



HOW TO SETUP AND START EARNING  
PASSIVE INCOME FROM  
YOUR SOCIAL MEDIA WITH

# STAN STORE

A IN-DEPTH 70+ PAGE STEP BY STEP GUIDE TO LAUNCHING YOUR STAN STORE .  
SO YOU CAN BECOME THE FINANCIAL FREE WILD MUMMA!



# Hi there!

Im Skye-lee. I have been running my own online business now since 2022, since then I have learnt many tips, tricks and hacks on just how easy it really is to make money online these days, even if its straight from your social media account. There is nothing better then earning **PASSIVE INCOME!**

**AND** this year, I have this great desire , to spill the beans if you say -on all those little tricks. I have a great desire to help other Mummas break free from the daily grind of laboured work ,because lets face it- you will never earn **MORE** then your boss! why are you waiting on that 3-5% pay rise ? and do you really want to be just like the average worker who spends around 90,000 hours of your lifetime working to make **SOMEONE** else rich! Lets cut the bull!

This is the year that you **TAKE CHARGE** of your life! This is the year where you say **screw that** to all of the above, and start your path to online entrepreneur and financial freedom! This is the year where you become your own **BRAND**, your own **BOSS**, build your own **EMPIRE** and realise the sky is the limit to how much money **YOU** can make yourself online!

I want to help **YOU** start making that extra income online from selling digital products and services ,**FROM YOUR SOCIAL MEDIA ACCOUNT** today! - so then one day when your looking back on your online business empire ,while sipping your gelato on the beach in Hawaii, or travelling in your van around the country with your family ,you will have no regrets. I want **YOU** to have more time to live freely and embrace motherhood, because the beauty of digital products is **A-** you create them **ONCE !**

**B-** you upload them on your Stan store **ONCE** and **C-** they then sell on autopilot **FOREVER** -meaning you make money in your **SLEEP** (this is called passive income) and this will allow you to become the wild and financially free Mumma, I know you dream about! -allowing you to truly be untamed..



But wait Did you know that there is actually digital products out there that people create FOR YOU TO RESELL AS YOUR OWN? these are called PLR and MRR products and are perfect for those who

don't have the time to create products, and who want to start selling ASAP. You can find these on etsy by typing in **PLR**, on **designed plr for you** ,pinterest, even on google search , and Did you know that I have been creating products like this that I allow you full ownership to resell as your own? Thats right ! I want to help you - **check them out HERE** ( for those who want to get into creating digital products yourselves- I personally use **canva pro**, this is the BEST site for creating digital products) All the elements / fonts /everything allow you to RESELL and use for commercial use purposes .

## FIRST THINGS FIRST

**Find your niche**, read some examples of profitable [niches here](#)( A niche is something you love or want to share about, for me its kids learning resources (my other fulltime business ) and now helping others make money online.

This is what you want your  
“online business to reflect around) “YOUR BRAND”

## NEXT

Once you have either your done for you PLR digital products you want to start selling OR have created some, then simply sign up for **STAN STORE** and follow my detailed step by step guide below to help you get set up your store so you can start making **passive income** from your social media asap!

**[Download my FREE 500 digital product idea guide for niches here](#)**

Its time for you to take charge of your life, to know the skys the limit into how much money you can earn yourself by building your own digital business empire,its not by working for SOMEONE else, but for yourself and through PASSIVE income

Today is the day. You become untamed and start your journey to be  
WILD AND financially free MUMMA

*Skye xx*

# TABLE OF CONTENTS



## **01 STAN INTRODUCTION**

A introduction into what Stan store is.

## **03 CHAPTER ONE- SETTING UP YOUR STAN STORE**

Quick steps on how to setup up your Stan store from scratch.

## **09 CHAPTER TWO- LEAD MAGNETS, AND HOW TO ADD THEM TO YOUR STAN STORE**

A intro into what a lead magnet is, the importance of one and how you can add one to your Stan store.

## **17 CHAPTER THREE- ADDING YOUR PAID DIGITAL PRODUCT**

Step by step instructions on how to add a paid digital product to your stan store.

## **25 CHAPTER FOUR- EMAIL MARKETING AND EMAIL FLOWS**

Learn all about the best ways to email market and how to create email flows for your business.

## **42 CHAPTER FIVE- HOW TO SET UP OTHER DIGITAL FEATURES ON STAN STORE**

Learn how to set up courses , coaching calls, memberships and external links to your stan store.

## **69 CHAPTER SIX- A GUIDE ON HOW TO NAVIGATE STANS DASHBOARD TABS**

Learn what each of Stan stores tabs are and how to analyse your products.



## FOR STARTERS WHAT IS STAN STORE?

Have you ever been on social media and seen people say link in bio!! or clicked onto someone you follow's social media link which takes you to a page full of all their recommendations, products you can buy or services they provide? Well these links are attached to a platform that allows you to do this and STAN STORE is one of the best and most popular platforms to use. Adding a link tool to your social media account is a way to get paid, sell products, add affiliate links and more. But MOST OF ALL its a way to monetarize your social media accounts.

Stan store is a platform that allows you to make passive income straight from your social media, including Instagram, tiktok and facebook. AS IT ALLOWS YOU TO SELL DIGITAL PRODUCTS.Stan Store is the new kid on the block in terms of monetisation for content creators.Setting up an online store to sell your digital products has never been more simple... no need to build a website thanks to Stan Store! It really is your ONE-STOP-SHOP and it is going to be where your digital offers live (your freebie, digital products, emails, lead magnets, online courses, affiliate links that earn you commissions ,click funnels,etc.) going forward. Your audience can simply click your Stan Store link in your bio, shop your digital products, services and more and receive them straight to their inbox!

### **How much does it cost?:**

You can sign up with their basic Creator Plan at \$29usd/month or the Creator Pro Plan \$99usd/month. I personally have the Creator Pro Plan because I want to be able to create Order Bumps (we'll discuss)

However, when you're first starting out on your Digital Product Biz journey, the Creator Plan is perfectly sufficient. There is no free plan, but by using the link below, I'm giving you a 14 day free trial!

**STAN STORE FREE TRIAL**



But take into account, you will easily make this money back when selling your digital products in a snap of a finger. This small fee is nothing compared to what it cost the average website owner or even etsy store own in monthly fees, believe me I know!!

# CHAPTER ONE

On the next few pages  
I am going to walk you through **quick steps**  
to help you start selling digital products on  
your stan store so you can start earning  
passive income asap..

## SO LETS BEGIN



# LETS SET UP YOUR STAN STORE

## STEP ONE:

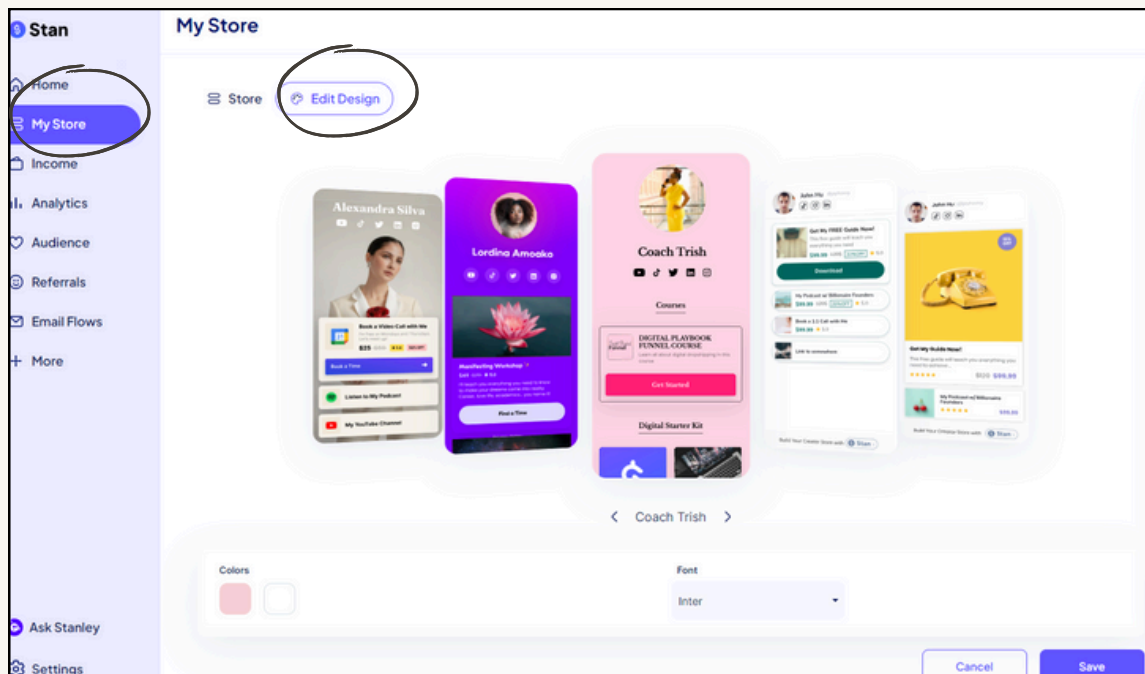
Use [THIS LINK](#) to create your account and get a **FREE 14 day trial** (please note that if you go through the regular website, you won't get the FREE trial)!

## STEP TWO:

Go through this "Getting Started" section to make sure you get set up the correct way! Watch [THIS VIDEO](#) if you need extra guidance with setting up.

## STEP THREE:

Go to **"My Store"** and then **"Edit Design"**. Here you can pick what layout you want for your store front. You can also pick your branding colors for your Stan Store for a more cohesive business aesthetic.





## Account Settings

Profile Integrations Billing Payments Email Notifications

### My Profile

Name	Leslie Cole-Gallant	Username	evolushondesigns
Email	[REDACTED]	Phone Number	+1 [REDACTED]

Update

### Password

Current Password

.....

New Password

Confirm Password

Update

### Analytics

Facebook Pixel Id		Google Analytics Id	
Tiktok Pixel Id		Pinterest Claim Tag Id	

Update

### Address

Street	[REDACTED]	City	Lansing
State/Province	MI	Postal Code	48911
Country	United States		

Update

### Other

Stan Store Referral Banner

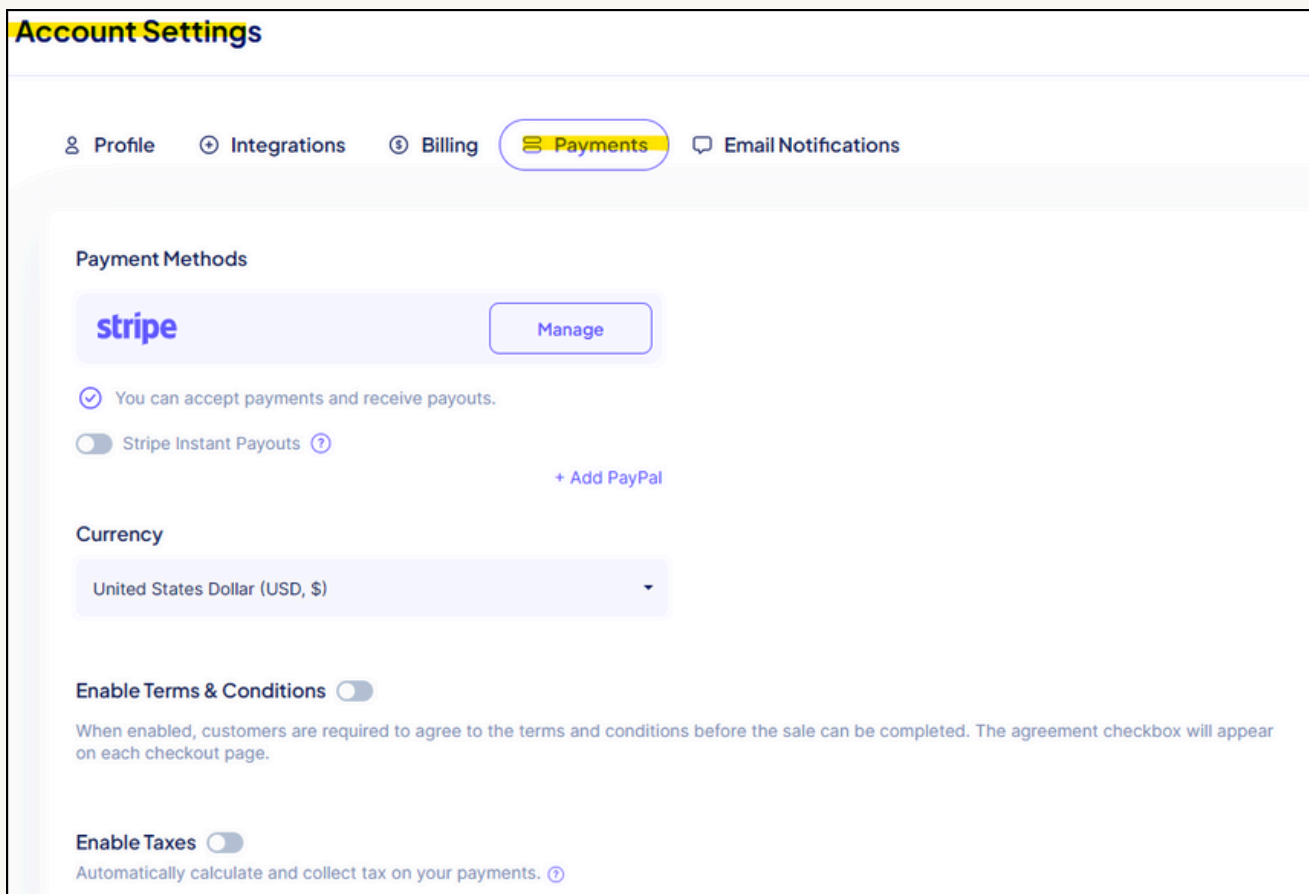
When enabled, you'll receive referral commission from visitors who sign up using this link.

Update

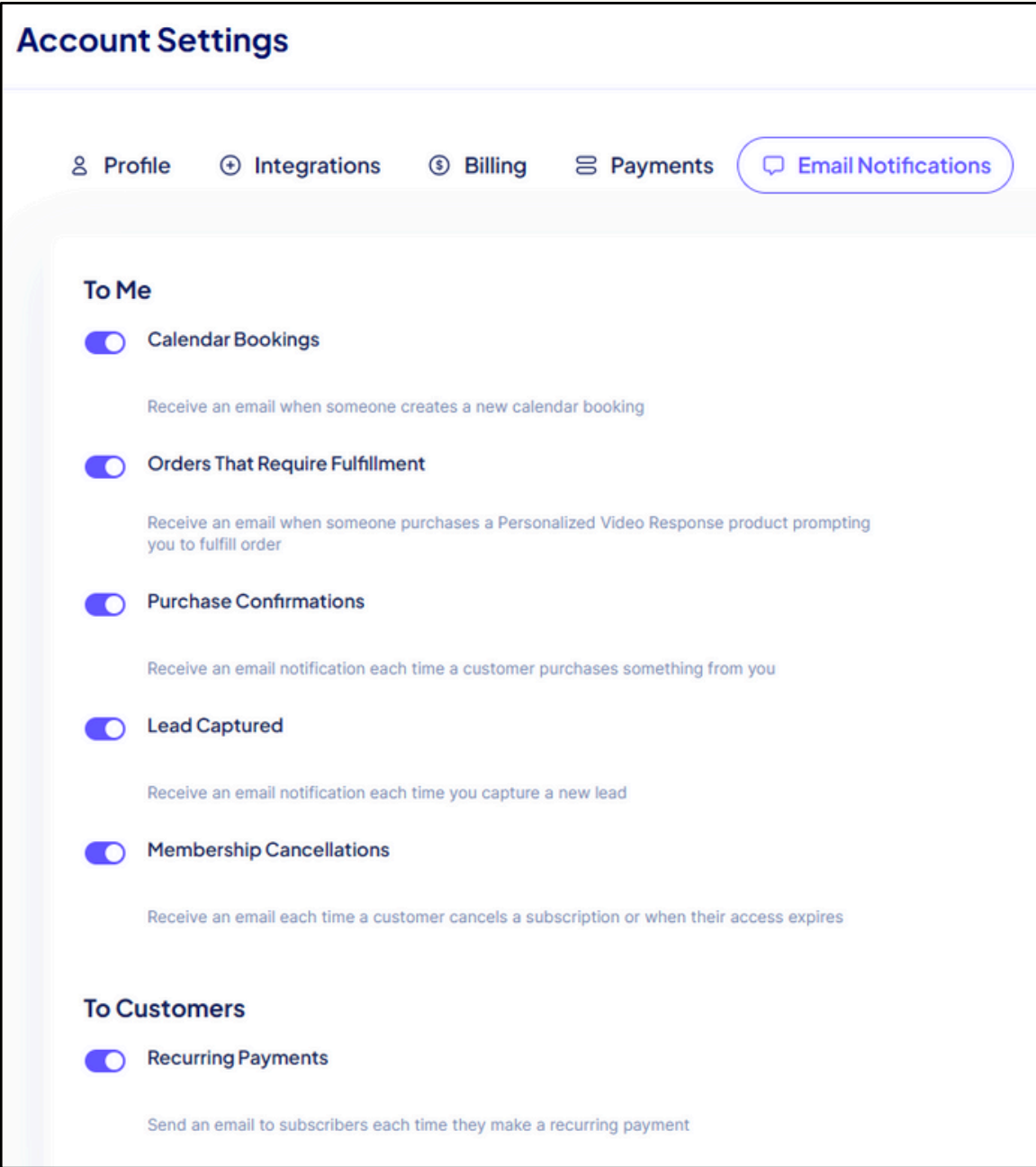
Let's start by heading to the "Settings" tab and getting your personal / business information all filled out, first.

Next, you'll want to create a Stripe account. This is the payment processor Stan uses to get your money in your account. You can easily create a Stripe account for free, [here](#).

Once you've done that, sync your Stripe account with Stan right in the Payments section within your Account Settings. THIS IS IMPORTANT AND HOW YOU WILL GET PAID.



Lastly within Account Settings, you'll need to tell Stan what kind of events you want to be notified for to your email. Simply pick and choose which ones you want to have sent to you! If your unsure just pick them all and change it later.





## **Letsmakemoneyonline**

Im here to help YOU learn  
how to make money online



Next up, we're going to tell your Stan Store viewers WHO you are and WHO you help(aka your followers and potential customers) .

This will help qualify/disqualify people before they review the rest of the page.

On top of that, we're also going to link your Stan Store out to a few other places where they can engage with you. Like a website, your social media pages, your email, etc.

# CHAPTER TWO

Now that you have set up your Stan store  
lets get to the fun part...

Adding your digital product to Stan to start making  
money.

## ADDING YOUR DIGITAL PRODUCTS-LEAD MAGNET



# FIRST ITS GOOD TO START WITH A LEAD MAGNET!

Most online business's like to use what is called a 'lead magnet'- this is usually a freebie, or an exclusive deal, some lead magnet ideas include: ebooks, free trials, a free digital product or resource, guides and more. It is used to help draw your customers over to your store, in return give you their details (email addresses) in which they usually opt in to receive your email newsletters- this in return will hopefully turn into sales as you promote your products, services and new range to them via email. If you don't have time to create a digital product lead magnet, there is plenty of done for you PLR products online, PLR and MRR products allow you to resell the product as your own and keep 100% profits, you just have to source them, Etsy is a great place to find them, just type in PLR in the search bar.

