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Life On Your Terms!

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What You Do Every Single Day!

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Because Life Is One Big Party!

Welcome and Congrats on Joining the Now Lifestyle TEAM!

On the following pages you will see some quick start directions to get you moving with your new Now Lifestyle membership area. Just follow these steps to get your first campaign up and rolling so you can start collecting leads...AND following up with them.

Login to your member area at: <https://nowlifestyle.com/login.php> and you will see this dashboard:

The screenshot shows the NowLifestyle.com VIP Masters Elite dashboard. The top navigation bar includes the logo, a 'Report a Bug' button, social media icons for Facebook and Support, and a user profile for Dave Gardner. Below this is a main menu with five options: Dashboard (selected), Now Lifestyle, Reseller Tools, Commissions and Stats, and NLS University. The main content area features a welcome message: 'Welcome to NowLifestyle! My Home is Your Home'. Below the message is a video player showing a man in a red shirt speaking. On the left side of the dashboard, there is a sidebar with a list of steps: STEP 1. START HERE FIRST (expanded), STEP 2. MINDSET, STEP 3. GETTING IN SHAPE, STEP 4. GROW YOUR BUSINESS, and STEP 5. WEBINARS AND LIVE TRAINING. Under STEP 1, the following items are listed: Welcome to Nowlifestyle (checked), Learn Your Members Area, Get Healthy, Grow Your Business, and Generate income as a reseller.

Take your time and go through ALL 5 of the sections and videos on the left (Step 1- Step 5) just to become familiar with the layout of the membership area and get some training in the process. In the beginning, one of the biggest things you will want to do is set up your email system so that you can start sending your link and capture leads.

Watch my Youtube video to see what I am taking about: <https://youtu.be/XCz4toBUer8>

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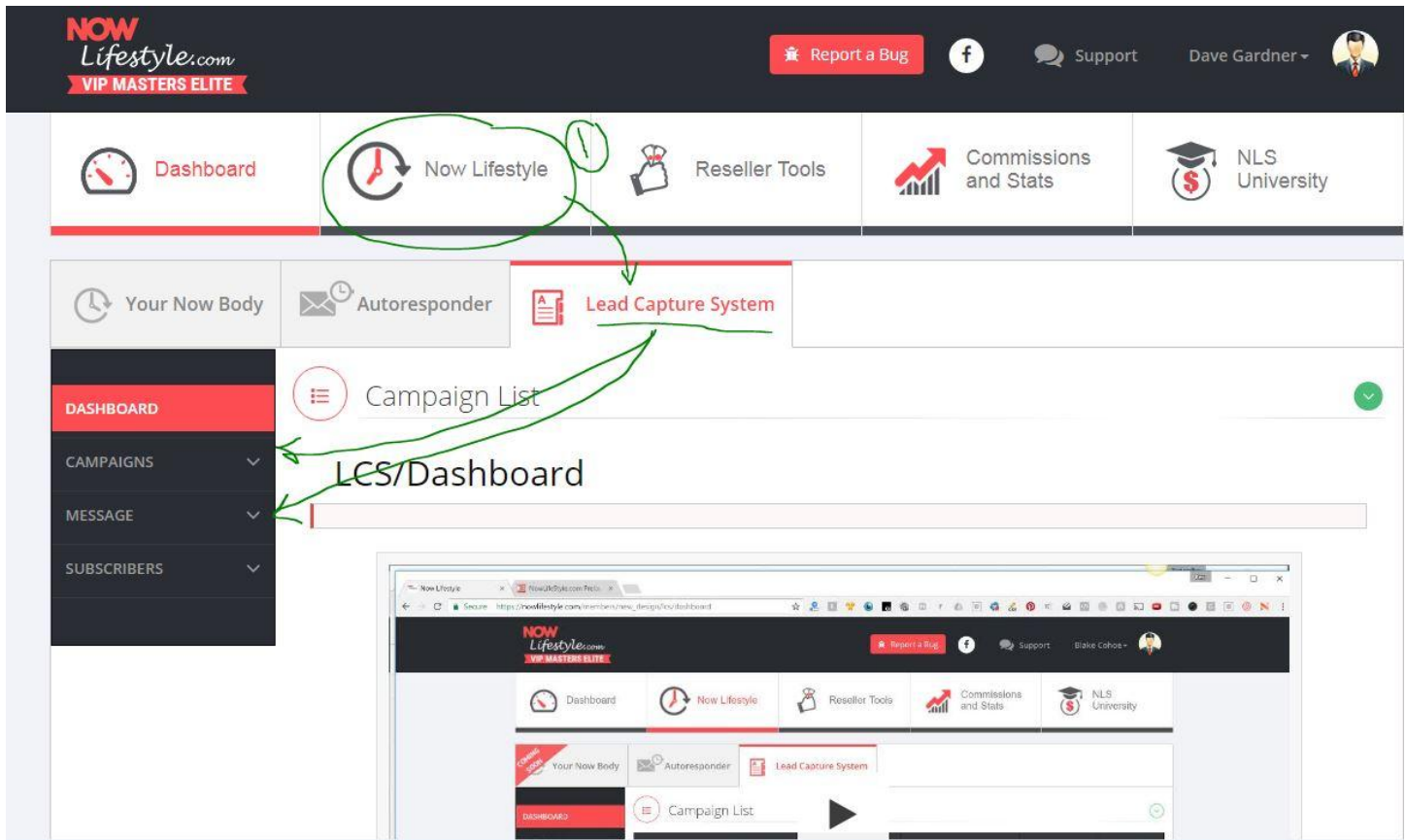
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Getting your first email campaign set up to follow up with your Now Lifestyle leads:



