Profit
ACADEMY

MODULE 6
SEGMENT 2

Tom Hitchens: This is Tom Hitchens in module 6, which is phase 1, and we're talking about setting up your business.

In this module, what we're going to do is to discuss the first module that you had actually viewed in this program, talked about setting up your business. It was an entire module devoted to that.

What I'm going to do in this video is to summarize this and I'm going to talk you through it in a way that I want you to sit back and just listen and envision this, because every one of these videos that I'm doing for you in this module 6 here is actually a summary of everything that we have talked about up to this point. I'll remind you in each one of these videos because I want you to just think about a review of everything that you've seen so far.

You've seen the entire business discussed in detail, but many times we have a tendency to get bogged down with the details and we don't see the forest for the trees. I want you to sit back and I want you to see the forest this time.

Now, this time, as I go through this class I'm going to talk about setting up your business, and we're going to do it in a very conversational tone, and I want you to envision this in your mind. If you need to close your eyes, please do that because I want you to see that this is not brain surgery.

This is not something that should take you a long time to do. You could literally set your business up with the things that I'm about to cover in this video in a matter of a day. One day, you could do it. If you have a good plan and you set out everything in front of you and you design how you want to set up an email business, you can do that in one day.

Now here's how you do it. You start with research. We're going to talk about that. We're going to talk about finding a good niche and we're going to set up your opt–in page and your hosting for that page. I'm going to [00:02:00] to show you very quickly how you can do that by talking you through it.

I'm not going to show you any webpages, I'm not going to show you any demonstrations. That was covered in other videos that you've probably seen by now. This is just a review and we're going to step back and look at it from a distance. You're going to set up your autoresponder.

We're going to talk about the thank you page method and making instant money online, and it is instant money. It's like throwing a switch and just watching the money pop into your bank account. Then we're going to build your email list with all of these tools.

Let's get to the first thing we're going to do. We're going to identify your target audience. As you're sitting back and you're thinking about what you're going to actually do in your business, you have your own ideas. You thought about what you like. You thought about what your passions are and you have your own pre-conceived ideas about what you're going to do in your business, but we have to be realistic about this business.

The reality is that your market may not agree with everything that you think or every vision that you have in your mind. You have to go out and look to see what the market has to say, because the market will win. The market will win one way or the other.

If you force yourself to get into a niche that is not the right niche for you or not the right niche to sell things, it's not the right market. The market will win. They will not buy what you want them to buy. They will not respond to your messages.

You've got to make sure that your ideas and your passions are focused in an area that could make you money. The only way you can make money is to sell other people things, and you have to sell them things that they want, not necessarily what you think is the right thing that you want.

We have to research to find out what those things are. You're going to go out and you're going to find that niche by identifying your target audience [00:04:00]. You will research. You're going to research places like Google. You're going to look for search terms. You're going to type in

various search terms that you're thinking about and you want to see what comes up.

What will come up is what's ranked highest according to Google based on other people's search terms, if they're plugging into Google. When you type in something into Google, you're typing in what's in your mind.

Now you're going to get results that are as similar to what your ideas are as to what other people were thinking about. Google's audience will tell you whether you're on the right path or not and they're going to give you hints and suggestion of different search terms and different ideas that other people were thinking about and you need to tune into that.

You're going to take your search to Facebook and other social media websites and you're going to see what type of audiences are gathered around certain subjects, certain conversations. You're going to look to see what the posts are on Facebook pages of some of these target pages that you're looking at.

You're going to listen to what the audience is telling you by looking at the statistics. What posts are they liking more than others? Are they sharing anything? What comments are they making? You'll notice that there will be a commonality in the most popular subjects on a certain webpage or a Facebook page, I should say.

Those fan pages are containing posts that the authors of that page have researched. They've decided that the audience is interested in a certain subject, and told in a certain way, and that's the type of post that they'll put on their Facebook fan page or on their Pinterest board and so on.