## WHAT MAKES A GOOD LEAD MAGNET?

**Helpful** - A lead magnet is helpful when it focuses on the customer. It should save them time, solve a problem, or provide a unique insight. - an example could be a free guide on how to sell on stan ;)

**Credible**- Lead magnets must either establish your credibility or reaffirm it. The resource should offer trustworthy insights that are backed by experience, research, or serve a purpose. Let's say you are an experienced online business marketer, in your lead magnet, you could have the top 10 tips and strategies you personally use for successfully earning money online.

## Shareable

If your lead magnet is helpful and credible, your audience will want to share it. THIS MEANS MORE VISITORS AND IN THE END POTENTIAL CUSTOMERS TO YOUR STORE. Make sure it's easy for people to spread the word:

- Link to your lead magnet from a social media ad that followers can share.
- Add social sharing buttons to your lead magnet's landing page.
- Have nice product photos
- Ask your customers if they enjoyed the freebie to share it so others can enjoy it to.

## Strategic

Here's a few of my personal tips I use when planning my lead magnet freebies- I like to add some links to my top paying affiliate programs- this way if they click on the link and buy I can earn commissions, I also like to let them know about a bigger product .I'm wanting them to buy and a reason why they need to buy it-This contains a link to the product and sometimes a sale coupon code to entice them to buy it right then to save.I use [canva](http://www.canva.com) (www.canva.com) to create this template- save it as a pdf file and upload it as a bonus file along the freebie. I also like to continually change up my lead magnets each week or so- to entice my existing customers to stay active on my account PLUS bring new leads in.Remember in the end we want to turn these potential 'customers' into paying customers. So now they have joined your email list by downloading this 'lead magnet' its time to send out email campaigns, this is to help them BUY YOUR PRODUCTS-learn more below on how to set up a email flow( this allows you to automate your email campaigns and have [Stan](#) send them out on autopilot.

[check out examples  
of our strategies](#)



# SO LETS BEGIN LEARNING HOW TO UPLOAD YOUR FREEBIE/LEAD MAGNET

Before listing your digital product that you want to sell, the first thing you should do (and what most businesses do) is create a freebie - this entices potential customers to visit your store to download this, which brings more view to your products, they will then join your email list as they need to add their email to download your freebie - which in return allows you to send email marketing campaigns to them which will hopefully later on convert into PAID SALES.

*Dont have time to create a lead magnet? There is plenty of **DONE FOR YOU** PLR products you can buy to use as your lead magnet, **check out some of ours**, that we allow you to resell as your own. Perfect to use as your lead magnets, or even use this very Stan guide (edit it to your branding using the edit link provided)!*

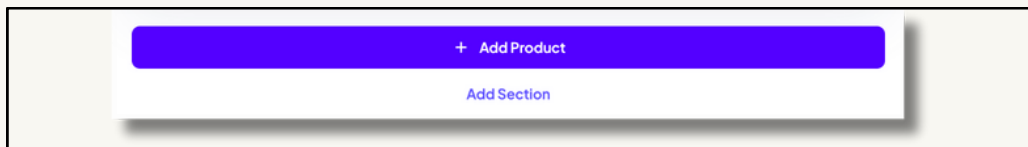




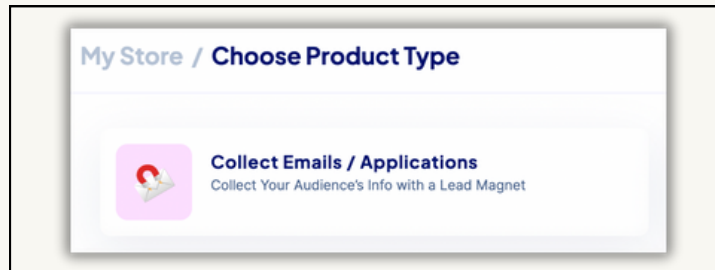
# HOW TO LIST YOUR FREEBIE/LEAD MAGNET ON YOUR STAN STORE

## Follow these steps:

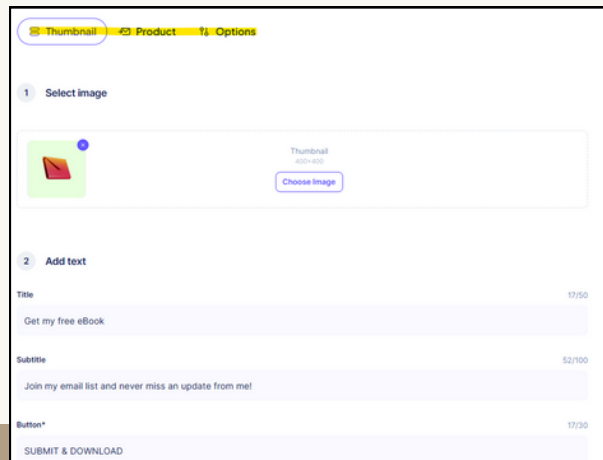
1. Go to your Stan store account, click "My Store," then click on **"+ Add Product"**



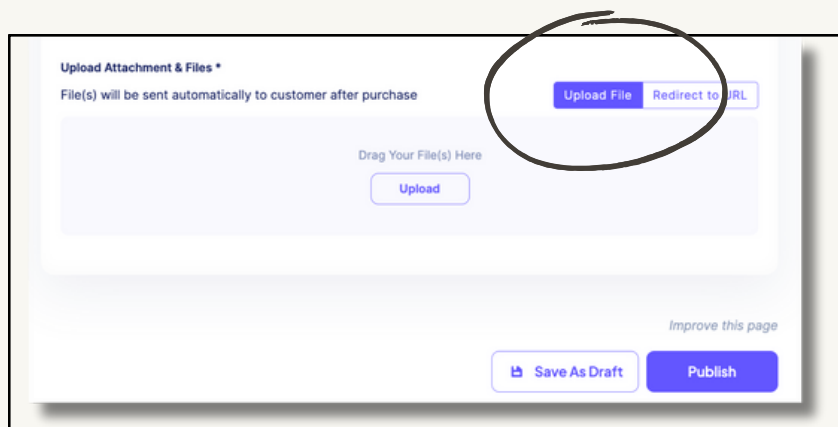
2. Click the option to **"Collect Emails / Applications."** This is ONLY for freebies/lead magnets that customers don't need to pay for!



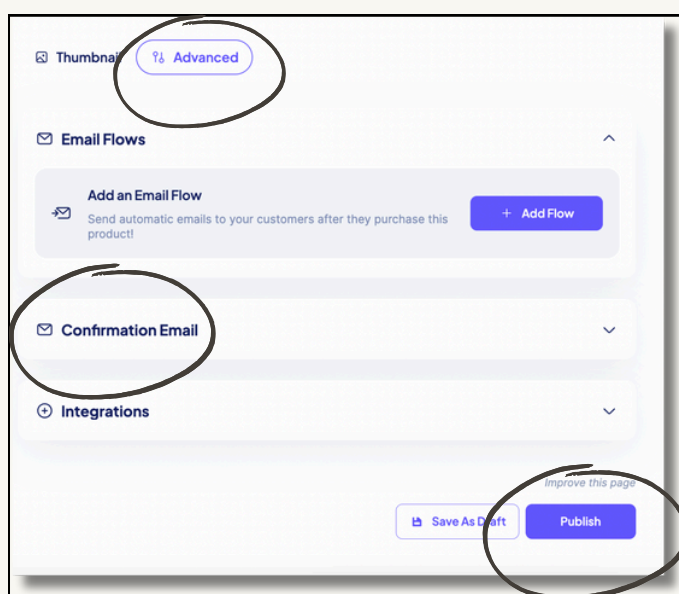
3. Upload your **freebie picture, title, description** and **any additional information** you want within the Thumbnail section.



**4. Within the Product section,** upload your **FREEBIE** as a **digital product or a redirect link**. Please note you can only upload either **pdf files, PNG images or a re-direct link**. You CANNOT do more than one! The most common is a pdf file, if your selling a digital product.- upload your file TIP: here you can also upload your strategic bonus files as I mentioned above.IF YOU DESIRE.



**5. Click "Options"** at the top and here you can add in your confirmation email - this is a email your customer will receive when they download your lead magnet - Keep it simple by thanking them for downloading your resources, letting them know to follow you to be the first to know of new products etc etc. Regardless of your Stan subscription plan both plans allow for you to add confirmation emails to each of your freebies and products.



**6. Then hit "Publish".**

Once you upload your freebie ,and your confirmation email its time to setup and link your email flows aswell.

To be able to use and setup Email flows is all depending on your subscription type. This is were the two subscription plans differ.A standard subscription **DOES NOT** allow you to send emails to all those new leads where the pro subscription with stan **DOES ALLOW** you to send emails.

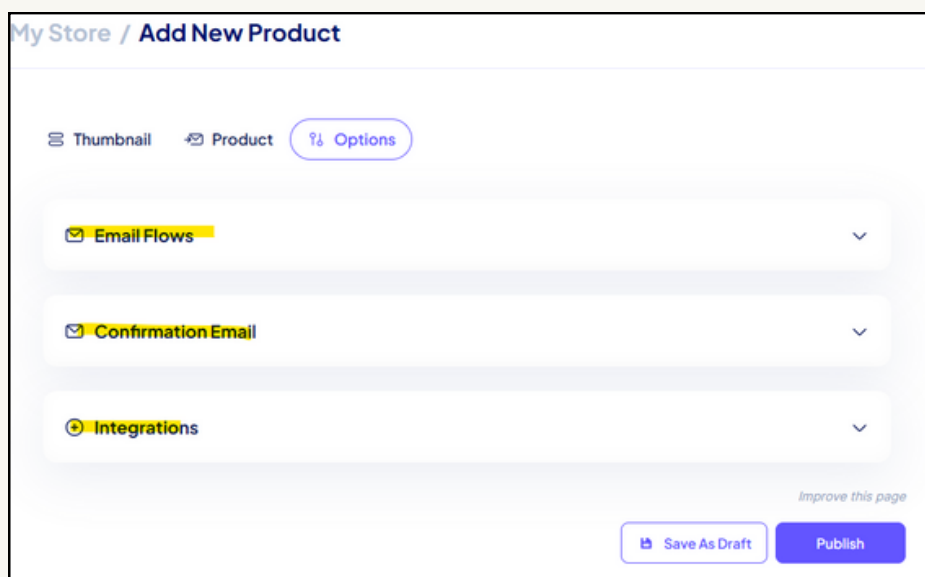
**A QUICK TIP:** Email flows are what is going to make you money on autopilot.Its what will change all the customers who download your freebies/lead magnets into POTENTIAL PAYING CUSTOMERS that you can send out emails to in the future.Theres really no point of creating lead magnets if you dont have a email system in place to turn those “leads” into future paying customers .Sending emails is not a NECESSARY REQUIREMENT -you can still sell your digital products and make money without sending emails,by creating content and telling your viewers to buy the product.

but there really is NO reason to host a freebie lead magnet within Stan WITHOUT a proper email marketing follow-up strategy. The **whole** point of a lead magnet is to literally magnetize a new lead, and then you send them intentional emails to CONVERT them into a paying customer.You also have the ability to send out emails of new products and deals that can become recurring customer sales .This is where the stan pro account comes in handy.

Email Flows are ONLY for the Stan Creator Pro account, BUT if you have a MailChimp account, you can actually click “Integrations” and add someone to one of your MailChimp lists once they download this freebie lead magnet. With mailchimp you can get 1 month free , then the pricing starts at \$30+ a month for 500 email contacts and roughly a extra \$30 a month per added 1000 email customers ( so in all honesty-your better of with stans\_pro account in the long run)



If you have the pro stan subscription this is what you do, to setup email flow (**more on that below**)-but for now you go to the “Options” tab within the Freebie / Lead Magnet ,then you’ll see these three options: ADD YOUR EMAIL FLOW (**learn more on about email flows below**)



# CHAPTER THREE

## NOW ITS TIME TO LIST YOUR DIGITAL PRODUCT FOR SALE ON YOUR STAN STORE.

Selling digital products and services is one of the TOP passive income streams, to get into and is what is going to help you start earning thousands a week! Dont have time to create digital products? There is plenty of DONE FOR YOU PLR/MRR products you can buy to resell as your own, we have digital products listed here, that you may resell as your own. But the secret to earning the big \$\$ each week is by selling high value digital products like courses. Our done for you ROADMAP 3.0 DIGITAL MARKETING course allows you to resell as your own for a minimum of \$497 each time. It even teaches you everything you need to know from A-Z about starting your own online business and mastering digital marketing. Its trusted by over 30k other individuals just like you, who have brought it to learn everything and then reselling it as well to make good passive income each week.



# A QUICK TIP ON DIGITAL PRODUCTS

TIP: the beauty of digital products is, you create them ONCE, upload them ONCE and that's it, you can resell them over and over again without having to send them to each customer) plus did you know that there are products that you don't even need to create that you can resell as your own as they are done for you products and have attached PLR/MRR rights? HOW great is that... The digital products business is really one of the most rewarding and lucrative business ventures to get into.

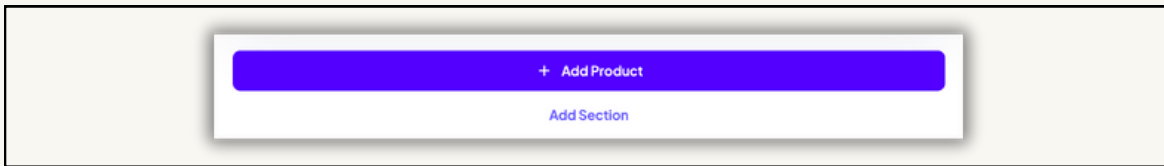
## **Some types of digital products you can sell online include:**

- -EBOOKS
- -JOURNALS
- -HOW TO GUIDES
- -ONLINE COURSES ( or your 1:1 mentoring)  
these are high \$\$ digital product items
- -WEBSITE TEMPLATES -SOCIAL MEDIA POST TEMPLATES-
- -STOCK PHOTOS (AI generated photos)
- -DIGITAL ART (commercial use clipart/png's are very popular
- -ROOM DECOR-POSTERS-signs
- -MUSIC AND AUDIO
- -EDUCATIONAL PRINTABLES
- BUSINESS TEMPLATES AND SIGNS
- PLUS SO MUCH MORE...

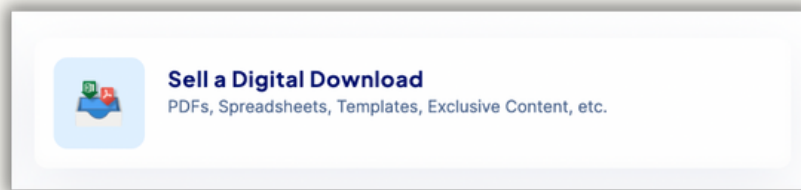
# HOW TO LIST YOUR DIGITAL PRODUCT ON STAN STORE

If you're using Stan store follow these steps to list your digital product:

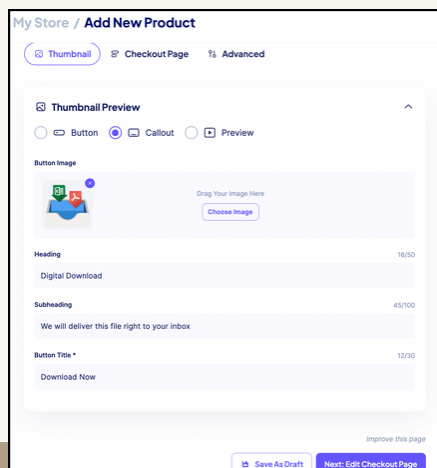
1. Go to your Stan store account and click on **"+ Add Product."**



2. Click the option to **"Sell a Digital Download"**. This is ONLY for digital products, not your freebie.



3. Upload your **digital product picture, title, short description + a call to action button**. Examples: CLICK HERE, BUY NOW, LEARN MORE, YES PLEASE!



4. Go to the **“Checkout Page”**, add your **“Header Image”, Heading, + product description**. Remember you WANT to go into more detail with a paid offer, show case studies, testimonials, anything that shows social proof and convinces your audience to buy.

Fill out all sections necessary.

The screenshot shows a user interface for editing a checkout page. At the top, there are three tabs: "Thumbnail", "Checkout Page" (which is selected and highlighted in blue), and "Options". Below the tabs, there is a numbered list of steps. Step 1 is "Select Image", which is highlighted in yellow. It features a dashed border containing a small image of a laptop on the left and a large yellow area on the right with the text "Drag Your Image Here" and "1920 x 1080" above a "Choose Image" button. Step 2 is "Write Description", also highlighted in yellow. It contains a light blue text box with the placeholder text "Get My [Template/eBook/Course] Now!". Below this is a rich text editor with icons for bold (B), italic (I), list, image, video, and link. A "Generate with AI" button is on the right. The editor contains the text "This [Template/eBook/Course] will teach you everything you need to achieve your goals." followed by "This guide is for you if you're looking to:" and a bulleted list: "Achieve your Dream", "Find Meaning in Your Work", and "Be Happy". At the bottom, there is a "Bottom Title" field with a yellow highlight and a "Get My Guide" button.



5. Now you're going to enter a **Call to Action** Phrase, set your **price** and determine what information you want to **collect** from the customer.

Call-to-Action Button \* 8/30

**PURCHASE**

3 Set price

Price(\$)\* 9.99 Discount Price(\$) 0

Add Payment Plan  
 Add Discount Code  
 Limit Quantity ⓘ

4 Collect info

Fields

Name

Email

Phone Number Required  ⓘ

[+ Add Field](#)

If you signed up for the Creator Pro account, you can also add a discount code, limit the quantity available to increase urgency and scarcity, (this is called marketing strategies) and add a payment plan option (if your digital product is a little on the higher side \$) adding payment plans are a great idea, making it more realistic for everyone to buy your digital products that are hundred of dollars. eg: courses

You can add fields here to better qualify / understand your buyers through Text, Multiple Choice, Dropdown Menus and Checkboxes, by simply clicking **Add Field**.

