# ONBOARDING QUESTIONS:

Q: Would it be ok if it is just me now? I am starting my company and I am the only sales person yet.
A: Yes, that is totally ok and the software will grow with you as your company grows :)

Q: Can I submit pictures of the colors and ideas and you help with creating a logo?
A: We don't have anyone who creates logos - but I'd highly suggest canva.com for a simple one you can make in no time or 99designs.com is awesome for logos.

Q: It says that this "Connect" feature requires a paid Pro plan and that my free trial ends on May 20th.  Is this supposed to be a paid or free service?
A: Yes, it will cost $8 a month for a pro plan and you must be an admin in your Slack account.

Q: Will I get help creating my website?
A: We don't build custom websites - but the @max (max team) does build a basic domain needed for your phone registration

Q: What is the pdf for the Air appt booking process?
A:  🆆 The Air Appointment Booking Process - Framework.docx

Q: I don't have any platform or website at the moment. So my question is: do I need a website or not, regarding your system of doing business and getting clients?
A: You don't necessarily need a website, the platform you wish to host your course on is perfect - you will just need a "funnel" to educate people about your offer - which we can help you with that! Once you get to "Tech Set Up" part of the course, we give you a link to mirror your GHL with ours.

Q: Where would the email for AirU login come from?
A: It would have come from reply@airscaling.com or reply@air.ai

Q: Do I need to charge taxes?
A: I haven't personally heard that, but we do not have a tax or business finance specialist on our team - so I would definitely refer to your accountant on that as it could vary by state/county and we wouldn't want to give you incorrect advice.

Q: how do I get into my account? i cant seem to find my login and password
A: Hey @ - I'll DM you that login! It was originally sent from noreply@airscaling.com
Q:  Can I add my agreement later?

A: Yes absolutely!

Q: I see a 90 day time when I log in.  What is that about?
A: The 90 day time is probably Slack telling you that you are on a trial account and you'll need to upgrade to a Pro account. ($8/month per user).

Q: Outside of Midas, what are the other systems I need to set up?
A: The start.air.ai form you filled out gets your set up in both Midas & Max! So Max team will be reaching out soon to let you know if they need anything else to get your account live!

Q: My question is about content creation for digital products. Do you help with that, and if so, how?
A: We do build a basic website - but it is not custom built like you may want in the future. For Content Creation in regards to specifically what you said of taking powerpoints and making them more professional, we have used Fiverr in the past. Caleb & Ryan are big fans of LOOM, as you can see in the Air U course. To start - done is better than waiting & you can perfect as you continue to grow.

Q: Do you have a recommendation for a place to get my terms and conditions for my site?
A: we recommend termly.io for that

Q: Going through the course content, I don't see anything on how to actually structure and set up the $100 fee if people don't show up or don't watch the video? Is that a legit part of the funnel or more of just a scare tactic?
A: I believe they are sent an invoice - but it's less about collecting the $100 and more about motivating from the beginning to increase show rate.

Q: What is MVP?
A: Minimum viable product.

Q:When is the pre call video presented to the client
A:before the call with the closer

Q: How do we get full access to the CMX social plan?
A:

Q: I'm feeling overwhelmed, Can I have a one on one call?
A: I understand! @member There's so many avenues to take right now. Have you completed the assessment in the Welcome section? You just need to focus on what the assessment says - one step at a time. 😄  If, for example, it said to focus on offers, then only attend the daily offer call until you've fully completed the offer stage.

If, outside of the course, you have questions and didn't have time to ask on the daily calls, you can post it here in the Slack channel. Happy learning and scaling!

# Various Questions:

Q: Hey all where do we stand on our access to Sherlock?
A: Sherlock is still in process - @Caleb Maddix @Ryan ODonnell can give a better timeline for that

Q: I finished the irresistible offer training and actual offer. When can we review the irresistible offer to make sure all the elements make sense?
A: can you drop a Google Doc in here with what you came up with so @Caleb Maddix & @Ryan ODonnell can give you feedback?

