

# Basic Funnels

**A Quick Tour of Dominate Basics**

# Coach Bobet

- ❑ The Money Coach, Roberto Prudente
- ❑ Iskolar ng bayan,' B.S. Math
- ❑ 30+ years experience in IT/Business Intelligence
- ❑ Senior management positions in computer software companies
- ❑ Financial educator, planner, adviser, speaker and author
- ❑ Building in IMG Marikina, Antipolo QC, Makati, Las Piñas, and worldwide

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# **TIPS** **(Tipid, Ipon, Palago, Saya)** **Pampayaman 101**

Kaya mo bang  
mag-**T**ipid ng ₱ 33 sa araw-araw?  
**I**punin ₱ 1,000 buwan-buwan  
at **P**alaguin @12 - 18% taon-taon.  
Mag-**S**aya ka dahil ito ay magiging  
₱1.0m – ₱2.3m sa 20 taon  
₱3.5m – ₱14m sa 30 taon  
₱12m – ₱86m sa 40 taon  
**Coach Bobet & Mary Ann Prudente**



Coach Bobet @ IMG Marikina <http://bit.ly/CoachBobet>

# **TIPS** **(Tipid, Ipon, Palago, Saya)** **Pampayaman 101** Seminar Edition

**Bobet & Mary Ann Prudente**  
Financial Coaches @ IMG TrulyRichMakers

*“Bobet and Mary Ann are on fire! They’re on a mission:  
To prosper you. It’s high time to make the change.”*

**Bo Sanchez**  
Bestselling Author, 8 Secrets of the Truly Rich

*How to Grow Rich Slowly But Surely*

<http://bit.ly/palago>

# Creating a List

## Quick Outline

# IMG DOMINATE

Dashboard

MY FUNNELS

Virtual Events

Prerecorded Events

Live Events

Survey

**1. Click here**

Lists

Email Blast

Email Sequence Queue

**2. Click here**

+ Add New

International Marketing Group, Corp.

## CAMPAIGNS

All campaigns

Create new campaign

## TEMPLATES

All templates

## LISTS & SUBSCRIBERS

**View all lists**

## REPORTS

See reports

International Marketing Group, Corp.

Add a new list

**3. Enter List Name**

List name

The name of your new list

+ Add

**4. Click "+Add"**

© 2020 International Marketing Group, Corp.

# **Creating a Prerecorded Event**

## **Quick Outline**

## IMG DOMINATE

Dashboard

MY FUNNELS

Virtual Events

**1. Click here**

Prerecorded Events

Live Events

Survey

Lists

Email Blast

Email Sequence Queue

**2. Click here**

+ Add New Prerecorded Webinar

## IMG DOMINATE

Prerecorded Webinars / Add Prerecorded Webinar

Source of your evergreen webinar

URL to your video file



Recommended Videos

Recommended Videos

**3. Select recommended video**

IMG Membership Orientation by Joen De Las Penas 2

IMG Membership Orientation by Shirley San Miguel

IMG Membership Orientation with Financial Checkup by IMG Kuwait

IMG Membership Orientation with Bobet Prudente

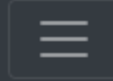
IMG Membership Orientation

How To Get Started (System) by Joen De Las Penas

Duration of your video

Offer Configuration

**4. Scroll down**



Basic configuration

Webinar name

Enter your webinar name here

Webinar title

Enter your webinar title here

Max 70 characters.

Webinar description

Enter the description of your webinar here

Max 150 characters.