4 Collect info

Fields

Name

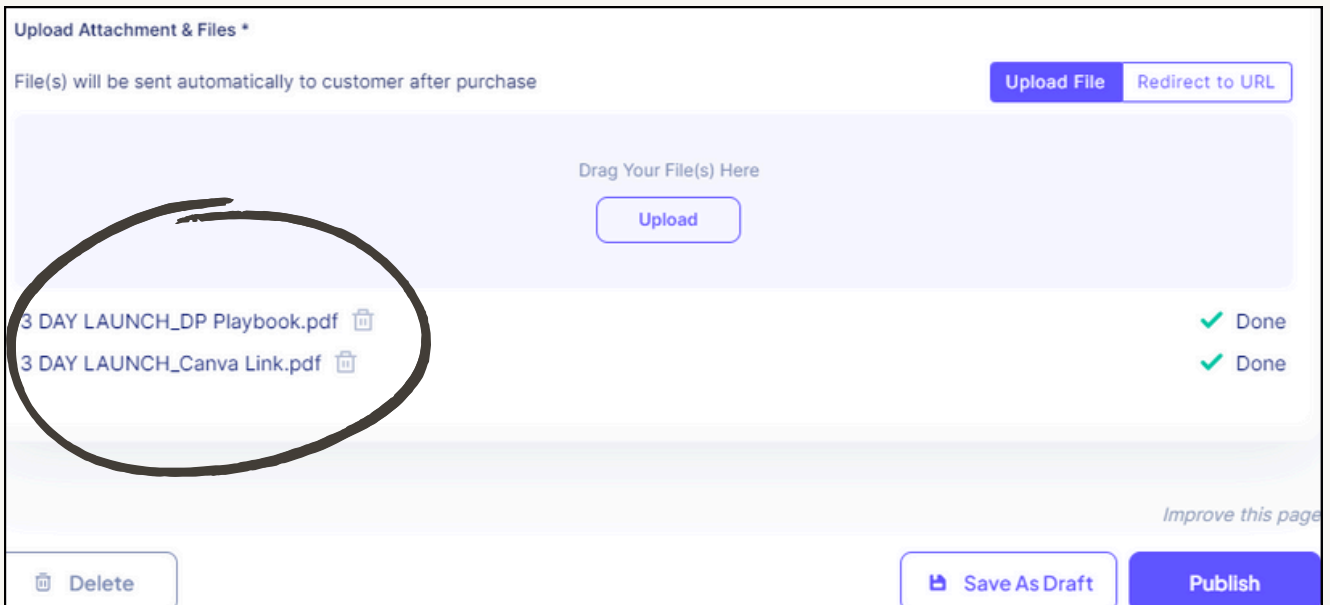
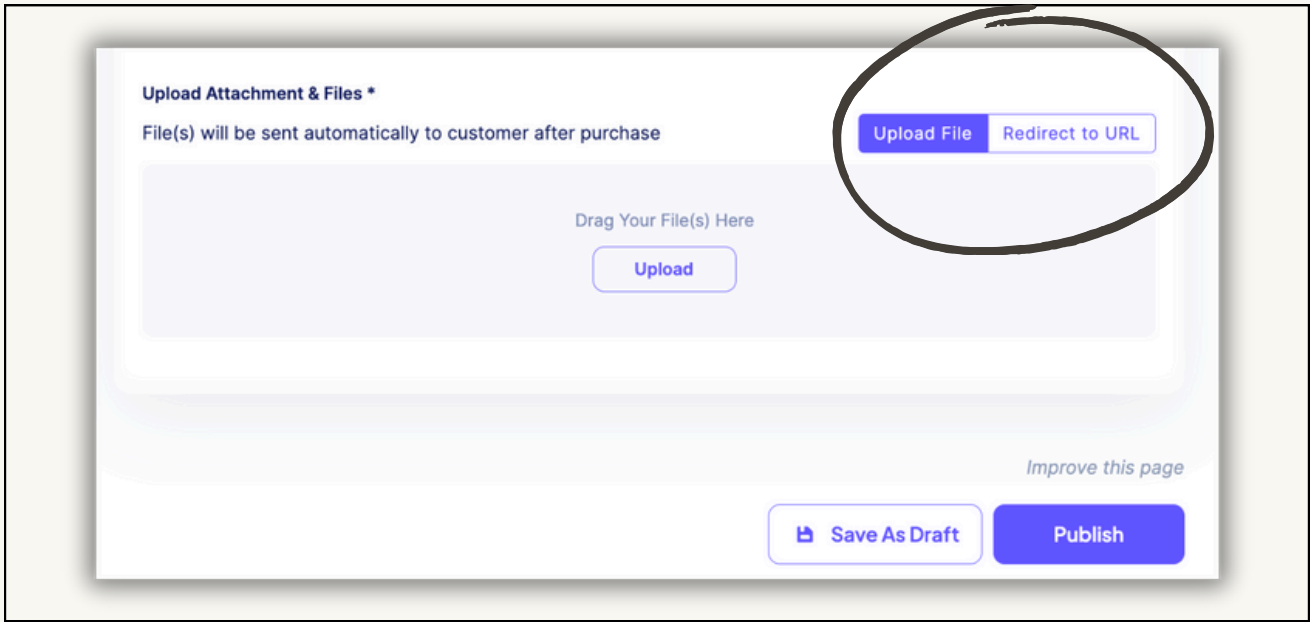
Email

Phone Number Required  ⓘ

[+ Add Field](#)

- Text
- Multiple choice
- Dropdown
- Checkboxes

**6. Upload your digital product AS a digital product OR a redirect TEMPLATE link from CANVA.** Please note you can only upload either pdf files OR a re-direct link you CANNOT do both!  
(Most digital products are pdf files)



7. Click **“Options”** to utilize features such as email flows, order bump (you can upsell your higher or lower ticket product by selecting this), affiliate offers, promo videos, customer testimonials, edit confirmation email.

Everything you see highlighted in Yellow below can be done with the Creator account. Everything you see listed below can be done with the Creator Pro account (highlighted and not highlighted).

The screenshot shows the 'My Store / Add New Product' interface. At the top, there are three tabs: 'Thumbnail', 'Checkout Page', and 'Options'. The 'Options' tab is selected and highlighted in yellow. Below the tabs, there is a list of product options, each with a dropdown arrow on the right. The options are: 'Add Reviews' (highlighted in yellow), 'Email Flows', 'Order Bump', 'Affiliate Share', 'Promo Video' (highlighted in yellow), 'Confirmation Email' (highlighted in yellow), and 'Email Integrations' (highlighted in yellow). At the bottom right, there are two buttons: 'Save As Draft' and 'Publish'. A small link 'Improve this page' is also visible above the buttons.

## ADD REVIEWS SECTION: BOTH CREATOR + CREATOR PRO ACCOUNTS



People buy from PEOPLE, not products / services. It helps convert a sale TREMENDOUSLY when they can see other people winning from downloading this item you listed for sale. Simply add the Name and Testimonial info within the Text section. You can also add an image, and add as many testimonials as you want to enhance your Social Proof. You can ask your buyers to leave a review of your product by writing it on your confirmation emails. And ADD REVIEWS as you get them.

## PEOPLE BUY FROM PEOPLE

Your customers have much more impact on your business than you might realise. They not only impact your profit and success, but their behaviours dictate many aspects of your activity and your industry as a whole.

Customer service is hugely important in building trust with an audience and the more they trust you, the more likely they are to buy from you. Over 76% of customers do their research before making a purchase, including looking at reviews. So a great way to build your business to be successful is by providing great customer service and experiences. The impact of online reviews on sales cannot be overstated. According to a study by Power Reviews, 98% of consumers see reviews as an essential part of the decision-making process, and 45% of users won't purchase a product if there aren't any reviews.

# CHAPTER FOUR

NOW ITS TIME TO  
EXPLORE ALL ABOUT  
EMAIL MARKETING &  
EMAIL FLOWS



# EMAIL MARKETING

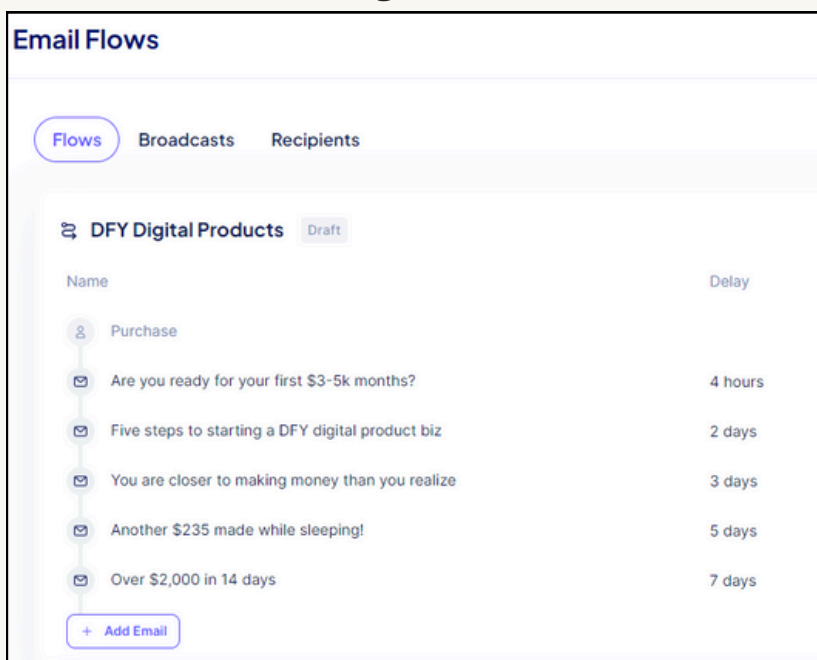
Remember how we brought up email lists earlier on? and why having a lead magnet is a great way for building your email list up? This is why..

We're going to delve deeper into this (email marketing), because this is what will keep your business running on automation.(meaning little work from you)This is another great reason you will constantly earn passive income from your digital products.

Email marketing is just another way of saying "selling with emails". In this day and age, we have the ability to sell directly to our audience, through setting up and sending out automated emails.

With a well-written email flow (or sequence of emails) that goes out to your email list, you can build trust and convert leads into customers with ease and automation.

So let's start building it!



EMAIL FLOW EXAMPLE  
ON STAN STORE



# CONFIRMATION EMAILS

The first thing you will want in place before setting up your email flow is a **confirmation email** containing the **download links for each of your digital products (including your freebie)**.

## HERE'S HOW IT WORKS...

Someone signs up for your freebie > they receive a confirmation email with their freebie and a small message from you IMMEDIATELY upon purchase they provide their email for the freebie.

Someone buys your digital product > they receive a confirmation email with their paid digital product and a small message from you

Make sense? :)

**NOTE:** You DON'T need to upgrade to the Stan Store Creator PRO account for confirmation emails. You can set confirmation emails up with the basic Creator account.

**The first thing you will want to do is be sure you have upgraded to a Creator PRO account on [Stan Store](#).** If you can't afford \$99/month (bare in mind this includes your entire digital product business set up - digital product listings, freebie, email marketing + more), there are other alternatives such as [Flodesk](#) (the prettiest email marketing platform EVER) at \$38/month.

However your business (digital products, freebie, email marketing) won't all be in the one place (like it is with Stan Store).

To learn how to set up your first email flow on Flodesk, go [HERE](#).

To receive a **FREE 30 day trial with Flodesk**, go [HERE](#).

## SO WHAT IS A EMAIL FLOW?

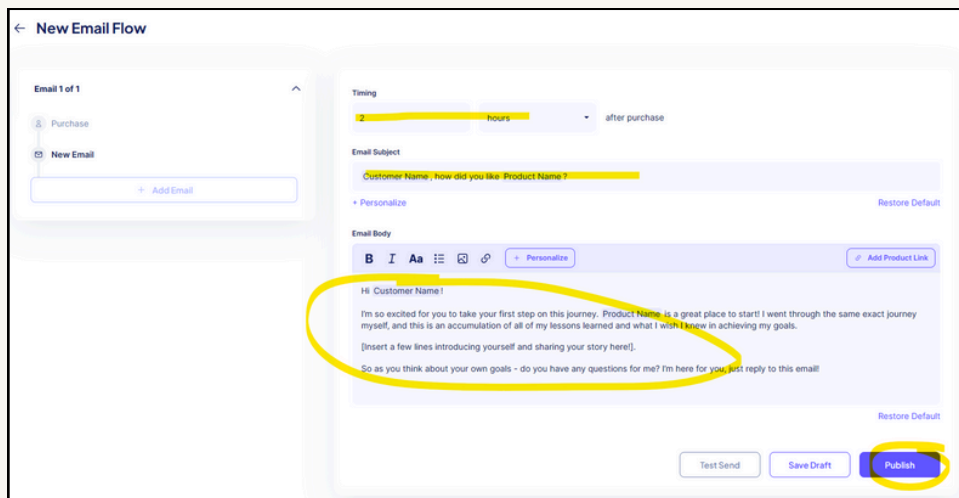
An email flow (or work flow) is just a sequence of emails you set up, that will automatically send out to your leads on a set schedule.

Ever sign up to someone's email list and get a bunch of emails sent out to you every month, week, or even every day? That's an email flow! These will help your business run on **automation** (HELLO passive income!). The best thing is-you put in the effort to setup once and then you leave it to work on auto.

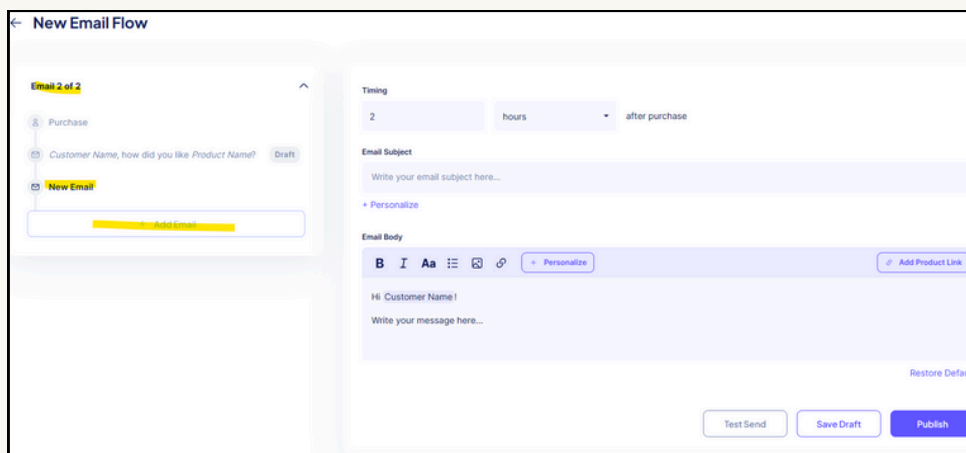


# EMAIL FLOWS SECTION: ONLY CREATOR PRO ACCOUNTS

To begin setting up your email flows- go to the email flows tab in your Stan upgrade pro account . Create your email flows. You can set up different times after your customer makes a purchase before they receive their email, dont forget to add a catchy email subject header (something that makes your customer want to click open your email)- next add your email body. Then hit publish.



You can continue to add new email flows for the purchase products, remember to increase the timing from hours to even days, the more email flows you create ( as you don't want your customer to receive 2 emails in the hour and feel overwhelmed ) READ BELOW ON SOME TIPS to consider when creating your email flows.



# EMAIL FLOW TIPS

**An email sequence is a series of marketing messages targeting your audience on a set schedule**

The main purpose of creating an automated series of emails is to nurture leads and promote sales.

Email journeys help nurture your existing customers and keep them engaged with relevant content, promotions, and offers, increasing their loyalty and likelihood of repeat purchases. It helps build your brand and loyal fan base. You can strengthen your relationship and foster long-term customer retention by staying top-of-mind with your customers.

Setting up email flows is also great to help **Increase conversion rates** and keep your digital product business run on autopilot-meaning make you passive income!

## EMAIL SEQUENCE BEST PRACTICES TO FOLLOW

### Set goals

Every email sequence has a goal you should keep in mind while writing and designing content. For example, Maybe you have a large bundle upcoming and are trying to get the hype up for it? maybe you have a new course and are wanting people to eventually buy that? or Like with an abandoned cart email ,it should increase sales, while a re-engagement email sequence should bring customers back to your site. When setting goals, always ensure they're SMART—Specific, Measurable, Achievable, Realistic, and Timely.

## **Keep content relevant**

You don't have to write variations of the same email to create an email sequence. You're using automated email campaigns for a reason—to save time while providing a personal experience to customers.

Therefore, your automated email content should be evergreen and relevant to everyone. However, you can (and should) use personalization in the emails. For example, suppose you're creating a cart abandonment sequence. In that case, you'll need to include the customer's name and information about the product they abandoned in their carts, such as photos of the product, its price, and any features you want to highlight- this is great if your email provider have this pre-linked

## **Write effective subject lines**

Creating an email sequence can be an effective way to generate more sales and re-engage customers—if you can get them to open your emails.

Writing an email subject line is difficult because you must entice customers to open them instead of deleting them in bulk with emails from other companies.

Look at some of your most recent email campaigns to determine if subscribers are opening your emails. If they're not, it's time to reconsider your email subject lines.

You can set up A/B tests using email marketing and automation software to help you test which subject lines have higher open rates. Remember, your subject must stand out in crowded inboxes, so testing is an effective way to determine how to make your audience open their emails.

## **Include a call to action (CTA)**

In marketing, you should always tell your customers what to do and expect. No matter which type of email sequence you send, you should always include a CTA to help your target audience understand what they can do next should they choose to take action.

If you create an email sequence for an abandoned cart, you should include a call to action, such as “continue shopping,” or “check out this product”, or even “head to our latest instgram post and leave your review” ect- to let customers easily return to your site/stan store. If you don't add a CTA to this email sequence, they'll likely click away from the email and forget they saw it.

However, adding a button/hyped link makes them more likely to take action because you've streamlined the process and told them exactly what to do next.

### **Some top effective email sequences might include:**

- Email 2 (Follow-up). Key features of your services/products/ tell them about your success story
- Email 3 (Follow-up). Customer success stories.
- Email 4 (Follow-up). More info about the first product.
- Email 5 (Follow-up). More info about the second product.
- Email 6 (Follow-up). A promotional offer ( «Welcome bonus», «Upgrade your subscription at a 15% discount. Get more credits on [key features]. The promotion is valid until the end of the month.» )

## **Send genuinely valuable content to the user**

It is not enough to write 5 almost identical emails with different CTA buttons and send them to the user. This will look like bots and carry no particular value, and the recipient will not value this type of brand approach.

# HERE IS A LIST OF SOME EMAIL SEQUENCES TYPES.

## Welcome email sequence

**What is it?** Welcome emails thank new subscribers for signing up and introducing yourself and your brand. Use a [welcome email to build trust](#) with new subscribers before pitching paid offerings.

Why is it important?

- 74.4% of email subscribers expect a welcome email
- Sharing a personal side helps subscribers make a stronger emotional connection to you

Welcome email sequencing tips for different creators

Creating a welcome email sequence is less about making money immediately and more about sharing personal stories with your target audience to build the like-know-trust factor.

- Educators: share more information about your niche expertise and give your audience tips to implement into whatever they are learning
- Bloggers: share links to your favorite or most relevant blog posts that are worth digging into
- Coaches: talk about the unique philosophy behind your work
- Freelancers: explain your work process and past results
- Podcasters: highlight your favorite episodes and why they are a great place to start learning more about your brand

Why the email works:

- It makes the audience feel understood by calling out their goals
- It introduces Daphnee and her philosophy
- It sets expectations about what content to expect and when

# Onboarding email sequence

**What is it?** Customer onboarding emails familiarize new clients with the new course they bought, the coaching program they joined or the project they'll collaborate on. With the right onboarding process, you can help customers get maximum value from your offerings and ensure they're satisfied and engaged.