You've got to tune into that and you've got to listen to what those audiences are telling you. They'll tell you what they're looking for. If you ignore that research, if you ignore those messages, you do so at your own [00:06:00] peril.

You're going to look at sites like similarsites.com and plug in the URLs from the various fan pages that you find on Facebook, for instance, and see what other sites are out

there similar to what that Facebook fan page was featuring. Then you go look at their pages and you look at their Facebook pages and do the same things. You just keep digging and digging and digging, looking to find out what is the market.

You'll go to Amazon.com and you'll look to see what physical products are being bought, based on certain keyword search terms that you'll plug in. Again, all ideas that you'll get from your research on Facebook and Google and other places.

You'll find that people are typically in a certain subject area looking for the same basic things. Are you going to sell a product so far out of the box that you're hoping that you could sway the audience your way? That's not a smart move. Go with the flow.

Also, you want to look at Amazon.com for their books on a certain topic. Again, focusing in on topics that you're beginning to feel comfortable with based on your research. When you find research on Amazon and books that you find that are written on those topics, dig in, look at the comments, the reader comments. Let them tell you what they think of those various books and they'll reveal their inner most thoughts about that subject to you. They're basically telling you what you're looking to find out.

Those most popular books, if they have an opportunity for you to look at the table of contents, do so. See what the subject matter is. The person that wrote that book did a lot of research.

A lot of time went into that and they thought long and hard about what they thought would be the most popular titles of each chapter and what area they wanted to focus that book on. Dig into that. Find that. That's where you research. You just keep looking. You look for your [00:08:00] audience to talk to you. That's what you're looking for.

Here is some of the things that you're going to try to do. You're going to solve problems and answer questions. You'll find that in your research there is a typical theme. If you're digging for hours and hours on subject, one topic in a certain niche and you're looking at page after page, product after

product, search term after search, after a while it's going to have some commonality to it and you need to tune into that commonality.

There was a certain thing that people were looking for. There's a question they're asking and they want answered. There are problems that they're trying to solve by buying various products or looking through certain keyword search terms. What is that? Are you tuning into that?

Look at your competition. What are they doing? Your competition is already doing what I'm telling you you should be doing. They've done that on their own. They've done their homework. They've decided to put their advertising dollars and their product dollars into an area that they believe will work.

Look at the competition and see where they're focusing their time and attention. Don't be afraid of the competition because if you're following everything that is going on here on these videos, you're going to hear a method that will make you dominate your marketplace.

It will make you a better inboxer, a better online marketer because you're getting tips and tricks by people that are already doing this. They do it for a living and they do it well. They're not making $100,000 a year; they're making $100,000 a month.

Your competition is not going to stand a chance to you once you implement all of these strategies and techniques that you're hearing in this video and other videos. Just look to see where the competition is and don't be afraid of them. In fact, hit them head on.

Now, managing your subscribers' expectations is very important. Your subscribers' expectations rule, [00:10:00] your expectations do not. You have to understand that. Unless you're the one buying all of your products, you're not the boss – your market is. What their expectations are means to chunk yours. Consider that as you identify your target audience.

The next thing you want to do is you want to set up your business. You want to get started. By this time, you've already done your research, you've already looked into the proper niche and the proper market and you've decided on what product you want to sell. Now it's time to set up your opt–in page hosting.

You need to decide for yourself. Are you going to go to an outsource company like leadpages.net that will actually provide templates for you and a platform for you to build your own landing page, easily and quickly? I mean quickly. I'm talking about half an hour you could build a landing page, or less, and the more you do it, you'll learn to do it in 10 minutes.

What do you want to do with that landing page? Do you want to host it on your own hosting company servers or on your own website, or do you want to do it through leadpages.net if you don't have any hosting? You can do it through LeadPages or any other type similar product, they should have similar features.