**5. Enter webinar  
- name,  
- title,  
- description**

Webinar schedules

Schedule

Every  On  Just In Time  Instant

**6. Click "instant"**

**7. Click Submit**

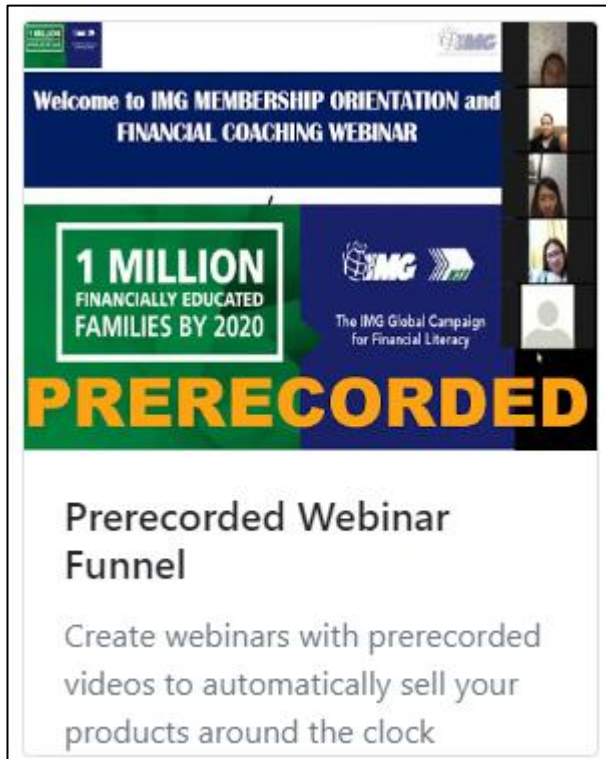
Submit



## 8. Click here

+ Start Building a Funnel

## 9. Prerecorded Webinar Funnel



Welcome to IMG MEMBERSHIP ORIENTATION and FINANCIAL COACHING WEBINAR

1 MILLION FINANCIALLY EDUCATED FAMILIES BY 2020

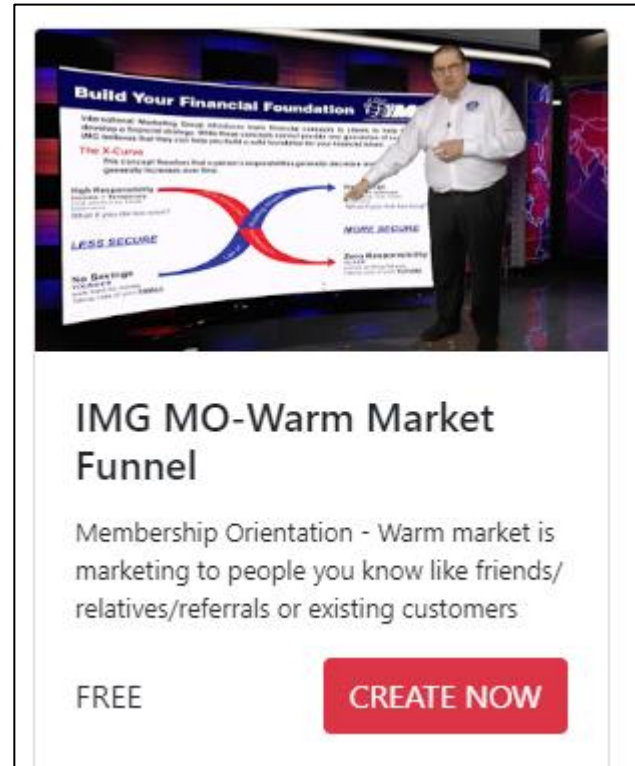
The IMG Global Campaign for Financial Literacy

**PRERECORDED**

Prerecorded Webinar Funnel

Create webinars with prerecorded videos to automatically sell your products around the clock

## 10. IMG MO- Warm Market Funnel



Build Your Financial Foundation

IMG MO-Warm Market Funnel

Membership Orientation - Warm market is marketing to people you know like friends/ relatives/referrals or existing customers

FREE

CREATE NOW

### Site Configuration

Select Domain ?

imgcorp.com

Site ID ?

Choose a List

Live Webinar ?

Email List ?

**11. Fill in**  
**- Site ID,**  
**- live webinar and**  
**- email list.**

**12. Submit**

Back

SUBMIT

# Controlling Your Future

May mga financial challenges ka ba?



HURRY! REGISTER NOW FOR FREE!

**REGISTER NOW**

# **Creating Live Webinar Funnels**

## **Quick Outline**

# Scenario

## Announcement to Team

- Hierarchy creates regular webinars
- Fixed schedule
- Fixed meeting URL

## Announcement Poster

- Monday at 9pm
- Tuesday at 9pm
- Thursday at 10pm
- Friday at 9pm
- Sunday at 9pm
- Fixed zoom ID:  
*<https://zoom.us/j/213217082>*

# IMG DOMINATE

Dashboard

## MY FUNNELS

**1. Click here**

Virtual Events

Prerecorded Events

Live Events

Survey

Lists

Email Blast

**2. Click here**

**+** Add New Live Webinar

Webinar name ?

Enter your webinar name here

**3. Enter webinar**

Webinar title ?

Enter your webinar title here

**- name,**

**- title,**

**- description**

Max 70 characters.

Webinar description ?

Enter the description of your webinar here

Max 150 characters.

Source of your live webinar

**4. Enter zoom URL, e.g.**

**https://zoom.us/j/213217082**

URL of the Live

http://

Webinar schedules

Schedule ?

Every  On

Everyday

---:--

**5. Add webinar sched**

**e.g. Monday 9am**

**Tuesday 9pm**

Displayed schedules ?