## Why is it important?

- Onboarding bridges the gap between the sale, seeing value, and the results
- It sets the tone of the overall relationship with your subscribers and customers
- Data shows that over 90% of customers think the onboarding process "could be better"

## Onboarding email sequencing tips when selling products

Your onboarding email sequences for digital products should help customers get started with tips like:

- How to access their purchase
- What they'll learn or gain
- Where to find supporting materials
- How to contact you for extra support

## Onboarding email sequence tips for service providers

If your client recently booked a freelance project with you or started a coaching partnership, you can follow up with an onboarding email sequence that includes:

- What to expect
- The goals
- Your communication hours
- Upcoming deadlines
- Any client homework they need to complete

# Abandon cart email sequence

**What is it?** Abandoned cart emails remind potential customers that they added something to their cart but didn't finish the purchase. The first email (nicely) reminds the subscriber what they left behind. You can follow up with a special offer if they open the abandoned cart email and still don't buy.

Why is it important?

- 75.5% of shopping carts are abandoned, which represents a huge opportunity to make more sales
- 46.1% of people open cart abandonment emails, 13.3% click the call-to-action link inside the email, and of those clicks, more than 35% make their purchase

Tips for abandon cart email sequences

- Be light and friendly—don't pressure customers
- Include a link to their shopping cart to finish the purchase

# Event email sequence

**What is it?** Event email sequences promote concerts, in-person events, conferences, webinars, and workshops. The messages share details about the event, drive sign-ups, and include reminders.

Why is it important?

- Events take a lot of time to plan, so you want to maximize sign-ups
- Automated event emails let you target specific locations or subscriber segments

Tips for in-person event email sequencing

- Share information about the location, timing, lodging, and other logistics
- Highlight benefits for attendees
- Include stories and testimonials from past events

Tips for virtual event email sequences

- Share information about how to access the virtual event
- Note whether you'll record and share the event for those who can't make it live
- Highlight what guests will learn, see, or gain
- Include imagery from past events
- Send a follow-up sales pitch after the event to subscribers who didn't buy during the event

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## Lead nurturing email sequence

**What is it?** A lead nurturing email sequence builds the 'like-know-trust' with subscribers who download your free lead magnet.

Why is it important?

- Subscribers need to know and trust you before they buy from you
- Adding link triggers to your lead nurture sequence lets you learn what new subscribers are interested in

Tips for nurture email sequences

- Ask subscribers to respond to the message with their goals
- Share your story, perspective, and best content
- Provide plenty of value before you pitch a paid product or service



## Abandon cart email sequence

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Tips for nurture email sequences

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- Share your story, perspective, and best content
- Provide plenty of value before you pitch a paid product or service

# HERE IS SOME TIPS WHEN CREATING YOUR LEAD NURTURING EMAIL SEQUENCES

Use these tips as a suggestion, and then make it your own. There's no set number of emails you should have in a lead nurture email sequence—the right length of your email series depends on your audience, goals, and business.

## **Email #1: Introduction content**

Just like a blog post begins with an introduction, your email sequence should have an email dedicated to introducing your email subscriber to your email list. Your first email can have:

- A thank you message
- Info about your content
- Your personal story
- What to expect from your emails and content
- An additional freebie

## **Email #2: Educational content**

Provide helpful information in your second email to further educate and build trust. Plus, sharing your best content helps new subscribers gain a quick win. The more value you can pack into this email, the better. You want them to walk away thinking, "Wow, if this is what I get for free, I can't imagine how valuable their paid content is." There should be no sales pitch or mention of your product until the following email.

### **Email #3: Educational content with mention of your product or service**

Sharing personal experiences and practical wisdom in your third email shows your expertise while giving your audience members immense value. Toward the end of this email, you can mention your product in a relevant way to your audience. Don't give your sales pitch just yet. That will come later. For now, lightly introduce your product and say you will share more information about it soon.

### **Email #4: Soft sell**

Much like the third email, you can keep this fourth email simple by giving a soft pitch at the end of your email. Since your audience is already aware of your product after reading the last message, you can include a light sales pitch that explains more of what it is and who it is for.

### **Email #5: Educational content**

Most subscribers would expect you to hard pitch your product after soft selling it in the email before, but we recommend including one more education-based email before you share your sales pitch.

Keep giving your audience incredible content that they can trust!

### **Email #6: Hard sell**

By email six, it's time to write your sales email. Since your email subscriber is still opening your emails and hasn't unsubscribed, they are interested in hearing what you say about your product.

In this email, remind subscribers of their pain points and how your product is a unique solution to help them resolve them. Your email should be able to accurately explain your product's what, how, and why. Remember to add a link that takes them directly to your sales page.

## **Email #7: Educational content**

After your hard sell email, it's time to send a follow-up with more educational content to show you want to help them—not just sell to them. Share a case study, more tips, or a taste of your paid content.

## **Email #8: Upsell**

As you wrap up your introductory email sequence, you can include an upsell offer for people who have already purchased your product. You can get creative with your upsell offer and test a few variations to see which bundle converts the most. Inside the ConvertKit platform, you can ensure that only those who purchase your product get this upsell offer with our tagging and [visual automations feature](#).

## **Email #7: Educational content**

[Best practices for crafting automated email sequences](#)

There are standard [email marketing best practices](#) you should always follow, but here are a few sequence-specific tips to set you up for success.

[Keep your automated email sequences evergreen](#)

You'll have to update your email sequence constantly if you include too many trendy references or information that will be obsolete in a few months.

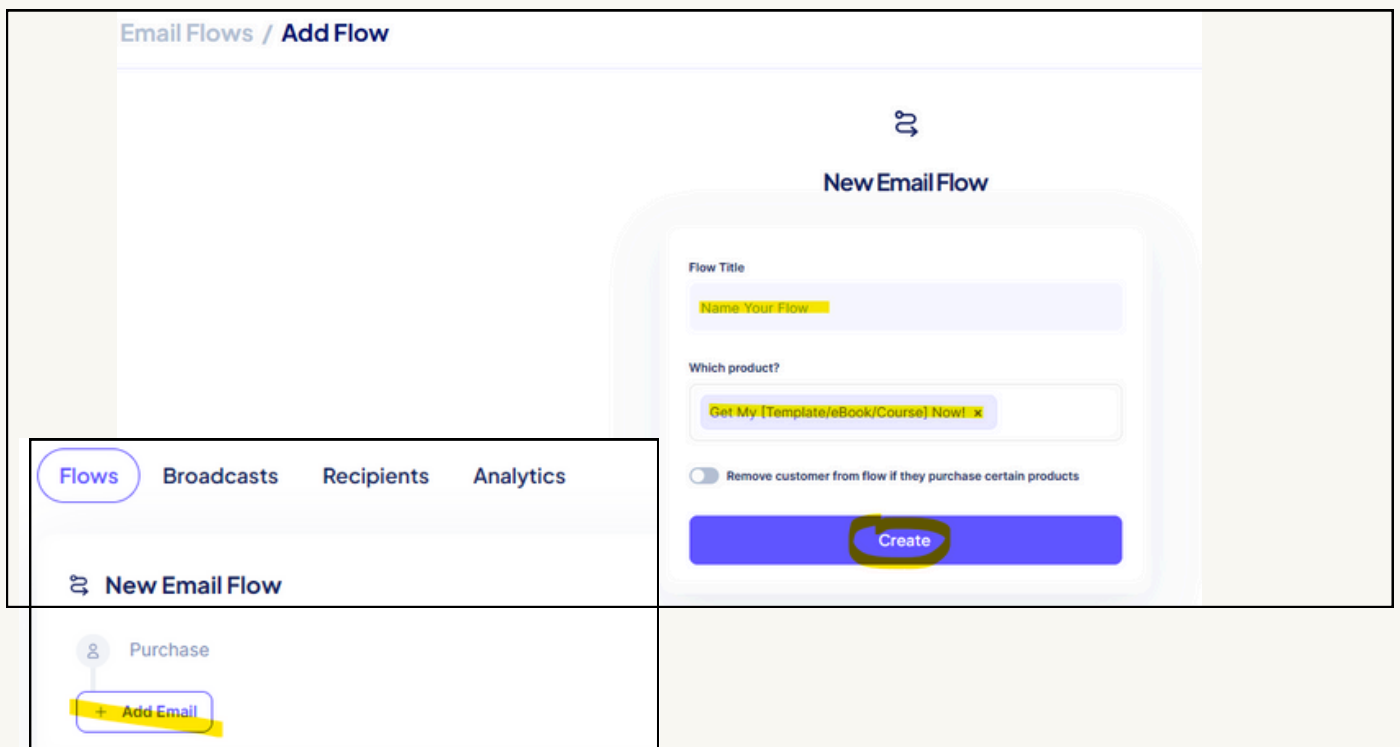
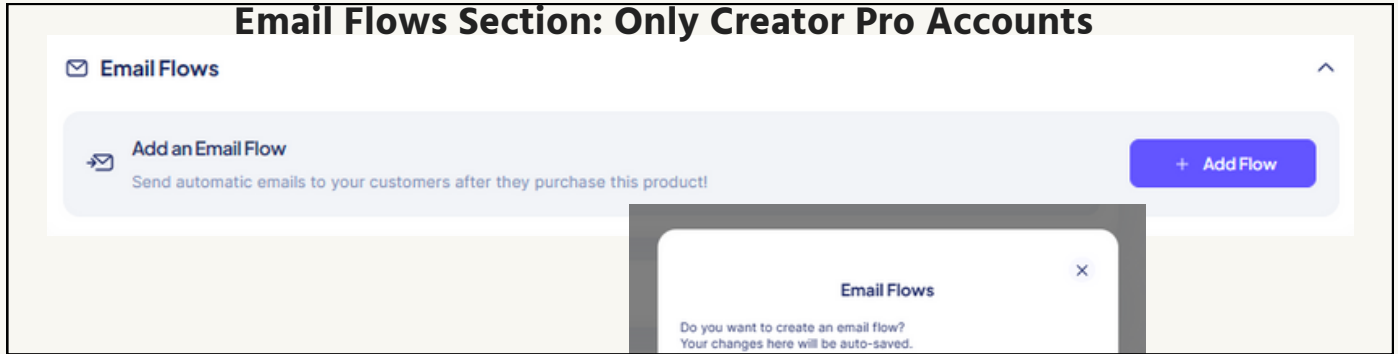
[Outline your email sequence](#)

Taking time to outline your email sequence before you write individual emails keeps you from writing in circles. First, brainstorm potential content and then group similar topics or lessons together.

If you're teaching your email subscribers how to do something, you will want to walk them step-by-step through your process.

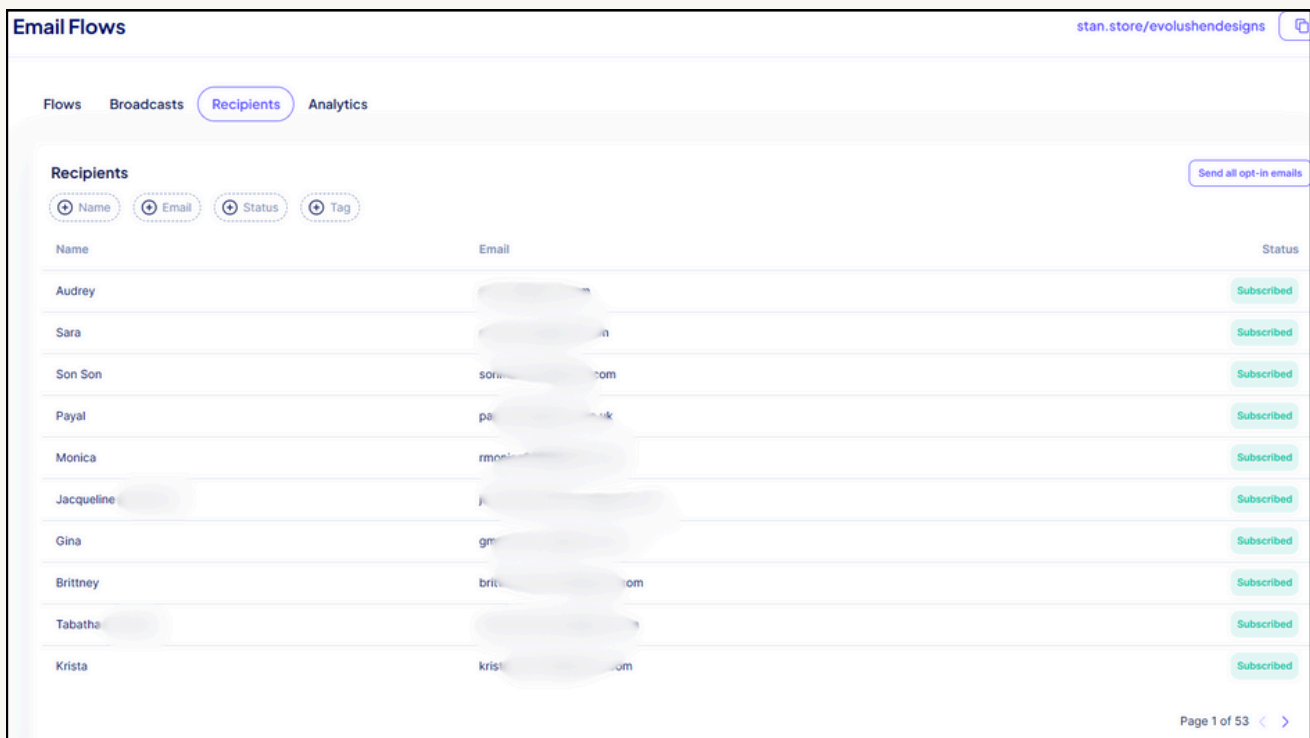
If you're sharing knowledge or inspiration, start with the basics and build on the information over the following emails.

ONCE YOU HAVE CREATED YOU EMAIL FLOWS, its time to link them to your digital products/and or lead magnet that you have listed. Simply go into your product you have listed for sale, go to the options tab, click on email flows , add a email flow,and follow the prompts.



# EMAIL FLOWS SECTION: ONLY CREATOR PRO ACCOUNTS

Stan will show you the people who have subscribed to your Email Flows under the Recipients tab in the email flows section



And you can also find (MINOR) analytics about your emails under the Analytics tab.



# CHAPTER FIVE

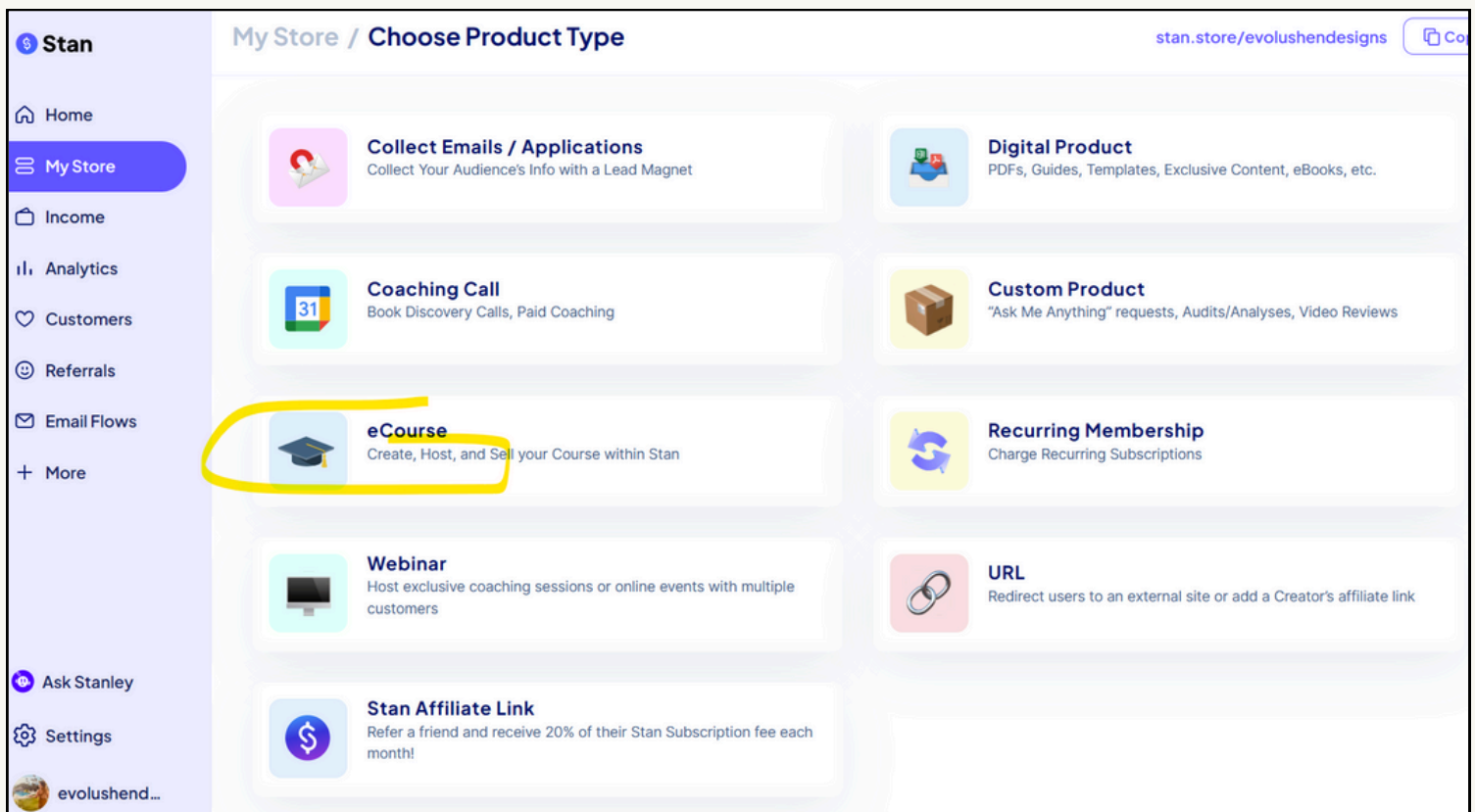
SOME OTHER  
THINGS ON STAN STORE  
YOU MAY BE INTRESTED  
IN SETTING UP.



# CREATING AN ONLINE COURSE

If you'd like to sell or host a free online course through Stan, here's exactly how your going to do it

Go to **My Store**, click **Add Product**, then Select **eCourse**





# CREATING AN ONLINE COURSE

Fill out all the necessary info within the Thumbnail section. Keep it short and sweet, but ENTICING. This is your HOOK.

Thumbnail   Checkout Page   Course   Options

1 Pick a style

Button   Callout   Preview

2 Select image

Thumbnail  
400x400

Choose Image

3 Add text

Title 18/50

My 12-week Program

Subtitle 64/100

A 2-line course summary to close the sale. What will they learn?

Button\* 13/30

GET MY COURSE

# CREATING AN ONLINE COURSE

Fill out these sections on the Checkout Page. This is the MOST important piece of your potential for SALES. Make it count. Use the write copy that will convert a viewer into a buyer.

Thumbnail **Checkout Page** Course Options





1 Select Image

Drag Your Image Here  
1920 x 1080

Choose Image

2 Write Description

Get started with this amazing course

**B** *I*     [Generate with AI](#)

In this section, you're convincing your potential student to make a purchase.

What will they learn in this course? What would they miss if they don't take it? Why take it now?