Click on the 2nd tab on the TOP menu labeled "Now Lifestyle" and you will see that your side menu options change to relate to the email follow up system.

Scroll down below the video on this page and you will see your Active campaigns (3 as of 8/2017)

Campaign	Subscribers	Unsubscribed	Pending	Action
NowLifeStyle	800	81	0	
Webinar Registration in NLS	15	0	0	
NowLifestyle Free Customer	446	25	0	

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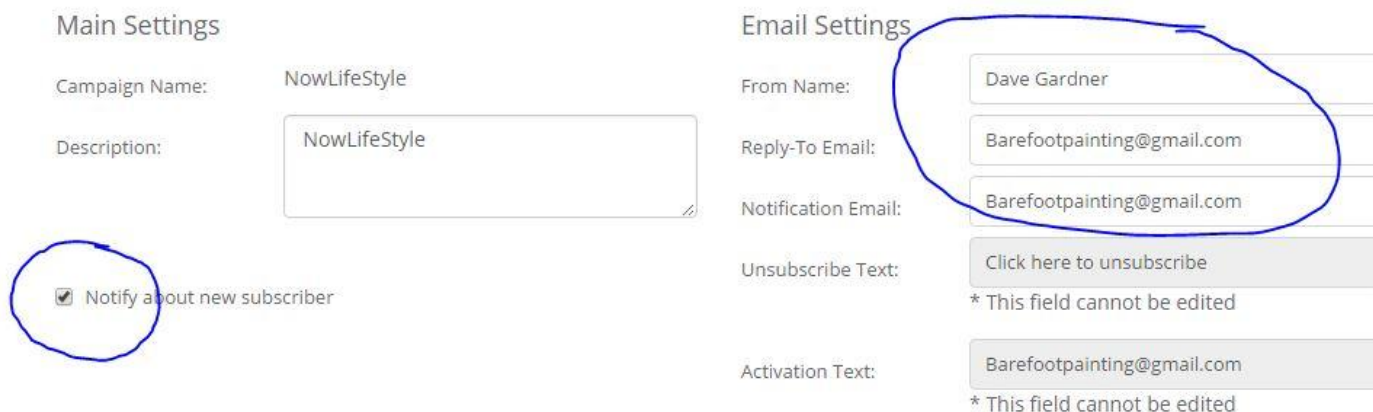
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Click on the button at the far right side to edit EACH of your lists and enter the email address and name you want to send your emails from as well as establish that you want to get contacted whenever leads opt in. Again, do this for ALL of your campaigns.