Display only the next immediate available dates

Block holidays ?

mm/dd/yyyy

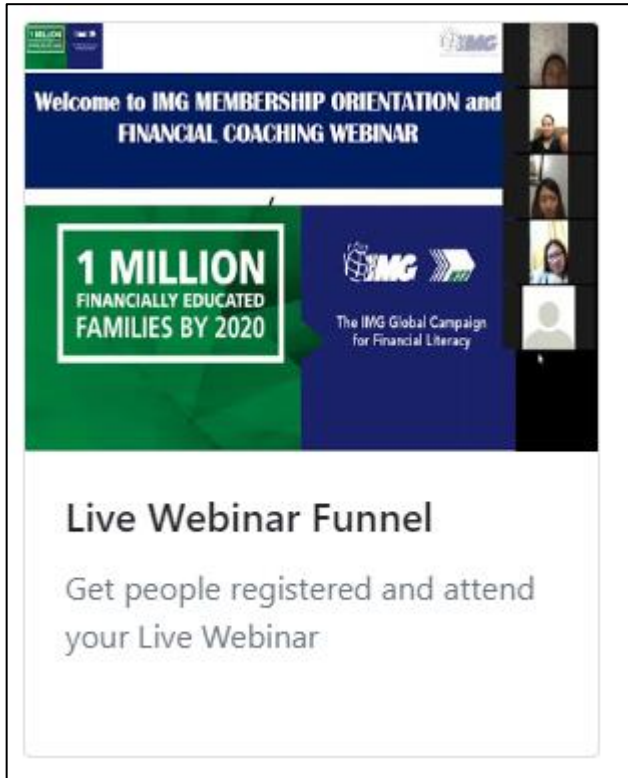
**6. Click Submit**

Submit

## 7. Click here

+ Start Building a Funnel

## 8. Live Webinar Funnel



Welcome to IMG MEMBERSHIP ORIENTATION and FINANCIAL COACHING WEBINAR

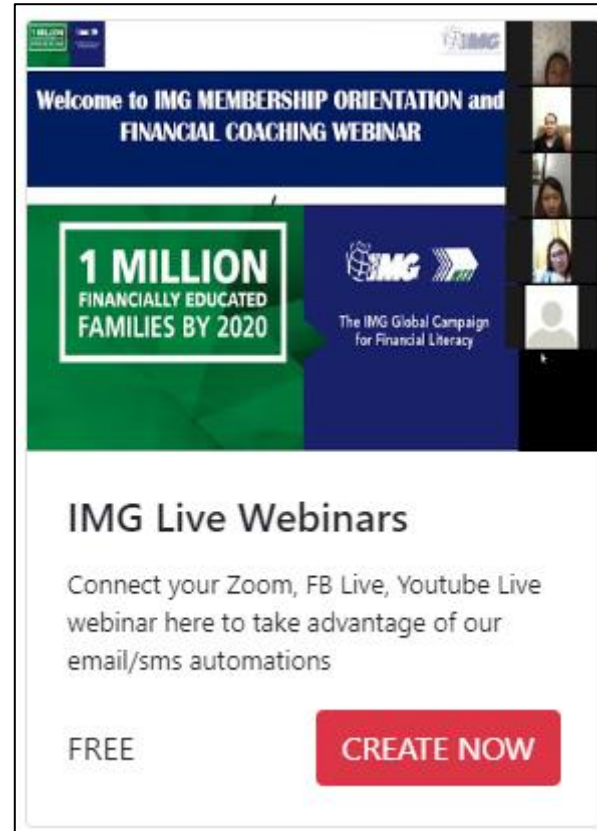
1 MILLION FINANCIALLY EDUCATED FAMILIES BY 2020

The IMG Global Campaign for Financial Literacy

### Live Webinar Funnel

Get people registered and attend your Live Webinar

## 9. IMG Live Webinars



Welcome to IMG MEMBERSHIP ORIENTATION and FINANCIAL COACHING WEBINAR

1 MILLION FINANCIALLY EDUCATED FAMILIES BY 2020

The IMG Global Campaign for Financial Literacy

### IMG Live Webinars

Connect your Zoom, FB Live, Youtube Live webinar here to take advantage of our email/sms automations

FREE

CREATE NOW

### Site Configuration

Select Domain ?

imgcorp.com

Site ID ?

**10. Fill in**  
**- Site ID,**  
**- live webinar and**  
**- email list.**

Choose a List

Live Webinar ?

Email List ?