- Take advantage of bullets to
- List what they will learn
- List what important changes it will drive
- List how it will make their life better

Bottom Title \*

Get My Course

Call-to-Action Button \* 8/30

PURCHASE

# CREATING AN ONLINE COURSE

Finish the Checkout Page with the following information.

Determine how much you want to charge for access to the course (or if it will be a free lead magnet, just write \$0.00. Also, determine what info you want to collect from them before entering the course.

The screenshot displays a configuration interface for an online course checkout page, divided into two main sections: '3 Set price' and '4 Collect info'.

**3 Set price**

- Payment type: 'One-Time Payment' (selected) and 'Subscription'.
- Price(\$): Input field containing '9.99'.
- Discount Price(\$): Input field containing '0', with a toggle switch to its right.
- Options: Three toggle switches for 'Add Payment Plan', 'Add Discount Code', and 'Limit Quantity' (with a help icon).

**4 Collect info**

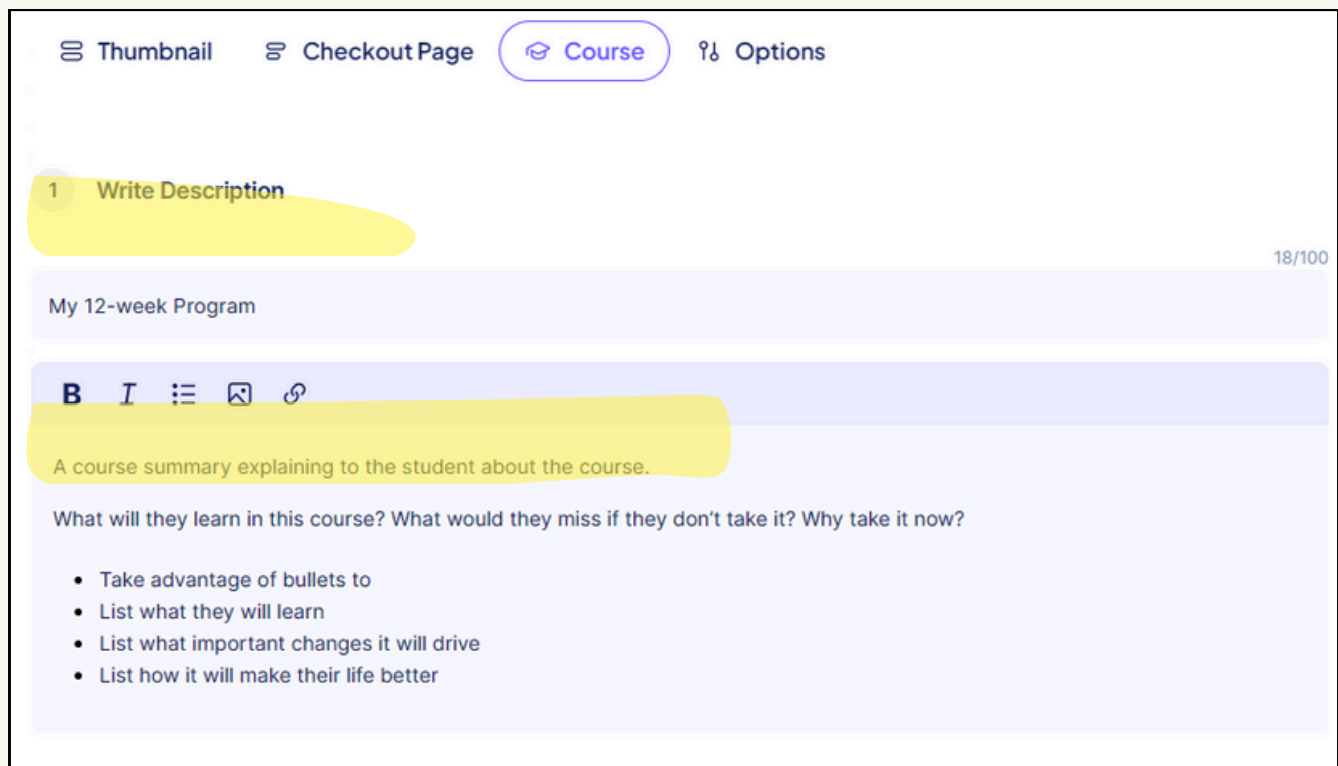
**Fields**

- Name: Input field with a yellow highlight.
- Email: Input field with an envelope icon.
- Phone Number: Input field with a phone icon and a 'Required' toggle switch.
- + Add Field: Button to add more fields.

# CREATING AN ONLINE COURSE

Next we'll get into the stages of actually creating the Course from scratch. In order to do this, you're going to need to already have the course created including all the modules, lessons, resources and videos.

We'll start by adding a description to the beginning of the course. What can they expect, how do they reach out to you with troubleshooting needs, etc.



The screenshot shows a course creation interface with a navigation bar at the top containing 'Thumbnail', 'Checkout Page', 'Course' (highlighted), and 'Options'. Below the navigation bar, a yellow highlight covers the heading '1 Write Description' and the character count '18/100'. The main content area shows a text input field with the placeholder text 'My 12-week Program'. Below the input field is a rich text editor toolbar with icons for bold, italic, list, link, and image. A yellow highlight covers the text 'A course summary explaining to the student about the course.' and the question 'What will they learn in this course? What would they miss if they don't take it? Why take it now?'. Below the question is a bulleted list of suggestions for the description.

Thumbnail Checkout Page Course Options

1 Write Description 18/100

My 12-week Program

**B** *I* ☰ 🖼️ 🔗

A course summary explaining to the student about the course.

What will they learn in this course? What would they miss if they don't take it? Why take it now?

- Take advantage of bullets to
- List what they will learn
- List what important changes it will drive
- List how it will make their life better

# CREATING AN ONLINE COURSE

Next we'll start building out the Modules within Stan. You'll see here you can add Lessons to each Module, and add Modules to cover your entire course materials.

You can also edit each lesson by clicking the right-facing arrow next to each Lesson name.

2 Add modules

- Module 1: Introduction ✓ Published
  - Lesson 1: Welcome
  - Lesson 2: Course Overview

+ Add Lesson
- Module 2: Topic 1 ✓ Published
- Module 3: Topic 2 ✓ Published

+ Add Module

# CREATING AN ONLINE COURSE

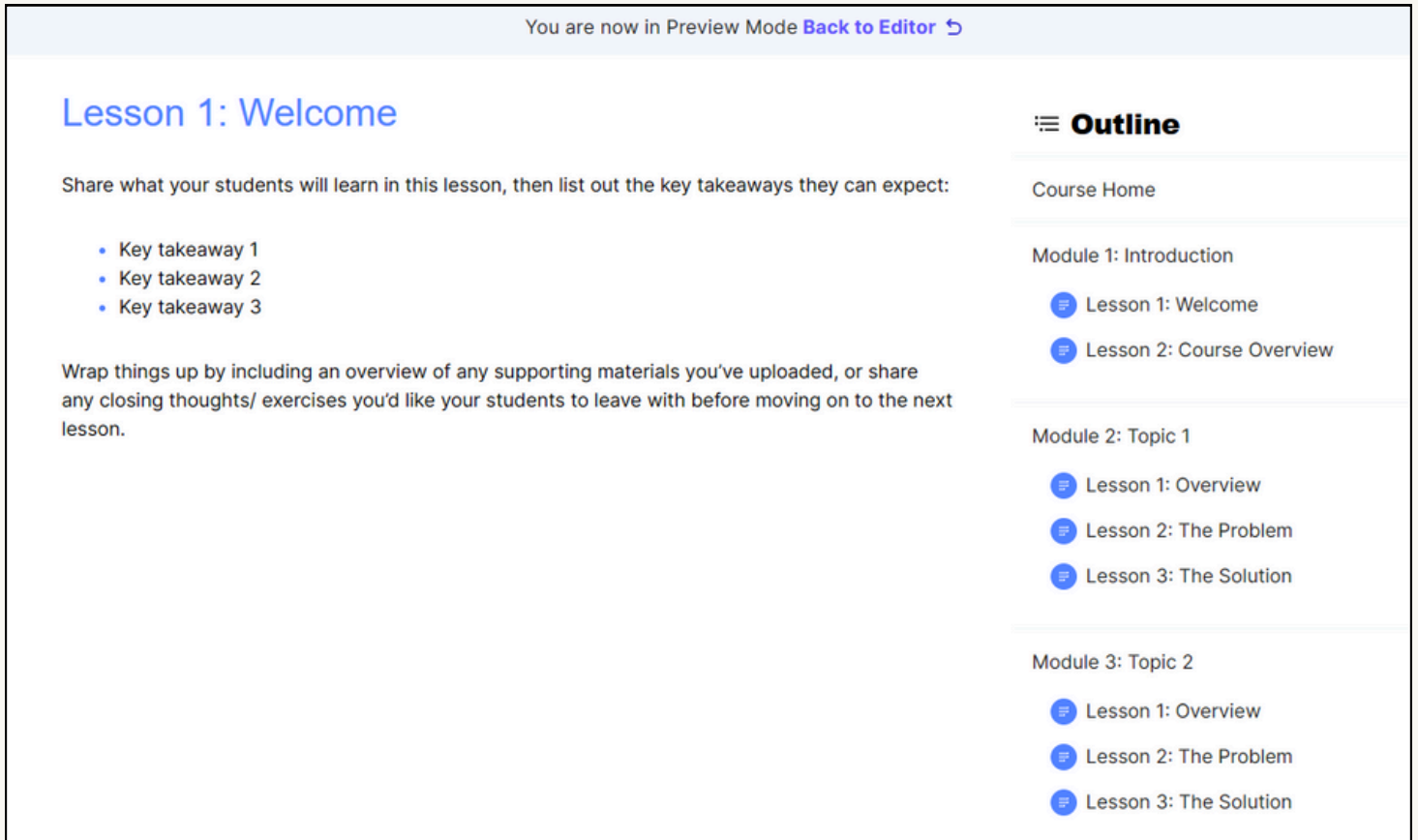
Inside the Lesson Builder itself, you're going to add a Title to the Lesson that will be shown within the Menu (make it easy for people to understand and be able to jump back and forth based on what they need), the Description of the Lesson, then the Video you want to upload for that lesson and any supporting materials (i.e. homework from the lesson, PDFs, templates, etc.).

The screenshot shows the 'Course Builder' interface with the following sections:

- Lesson Title:** A text input field containing 'Lesson 1: Welcome' and a progress indicator '17/100'.
- Description:** A rich text editor with a toolbar containing icons for bold (B), italic (I), list (☰), image (🖼️), and link (🔗). Below the toolbar is a text area with the instruction: 'Share what your students will learn in this lesson, then list out the key takeaways they can expect:'. It contains a bulleted list: 'Key takeaway 1', 'Key takeaway 2', and 'Key takeaway 3'. Below the list is another instruction: 'Wrap things up by including an overview of any supporting materials you've uploaded, or share any closing thoughts/ exercises you'd like your students to leave with before moving on to the next lesson.'
- Video:** A section with a play button icon and the text 'Upload a lesson video here'. It features an 'Upload' button.
- Supporting Materials:** A section with the text 'Upload any files to help your students complete this module'. It features a 'Drag Your File(s) Here' area and an 'Upload' button.

# CREATING AN ONLINE COURSE

At anytime, you can click “Preview Course,” to see what your buyers are going to see when they gain access to the Course itself.



The screenshot displays a course preview interface. At the top, a light blue banner reads "You are now in Preview Mode" with a "Back to Editor" link and a right-pointing arrow. The main content area is titled "Lesson 1: Welcome" in blue. Below the title, there is a prompt: "Share what your students will learn in this lesson, then list out the key takeaways they can expect:". This is followed by a bulleted list of three items: "Key takeaway 1", "Key takeaway 2", and "Key takeaway 3". Below the list, there is another prompt: "Wrap things up by including an overview of any supporting materials you've uploaded, or share any closing thoughts/ exercises you'd like your students to leave with before moving on to the next lesson." On the right side, there is a sidebar titled "Outline" with a hamburger menu icon. The sidebar lists the course structure: "Course Home", "Module 1: Introduction" (containing "Lesson 1: Welcome" and "Lesson 2: Course Overview"), "Module 2: Topic 1" (containing "Lesson 1: Overview", "Lesson 2: The Problem", and "Lesson 3: The Solution"), and "Module 3: Topic 2" (containing "Lesson 1: Overview", "Lesson 2: The Problem", and "Lesson 3: The Solution").

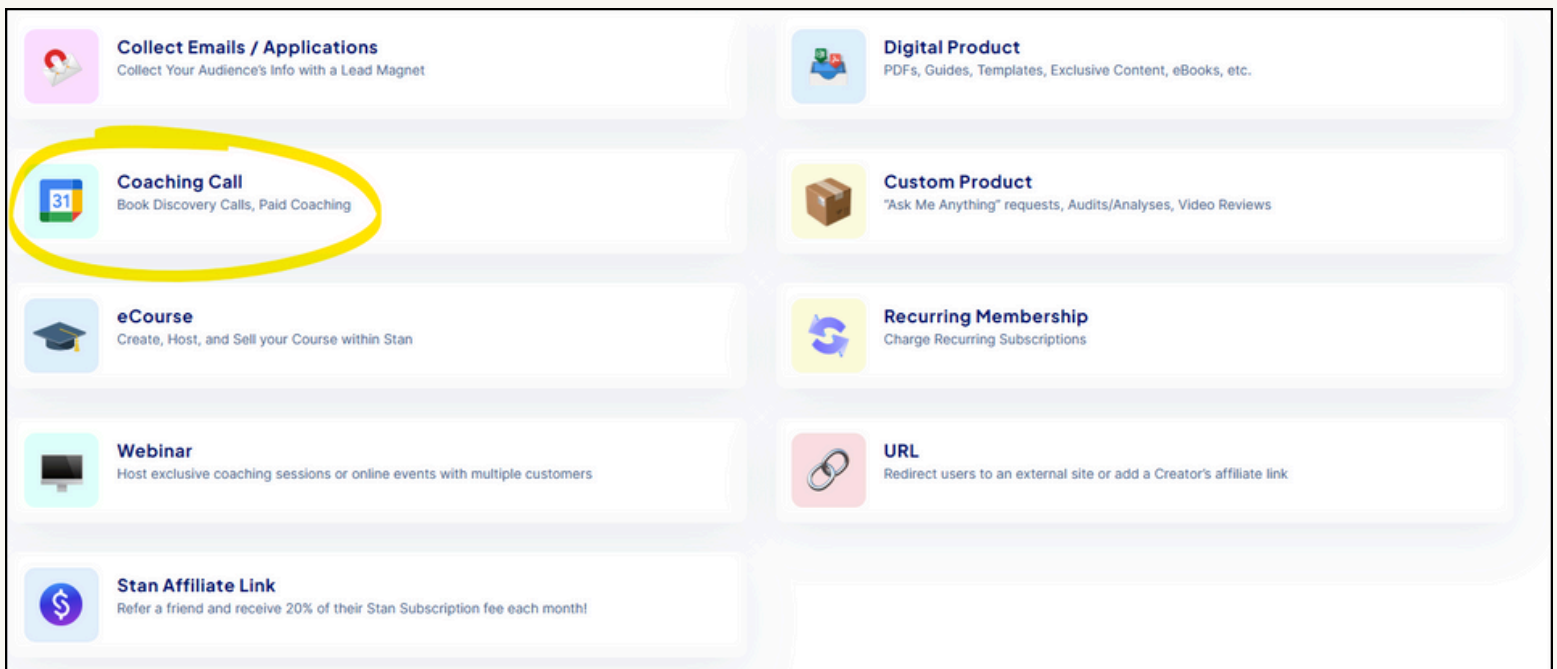
When you've built out all the modules / lessons, you can click **Publish** and your course will be live!

If you ever want to add anything after it's published, just simply go to the product within Stan and make any edits, then click **Publish** again.

# HOSTING A COACHING CALL / 1:1 SERVICE

If you'd like to sell or host a free or paid Call through Stan, here's exactly how we're going to do it

Go to **My Store**, click **Add Product**, then Select **Coaching Call**.





# HOSTING A COACHING CALL

Fill out all the information like usual.

1 Pick a style

Button Callout Preview

2 Select image

Thumbnail  
400x400

Choose Image

3 Add text

Title

1:1 Coaching

Subtitle

Book a private coaching session with me!

Button\*

Book a 1:1 Call with Me

Drag Your Image Here  
1920 x 1080

Choose Image

2 Write Description

Book a 1:1 Call with Me

**B I** [List] [Image] [Video] [Link] [Generate with AI](#)

I am here to help you achieve your goals.

On this 1:1 Video Call, I will personally help you:

- Give you specific advice to your situation
- Build a plan to reach your goals
- Walk you through all of your questions

Bottom Title \*

Work With Me 1:1

Call-to-Action Button \* 11/30

Book a Call

3 Set price

Price(\$)\*  Discount Price(\$)

Add Payment Plan

Add Discount Code

Limit Quantity [?](#)

# HOSTING A COACHING CALL

This is the kicker - Head to the Availability tab and tell Stan when someone can book a call for.

The screenshot shows the 'Availability' configuration page for a Zoom meeting. The page is divided into two main sections: '1 Configure settings' and '2 Select available times'.