Campaign	Subscribers	Unsubscribed	Pending	Action
NowLifeStyle	800	81	0	
Webinar Registration in NLS	15	0	0	
NowLifestyle Free Customer	446	25	0	

Scroll down until you see the following where you can edit your details:



Main Settings

Campaign Name: NowLifeStyle

Description:

☒ Notify about new subscriber

Email Settings

From Name:

Reply-To Email:

Notification Email:

Unsubscribe Text:
* This field cannot be edited

Activation Text:
* This field cannot be edited

The main things you need to do here are circled in the diagram above.

1. Make sure the box on the left is checked so you can get notified when you have a new lead
2. Add in the name you want your messages to be sent from (that is what the end user or lead sees in their own personal email inbox)

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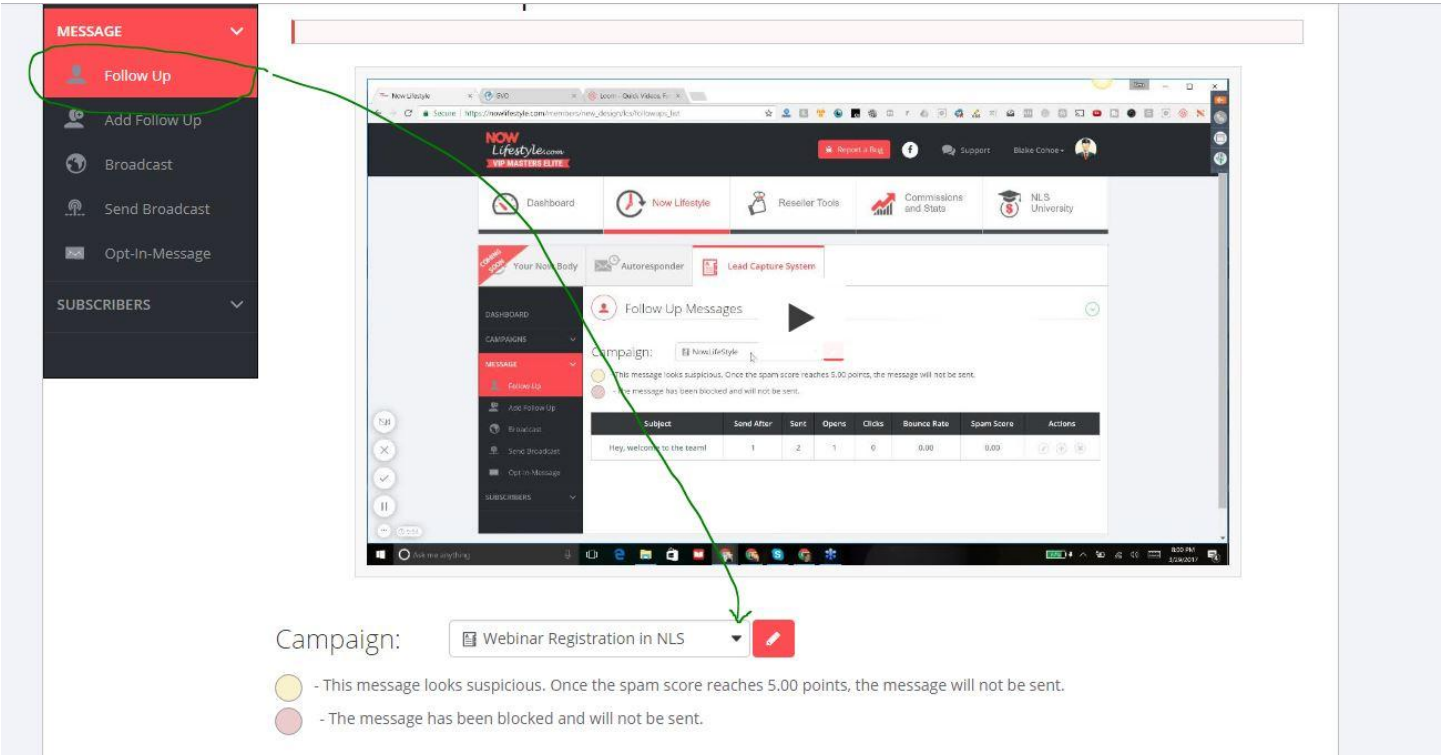
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3. The Two email addresses need to be entered and may be different. The "Reply-To" email is the address your lead can contact you at if they want to send you a reply to a message you send them, while the "Notification" email is where you get notified if you have a new lead. I chose to keep mine the same in this case but you can go in and modify as you see fit and as your business grows.