**11. Submit**

Back

SUBMIT

# The Secret to Saving and Building Your Future (Webinar)

Matuto ng simpleng financial concepts, strategies at solutions mula sa Webinar Team



Coach Bobet @ IMG Marikina <http://bit.ly/CoachBobet>

**To register, type name, email, cellphone and select live webinar schedule**

RESERVE YOUR SEAT

Your Name

Monday 6th of April 2020 - 09:00 PM - Asia/Manila

Tuesday 7th of April 2020 - 09:00 PM - Asia/Manila

Thursday 9th of April 2020 - 10:00 PM - Asia/Manila

Friday 10th of April 2020 - 09:00 PM - Asia/Manila

Sunday 12th of April 2020 - 09:00 PM - Asia/Manila

Monday 6th of April 2020 - 09:00 PM - Asia/Manila

**REGISTER NOW**

Message Me

# What did we create?

- Individual member funnel
- To centralized webinars
- Member advertises own funnel URL to his own warm/cold market
  - Via email, messenger, SMS, viber, whatapp, etc
- Guests register in member funnel
- Member gets the email list
  - Member has guest registration list
  - Member can get attendee list
  - Member can do individual follow-up via email, messenger, SMS, viber, whatapp, etc
  - Member can do automated follow-up via email, SMS blast.



# Quickstart

**Dominate Learning Resources**

- Dashboard
- MY FUNNELS
- Virtual Events
- Prerecorded Events
- Live Events
- Survey
- Lists
- Email Blast
- Email Sequence Queue
- SMS Blast
- Registration Logs
- Reports

### What is the IMG Dominate Tool?



**IMG Dominate Tool**  
A POWERFUL ONLINE TOOL FOR MARKETERS  
- CREATED FOR THE FILIPINO AUDIENCE

04:25

*The IMG Dominate Tool Free Tier enables you to gain free, hands-on experience with the platform, products, and services. We will email you if your usage goes over the fair-use limits.*

[Start Building a Funnel](#)

- ### Your Affiliate Links
- 10M2025**  
<https://6199kf.imgcorp.com/10M2025>  
Send this link to your leads so they will see the many benefits of IMG and Join.
  - Offer Page**  
<https://6199kf.imgcorp.com/>  
Send this link to your leads so they will see the many benefits of IMG and Join.
  - Membership Benefits Checklist**  
<https://6199kf.imgcorp.com/checklist/>  
Send this link to your leads so they will see the many benefits of IMG and Join.
  - Kaiser Quote**  
<https://6199kf.imgcorp.com/quote/kaiser>  
Use this link to quote and send application form to leads.
  - Turning Point Success Stories**  
<https://6199kf.imgcorp.com/tp>  
Send this link to your leads to show them why others join IMG.
  - Attendance**  
<https://6199kf.imgcorp.com/attendance>  
Use this link in your tablet/iphone as the attendance sheet of your 'Membership Orientation Seminar' attendees. They will automatically receive our email autoresponders.

# IMG Dominate

Search our knowledge base

Search

Welcome **ROBERTO PRUDENTE**

[Support Center Home](#)

[Knowledgebase](#)

[Open a New Ticket](#)

[Tickets \(0\)](#)

[Profile](#)

[Sign Out](#)

## Knowledgebase

Click on the category to browse FAQs.



### Announcements & Updates (1)

Regular Updates on the Dominate Tool

1 System Updates



### Dominate Mentors (4)

Dominate Mentors

1 Does Digital Marketing Work? - Jay Castillo

2 Why Do We Need Lead Magnets? - Jomar Hilario

3 Why Do We Need To Email Blast? - Allan Ngo

4 Why Do We Need To Write Books? - Sha Nacino

- 3 Why Do We Need To Email Blast? - Allan Ngo
- 4 Why Do We Need To Write Books? - Sha Nacino



### Dominate Tool Tutorial Video (9)

Tutorials on how to use the Dominate Tool

- 1 How do I import my existing email list to the Dominate Tool?
- 2 How do I market my Funnels?
- 3 How to Email blast?
- 4 How to make a Lead Magnet Funnel?
- 5 How to make a Prerecorded Webinar Funnel?

