

SUBSCRIPTION SCHOOL

Quick Start Guide

Table of Contents

<i>Introduction</i>	- 3 -
<i>Getting Started</i>	- 5 -
<i>Program Outline</i>	- 6 -
Milestone 1 – Laying The Groundwork	- 6 -
Milestone 2 – Finding Your Tripwire Offer	- 6 -
Milestone 3 – Setting Up Your Offer	- 7 -
Module 4 – Running Your Facebook Ads	- 7 -
Bonus Content	- 7 -
<i>How To Get Help</i>	- 8 -
<i>How To Get The Most Out Of This Program</i>	- 10 -
<i>Frequently Asked Questions</i>	- 13 -
Can I go through this with a partner?	- 13 -
What happens at the end of the 6 weeks?	- 13 -
Should I create multiple subscription businesses?	- 13 -
Have you heard of / Can I use X tool?	- 13 -
Can I give away information products instead?	- 14 -
Can I use a different ad source?	- 14 -
<i>Time To Get Started!</i>	- 15 -

Introduction

Hello and welcome to the Subscription School Masterclass! I'm absolutely thrilled to have you in the program and I'm looking forward to working with you over the coming months.

I know you're excited to get going but before you dive into the course please go through this short "Getting Started" guide. Not only will it dramatically increase your success with the program, but it will help you get up and running much faster too!

Before we get going I'd like to share a short story with you...

Back when I was a kid one of my favorite movies was Zorro.

So, when the Mask Of Zorro came out, you can imagine my excitement!

I loved Zorro movies. I had the mask, the hat... the sword with the little chalk bit at the tip. And of course, all my neighbors knew Zorro lived in the area too. Good thing chalk wears off ;).

So, 20 something years ago, when the movie "The Mask of Zorro" came out I was all over that. It was a great. Antonio Bandarez, Salma Hayek and of course, Anthony Hopkins.

Now I don't know about you... but my favorite movie scenes are always the "transformation" scene.

It's the "Rocky climbing the stairs" moment. The "baptism by fire". The journey the main character has to go through to become the hero. And in this case, our drunken, lazy slob of a Zorro is getting schooled by the masterful Anthony Hopkins.

Our new "Zorro-In-Training" has a goal. He's looking for revenge. But he's not ready.

If he goes after his enemy right now he's going to end up on the "pointy end of the sword," to paraphrase a line in the movie.

So, Anthony Hopkins tells him he needs to train. He needs to practice. He needs to build his skillset and not get distracted. He needs to stay focused if he wants to hit his goal.

And in the movie Anthony Hopkins gives him this medallion that is symbolic of his training circle

And he tells our zorro-in-training that right now he's at the outer ring. And as his skill, and talent get better he'll move closer to the center...

Closer to his goal.

Closer to retribution.

And it's that "focus" that I want to talk about today.

It may have come from a silly Zorro movie I fell in love with 20 years ago, but the message is still the same today. In order to achieve your goals, you need to focus.



It's totally possible (and not even that hard) to live the "laptop lifestyle, fire your boss, be financially independent and stress free for the rest of your life.

You just need to focus on what is immediately in front of you.

One foot in front of the next.

Don't get caught up in concerns regarding future events. They're not real. The only thing worrying about the future does is paralyze you from moving forward in the present.

The only thing that matters is the next step in front of you.

So, as you go through this program, just focus on the next immediate step. Don't skip ahead, don't re-invent the wheel. Don't worry about things that haven't happened yet. They're not real.

Just put one foot in front of the next and keep making progress. :)

You got this. :)

And remember... I'm pulling for ya! We're all in this together!

Cheers

- Adam Nolan

Getting Started

Ok, so you've joined the program and you're ready to get going. Now what?

Well, for starters, hold your horses. We've got a bit of prep work to do first. I know you're excited to start making sales, and it can happen *very* quickly. But the reason why it happens quickly is because we do everything in a very specific order. So, my biggest suggestion, before you do anything - go through this "Quick Start Guide!"

In this guide you'll find the Program Outline, advice on How to Get Help, How to Participate in Q&A Calls, Tips, Resources & Frequently Asked Questions.

If you haven't received your login details already they should be in your inbox any minute now. Occasionally they do get stuck in the spam folder so please check there. If you don't see them within 20-30 minutes of receiving this PDF, please let us know.