Q: How do I respond to this ? It is a person I want to partner with for her course on skating
A: respond with a compliment of WHY you want to partner with her and that it would be a source of passive income for her, to partner with you.

Q: Who do I need to talk to about my ads copy and my funnel copy?
A: you can post anything in here and we'll tag the right people to give feedback/tell you what to tweak!

Q: I am almost done with the pre call video, should i upload the raw video here or share the loom link and do i need to do the editing of is that something the team will do?
A: yes please share here - however is easiest for Ryan to view it and give you that feedback on it! We don't have a video editor on the team - but we usually outsource things like that to Fiverr (look for highest ratings) or UpWork (same thing).

Q: I don't yet know what a whitelabel fulfillment partner is.
A: a whitelabel fulfillment partner is outsourcing your fulfillment but it still has your branding. Once you get to mapping out the fulfillment of your offer- you can decide- this is something that can be easily done by someone else/another company but will still deliver with my brand to not take up my personal time

Q; Can the videos be viewed without internet?
A: We do offer a mobile app of the course you can download to watch the videos & as long as your phone has LTE service (not Wi-Fi) they will play. If you don't have LTE, you are welcome to download the resources and documents. .

Q: I would like to start the process for the PR Package included in the Air Membership:
A: Great! Please fill out this typeform: https://lookalike.typeform.com/to/nZNClOTw

Q: can someone point me to the Facebook group again
A: we don't have a FB group that is active! We had created one in the beginning to potentially use but decided it would be a distraction and instead created the individual slack

channels in order to fully focus on just you and your offer and you would not need to see questions from all the other members that are not relevant to you.

Q: Can I have an Affiliate Agreement Template:
A: 📄 Affiliate Agreement Template

# CALLS:

<u>Q: Where can I get the link to the consulting zoom call?</u>
A: Attend the Daily Consulting Calls! We offer three with very distinct purposes as well as additional weekly calls:

12PM Pacific/3PM Eastern M-F: We will be doing an "Offer Training" call

- [Air.ai/meet/offers](Air.ai/meet/offers)

This call is NOT for you if your number one focus isn't crafting your irresistible offer

At 1PM Pacific/4PM Eastern M-F: We will be doing a "Traffic & Leads" call

- [Air.ai/meet/trafficleads](Air.ai/meet/trafficleads)

This call is NOT for you if your number one focus isn't Traffic & leads


At 2PM Pacific/5PM Eastern M-F: We will be doing a "Setting & Closing" call

- [Air.ai/meet/settingclosing](Air.ai/meet/settingclosing)

This call is NOT for you if your number one focus isn't setting & closing frameworks

And again we highly recommend only showing up to the call that is MOST relevant to what you're currently focused on. The archives of these calls are also uploaded in your training platform in case you miss them.

We also offer two additional calls in regards to Midas & Tech.

- The Midas tech support calls are Tuesdays and Thursdays from 2:30PM Central - 3:30PM Eastern and the link is: [https://www.air.ai/meet/midas](https://www.air.ai/meet/midas)
- The Tech support calls (GHL, Zapier, Funnels, etc) are Tuesdays and Thursdays at 3pm Pacific/6pm Eastern on this link: [air.ai/meet/tech](air.ai/meet/tech)

Midas Tech Support Calls:
The Midas tech support calls are Tuesdays and Thursdays from 1:30PM MST - 2:30PM MST and the link is: [https://www.air.ai/meet/midas](https://www.air.ai/meet/midas)


Q: Where can I find the old coaching recordings exactly? I can't find them in the training portal.
A: it is in Consulting Calls Archive after section 10

# MAX/AirDial:

Q: What is max and what does it do?
A: Max is our Dialer Software.