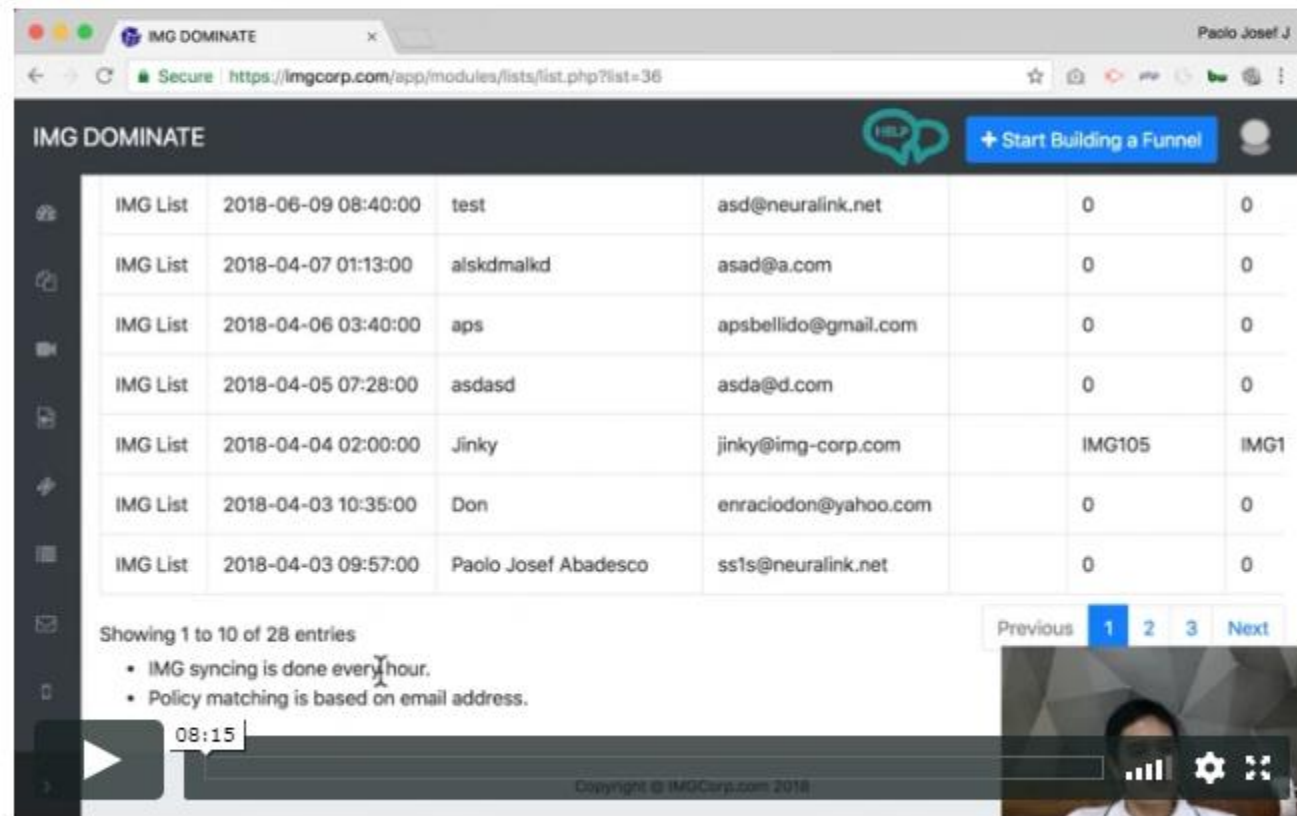
—Browse by Topic— ▾

[Open a New Ticket](#)

[Check Ticket Status](#)

## How do I import my existing email list to the Dominate Tool?

🕒 Last Updated 2 years ago



The screenshot shows the IMG DOMINATE web application interface. At the top, there's a navigation bar with the logo, a help icon, and a button that says '+ Start Building a Funnel'. Below this is a table with 7 rows of data. The table has columns for list name, creation time, name, email address, and two numerical columns. Below the table, there's a pagination control showing 'Showing 1 to 10 of 28 entries' and buttons for 'Previous', '1', '2', '3', and 'Next'. At the bottom of the screenshot, there's a video player with a play button and a timestamp of '08:15'. A small video thumbnail is visible in the bottom right corner of the application area.

IMG List	2018-06-09 08:40:00	test	asd@neuralink.net	0	0
IMG List	2018-04-07 01:13:00	alskdalkd	asad@a.com	0	0
IMG List	2018-04-06 03:40:00	aps	apsbellido@gmail.com	0	0
IMG List	2018-04-05 07:28:00	asdasd	asda@d.com	0	0
IMG List	2018-04-04 02:00:00	Jinky	jinky@img-corp.com	IMG105	IMG1
IMG List	2018-04-03 10:35:00	Don	enraciodon@yahoo.com	0	0
IMG List	2018-04-03 09:57:00	Paolo Josef Abadesco	ss1s@neuralink.net	0	0

Showing 1 to 10 of 28 entries

- IMG syncing is done every hour.
- Policy matching is based on email address.

08:15

Copyright © IMGCorp.com 2018

# IMG DOMINATE

HELP + Start Building a Funnel

- Dashboard
- MY FUNNELS
- Virtual Events
- Prerecorded Events
- Live Events
- Survey
- Lists
- Email Blast
- Email Sequence Queue
- SMS Blast
- Registration Logs



**Allan Ngo**  
Award-Winning Email Marketer



**Jomar Hilario** **Click here**  
Social Media Marketing Guru



**Sha Nacino**  
Coach Bobet @ IMG Marikina



**Jay Castillo**  
<http://bit.ly/CoachBobet>



### ABOUT

DISCOVER 5 WAYS HOW YOU  
CAN GROW INSTAGRAM  
FOLLOWERS FOR FREE

DIGITAL STORY TELLING

DIGITAL STORY TELLING

**Click here**

BONUS - FINANCIAL  
GRAPHICS

# SOCIAL MEDIA MARKETING COURSE

BY JOMAR HILARIO

Hi! I'm Jomar Hilario =For more than 10 years I've taught Filipinos the philosophy & the step by step to create income by maximizing the internet.