*Make sure you click the **RED edit** tab at the bottom!*

Creating your first email message for your follow up series



The screenshot shows the Now Lifestyle CRM interface. On the left, a sidebar menu has a 'MESSAGE' tab selected, with a sub-menu showing 'Follow Up' (highlighted with a green circle). The main content area displays the 'Follow Up Messages' section. A green arrow points from the 'Follow Up' tab to the 'Campaign' dropdown menu, which is set to 'Webinar Registration in NLS'. A red edit icon is visible next to the campaign name. Below the campaign name, there are two status indicators: a yellow circle indicating a suspicious message and a red circle indicating a blocked message.

Campaign: 

- This message looks suspicious. Once the spam score reaches 5.00 points, the message will not be sent.
- The message has been blocked and will not be sent.

Click on the Message tab and then click on the "Follow up" tab...If you scroll down you will see that you do not have any messages in the campaign that is showing up and you need to create your first follow up. You can jump between campaigns by clicking the drop down box as shown in the image above.

Sponsored by Dave Gardner at <http://NowLifestyleTeam.com> and <http://2DollarSecret.com>

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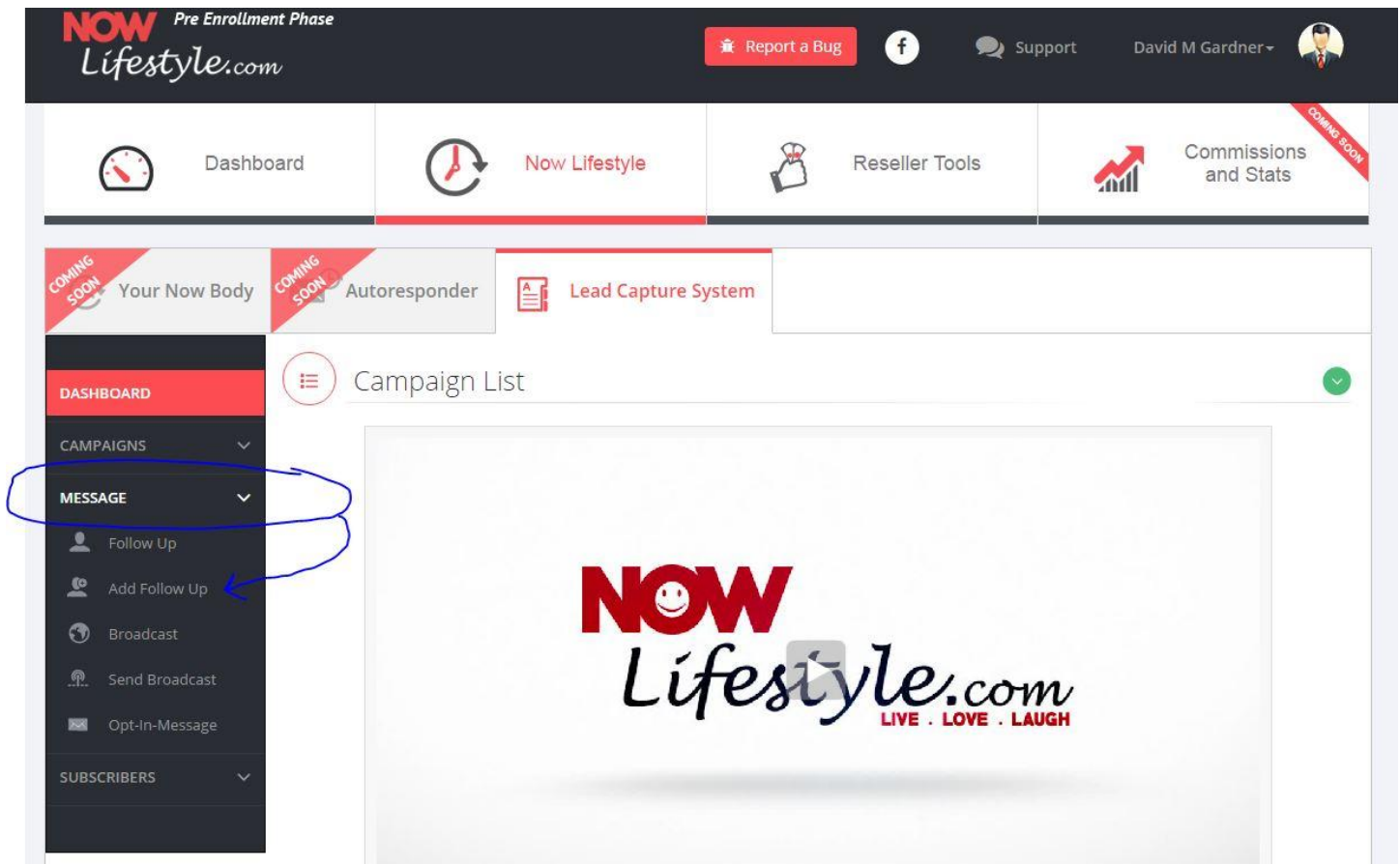
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To add your message(s) click on the "Add follow up" tab as shown in the diagram below.