**1 Configure settings**

- Zoom Meeting**: Selected meeting type.
- Time Zone**: (UTC-05:00) EST - America/New\_York
- Duration (min)**: 30 min
- Prevent Booking within X hours of Current Time**: 12 Hours
- Max Attendees**: 1 Attendees
- Break Between Meetings**: Take some buffer time for you to prepare or wrap up for the next meeting.
  - Before Meeting**: 15 min (toggle off)
  - After Meeting**: 15 min (toggle on)
- Book within the Next**: 60 Days

**2 Select available times**

**Your Availability \***

Day	From	To	Actions
Monday	9:00 AM	5:00 PM	+ [trash]
Tuesday	9:00 AM	5:00 PM	+ [trash]
Wednesday	9:00 AM	5:00 PM	+ [trash]
Thursday	9:00 AM	5:00 PM	+ [trash]
Friday	9:00 AM	5:00 PM	+ [trash]
Saturday			
Sunday			

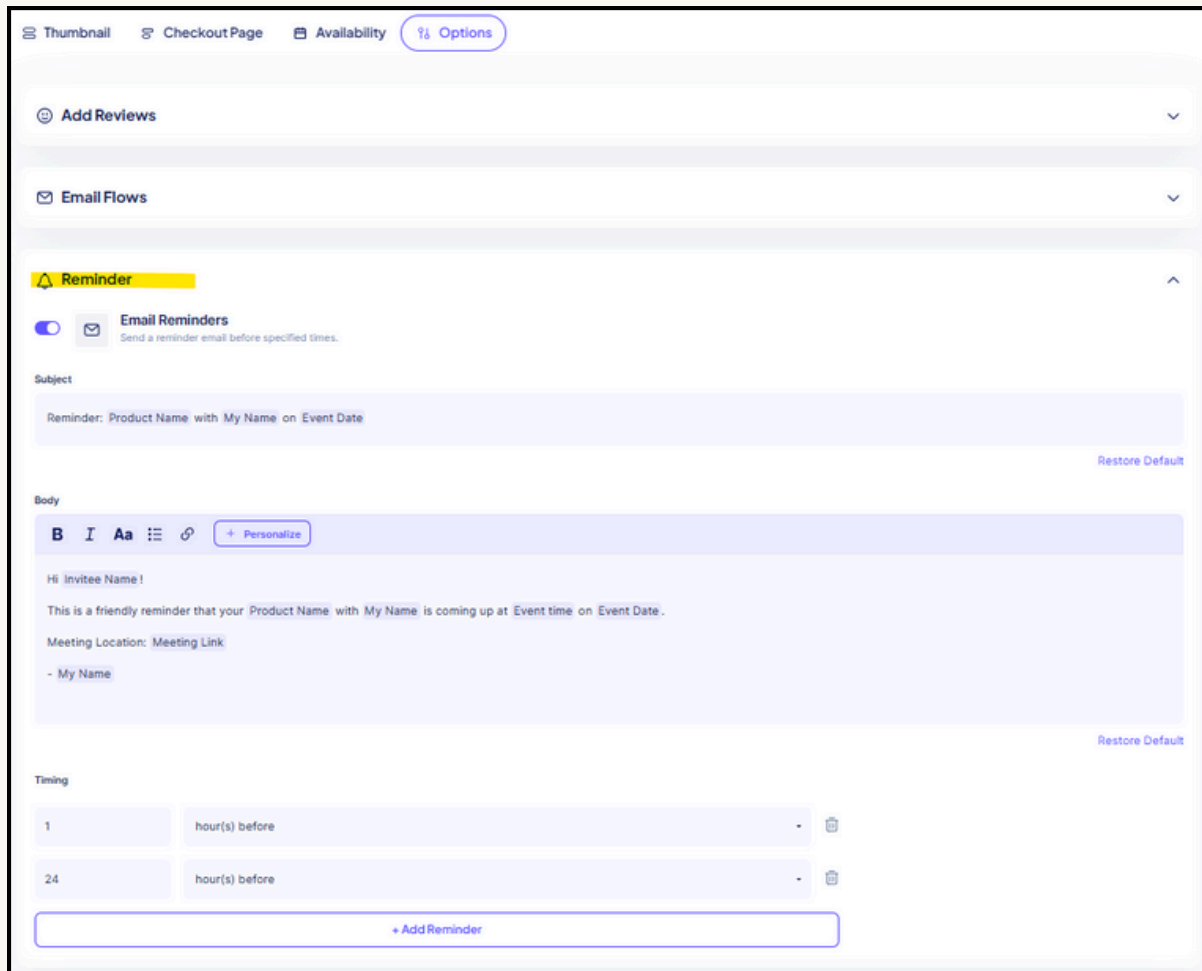
[Block off specific dates →](#)

# HOSTING A COACHING CALL

The screenshot shows a configuration page for a coaching call. At the top, there are navigation tabs: 'Thumbnail', 'Checkout Page', 'Availability' (which is selected and highlighted in yellow), and 'Options'. Below this is a section titled '1 Configure settings'. Under 'Zoom Meeting', the 'Time Zone' is set to '(UTC-05-00) EST - America/New\_York' and the 'Duration (min)' is set to '30 min', both highlighted in yellow. The 'Prevent Booking within X hours of Current Time' is set to '12' hours, also highlighted. The 'Max Attendees' is set to '1'. There is a 'Break Between Meetings' section with a 'Before Meeting' toggle set to '15 min' and an 'After Meeting' toggle set to '15 min'. The 'Book within the Next' is set to '60' days. Below this is a section titled '2 Select available times' with 'Your Availability' listed for each day of the week (Monday through Sunday), each with a time range from 9:00 AM to 5:00 PM. At the bottom, there is a link to 'Block off specific dates ->' highlighted in yellow.

You can add buffer times, prevent booking before X hours, change the duration of the call, change how long someone can book out for, change the days you're available and even block off certain dates from the calendar completely.

# HOSTING A COACHING CALL



Within the Options section, I recommend setting up the Reminders feature, to decrease your No Show Rate!

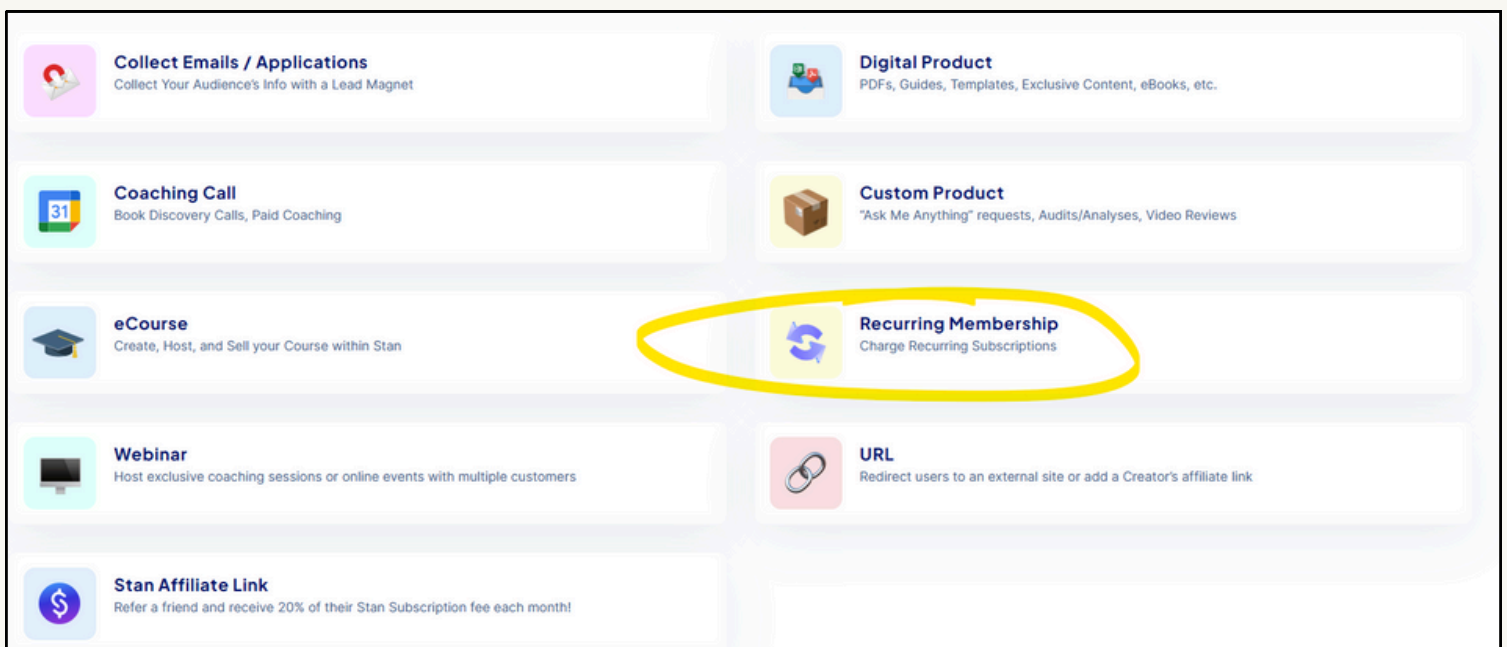
Also, make sure your Google Calendar is integrated with Stan, which we talked about here.

# CREATING A RECURRING MEMBERSHIP OFFER

Creating recurring monthly memberships is a great way to make passive income and know the exact amount of income a month your likely to make.

If you'd like to sell or host a paid membership offer through Stan,  
here's exactly how we're going to do it

Go to **My Store**, click **Add Product**, then Select **Recurring Membership**.



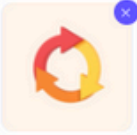
# CREATING A RECURRING MEMBERSHIP OFFER

Fill out all the information as normal.

**1 Pick a style**

Button      Callout

**2 Select image**

 Thumbnail  
400x400  
[Choose Image](#)

**3 Add text**

**Title** 19/50  
Join My Membership!

**Subtitle** 69/100  
Get exclusive how-to tips, weekly check ins and live webinar with me!

**Button\*** 8/30  
JOIN NOW

# CREATING A RECURRING MEMBERSHIP OFFER

Fill out all the info about your Membership on the Checkout Page.

**2 Write Description**

Join My Membership

**B I** [List] [Image] [Video] [Link] Generate with AI

Want weekly access to me to help you reach your goals?

Join my monthly membership and you will get:

- Exclusive Access to our Group Chat
- Weekly Calls with Me
- Daily Tips on How to Succeed

**Bottom Title \***

Join My Membership!

**Call-to-Action Button \*** 8/30

JOIN NOW

**3 Set price**

**Price(\$)** \*  **Discount Price(\$)**

**Scheduling**

Customize the duration and billing cycle of your membership

**Recurring \***  **Cancel subscription after**

Add Discount Code

Limit Quantity

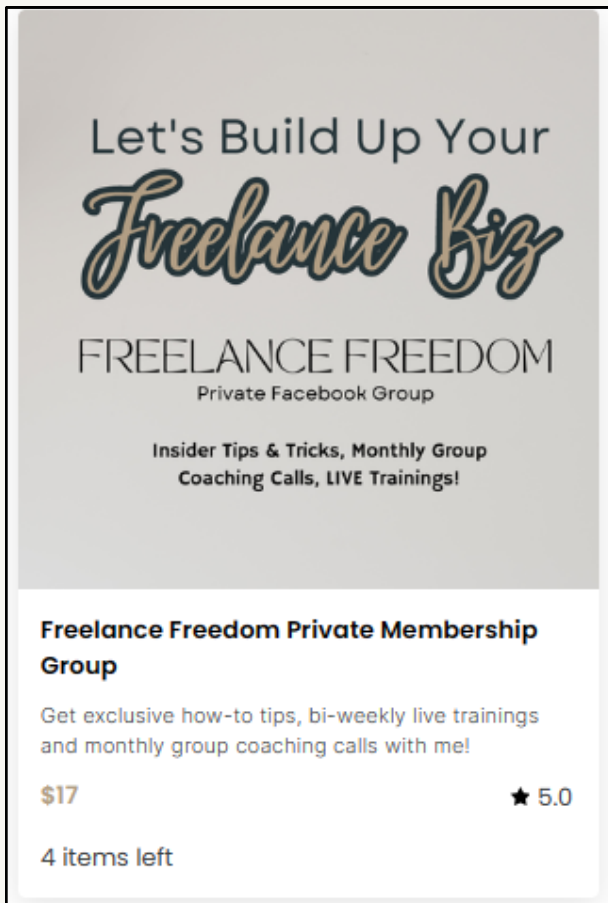
**4 Collect info**

**Fields**

Required

# CREATING A RECURRING MEMBERSHIP OFFER

Here is an example of what a Recurring Membership offers looks like.



Let's Build Up Your  
*Freelance Biz*  
FREELANCE FREEDOM  
Private Facebook Group

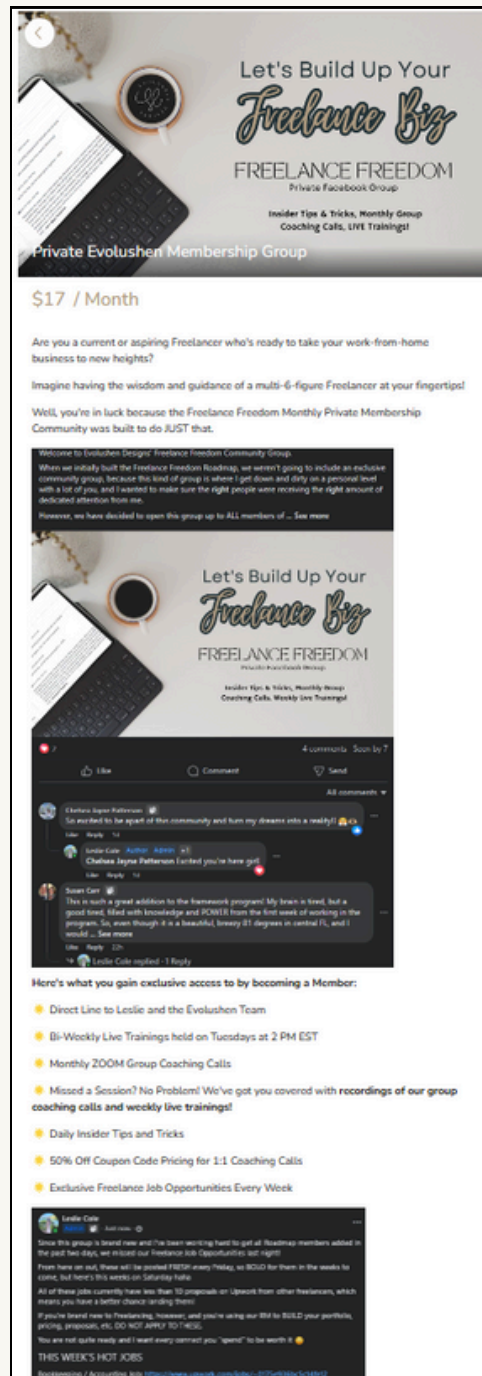
Insider Tips & Tricks, Monthly Group  
Coaching Calls, LIVE Trainings!

**Freelance Freedom Private Membership Group**

Get exclusive how-to tips, bi-weekly live trainings and monthly group coaching calls with me!

**\$17** ★ 5.0

4 items left



Let's Build Up Your  
*Freelance Biz*  
FREELANCE FREEDOM  
Private Facebook Group

Insider Tips & Tricks, Monthly Group  
Coaching Calls, LIVE Trainings!

Private Evolushen Membership Group

**\$17 / Month**

Are you a current or aspiring Freelancer who's ready to take your work-from-home business to new heights?

Imagine having the wisdom and guidance of a multi-6-figure Freelancer at your fingertips!

Well, you're in luck because the Freelance Freedom Monthly Private Membership Community was built to do JUST that.

Welcome to Evolushen Designer: Freelance Freedom Community Group

When we initially built the Freelance Freedom Roadmap, we weren't going to include an exclusive community group, because this kind of group is where I get down and dirty on a personal level with a lot of you, and I wanted to make sure the right people were receiving the right amount of dedicated attention from me.

However, we have decided to open this group up to ALL members of... See more

Let's Build Up Your  
*Freelance Biz*  
FREELANCE FREEDOM  
Private Facebook Group

Insider Tips & Tricks, Monthly Group  
Coaching Calls, Weekly Live Trainings!

4 comments · Seen by 7

Like Comment Send

All comments

Chastale Jayne Patterson  
So excited to be apart of this community and turn my dreams into a reality! 🙌🏻

Like Reply

Susan Cole Author Admin  
Chastale Jayne Patterson excited you're here girl!

Like Reply

Susan Cole  
This is such a great addition to the roadmap program! My brain is fried, but a good fried, filled with knowledge and POWER from the first week of working in the program. So, even though it is a beautiful, breezy 81 degrees in central FL, and I would... See more

Like Reply

Leslie Cole replied · 1 Reply

Here's what you gain exclusive access to by becoming a Member:

- Direct Line to Leslie and the Evolushen Team
- Bi-Weekly Live Trainings held on Tuesdays at 2 PM EST
- Monthly ZOOM Group Coaching Calls
- Missed a Session? No Problem! We've got you covered with recordings of our group coaching calls and weekly live trainings!
- Daily Insider Tips and Tricks
- 50% Off Coupon Code Pricing for 1:1 Coaching Calls
- Exclusive Freelance Job Opportunities Every Week

Leslie Cole  
Since this group is brand new and I've been working hard to get all Roadmap members added in the past few days, we missed our Freelance Job Opportunities and right from here on out, there will be posted FREEDOM every Friday, so BEGGING for them in the weeks to come, but here's this week's on Saturday night.

All of these jobs currently have less than 10 proposals or Upwork from other freelancers, which means you have a better chance of landing them!

👉 please bead here to Freelancing, however, and you're using our #1 to BUILD your portfolio, pricing, proposal, etc. DO NOT APPLY TO THESE.

You are not quite ready and I want every contract you "open" to be worth it 🙌🏻

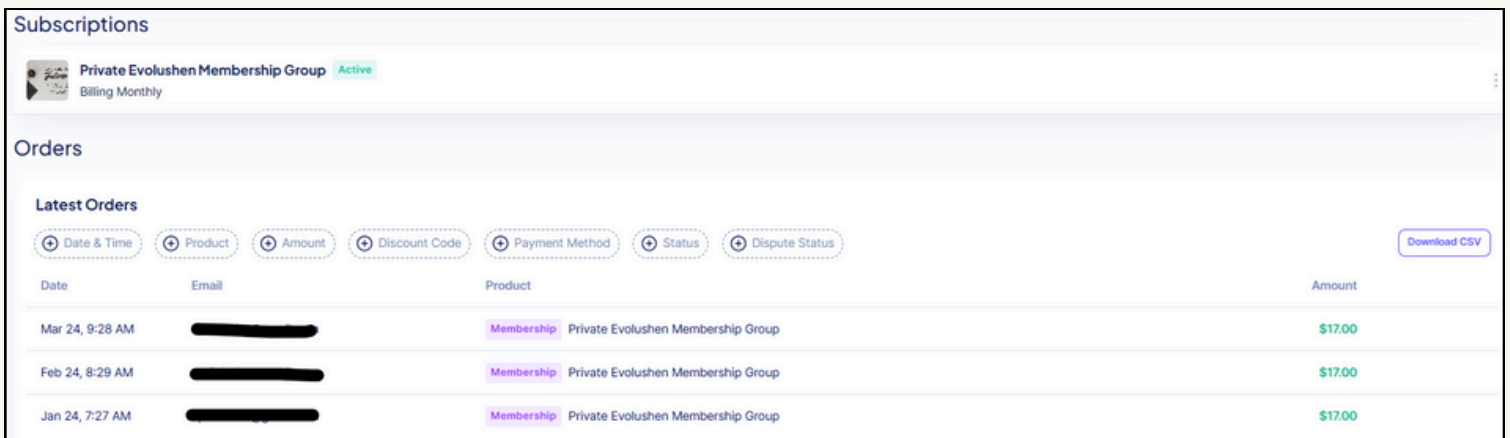
**THIS WEEK'S HOT JOBS**

Bookkeeping / Accounting with <https://www.upwork.com/jobs/~0174f8361c1d8d1>



# CREATING A RECURRING MEMBERSHIP OFFER

And here is what it looks like when someone is subscribed to your membership within your Stan store dashboard.