Earning online is simple, if you just BE YOURSELF and not PRETEND to be someone else. However, there ARE rules, and I'm here to tell you all about that so you too can maximize the internet to provide more and more life for your loved ones.



# FINANCIAL GRAPHICS YOU MAY USE IN FB OR INSTAGRAM

Download and Upload to Your Facebook Wall - Don't forget to link this to your funnel.





# Allan Ngo Materials

## EMAIL MARKETING MASTERCLASS

BY ALLAN NGO

For more than 6 years, he lived a double life, working in their family business in the morning and building his online business at night.

After around 2 years of trial & error on the side while earning ZERO Pesos, he finally discovered a way to earn online even while working full-time that allowed him to generate several 6-figure paydays from product launches both locally and abroad.

It's called email marketing.

And that's what awaits you when you scroll down.



ABOUT

PREPARATION

PERSUASION

PUBLICATION

# Email Marketing Materials

## INTRODUCTION

A quick intro about your trainer Allan Ngo and an overview of the 3 Ps that will be the foundation of your core training — Preparation, Persuasion, and Publication.

## WHY EMAIL MARKETING IS STILL THE BEST WAY TO SELL ONLINE

Discover why the good ol' email is still the best way to sell online. In fact, it's so good, it can help make you the most powerful person in the world. (...Just ask former U.S. President Barack Obama). If you're relying all your digital marketing on JUST social media, you better watch this... NOW.

## BEHIND THE SCENES: HOW EMAIL MARKETING REALLY WORKS

Find out how home tv shopping can make you a better email marketer, why NOT being good at words is actually an advantage and the critical mindset shifts that may change the way you see selling forever.

## MIND READING: HOW TO FIND OUT WHAT YOUR MARKET WANTS AND GIVE IT TO THEM

IMPORTANT: This module holds 50% of the secret to making people buy from you. You'll learn the 3 kinds of mind reading exercises that'll allow you to talk to your prospect's deepest need and make your competition irrelevant.

## MARKET AWARENESS: HOW TO HIT THE BULLS-EYE EVERYTIME EVEN IF YOU HAVE A MOVING TARGET

There is no one-size-fits-all approach in messaging. Find out how to find the best message to the right market at the perfect time. (Plus! An product launch example that hits all levels in one sequence)

Video #1

Video #2

Video #3

Video #4

Video #5

# Sha Nacino Materials



## ABOUT

HOW TO PLAN YOUR BOOK

THE TWO THINGS EVERY  
AUTHOR MUST HAVE

HOW TO SELECT A TOPIC  
FOR YOUR BOOK

# 90-DAY BOOK WRITING COURSE

LEARN HOW TO WRITE YOUR OWN BOOK IN 90 DAYS... EVEN IF YOU'RE NOT A WRITER!

BY SHA NACINO

Sha is an author of 11 books and a book writing coach. She regularly writes for Bo Sanchez's TrulyRichClub newsletter articles where in she interviews two entrepreneurs each month.

As a speaker and trainer, Sha has inspired over 100,000 people in the Philippines, Malaysia, HongKong, Dubai, and Spain. Sha served as a speaker/trainer to companies and organisations such as HSBC Philippines, Bayantel, Mercedes Benz, Ayala Land, Metrobank, BPI, Sunlife, Philam Life, DSWD, DOLE, Bureau of Immigration, Office of the President of the Philippines, University of the Philippines, and many more!



# Jay Castillo Materials

## REAL ESTATE INVESTING COURSE

BY JAY CASTILLO

Jay Castillo, made his dreams happen – to become financially free. A few years ago, he was a busy IT manager working his way up to the corporate ladder. At one point in his life, he was really frustrated spending hours and hours working at the office and going through the frustrations faced by employees. He realized that the stress from his job was literally killing him. That's when he decided to do something about it for the sake of his loved ones. After reading Rich Dad, Poor Dad by Robert Kiyosaki, he was inspired to learn how to do real-estate investing.

He attended seminars, seek out mentors and built his now very popular blog Foreclosure Investing Philippines at foreclosurephilippines.com. After only a few years, he is already financially free. He was able to quit his job and work full-time on his real-estate business, that is investing in foreclosed properties.