If you cannot find your login details, you can re-set them by visiting <https://adamnolan.com/members>, entering your e-mail and resetting your password. If you're still having hiccups, please e-mail me directly at <https://adamnolan.com/contact> and we'll get it resolved ASAP.

Once you get logged into the members area, take a look around and get settled in. Make sure to [join the Facebook group](#) (available in the members area).

Then of course, finish going through this Quick Start Guide and get started working through Module #1. Once you're finished the exercises in Module #1, share your results in the [Facebook Group](#) or send them to me directly through our Help Desk (see "How to Get Help"). We'll go over everything together, make sure it's top notch and then move on to Module #1.

And of course, if you have any questions as you go through this process, just post them in the [Facebook Group](#) or let me know through the Help Desk. :)

On to our Program Outline...

Program Outline

Subscription School is laid out in a very linear fashion. The course is broken down into 4 different modules each with distinctive goals in mind. Each module is comprised of theoretical work so you understand why we're doing what we're doing, as well as practical exercises to implement what you've learned.

If you follow the course the way it is presented you should never need to skip back and complete previous exercises. Please follow the course as it was intended to be followed. It is laid out in a very specific way to give you the highest chance of success with the fewest roadblocks possible.

Do not skip ahead. Do not skip chapters. Each module builds on the previous one so by skipping sections you leave yourself at a serious disadvantage and may have to start over again from scratch. Skipping modules is the #1 reason people have to start over once they believe they've completed everything.

As you setup your site it is crucially important that you do not deviate from the current examples. Many, many variations of this business have been tested. Tens of thousands of sales have passed through the exact funnels you're about to use. This has been refined over the course of a decade. Please do not change anything other than copy or images that relate specifically to your product.

I'm all for testing and trying new stuff. But you absolutely must have a baseline to measure from first. Otherwise it's just guess work. So, feel free to test new ideas to hearts content - but only AFTER you've assembled everything the way it is presented in the course.

Just make sure to follow the course the way it is laid out. Remember the old adage "Measure twice, cut once." Follow the program and you'll be up and running in no time.

Below is a layout of what we'll cover each week:

Milestone 1 – Laying The Groundwork

1. How the business works
2. Figuring out your DSG
3. Picking your market
4. Figuring out your subscription offer
5. Domain, branding & logo

Milestone 2 – Finding Your Tripwire Offer

1. Finding your tripwire items (2x)
2. Finding your upsell bonus
3. Writing your sales copy
4. Writing your upsell sales copy

Milestone 3 – Setting Up Your Offer

1. Sign up for Clickfunnels
2. Install your funnel & setup domain name
3. Customize your sales funnel
4. Integrate with your autoresponder
5. Do a test purchase
6. Fulfilling your orders

Module 4 – Running Your Facebook Ads

1. Figuring out your analytics
2. Setting up your Facebook account
3. Setting up your Facebook pixel
4. Writing your Facebook ad copy
5. Creating your Facebook ad images
6. Finding your targeting
7. Setting up your ads
8. Managing your ads

Bonus Content

1. Alternate setup options
2. Alternate traffic options
3. The 4 day cash machine
4. The \$5.7 million dollar email
5. The email welcome sequence
6. How to test new products

How To Get Help

While there is a lot of hands on support available to everyone, this is a self-directed program. We do this for a few reasons. Firstly, not everyone works at the same pace. And that's ok! Occasionally members are up and running in just a couple of days. Other times members go through at a more leisurely pace. There is no right or wrong way to tackle this course. Work through this at a rate you're comfortable with and know that the support you'll need will be available when you need it.

That being said...

It Is Important That Members Check In At The End Of Every Module!

Myself and the support staff are here for a reason! We check over *everything* to make sure it's top notch before moving forward. That way if there are any issues we can address them before veering too far off course.

Nothing is more frustrating than blazing your way through the program, not checking in and getting to the end only to realize you have to start over again. Checking in after every Milestone solves that problem. :)

Have A Question? Here's How To Get Help

There may be times in the program where you're unsure of what to do next. Here is how to get an answer to your question so you can keep moving forward. Please make sure your question is as clear as possible. It's much easier to provide a helpful, well thought out answer when the question is specific.

Once your issue is clear, please follow the steps below when looking for help:

#1 - Review The Module

It can be easy to miss small details while going through the setup steps. Make sure to review the module you're currently working on to make sure you haven't missed something.