Q: Hi. I need some guidance. It looks like my Max account is ready. While signing up, it is asking what my role is. The 3 options are:  Closer, Setter, Finisher. Initially I will be all 3. SO which one should I pick?
A: Choose setter Please

Q: Is Max Whitelabeled GHL? Or whitelabeled anything?
A: Per Ethan, our head of Max, "The Max application itself that is the actual dialer (with lead prioritization, spam prevention algorithms, pre-clean/spam free numbers, predictive & multi dialing, etc.) is built entirely by our team at Air. We offer an integration with GHL to everyone who signs up as a lot of our customers don't have an existing CRM--it's completely optional to use GHL or not, we just want to provide as much flexibility as possible for you guys. If you'd prefer to use a different CRM or your own GHL account, we can 100% get that setup for you. You should receive access to Max itself (completely separate account from the GHL account you received).

Q: do you recommend using LC Phone or Twilio for GHL? And for the emails do you recommend Mailgun or the LC Email? Not sure if its a major thinkk but trying to set up GHL in the best way.
A: We as a company use Twillio and Mailgun, and recommend that especially if you are more technical.
All the LC systems are doing is just making it simpler for you the end user. Their phone system isn't bad if you don't want to connect Twillo SID etc.
We would however recommend using mailgun for all email sending as it's better in terms of getting your domain verified etc. There is also a video in the course under setting up your systems on how to connect your mailgun account to GHL.

Q: Should I use my personal cell phone number for Max?
A: during the onboarding process, we get spam-free numbers registered for your, so your personal is fine and you won't be dialing from it

Q: Twilio is used for Max
A: Correct

Q: I don't have an EIN. Should I get one?
A: A registered EIN is required for every member in order to onboard into the Max/AirDial software. We would love to provide some information and resources for you to get started

on applying for one! Please see below and of course let us know if you have any questions at all!

Obtaining your EIN can be an immediate process if applied online with the IRS. Once you submit your application, please send a message in your Slack channel (tagging @Mike Maddix and @Lexi Kingan) containing your newly applied for EIN #, the legal business name, authorized representative and the address you used to register it, so we can make note of this in our records. Max access will be delayed until that EIN can be verified, but Midas will not be impacted. Please see the link below as an option to apply for and obtain your EIN.

      https://www.irs.gov/businesses/small-businesses-self-employed/apply-for-an-employer-identification-number-ein-online

* Disclaimer: We are not lawyers, nor do we offer legal advice on business matters. We do not suggest you obtain an EIN for any legal purposes, only to continue with onboarding for the Max platform. We have included a link only as a potential resource for you to utilize if you so decide.

Q: can you please add my closer to Max?
A: We've been working hard behind the scenes and just rolled out a new feature to Max for you :)
In your account you now have the ability to add more agents to the Max Dialer just by putting their email in.
You'll see a new tab called "Agents" where you can type in an agent's email and send out a single invite or paste in a ton at the same time and do a mass invite to your entire team!
So for any agents you want to add to Max Dialer going forward, you can now do so through the Agents tab whenever you want
Let us know what you think of it! This is the first of many new features to come over the next few weeks… :)

Q: Adding Agents in MAX Dialer:
A: In your account you now have the ability to add more agents to the Max Dialer just by putting their email in.
You'll see a new tab called "Agents" where you can type in an agent's email and send out a single invite or paste in a ton at the same time and do a mass invite to your entire team!

Q: Done with the Max form and definitely need help getting things setup
A: once you're LIVE in MAX then @Mike Maddix will send you some helpful steps - in the meantime, if you go to Section 10 in the course (AirU) it covers MAX so you can get a headstart!

Q: I'm not able to see the recordings of the calls i'm taking through max
A:

Q: Do we use Max for Text messaging?
A: Text messaging is done through GHL

Q: What happens if someone calls back into the Dialer?
A: When a lead calls back, the call is routed to the agent that has been waiting the longest in line for a call to come through in that same lead list, but their number must have been called in the first place for it to route the call and there must be an agent that is currently dialing to get the call come in. It would give an error message if someone calls back and nobody is online.