Hosting is one of those features, but you've got to take that landing page and host it on a website someplace, or on someone's server, so that when you publish it it's part of the internet and people can then go to that internet address that you provide them and see your landing page.

You have to think that through. You should have already been drawing out a plan and thinking it through very, very carefully, planning out your strategies and then executing tactics based on those strategies.

This is one of the tactics. You're creating a landing page and you're going to either do it yourself or you're going to outsource it. If you outsource it, you can go to various places like Fivver.com [00:12:00].

You can go to a web hosting service, or you can go to a graphic designer and a webpage builder and have them build it for you. I want you to remember that if you have someone else build it for you, they're going to have to fix it for you as well and maintain that page for you.

Do you want to give up that kind of control? What if you find a typo? What if you want to change the headline? What if you want to do an A/B test, meaning you want to test that same page with a gold button for someone to click, the call to action button or do you want to feature it with a green button? You can actually run them both at the same time by running traffic half to the green button page and half to the gold button page and test it. That's called an A/B test.

If you want to do that on your own, outsourcing may not be for you. Think it through. Do you want to do it yourself? I think you'll find that by doing it yourself you'll gain a better insight into what has to happen to make your business work properly.

Don't seed the control of your business to others. If you outsource things, have them build it for you in your platform. Hire a web hosting company and let them have your log in for your hosting platform. They will go in and build things for you that you then can change on your own, anytime you want.

What if you want to change web building companies? What if someone built something for you and now you want to move on to someone else? Are you going to lose all the properties that they built for you, or did they build it on your own hosting so that you can just change the password back and have someone else come in and take over or do it yourself? These are things that you need to be thinking about – how you want to operate your business.

Now, if you go to Amazon.com for physical product ideas, that's a great way for you to get into the physical product world. You don't have to do just digital products. If you're an affiliate marketer right now, chances are you've been in the business for less than a couple of years and chances are [00:14:00] you've probably been making most, if not all, of your money through affiliate marketing. Meaning that you're selling other people's products.

What if you wanted to sell a physical product, for a change? What if you own your own company? What if you have your own product and you're just looking for online marketing to help you sell your product better and faster? Well, the good

way to do this is to look on Amazon.com for additional product ideas and see what your competition is doing to sell similar products. Look at the pricing.

Once you've decided on how you're going to sell your products and how you're going to develop your pages, you need to host that page. You can go to hostmonster.com or you can go to liquidweb.com or you can go to godaddy.com or a variety of others. There's hundreds, if not thousands, of hosting companies out there. Pick one.

You won't have to pay more than just a few dollars. Just the cost of a cup of coffee to host your web properties on someone else's servers. It's not that much money to do it. Figure out where you're going to host it.

Once you host your landing page, it's built, it's up, it's large. Now you want to make sure that you have a way to talk to your customers once they opt–in to that landing page, and the easiest way to do that in email marketing is by setting up an autoresponder, which is nothing more than a machine that will send out your emails that you've written and preloaded into that machine, and it will send them out at your schedule any way that you want them sent.

Do you want an email sent out when someone opts in? Do you have something you need to deliver? Do you want an email sent out every day at 10 o'clock to your list? Do you want to send an email out every time someone clicks on a certain link that you've provided in one of your emails, or one of your landing pages, or one of your webpages or blog pages?

Those autoresponders are machines that will do practically anything you want done. They would just [00:16:00] clean the floors for you if you get to know them and program them properly. If you've written some emails, which I recommend you do, write your emails a week or two weeks at a time.

Plan your strategies out. Have all of your emails written and then load them into your autoresponder right before you take that week–long cruise. While you're at sea, your autoresponder is mailing out every day, or under whatever

conditions or terms or schedules you program that machine to do it for you.

No one knows that at you're at sea. You're enjoying your life. They may even be buying some of the products that you're recommending to them. You're making money while you're sleeping or while you're partying. That's what an autoresponder will do for you.

