to

make that into a scheduler. If you're using Calendly, you could see where it says link. Put your Calendly link right there, and it will take them there.

If you're using, I think my wife, Alex, uses something else, but whatever you're using for your scheduler, you can put it right into that box. And then, instead of having it say, "Tell me what to do," change it to, I left it there so you know what to put there. It could be "schedule your appointment" or "phone call now," and you put it right there. You can make that dial your Google number, whatever you want it to do.

But that's the whole fifth part of the outline. That's where you're telling them what to do. So five parts, what's the problem in detail?

So that you actually not only let me know that you understand my pain but remind me of my pain. People are busy, and women, especially, are self-denying. They'll forget they have that thing while they get the kids to school, and they get to their work, and they do the 10,000 other things they need to do while they're bleeding on their period. I had a bleeding hemorrhoid one time. I thought, OMG, I wouldn't want to have sex like this. I don't mind. I actually like having sex. Never bothered me if a woman was on her period, but imagine bleeding like this and pain. How sexy is that? And so, you got that going on and your hormones are going like a freaking sine wave and your sex is off. So I need you to tell me that you understand my pain.

And because I'm doing all those things, you need to remind me because I forget that I'm hurting and bleeding, and dyspareunia and menometrorrhagia, however you want to say it because I got to take care of the kids and get to work. So they need this section. They really need this section to remind them of what's been bothering them for the past five years that they don't want to think about. Okay, there you go. If you have a we you're going to save it. Now you're going to publish it. How many buttons did I teach you?

I would change that picture out the same way. They will make a domain for you, so I recommend getting it done, ready, fire, aim.

We just did the words and the web page, and now this can go into an email.

This becomes one of the parts of your machine that you can do lots of stuff with. We added the page using the service template with a photo.

When it asked the question, then you're going to choose Ontraport to host the page and choose your names that reflect the problem or the procedure in your town or state. Except, we didn't add phone numbers and your photo, so we can go back to this thing. And so, we've copied and pasted into that. And so, there's the problem. That's what's been tried. That's what's new. That's what's possible because of what's new, right? And again, when we published it, when we clicked publish, it gave us different choices here for where to put it. When I click publish, it says "use our domain" versus those two. Click "use our domain", type something in here, Vampire Wing Lift®, Alabama. And then we need to add something.

We'll use some temporary domain there. And then we're going to say save and publish. Don't do that thing.

Click save and publish. T

here you go. So your page is published including a security certificate. So it's checking the page I just made. Now, we'll close it because it's been published, but remember, we decided to put our phone number at the bottom so we could type in right here if we wanted. And put the phone, put my phone, and then it would be for mine, it would be DrRunels@Runels.com.

So then you're telling them what to do. And if you had a fax number there, if you want them to have your cell phone, my cell phone's all over the internet and people don't abuse it. If I get junk, I delete and block them.

So now you have that, and click save, and it will create another version of it.

You have to click publish, but you don't have to do anything else. It will already click save and publish. And now, if I go back over here and refresh that, you have it with your phone number at the bottom. Okay? So now you know how to make the words in the right structure, SEO optimized, add a schedule appointment, but there's no form. We'll go over here again to the document that you now have in your handouts. And we use added a page. We added a block in the image. The way we added a block to go back over there is... Didn't show you that.

Let's say you want to add something different here. See where it says, "Add a block?"

You would click "add a block," and then you could put other things, for example, if you wanted an order form. We haven't gotten to other things if you want product details, events, slideshows, or text. If you just wanted to add more text, you could do something like that. And then there you go. You could fill that out. If you don't like it, you click over here and take it out.

Okay. So these elements are there for you. I needed to show you that page. If you want to move the blocks around, you can, but if there's something, that's all I use. I like that order, except for forms and pictures. So, web pages in that order, forms and pictures, banners, footers, headers, forms, upsell forms, and images.

Well, let's put in a footer. So that could go with the bottom of your page. You grab it and slide it.

Okay?

So I don't want it there. So, we're going to take it out. I wanted you to see this button that moved it down, click it another one. I'm moving it down the page. Just move it one more step.

And so, you could keep moving. You could take this one and move it up a notch until you got everything in whatever order you want it to be in. Now, we save it, and shuffled everything around by moving those arrows.

So I wanted you to see the blocks.

You add a block by clicking that.

I've shown you that button.

I showed you the add an image button, where you click and drag, and you have a new picture in there.

And that's all the buttons I've shown you.

So. now we have a Vampire Wing Lift® page and a link to the page that's right there.

Now, here's the one that adds a form. We will do that in the next lesson.

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