Q: Can the dialer integrate with my own GHL?
A: Please add ghl@air.ai as an **admin** user to your GHL account at an agency level. Here is a video to help guide you in that process (it does not contain sound):
https://vimeo.com/813949608/09ba8ef871
Next, it may ask you to set a password for our access, so if it does, please include that password in your reply along with your login link to your GHL account (this is just the link you go to to login/access your GHL account). Please send those 2 things over to us after you have added us as an admin, and we will get started on this process for you!

Q: How do I put leads from Phantombuster & Apollo into MAX?
A: Phantombuster and Apollo are two data scraping services. The way it would work with Max is you'd find the leads you want to contact using Apollo and Phantom, and then you'd export the contact info as a CSV. Once you have your list of leads + phone numbers, you would then upload it to Max as usual - we don't have any direct Max integrations with those services as of now

Q: If someone isn't able to login and the specific issue was the browser didn't load the page and said `DNS_PROBE_FINISHED_NXDOMAIN`
A: Ask them to set these settings on their computer:
https://developers.google.com/speed/public-dns/docs/using

# Q: Statuses for leads in MAX (leads are actually stored in CRM)

A: Here's the available statuses and how we use them on the Air sales team:
NONE - No lead status & able to be called in dialer
SET - appointment set, removes from dialer
FOLLOWING_UP - Hangup or follow up appointment set due to some objection that didnt allow them to set - removes from dialer
OFFICIAL_DNC - When lead requests to be put on your Do Not Call list
BAD_NUMBER - Wrong person (Lead says Joe and Suzy picks up)
DQ - Financial DQ or Not A Fit for your business

OTHER_REMOVE - Doesnt fit any other lead status but you want to remove them from the dialer (Use this for automations like when you book an appointment through text or funnel for a set call and you want to remove them from the dialer)

for any leads they don't want dialed, they have to update `Dialer Lead Status` in GHL to something other than `NONE`. the `NONE` status is the default status and means they will be called

so fresh leads should have that selected

# MIDAS/AirPay:

Midas Tech Support Calls:
The Midas tech support calls are Tuesdays and Thursdays from 1:30PM MST - 2:30PM MST and the link is: https://www.air.ai/meet/midas

Q: so I don't have to wait 12 months to get the full payment
A: correct - the loan company waits the full 12 months (or whatever term they agree to) to recoup that loan, but you are paid by them.

Q: Also what is the bare minimum credit score to be qualified?  Is in the 600s too low?
A: the minimum credit score is 650 to get some offers, the far majority of offers will come in around the 700cs range.

Q: In Midas - Loans VS Payment Plan Settings..
A: If you select loan only it will not give them a payment plan on the backend. You can always go in and edit that later, but it will stop the flow at either offers presented or no offers found and the client will be directed to ask you for more options. If you don't select any of the advanced presets it will take them to the loan application first, try to find offers, and if none are found it will take them to the payment plan automatically and its default is 60mo for the terms. You can always change that under custom terms when initiating the checkout.

Q: Hey Air, can someone please send me the video on Midas training and funding process, a downloadable version so I can send it to my team and have them all watch
A: we do not have the videos downloadable to make sure they are not sent out in mass without our approval 🙂 We can, however, add each of your team members to AirU if you just supply their email addresses!

Q: Quick question on Midas. Does that integrate into my website? Or would it be a separate entity that I log onto during the sales call and then send them the link from there to bring them in?
A: it is it's own portal that you would send them a link while you are on the sales call - but if you wanted to embed it in the checkout page on your website, you can do that as well.

Q:  if someone gets pushed to inhouse financing, does that mean they got rejected by all other offers, or does inhouse always presents itself even with offers from the bank?
A: Tag @Midas

Q: Can I put both B2B and B2C prospects through the same funding platform?
A: as long as they are using their SSN for funding!

Q: Can Midas do business funding?
A: Midas does not currently offer a way to utilize business credit within the Midas system. A good resource that we have used in the past for business funds would be here: Https://snapcap.com/
You would just send your client this link and they would need to complete the process themselves. There will be business funding solutions coming to Midas soon, but for now we've had good luck with that resource.