NOTE: Be sure you chose the campaign you wanted to create the follow up series in.

As of August 2017 the THREE campaigns are as follows:

- 1) NowLifestyle: This is for capture pages containing ONLY an opt in form and do not provide the lead with access to a free trial of the member area
- 2) Webinar Registration in NLS: this is for people who opt in to get on the list to be reminded of an upcoming live webinar/conference/training
- 3) Now Lifestyle Free Customer: this is for people who have access to a free trial account of the NLS membership.

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Why do you need to add a follow up series? You do not need to do this if you are going to instead do daily broadcasts, though you want to be able to get at least the first message out to the lead as soon as they opt in...Just remember if you do not reach out to your leads, they are going to think you do not care and might forget about you and the Now Lifestyle opportunity...Reach out, say hello and let them know you are there to help them out in getting started.

Share your contact details as well so they can reach out to you...Phone, email, skype, Facebook or other social media etc.

The more contact points or options for them the better.

If you just want to have that first message and then do the rest as live broadcasts, that is great...automate it though so you do not always have to write the email over and over again welcoming someone into the platform.

I have between 5-10 days of generic emails in the lead capture system campaigns that automatically go out and talk about the system, training, experiences and more.

So if you have not done it yet, click "Add follow up"

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Creating your FIRST EMAIL!

Campaign:

Send After: day(s) after previous message

Insert Field:

Subject:

HTML Message

Formats **B** *I*

Text Message

If this is your first email, be sure to change the 1 to a '0' in the "Send after" box. This will cause your lead to get an instant email as soon as they opt in...Talk about automation!

On successive emails, leave the number at 1 if you want them to come out daily.

This is where you want to introduce yourself, maybe give a short one to two sentence background on why you are in NLS and let them know how they can reach out to you through email, social media or even your phone number.

Make your Subject line catchy and complete your message in the top box labeled html message (if you know html you can really make your messages stand out but it is not

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needed). You must also copy and paste your message into the bottom box which says "Text message" as some internet browsers or email software will not accept images and html code and just need plain text in the message.

Be sure to click the RED ADD button at the bottom of the page

Once you click that button you should now see a new message in your follow ups

Send After: day(s) after previous message

Insert Field: Go

Subject:

HTML Message

Insert Fields Formats **B** *I* Add tracking link

Whether you have been in something like the Now Lifestyle or not, it does without saying that you have to be patient.

It's all about the marathon...not the sprint.

While it can be awesome to get people in and enrolled quickly you have to keep in mind that in most cases you will not become a superstar in a matter of days, weeks or months...possibly even years.

This is truly where slow and steady wins the race.

Yes, there are some superstars who bring in big teams in a short time, though they are the minority exception here.