#2 - Check The Tutorials / Bonus Section

Many problems can be solved by visiting the tutorials section of the program. Generally, if something doesn't fit somewhere else, you'll find it there. And if there is something missing, let us know! :)

#3 - Search The Facebook Group And Google

Odds are if you're running into the problem right now, you're not the first! Which means

that someone else has asked the question and it's received many answers already. The first thing you should do after logging into the site is [join the Facebook group](#). This Facebook group is our community discussion and support group and is an integral part of the course. If the issue is related to a specific tool (ie: ClickFunnels) it is best to reach out to their support as it will be the most up to date resource for help.

#4 - Ask In The Facebook Group

There is strength in numbers. Asking your question in the Facebook group will give you a choice of options that have worked for members in the past. It may give you ideas you've never thought of before and if you're still unsure of something, feel free to reach out to me (or our support staff) directly.

#5 - Send In A Support Ticket

If all else fails and you still can't find your answer, or you'd like to keep something confidential, reach out to me at <https://adamnolan.com/contact>. If your question is technical in nature, please use <http://www.screencast-o-matic.com/> to record a short video explaining your issue.

I'm usually able to respond within a few hours during week days and will rarely take longer than 24 hours to reply.

How To Get The Most Out Of This Program

Below are a handful of tips to get the most out of the program. As with most things in life, the more effort you put in, the more you get out. Most of what we're learning in this program is based on tried and proven advertising strategies that go back over 100 years. Understanding the marketing behind the business will give you a big leg up over your competition. So above all else, learning to love marketing, sales and psychology can have a phenomenally positive impact on your business. Aside from that... here are a few other tips to make getting results faster and easier.

#1 - Check In After Every Module

Nothing is more frustrating than rushing through the course only to get to the "Go Live" stage and realize that you need to start over again. The easiest way to combat that is to simply check in at the end of each module and submit your work for review. We'll go over everything together to make sure it's top notch and you're on the right path. Then once you get the A-Okay you know you can move forward without any concerns. It's simple. It works. And it keeps people on track. :) Please submit your work

<https://adamnolan.com/contact>

#2 - Follow The Templates

The page templates, sales material and ads have been tested many, many times. Do not change them. I'm all for testing new ideas, but we need a baseline to work from first. By using ad copy that is proven to convert we're able to isolate any other variables to fix underperforming ads. This is *very* important. Do not re-invent the wheel. Just do what works. Once you get it to work, then test new ideas.

#3 - Put In The Extra Effort

Bare minimum efforts get bare minimum results. And while it's entirely possible to build up a very profitable, income-replacing business in just a few hours a week - the more time you're able to dedicate to your business the better it will do. Spending time learning about marketing and sales, perfecting your offers and growing your sales funnel are ongoing tasks. The more you're able to work on them, the faster your business will grow and the more profitable you'll be. In a nutshell - the more effort you put in, the easier this whole thing gets!

#4 - Become Part Of Your Market

If you're already a passionate member of your market you're set. You already know what motivates your customers, what lingo to use and the thoughts that are rolling around in their heads. It's easy to write product benefits and ad copy when you know what makes your customers tick. But if you don't, you might as well be flying blind. Every community has its own lingo, terminology and acronyms. Every community has its experts and brands. You need to know your market as well as its most passionate

members.

#5 - Interact With Other Members

Our community is an incredibly valuable resource. There are members with immense experience in both online marketing and specifically subscription businesses. Some of the best ideas that have ever come out of this course were discovered by members sharing stories and brainstorming with each other. Make sure to comment in the Facebook group. Offer your insights and suggestions. Share your frustrations and victories. We're all working towards the same end goal. :) We're all on the same team!

#6 - Believe In Yourself!

Growing an online business can be tough! Not only do you have to face the technical and marketing challenges, but you have to deal with the internal gremlins as well! Everybody has doubts. Everybody second-guesses themselves. It's normal! So, whenever you're feeling a little unsure, post in the Facebook group and let us know! You'll get the support of hundreds of members that have been in the exact same situation you're in right now. The support of your new community can be invaluable when all you want to do is throw your computer out the window! :) There is strength in numbers and we're all here to support each other. You've got this!

#7 - Set Goals And Deadlines

Work has a habit of filling available time - no matter how much time it's given. So, when working through the program try to give yourself slightly less time than you think you'll need. Cut out all distractions. Turn off your phone and give your work your 100% undivided attention. Not only will you churn out better material, but you'll do it in half the time! When setting your goals, visualize how it's going to impact your life. Turn it into a picture. You'll work far harder if you know you can retire in 1 year from today than some arbitrary date in the future.