To create your page and outsource it, that's the easy part, then you need to set up your autoresponder. Make sure that your page is set up first because your page will then solidify your ideas and what you need to do. The next thing you do is write your emails and then load them into your autoresponder service, and now you know that you're all set to go.

Your autoresponder has admin settings and those settings are going to ask you questions, like what is the return email address you're going to use. It's asking you for things that you already should have figured out when you thought about what your brand is and how you're going to run your company. Just plug those settings into your admin settings and then you're all set to go.

Then you need to create a campaign and a campaign is nothing more than a landing page. Actually, a landing page is part of your sales funnel. Your sales funnel starts with your landing page, and then when someone opts in they're usually taken to your thank you page, which is your product that you're offering to sell. If they buy that product, you take them to up sell pages to continue to sell them more and more products.

A campaign [00:18:00] represents one sales funnel. Think of it this way: if you have a product to sell and you decide on one strategy to sell that product, that is one sales funnel. If you decide you want to change the way you're selling that product or if you want to sell a different product, you need to start all over again and create another sales funnel. That is another campaign, as far as your autoresponder is concerned.

Campaigns simply represent sales funnels. Think of it that way. Every time you want to change your sales funnel or create a new one or maybe do an A/B split test, you need to set up a separate campaign in your autoresponder and that campaign will be integrated with your landing page through whatever platform you have set up your landing page on. That platform could be in a template construction process that it's done through a company like leadpages.net or it could be any other property that you're using.

There are many autoresponder companies out there you can choose from. GetResponse is one. MailChimp is another. AWeber is another. Infusionsoft is another. All of these now are adding landing page creation tools in their autoresponder platforms. You don't have to go out and use an outsource company or an outside vendor like LeadPages. You can use whatever it is in GetResponse.

When you do use a landing page, you need to make sure that when someone opts in those email addresses are placed into your autoresponder companies list that they're collecting for you. Each campaign represents a segment of the overall list that you have in your business.

You could have a list selling quilts, material or sewing machines or anything having to do with needlepoint. That is one campaign. You then could sell [00:20:00] instructional material, a digital product on quilting. That would be a separate campaign. That's a separate sales funnel.

These landing pages need to be integrated with your autoresponder companies so that when someone opts in, these emails are collected and they are tagged and kept separate, one from the other, one email from another in your overall list. You'll learn, by getting familiar with your autoresponder, how you can actually manage those lists.

Double versus single opt–in is a simple question, for you to decide for yourself, how you would like to collect those email addresses. Do you want to be safe and have a smaller list or do you want to be a little more on the risky side and have a larger list?

Most of us in the online business, and I've heard this said by many people for a long time now, we would rather have the larger list. Now, when I say a little more risky, all I'm saying is if you cover your basis, cover your steps properly and you lay out an email strategy that is very upfront and very ethical, that's all the risk you have to take on because you're sending out a message to someone. It's a legitimate message, it's credible.

If they opt in through your landing page you know that they want on your list. The way the laws are today, we all have to have email sent to us that have unsubscribe links at the bottom of those emails.

Listen, if you sent out an email to somebody and it was on a single opt–in, if someone doesn't want your emails anymore they just opt out, so don't worry about it. They will decide for themselves if they want to remain on your list or not and if they do, then you have nothing to worry about. And I would prefer to have as large a list as I can because it gives me the greatest chance for success. Decide for yourself if you want double opt–in or single opt–in.

Double opt–in is nothing more than a [00:22:00] secondary email, sent out to someone after they've opted into your page, asking for them to verify that that is them and that they want emails sent to that address. They have to click on a link to verify that, and that then will place that email address on your list.

If they do not click that link, it was like they never opted in to begin with. It never appears on your list. Whereas a single opt–in, as soon as they enter their email address and click the button on your landing page, they're on your list.