Text Message

Insert Field: Go

Insert Link: Go

Whether you have been in something like the Now Lifestyle or not, it does without saying that you have to be patient.

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Campaign:

NowLifeStyle

- This message looks suspicious. Once the spam score reaches 5.00 points, the message will not be sent.
- The message has been blocked and will not be sent.

Subject	Send After	Sent	Opens	Clicks	Bounce Rate	Spam Score	Actions
The Now Lifestyle looks great on you already!	0	1	0	0	0.00	0.00000	  
Did you work it today?	1	0	0	0	0.00	0.00000	  
The marathon...not the sprint!	1	0	0	0	0.00	0.00000	  

As the above image shows, you should see the newest email follow up that you added..I have added THREE email follow ups so far. The first shows it is being sent out after '0' days meaning it will go out automatically after opt in.

My next two follow ups each go out '1' day after the previous message. Thus if a lead opted in on a Monday, they would get the "Marathon...not the sprint!" email on Wednesday.

YOU CAN WRITE AS MANY FOLLOW UP EMAILS AS YOU WANT BUT KEEP THEM GENERIC

You do not want to have a follow up that points to specific dated events, so that they scream that they are coming from a computer generated system instead of a real person. Keep them generic and you can set up a series of emails that builds trust with your leads and makes them want to click your link to enroll if they have not done so already.

Sending a live broadcast message is a different story though and here is where you can send messages that are related to current events and show your leads that you are in fact a real person building a business.

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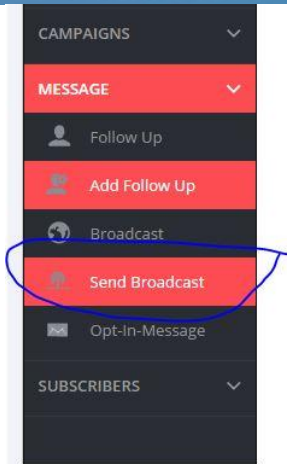
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Campaign: NowLifestyle

Send Broadcast

Campaigns:

Select All | Remove All
NowLifestyle

0/1 Values accepted

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SENDING A LIVE MESSAGE

Just click on the "Send broadcast" tab under "campaigns" and you will have a page open up that is very similar to the follow up pages. The main difference here is that you can choose your campaigns. Just click on the "Now Lifestyle" (circled above) and it will automatically 'jump' to the other box and will thus be selected. (I click on and send to ALL of my campaigns when I send an email to make sure all my leads get the message).


Continue to write your email just like you did previously in the follow up and click on the red ADD button again!

IMPORTANT MUST DO TASK...or your email will NEVER go out!



After you add a live broadcast...It will show up as pending on your next screen as you see in the image below. YOU MUST CLICK THE '+' SIGN on the RIGHT side of the screen in order to put this in the queue to actually send it out.

If you do not do this, it will basically sit in the pending section forever.

This page is intended for bulk email of messages only for **ACTIVE** subscribers. The messages will not be sent to pending, unsubscribed and blocked subscribers.

-  - This message looks suspicious. Your mail may experience deliverability problems.
-  - The message has been blocked and will not be sent.

Pending Broadcast

Subjects	Send Later	Sent	Opens	Clicks	Bounce Rate	Spam Score	Actions
Still up and thinking about the Now Lifestyle?	2017-02-02 21:45:00	0	0	0	0.00%	0.00	  