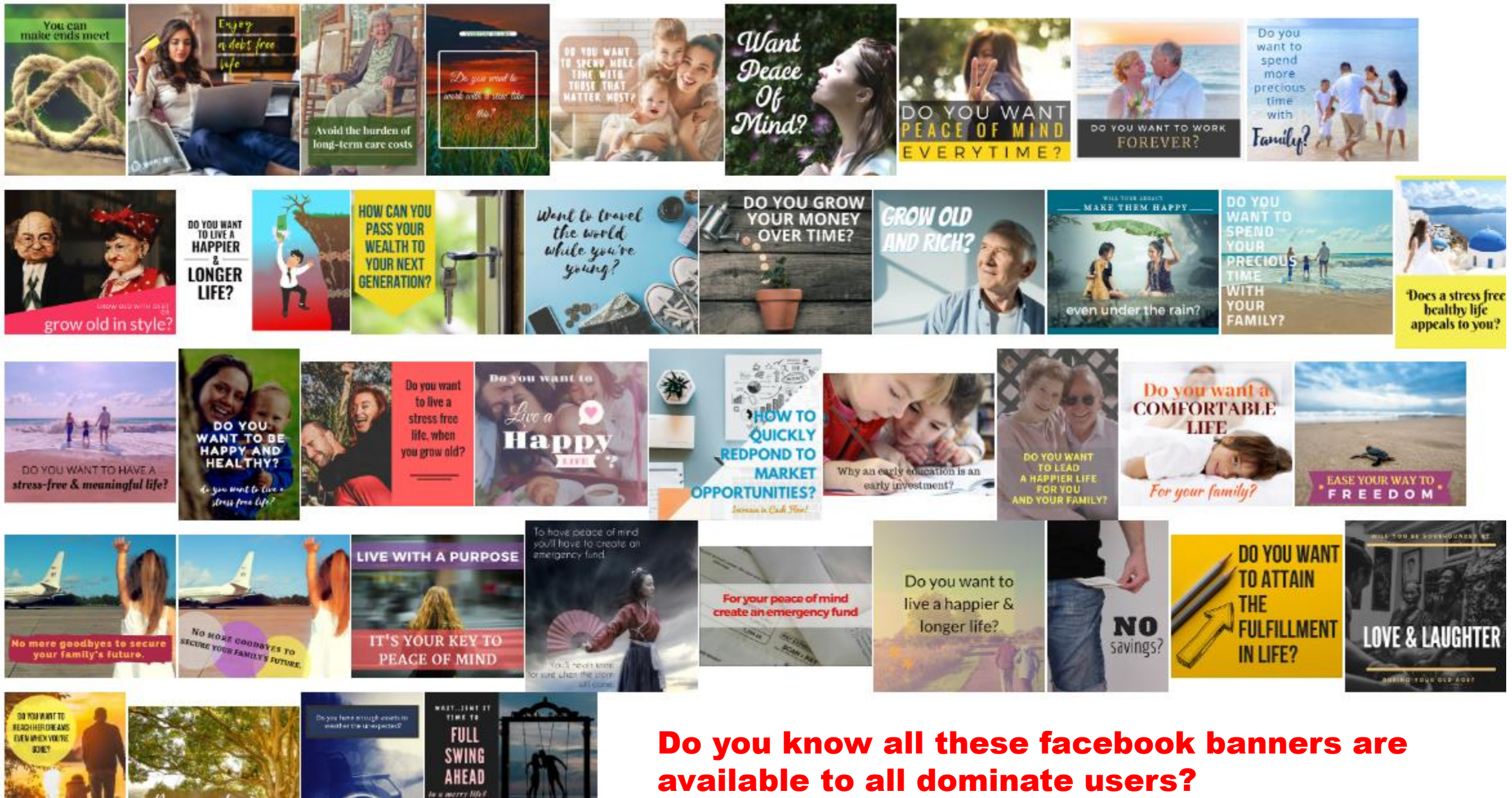


ABOUT

HOW TO BUY YOUR FIRST  
HOME THE RIGHT WAY

# **FB Banners**

**A short introduction to FB Ads and Banners**



**Do you know all these facebook banners are available to all dominate users?**

# 25 Expert Tips to Create Facebook Ad Images THAT SELL

- 1. Show People Using Your Product**  
Your ad has to look like it belongs in someone's news feed.
2. Create Different Facebook Ad Images for Different Personas
3. Use Targeting to Narrow Your Audience
- 4. Use Images of Faces**
- 5. Urgency**  
e.g. text limited-time offer
- 6. Minimize Image Text**  
less than 20% text overlay on images  
move text to text portion
7. Make Your Message the Focus
8. Include Social Proof
- 9. Only Use High-Resolution Images**
10. Simpler Is Better
11. Effective Facebook Ad Images Display Benefit
12. Keep Your Copy and Graphics Consistent
- 13. Limit Your Ads to One Call to Action**
- 14. People Love FREE**
- 15. Use Simple, Easy-to-Understand Text Overlays**
16. Use Numbers to Get Your Point Across
17. Use a Scroll Test
18. Test a Variety of Copy
19. Try Using Multiple Images
- 20. Immediately Discernable Marketing Message ( call to action )**
21. Use Complementary/Contrasting Colors
22. Stick to 1-2 Fonts
23. Appeal to Both Rational and Emotional Judgment
- 24. Employ the Psychology of Color**
25. Location-Specific Graphics