The screenshot shows the Stan store dashboard. At the top, there is a section for 'Subscriptions' with a card for 'Private Evolushen Membership Group' which is 'Active' and has a 'Billing Monthly' cycle. Below this is the 'Orders' section, specifically 'Latest Orders'. There are filter buttons for 'Date & Time', 'Product', 'Amount', 'Discount Code', 'Payment Method', 'Status', and 'Dispute Status', along with a 'Download CSV' button. The table below lists three orders:

Date	Email	Product	Amount
Mar 24, 9:28 AM	[REDACTED]	Membership Private Evolushen Membership Group	\$17.00
Feb 24, 8:29 AM	[REDACTED]	Membership Private Evolushen Membership Group	\$17.00
Jan 24, 7:27 AM	[REDACTED]	Membership Private Evolushen Membership Group	\$17.00

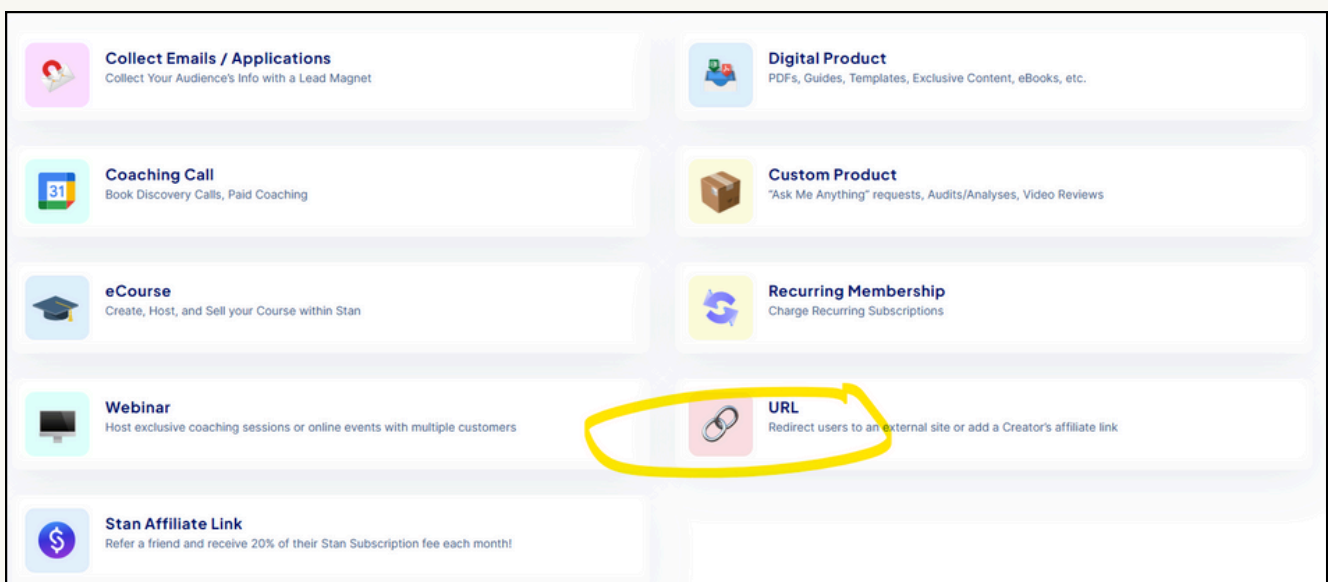
Please be advised - there is nothing WITHIN Stan that helps them be an active member. You'll have to CREATE a membership location. For example, my members, once they pay the fee, are sent to a Private Facebook Group. Or maybe each month you send them new printables/digital products to their email?

So make sure you build that FIRST, then build this offer within Stan. And the Redirect Link for the offer will be wherever you're hosting the Membership

# CREATING AN EXTERNAL LINK PRODUCT

If you'd like to send leads / buyers to an external link instead of something directly within Stan, eg, your other social media accounts, -here's exactly how we're going to do it. THIS IS ALSO IDEAL FOR **AFFILIATE MARKETING**- simply join up to other stores affiliate programs and add your unique tracking link here. ( Affiliate links work, when someone clicks on your unique link and buys a product in the store you have linked to ,you will receive commissions from each sale- this is another great **PASSIVE INCOME STRAGETORY.**)

Go to **My Store**, click **Add Product**, then Select **URL**.



# CREATING AN EXTERNAL LINK PRODUCT

This ones easy, you simply add the info and the external link you want to send the Stan viewers to.

You don't collect any emails with this option, so  
HERE's the best way to make this work:


By creating a SALES PAGE OPT IN FORM within your  
own provider.

The REASON we would want to utilize this Product  
Option instead of one of the others we already  
discussed is to be able to have a more ROBUST  
sales page. I.e. you're promoting a more expensive  
offer.

I will show you exactly what I did on the next slide.

# CREATING AN EXTERNAL LINK PRODUCT

2 Select image



Thumbnail  
400x400

Choose Image

3 Add text

Title 13/50

Check it out!

Subtitle 23/100

Visit my Affiliate Link

Button\* 9/30

Click Me!

# CREATING AN EXTERNAL LINK PRODUCT

Here is an exact example of an External URL  
product within Stan.

How it appears in Stan:

300+ reviews  
★★★★★

## 30-DAY FREELANCE FREEDOM ROADMAP

Turn your current  
**SKILLS into SALES**  
within 30 days by learning the  
**Freelance Freedom Framework**

**30-Day Freelance Roadmap**

Strategically elevate or kickstart your freelancing  
journey with a 30-day curated roadmap!

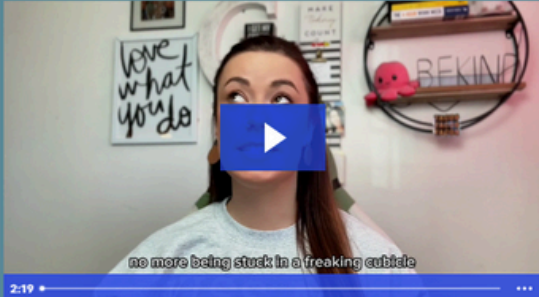
# CREATING AN EXTERNAL LINK PRODUCT

Where it takes them when they click on it and leave Stan:

## HOW WOULD IT FEEL

to work from *anywhere* while you scale your earnings to 6-figures??


Are you ready to stop pouring your energy into the corporate grind or bidding on endless projects on freelance platforms, only to find that it never truly pays off?



**I'm Ready to Start the 30-Day Roadmap!**  
Go on... It'll Literally Cost You Less Than a Night Out!

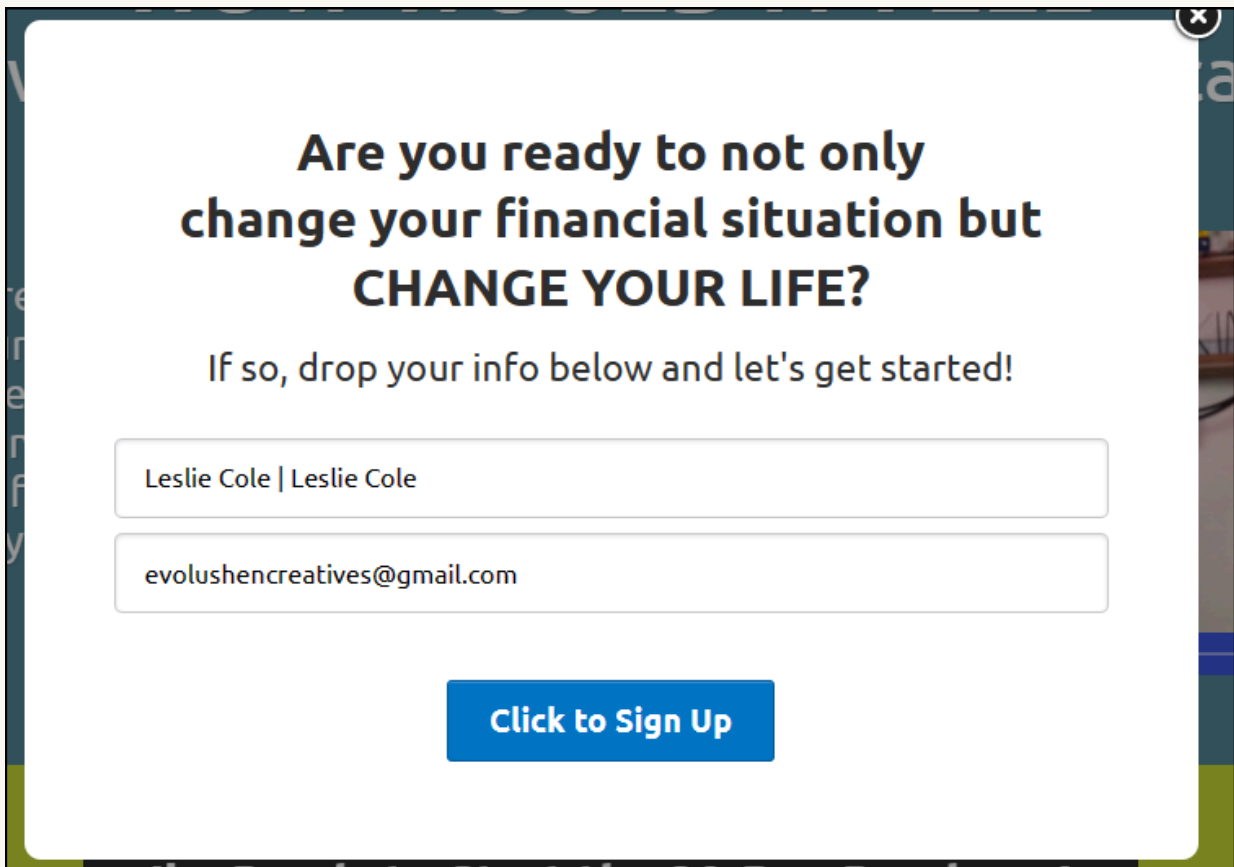
### I WANT YOU TO READ THIS CAREFULLY AND IMAGINE ...

- ✓ Waking up each morning with excitement, knowing you have the power to choose when and where you work, whether it's from the comfort of your home, a cozy café, or a beach halfway around the world.
- ✓ Saying goodbye to the endless cycle of job applications and



# CREATING AN EXTERNAL LINK PRODUCT

The Opt-In Form I required them to fill out, which is attached to my email marketing platform, where they get automatically added into once submitted.



**Are you ready to not only  
change your financial situation but  
CHANGE YOUR LIFE?**

If so, drop your info below and let's get started!

Leslie Cole | Leslie Cole

evolushencreatives@gmail.com

[Click to Sign Up](#)

# CREATING LANDING PAGES WITHIN STAN

Landing Pages within Stan is where you can basically create a normal Stan Product, BUT it is HIDDEN from your Storefront. So it allows you to create & send a LINK to certain people.

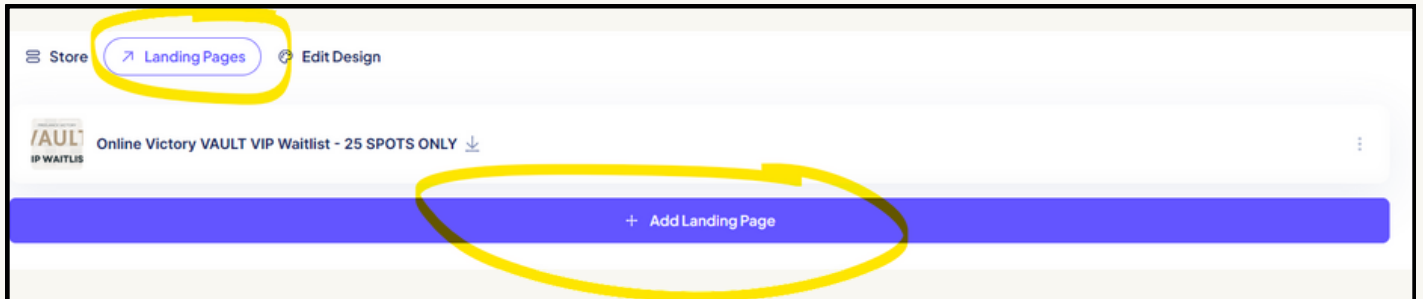
You can still charge people within the Landing Page, collect their info, redirect them or upload the product, etc. but the only difference is it will be a private LINK you have to send them instead of being added to your shop.

I personally DON'T use Landing Pages in Stan, I use ClickFunnels, because I need my Sales Pages to be a little more robust. BUT this is a good place to start.

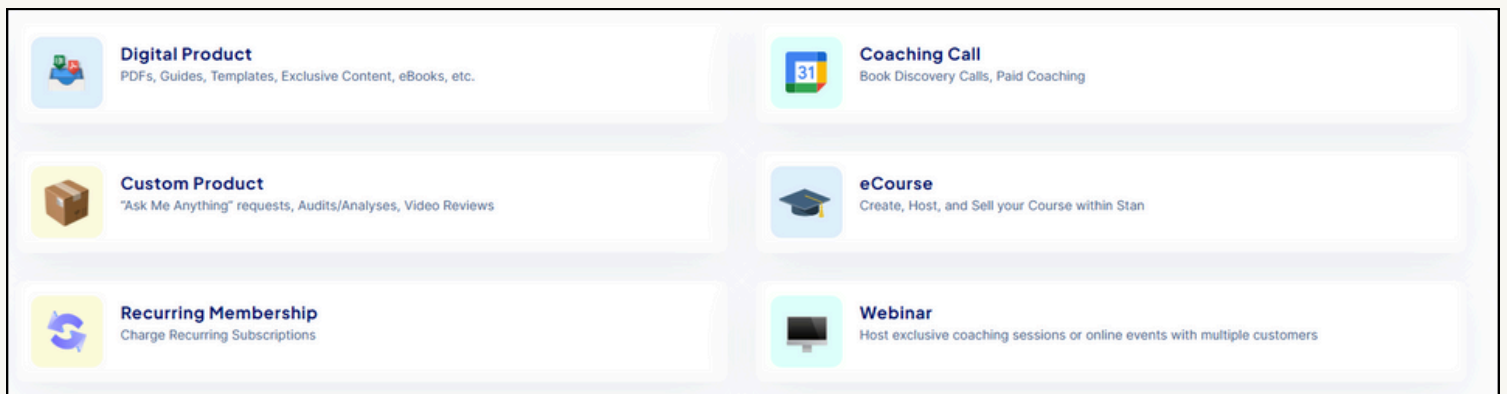
This is only available to Creator Pro subscribers.



# CREATING LANDING PAGES WITHIN STAN



These are the 6 Landing Page TYPES that you can currently create as of March 2024.



Once you create your Landing Page Product, you will find the custom URL that you can copy and send to whoever you want at the top righthand corner of the page.

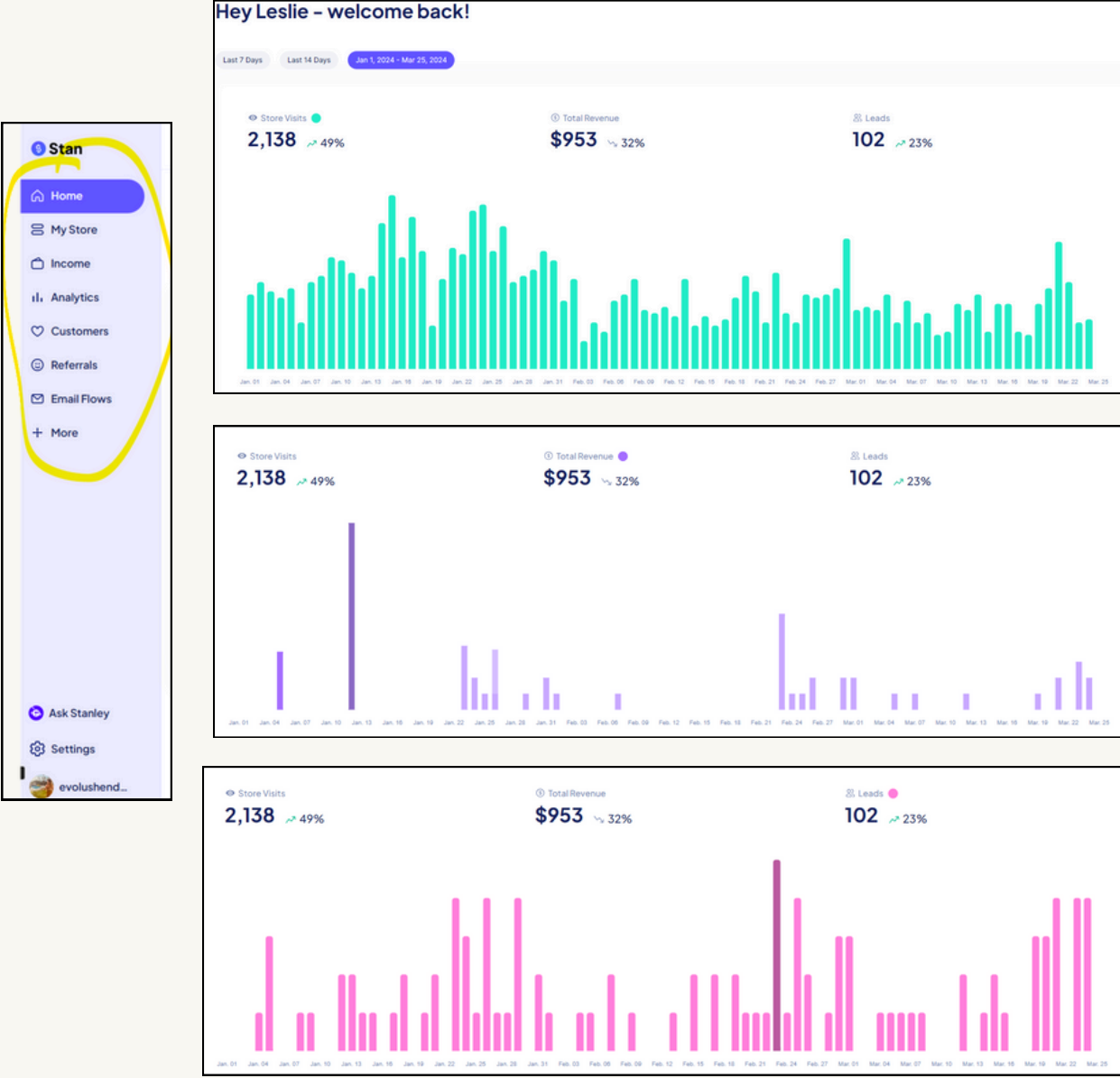


# A GUIDE TO UNDERSTANDING STAN DASHBOARDS PAGES

Next up, let's talk about how to navigate through the different sections/features of Stan.



# FIRST UP - THE HOME PAGE TAB



Here you will find one graph, with 3 different ways to view it based on a certain time parameter you put in: Store Visits, Total Revenue and Total Leads. All of these little bars tell you exactly what happened regarding those metrics on those individual days. You can choose past 7 days, past 14 days or a custom range.