Creating your AR series. An AR series is an autoresponder series of emails that will represent a certain campaign or a marketing strategy over a period of time. Whatever your sales funnel is, whatever you want to say to those people, decide how long it will take you to say, what your strategy is going to be in the emails you've sent out, that is your autoresponder series. You create that by writing it out on a Word document and then copying and pasting that, when you're finished, into your autoresponder.

Split testing is nothing more than taking anything and testing it in different ways. If you have a landing page and you want to test it with a background image and then you want to test it without a background image, that's a split test.

It's still the same content, it still has the same message, but you've tested it with a different image or you could test it with a different headline or color scheme and so on. That's split testing, nothing more, nothing less, real simple. I recommend that you do it every day as part of your business. It will tell you so much.

Learn the statistics of your business. Learn what your opt-in rates are. Learn what your numbers are as far as what your investment was versus what you yield to trim that investment if you're running traffic to a landing page. Know what your lead cost is. It's different than your click cost. Do you know the [00:24:00] difference?

Also, know what your open rates are and learn why open rates mean an awful lot to you. If you have a lower or dropping open rate, that means that your audience is tuning you out. You're not sending the proper message to your audience. When your open rates go up, just the opposite is true. Then look at your click through rates. All of these statistics tell you something. Learn to read the numbers.

The thank you page method is nothing more than sending someone from your opt-in page, after they've opted in, to an offer so that you can make some money right off the bat. The purpose of it is to turn them in from a lead into a buyer, which creates a string of income for you immediately.

You could have a transition page between your opt-in page and your thank you page. A transition page is only displayed for a few seconds, gives you an opportunity to do any number of strategies you want. You can deliver your deliverables on that page. What I mean by that is if you promise someone something in an opt-in page, you could deliver that to them through the transition page.

You also could use that to introduce yourself to your audience. You could use it for nothing less than making sure you eliminate any confusion as to why is someone being

taken to a video when they simply opted in to get a downloadable PDF file, for instance. They're confused. They're thinking, "Do I have to watch this video to get my PDF?"

That transition page can tell them in just a few quick phrases that the email sent out, it'll be there in their inbox anytime but here's something I thought is related to what you're interested in and something I thought you might like to see. That's a transition page. Learn to use them and learn the different strategies.

Page creation options are any way for you to learn to build a landing page [00:26:00] or a webpage or a transition page or a thank you page offer. You have a variety of options. You can get them outsourced, you can get them at various websites, you can have someone build them for you, or build them yourself.

You also want to build your email list by launching your lead funnel. The email list will never grow on its own until you actually send traffic to a live landing page. You spent this one day setting up your business. You have this sales funnel created, emails written, autoresponder loaded.

You've tested it, it's ready to go. It sits there. It's not going to get traffic on its own. People aren't going to just say, "Hey, here's a page over here. I'm going to go look at it." They need to be brought to that page and you have to send traffic to it.

Launch your lead funnel, get it ready to go and then start driving traffic to that page. Also, I'll note to you that module 4 is entirely talking about traffic methods, so make sure you check that out.

The OVO method is a method where you're actually providing content, which is value, sandwiched in between offers. That's what OVO is. You're giving an offer or making an offer to someone and then you're providing value to them, and then you're making another offer and you just continue to repeat that process over and over and over again.

Make an offer, which basically, you're asking for a sale. That offer could be part of the value portion of your email. You

could be offering content and link at something that may be of similar value that you were talking about as a way for them to go look at something, and if they decide they want to buy it, there is your revenue source. That's the OVO method.

Deliver niche related content. Don't get off–subject and off–target. Stay talking about things your audience [00:28:00] wants to hear. That's part of what finding your voice is all about. We talked more about that in module 2, which is email writing. I talked about that in great detail there. Finding your voice is also you finding your brand and deciding what your business is going to be.

The next step is to find a good niche, setting up your opt–in and hosting, setting up your autoresponder, the thank you page method and making money instantly and building your email list. That's what you have to do and you can set this all up in a day. I encourage you, I challenge you to do that.