Q: Schedule a Midas DEMO with Noah?
A: Link is https://api.leadconnectorhq.com/widget/booking/N3G7tsAZancE2M3jpkSE

Q: If a customer is set up on Midas payment plan - does that impact their credit?
A: There is no credit impact for payment plan applications, only if they miss payment

Q: does Midas fund international clients?
A: not yet - right now it's only US based as they need to enter a SSN.

Q: I need to add someone new to my Midas account:
A: https://www.loom.com/share/4bd818749b1049349f1c3812c0d60bc3 - LOOM from Noah showing how to do that.

Q: How do I change my bank account info?
A: You will need to change that in your Stripe account. Midas deposits into Stripe and Stripe deposits into your bank account.

# GHL:

Q: GHL is not going past the loading screen (with the loading square)
A: please try clearing your cache or opening GHL in an incognito window or another browser

Q: How do I get access to go high level?
A: Have you already signed up for GHL or you are looking for a sub-account?

Q: is there any help on sending a bulk email in ghl?
A: When sending bulk emails there are a couple options to do this.
First, i want to double check and make sure you've been able to connect your domain to GHL to send from your company name. This is super important as it will increase deliverability and open rates which lead to conversions!
There are 2 ways you can send bulk emails in GHL. You can do so in the marketing tab on the left hand menu > Emails. make a campaign and then you can select the contacts to send it to and when you want it to go out. see help doc here from GHL:
https://help.gohighlevel.com/support/solutions/articles/48001215379-how-to-schedule-batch-email-campaign-s-
The other option it to go to the contacts tab and select all contacts and right above you will se an icon that looks like a piece of mail and says send email. This is where you can uses a template or you can write an email. Please note: this method is more of an email that looks personalized not branded with logos etc.
let me know if there are any questions on this!

Q: What do you use to send emails in GHL?
A: we use GHL but connect it through mailgun. We have found that to be the best way to go about it for the most reliable sending.

Q: Is Max Whitelabeled GHL? Or whitelabeled anything?
A: Per Ethan, our head of Max, "The Max application itself that is the actual dialer (with lead prioritization, spam prevention algorithms, pre-clean/spam free numbers, predictive & multi dialing, etc.) is built entirely by our team at Air. We offer an integration with GHL to everyone who signs up as a lot of our customers don't have an existing CRM--it's completely optional to use GHL or not, we just want to provide as much flexibility as possible for you guys. If you'd prefer to use a different CRM or your own GHL account, we can 100% get that setup for you. You should receive access to Max itself (completely separate account from the GHL account you received).

Q: Good afternoon. I see I now have a Go High Level account. I have two questions: 1. what will I use it for? Can other members of my team have access to that account?

A:

Q: do you recommend using LC Phone or Twilio for GHL? And for the emails do you recommend Mailgun or the LC Email? Not sure if its a major thinkk but trying to set up GHL in the best way.
A: We as a company use Twillio and Mailgun, and recommend that especially if you are more technical.
All the LC systems are doing is just making it simpler for you the end user. Their phone system isn't bad if you don't want to connect Twillo SID etc.
We would however recommend using mailgun for all email sending as it's better in terms of getting your domain verified etc. There is also a video in the course under setting up your systems on how to connect your mailgun account to GHL.

Q: What type of GHL account do I need and the snapshot link:
A: Starter Plan is all you need. Here is the snapshot link for GHL from our templated out systems, open it in the same browser you are signed into GHL already:
https://affiliates.gohighlevel.com/?fp_ref=max-ai38&share=O7caIE9xZfykZecuX1Up

Q: Do you guys use Twilio or the LeadConnector setup for phone system in GHL?
A: We use twilio

Q: I had another question regarding Go High Level. I am currently signed up on a monthly subscription from a course I took a while ago. Would the subscription with Air AI come free?
A: In GHL we share our templates by giving you our snapshot link, so as long as you already have a subscription ($97/month) You are good to go! No extra fee!