# THEN, THE MY STORE PAGE TAB

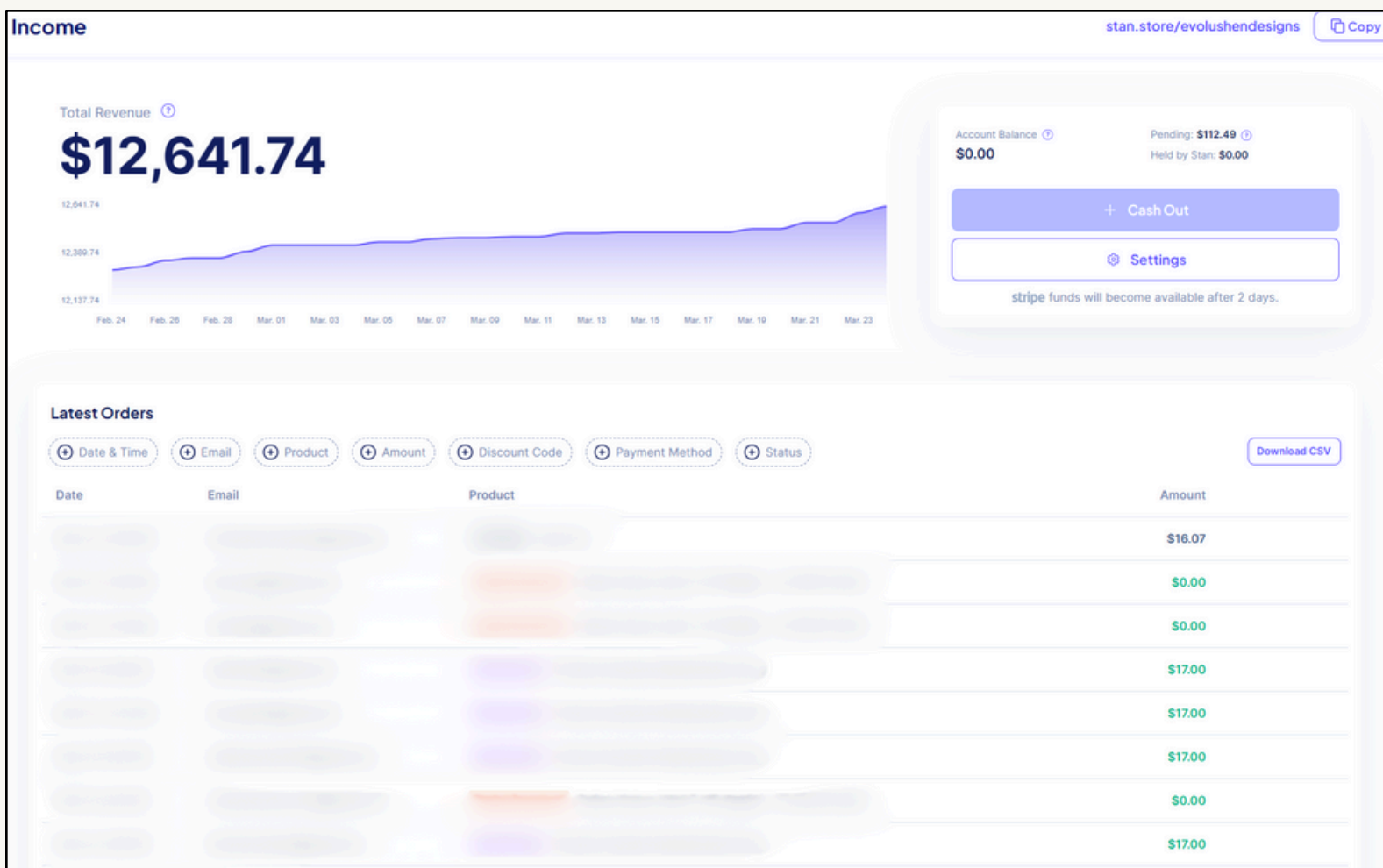
This is where you can add or delete products and link, as well as edit them, move them around within your storefront and add SECTIONS to help split up your items.

The screenshot displays the 'My Store' dashboard. At the top, there are navigation tabs for 'Store', 'Landing Pages', and 'Edit Design'. Below this is a profile header for 'Leslie Cole-Gallant' with her bio and social media icons. A yellow arrow points to a section titled 'FREEBIES / LIVE COACHING', which is labeled 'Example of a SECTION'. Below this, a list of product listings is shown, with a yellow box around them labeled 'Your current product listings'. The listings include 'Online Victory VAULT VIP Waitlist - 13 SPOTS LEFT', 'Turn your SKILLS into SALES', 'Freelance Freedom Private Membership Group \$17.00', and '30-Day Freelance Roadmap'. On the right side, there is a mobile preview of the storefront, labeled 'Preview of your store on mobile'. The preview shows the same 'FREEBIES / LIVE COACHING' section and the 'VAULT VIP WAITLIST' product listing. A yellow arrow points from the mobile preview back to the main product listings.

Preview of your store on mobile

# THIRDLY IS THE INCOME PAGE TAB

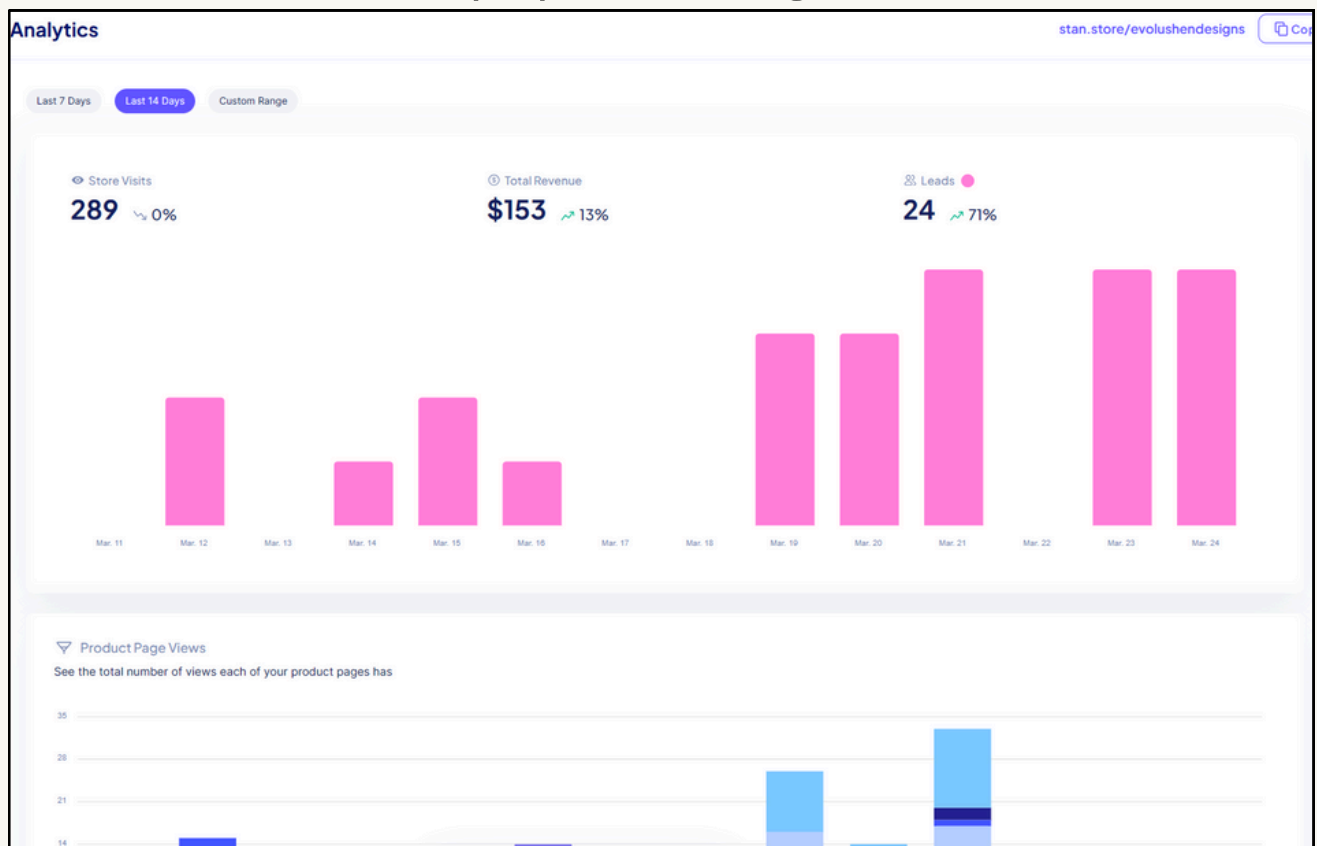
This is where you will cash out any amounts you received, see how much you've made and be able to filter through exactly what products / services brought in the income + who bought them.



Be mindful the income page shows EVERY type of "purchase," even if your item was free, hence why you see "\$0's" in the picture above, because these were VIP Waitlist sign up names.

# NEXT WE HAVE THE ANALYTICS PAGE TAB

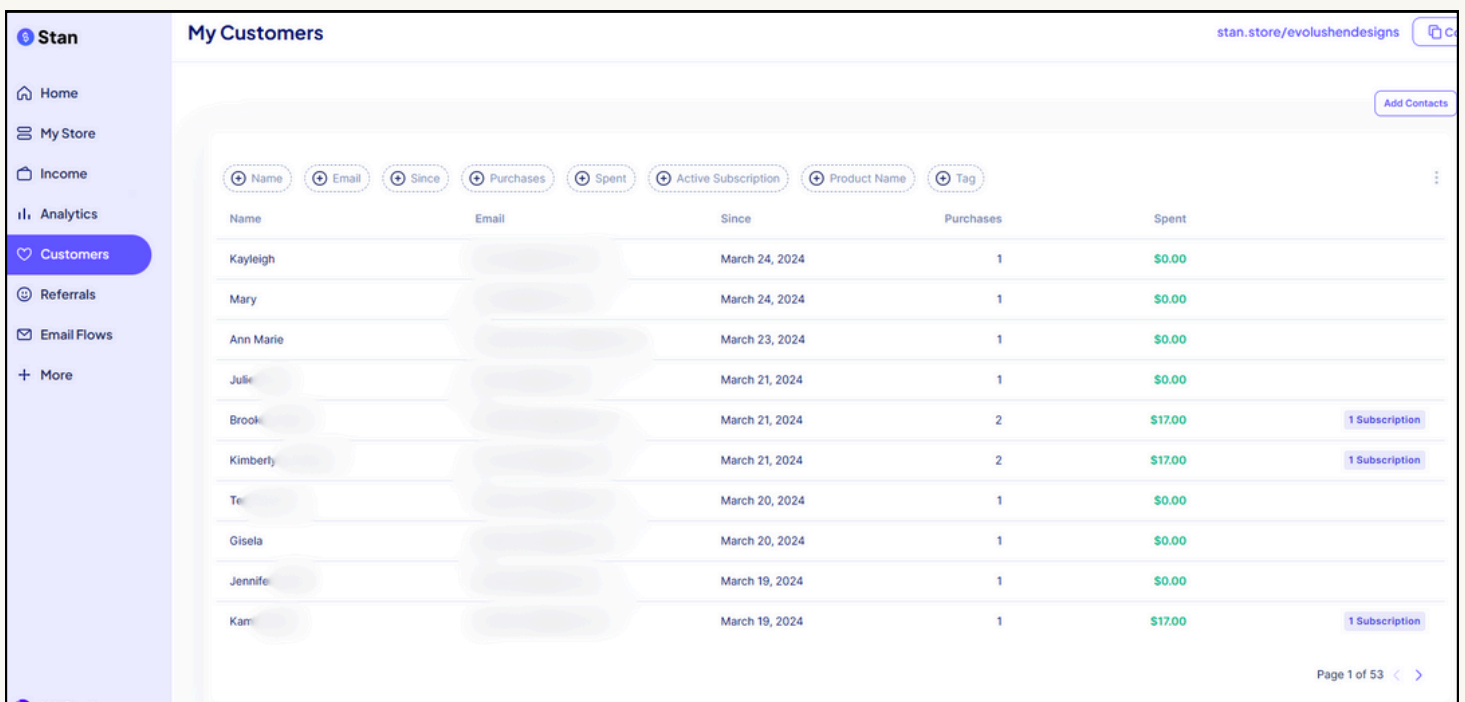
This is an important space within your Stan store. You will be able to explore data and see where people are coming from, what pages they're falling on most, etc. This way you can determine what to create next for your audience based on the most popular things.



On this page, you'll be able to review Product Page views, Click Breakdowns, Traffic Sources, Conversion Ratios and Referrals

# OUR FIFTH TAB IS THE CUSTOMERS PAGE

This is just a list of all of your “customers” or leads. You can filter them by name, email, purchases, spent \$, active subscriptions, product names and certain tags you create.



The screenshot shows the 'My Customers' page in the Stan interface. The page has a sidebar on the left with navigation options: Home, My Store, Income, Analytics, Customers (highlighted), Referrals, Email Flows, and More. The main content area displays a table of customer data with the following columns: Name, Email, Since, Purchases, Spent, and Active Subscriptions. The table lists 11 customers with their respective purchase counts and amounts. Some customers have a '1 Subscription' badge next to their purchase count.

Name	Email	Since	Purchases	Spent	Active Subscriptions
Kayleigh		March 24, 2024	1	\$0.00	
Mary		March 24, 2024	1	\$0.00	
Ann Marie		March 23, 2024	1	\$0.00	
Julie		March 21, 2024	1	\$0.00	
Brook		March 21, 2024	2	\$17.00	1 Subscription
Kimberly		March 21, 2024	2	\$17.00	1 Subscription
Te		March 20, 2024	1	\$0.00	
Gisela		March 20, 2024	1	\$0.00	
Jennife		March 19, 2024	1	\$0.00	
Kam		March 19, 2024	1	\$17.00	1 Subscription

If you do NOT start immediately with Email marketing when you build your Stan Store, that's fine, BUT JUST REMEMBER this is where Stan will be collecting the leads FOR you to add to your Email partner when you do. Also - If you do not properly CONNECT your email partner, these will not sync over, nor be added to a campaign / workflow automation you want them on. That's another great reason to have the stan pro upgrade account.

# SECOND LAST IS THE REFERRALS PAGE TAB

Stan loves helping it's users make money in so many ways, one being offering a referral link. ANYONE can share their AFFILIATE referral link, within either of the two subscription options, to their audience and make money. Simple as that.

Stan gives you 20% off each referral each month, so that could mean



## Stans Affiliate Referral Commission Breakdown

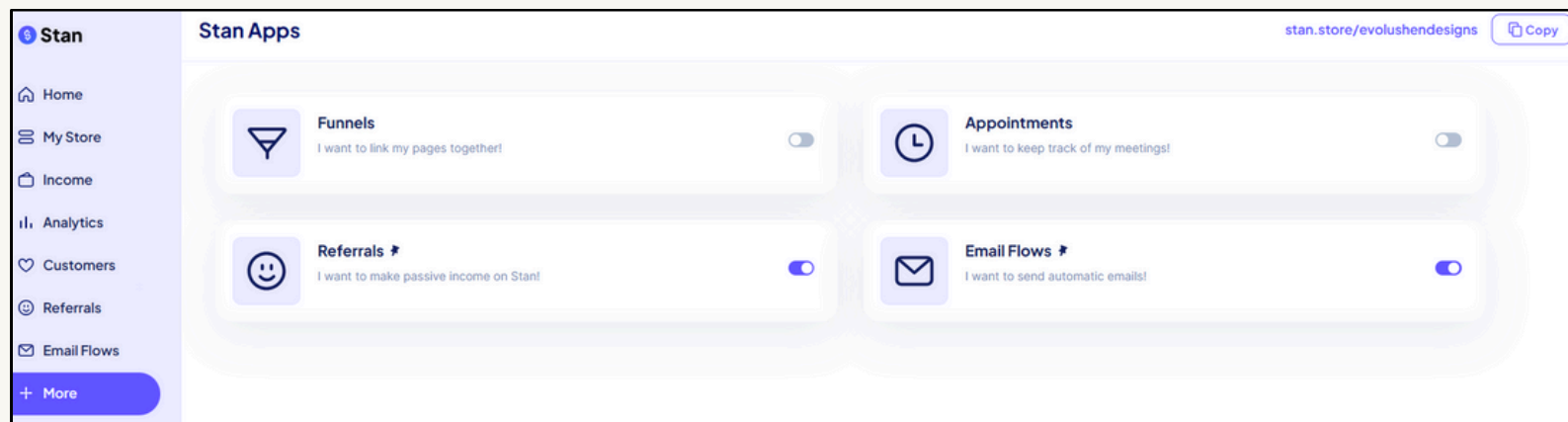
Depending on the plan level that your referrer signs up for, you can make one of the following commission amounts for every referral that joins Stan!

	MONTHLY PLAN	ANNUAL PLAN
<b>Creator</b>	<b>\$6/mo</b> per referral	<b>\$60/year</b> per referral
<b>Creator PRO</b> 👑	<b>\$19.80/mo</b> per referral	<b>\$189/year</b> per referral



# LASTLY IS THE “MORE” SECTION TAB...

Which allows you to view more dashboards, check out your appointments, create funnels, etc. Funnels are only for the Creator Pro account, but you can do the Appointments and Referrals with either subscription.



# NOW YOU HAVE SETUP YOUR STAN STORE, ITS TIME TO SHARE IT.

Once you have your Stan store up and running, with your lead magnet/and or digital products, Simply copy your unique Stan store link and share it on social media.

**Not sure how? Click the link to watch the setup video.**

[show me](#) 

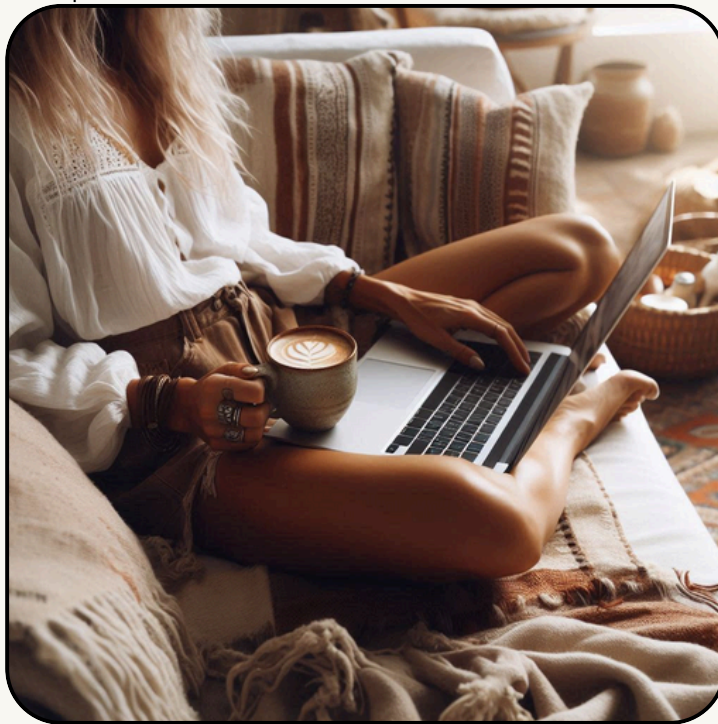


**“WORKING BECAUSE  
YOU WANT TO, NOT  
BECAUSE YOU HAVE  
TO, IS FINANCIAL  
FREEDOM.”**

-Tony Robbins



Thankyou for reading our guide, and we hope it allows you to begin your journey to financial freedom. Allowing you to live the motherhood you have always dreamed, and break free from living life inside societies little box and expectations of the 9-5 work life.



**Want to know the secret to how all these social media and online businesses claim to be earning \$10k+ a week- to a month online ?**

**shh.. the secret is....**

**(All these people are selling done for you MRR courses from their Stan stores, straight from their social media accounts.**

**These courses allow you to keep all the profits for yourself ,sell for hundred of dollars each time and the best part is your ALLOWED to resell it as your own.**

**Check out the most trusted and highly recommended course that will make you a sh\*\*\* load of money online.**

**[go to the roadmap 3.0](#)  
[course](#)**