# 1. Minimize Image Text

less than 20% text overlay on images  
move text to text portion

facebook.com/ads/tools/text\_overlay

Search Roberto Home Create

### Image Text Check

Upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ad may not reach its full audience.

We make exceptions for certain kinds of products being advertised. Visit our [Help Center](#) to learn about exceptions, see examples of images with text, and get more guidance.

Upload

Image Text: OK  
Your ad will run normally.

### Image Text Ratings

- Image Text: OK  
Your ad will run normally
- Image Text: Low  
Your ad's reach may be
- Image Text: Medium  
Your ad's reach may be
- Image Text: High  
Your ad may not run.

### Frequently Asked Questions

What does it mean that I have too much image text?  
Text in your ad image includes text laid over a photo or illustration, text-based logos, and watermarks used in an ad's image. It also includes text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.

## What does it mean that I have too much image text?

Text in your ad image includes text laid over a photo or illustration, text-based logos, or watermarks used in an ad's image. Also text in thumbnail images used for videos as well as images used as cover photos or profile photos of promoted Pages.

**How much text should my image have? Facebook prefers ad images with little or no text**, because images with a lot of text may create a lower-quality experience for people on Facebook.

**How do I reduce the amount of text?** Consider putting most of your text in the text area of your ad instead of on the ad image. If you must use text, use a smaller font size and fewer words to lower the proportion of text to image. Try reducing image text.

[https://www.facebook.com/ads/tools/text\\_overlay](https://www.facebook.com/ads/tools/text_overlay)  
<https://uhurunetwork.com/facebook-ad-images/>



# Psychology of Colors

Source: The Psychology of Color in Marketing By June Campbell – Infographic by kissmetrics.com

The infographic displays eight 'Buy' buttons in different colors, each with a corresponding color name and a list of psychological effects. The buttons are arranged in two rows of four. The colors are Yellow, Red, Blue, Green, Orange, Pink, Black, and Purple. The text for each color is as follows:

- YELLOW**
  - OPTIMISTIC AND YOUTHFUL
  - OFTEN USED TO GRAB ATTENTION OF WINDOW SHOPPERS
- RED**
  - ENERGY
  - INCREASES HEART RATE
  - CREATES URGENCY
  - OFTEN SEEN IN CLEARANCE SALES
- BLUE**
  - CREATES THE SENSATION OF TRUST AND SECURITY
  - OFTEN SEEN WITH BANKS AND BUSINESSES
- GREEN**
  - ASSOCIATED WITH WEALTH
  - THE EASIEST COLOR FOR THE EYES TO PROCESS
  - USED IN STORES TO RELAX
- ORANGE**
  - AGGRESSIVE
  - CREATES A CALL TO ACTION: SUBSCRIBE, BUY, OR SELL
- PINK**
  - ROMANTIC AND FEMININE
  - USED TO MARKET PRODUCTS TO WOMEN AND YOUNG GIRLS
- BLACK**
  - POWERFUL AND SLEEK
  - USED TO MARKET LUXURY PRODUCTS
- PURPLE**
  - USED TO SOOTHE AND CALM
  - OFTEN SEEN IN BEAUTY OR ANTI-AGING PRODUCTS

# Anatomy of an advertisement

Parts

2. Relevance

3. Value proposition

4. Offer/Call to action

1. Visuals you can't ignore

Contents



Post Text

Banner

Your ad has to look like it belong in your Newsfeed

# What makes a good FB banner?

**Less than 20% text,  
Easy to read  
Easy to understand  
text overlay**

**Call to Action**

**Attention  
grabbing image**

**Urgency**



**Psychology of color**

**High res picture  
( 888 x 888 pixels )**

# Lots of good banner ideas ( pero they have too much text, so they are not for FB ads)



Coach Bobet @ IMG Marikina

<http://bit.ly/CoachBobet>

## Page Settings



### Choose Facebook Image



## 2. Also available in your funnel page settings

Upload Facebook Image: 1200 x 630 pixels

Choose File No file chosen

Other Meta Tags: (ex. FB Pixel)

Styles:

Scripts:

1. Available at <https://imgcorp.com/dominate/socialmedia/>