Q: Hey for affiliate tracking do we need to hire a web developer??

A: Going to defer to @Jared Gobler on our team for that ⬆️

Q: Are you guys giving us access to Go High Level? I thought a CRM was part of the program
A: We do give you access as a sub account under our GHL with all our templates/structures :)

Q: I should only do GoHighLevel Correct and not clickfunnels, I believe GHL has clickfunnels already?

A: it's your choice but correct you can host a funnel in gHL 🙂

Q: How can I access multiple GHL accounts on the app? I have a B2B client that I am currently logged into on my phone and I would also like to access my Air sub account.
A: if they are different logins you wont be able to access them on the same app.

you can download the high level app and the lead connector app and be logged into 2 different accounts using that method!

Q: Does GHL also handle our accounting, like Quickbooks would?
A: GHL intergates with quickbooks, but does not replace it


Q: Does GHL do everything I will need for the affiliate tracking or do I need to purchase Redtrack as well? Was a little confused by the two videos.
A: So with the affiliate programs. Redtrack is preferred as it is better with tracking etc. But we add GHL in there for people who can't really afford to pay an additional $300 a month. The GHL one is not the best and I have to do a workaround pretty heavily to make it work.

Q: How do I build out my course in GHL?
A: Here is a link to super simple video showing how to do that -
▶ Creating Courses in GoHighlevel for Beginners | Using Memberships in Highlevel CRM

(Make sure you don't just post the YouTube link, but change the text to say "Creating Courses in GHL" so it looks more professional when pasted in Slack)

Q: Where do we setup the sales flow/texts in GHL?
A: Section 6 - Setting Up Tech & Automations - Set Up Automations to Book Calls through Email & Text (that video is done by Jared) there is an accompanying PDF and GHL Snapshot

Q: sample video how to set up GHL
A: Here are a couple videos to reference on youtube:
https://www.youtube.com/watch?v=fLFRqeJs1LY
https://www.youtube.com/watch?v=aHC-w3ZfzWE

Q: I have a question about the connection between max and GHL. You guys sent me an account through GHL when I first started out a couple weeks ago. Is the Max account the same account or a different account?
A: the GHL account acts as your CRM which integrates with MAX (the dialer)

# SALES:

Q: Can you send the Athena Script
A:https://docs.google.com/document/d/1lFDAadrHW98vjpb_MZ-lztAT2hb5t6X64FKOmuUjpxc/edit#
All Athena Resources: (from Daythan)
https://docs.google.com/document/d/1ISLTuFgcMJm5hYpb9PsbAYZUl9vEjbDX6AB4i6GYL68/edit?usp=sharing

Q: Do you have a sales agreement template?
A: Sure! Here you go. 📄 Sales Contract Template - Air Members.pdf
If someone is asking for sales reps (they want to hire sales reps) let them know that Sara on our team handles those requests and will make introductions to them then @ her in Slack to add her to their channel   ⊞ Air Members - Sales Reps Requests

Q: How can I track commissions for sales team?
A: Example spreadsheet:  ⊞ Commission/Payout Tracking Template

Q: Do you all provide appointment setters or is it technology that we are getting to help set appointments?
A: Odin is that technology that can help set appointments but it is not yet released - the Max dialer will maximize your sales reps to be much more effective and we can help introduce you to reps. Please look out for an email from Logan@air.ai on that.

Q: For the high ticket sales who is the closer? Do we hire someone for that?
A: yes! you can hire a closer using our framework in Sections 8 & 9 in AirU! Or we can connect with some sales reps in our pipeline to be that skip button for you in finding one. Just let us know!

Q: I have questions about the appointment setters that we get access too
A:  @Sara Elghattas will put you in the queue for a sales rep and reach out to you directly for any further information she needs 🙂

She'll send you an assessment to see if your offer is ready and match you with the best fit.we want to make sure our pool of sales reps is an easy yes on both sides & ready to scale!