Sent Broadcast

Subjects	Send Later	Sent	Opens	Clicks	Bounce Rate	Bounce Rate	Actions
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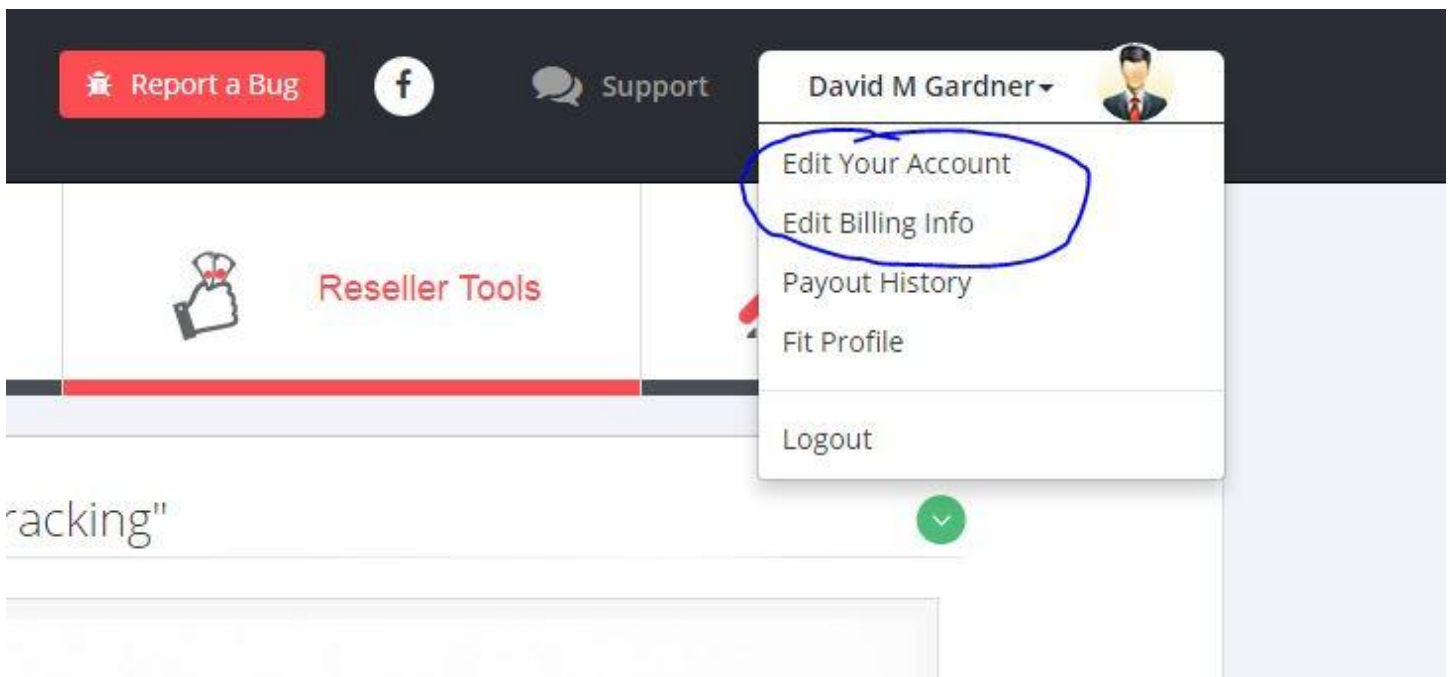
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Later and once the email has been sent, it will show up in your sent broadcasts, where you can see certain things about in regards to how many people opened the email, how many clicks on links took place. The bounce rate is related to how many times it was bounced from someone's email account and can be due to a full inbox, or if it is a fake email used to opt in. These leads will often later end up as BLOCKED!

Editing Your Account DETAILS: This is a **MUST DO** in order to make sure your upline/downline have proper methods of contacting you. Remember **WE ARE A TEAM HERE!** While you might be levels below me, I am still going to help you any way I can as will Coach Seb!



Click on triangle next to YOUR NAME in the top right corner of the member area to get the drop down box and complete necessary details on the "Edit Your Account" and "Edit Billing Info" in order to have things run as smoothly as possible.