#8 - Don't Be Afraid To Ask Questions

There is no such thing as a bad question. And odds are if you have a question, other people have it as well! So, if something is on your mind - please post it in the Facebook group! If it's not something you want to ask publicly, that's ok! Feel free to email me at <https://adamnolan.com/contact>

#9 - Don't Skip Anything

There is no "extra" material in this course. Everything has been included for a very specific reason. So please do not skip any of the modules or exercises. Each module builds on the last. Just like a building, if you remove one of the support pillars, the entire structure is far less stable. This business is no different. Build your new company on a solid foundation. Make sure you go through all the exercises and follow every step of the course. If something is unclear, please let me know! It's important you understand

why we're doing things the way we're doing them as well!

#10 - Have Fun!

This may just be the most important tip of all! If your business is fun you'll actually enjoy working on it! Pick a topic you enjoy learning about. If it's something you spend your free time on anyway, why not get paid!? So, as you go through this just keep in mind that it's important to enjoy what you're doing.

Don't worry about tech setups, breaking anything or other issues. There are multiple check points all through the course to make sure everything is on track. You've got a great big safety net and you're learning how to build an online business in one of the safest, most supportive environments. So just go with the flow, trust the process and in no time flat your business will be up, running and making sales.

Frequently Asked Questions

Can I go through this with a partner?

Absolutely! I just ask that you work on the same subscription business together. If you'd like your partner to join the Q&A calls please let me know their name and e-mail in advance.

What happens at the end of the 6 weeks?

Pretty much nothing. :) We still work together every day. I'm still available for copy review, demonstrations and any help necessary. The only thing that changes after the 8 weeks is that we no longer have our Q&A calls. Why? Because I take a 1-month break, then start a new class. :)

Should I create multiple subscription businesses?

I usually recommend most people don't when first starting out. Why? Because it ends up being double the amount of work at first - not double the amount of revenue as most people believe. You'll have to spend twice as much time finding products and twice as much money spending ads. It's much easier to start 1 subscription business and grow it to a level you're happy with before starting a second.

Have you heard of / Can I use X tool?

There are lots of great tools available online with more popping up every day. And as much as I'd love to test them all, it's just not possible. So, while I have no problems with you using any tool that you'd like, just know that you may have to re-create your templates and our "1-Click-Install" function may not work.

Most importantly though, when choosing an online business tool or payment processor make sure that you control the payments. There are certain payment processors out there that handle subscription payments differently than the rest. And if you cancel your membership with that tool you lose all your subscriptions as well! So, no matter what tool you use, it's vitally important to make sure that if you cancel your membership you still retain all your subscription customers.

All the tools in the program are guaranteed to work with this business model. So, unless

you have a very specific reason, or know what you're doing, I'd recommend sticking to what's in the program.

Can I give away information products instead?

You can, but it is more difficult. Why? Because unlike a coffee mug, necklace or mouse pad - you need to explain the benefits of your info product and convince them to pay for shipping to receive it. In a nutshell, it requires a significantly higher level of skill to get sales giving away info products than it does physical products. So, unless you've got a very specific reason to give away an info product, I recommend against it.

Can I use a different ad source?

Definitely! The great thing about this business model is that it lends itself to multiple forms of advertising very well. However, while it may work well with most forms of advertising it's best to start with Facebook.

The reason being is that we're able to get extremely precise, accurate targeting. By being able to put our ad in front of people we know are highly targeted buyers we're able to eliminate the audience as one of the variables. Advertising is a game of removing variables.

The more elements that we control the more easily we can test. So, once we have data that shows us a product is selling well - then feel free to branch out into other ad platforms. But until then, you'll have a much better results with Facebook.

Time To Get Started!

Ok! You've made it through the Quick Start guide. You should have a pretty good grasp of how this program is laid out, what we'll be covering each week and how to get help if you need it.

Remember, the journey of 1000 miles begins with a single step. In 1 year from now you could be looking back on today as the day when everything changed. Today is the day we start building your subscription business.

Time for the rubber to meet the road. Login in to the members area with the login details sent to your e-mail address. Get comfortable in the members area. Join the Facebook group and start working through those Module 1 exercises. :)

And remember, if at any point you have any questions, or there is anything we can do to make this process any easier, just let us know. [Post in the Facebook](#) group or reach out to us at <https://adamnolan.com/contact>.

Cheers
Adam Nolan
Founder - Subscription School