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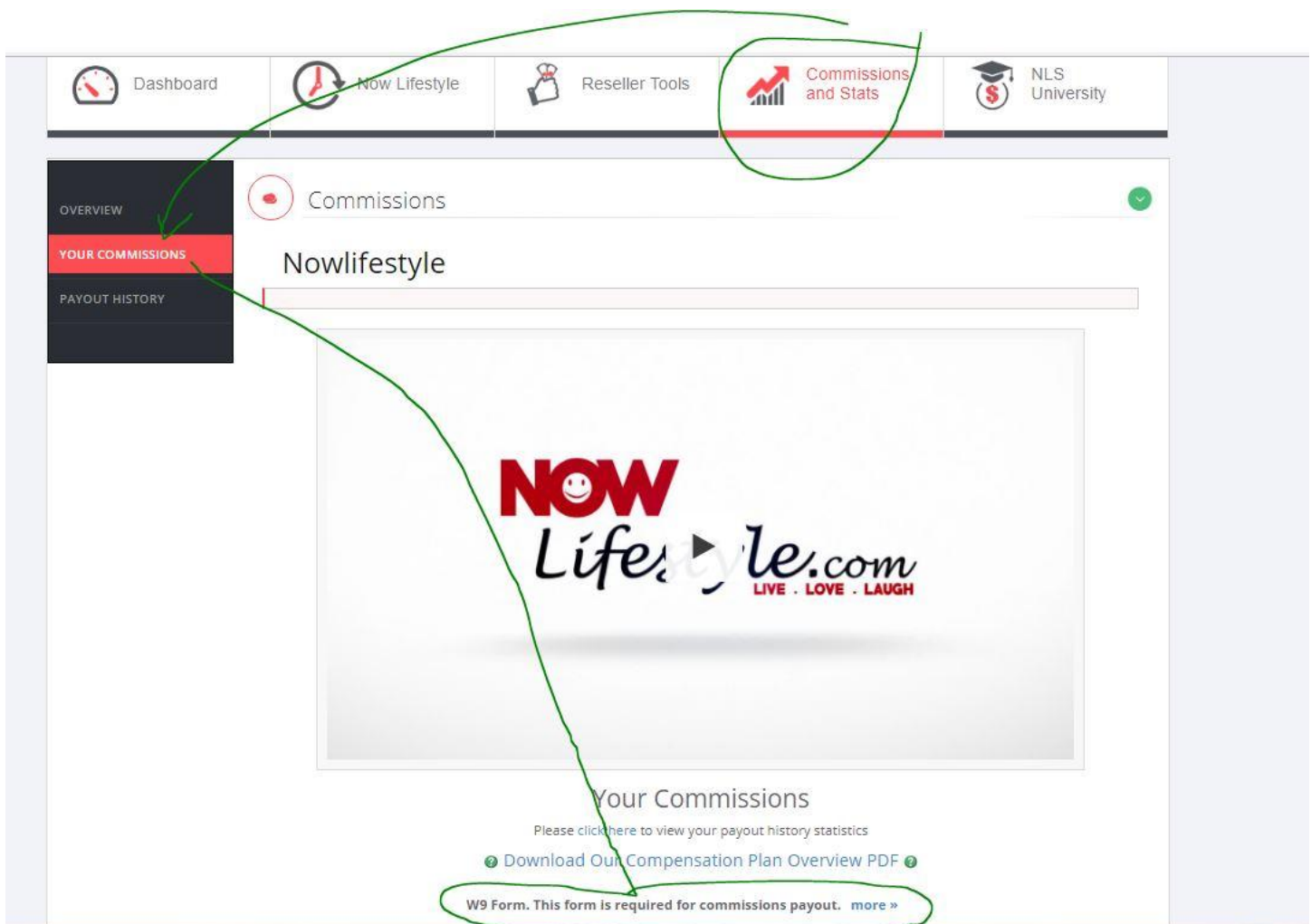
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For example...if you want to actually get PAID commissions, you need to have this set up and correctly submitted. That includes your appropriate address, Tax ID or social security number etc.

We are a team here and I want you to succeed as much as possible...It would not be good if the NLS support could not send you a commission check!

W9 instructions for tax purposes for members living in the United States: Click on Commissions and Stats tab at the top of the page, then click on "Your commissions" on the left. Scroll down to see the W9 form details...CLICK on "more>>"



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[How to fill a binary matrix in the now lifestyle](#) (watch this to know how to place your direct referrals)

Remember! Serious action will grow your business much faster than just dabbling in it once in a while.

Consistency is key, though remember that imperfect action beats perfect inaction EVERYDAY!

And then there is my favorite quote that I say all the time to my students online and in class as well as my players (I Coach girls lacrosse) and that is as follows:

"You get out of it what you put into it"

Go make it happen and lets Live, Love and Laugh together as we shrink our guts and fatten our wallets!



Dave Gardner

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