

Tom Hitchens: Hey everybody, how are you? Tom Hitchens with you again this evening. Welcome to another excursion of the sublime. We're going to talk tonight about building your own product. Thank you for coming. Let's hope that we have some fun.

You see here a picture of me with Sonia Ricotti, I just love that woman to death, I think she's awesome. She's got an incredible message. I met her maybe 10, 12 months ago. It's not like we're bosom buddies or anything but I've helped with a number of her launches and it was a great start for me when I got started in marketing. If you ever have an opportunity to become an affiliate of Sonia's, please do that. She has got some great sales technique behind her webinar launches and her message of bouncing back. It's just incredible. If you have the opportunity and get the chance to meet her. In fact she's going to be at the Las Vegas event coming up here at the end of next month. I hope all of you are going to be there.

We're going to talk tonight about building your product. It's a review of module number 10. I put that on the screen but if you've been listening to me for a while you know that I never go to module 10, I never go to module six where I'm supposed to go. I go where is relative but not exactly ... I'm not going to sit here and go through all of the different slides and the videos that you could just right now log off of this webinar and go to profitacademy.com and watch for yourself.

But what I want to do is I want to talk about some things this evening that I think you'll find relatively easy to catch on to. I hope it is anyway. I want to take a different twist of what we do with building your own product. This is a subject that I'm just thrilled to talk about because I'm thrilled to do it.

I learned to do this last year, I became a student of Anik's under the mentorship program and I think I went through my class with him at the end of April, right about now, this time last year. He invited myself and I think 19 other poor souls up to Maryland and he put us up in the Ritz-Carlton, that was tough. We worked together for about two and a half days, we dined together, had a great time, met some great friends that are still very good friends of mine since that meeting. What Anik taught us to do is what I'm going to talk to you about tonight, how to build your own product.

That's what I was interested in doing. Because if you've heard me talk before, and you will hear me say it a lot tonight again, I'm not as interested in selling other people's stuff as I am interested in selling my

own stuff. Why? Because I make more money at it and I knew that early on when I started to watch this material unfold in front of me.

Anik dangled the carrot of phase two. He didn't call it phase two at the time, he didn't even ... He wasn't even calling it circle of profit like we're all familiar with hearing about now. But we were talking about Inbox Blueprint and Profit Academy this time last year and then he offered for those of us that wanted to be part of his inner circle and learn how his techniques were that he was using to make most of his money. I was in, I wrote the check, I was going, I wanted to hear what he had to say. I have to tell you that I have made that money back in spades. I'm now making double that what I paid him to learn how to do this last year. I'm making double that every month by doing exactly what we're talking about, building your own product. This is something that you absolutely must master if you're going to be successful in an online business.

I'm going to try to break it down for you tonight in simple terms. I'm going to start with a couple things here that I'm hearing and seeing that I know that you need. Some of you are getting extra coaching. You've actually gone through that extra program that Anik has offered all of you to get some extra coaching. Some of you are talking on the forums and sending emails and questions on these different webinars. I'm seeing a general lack of understanding and appreciation for the fact that this is a real business. This is a real business and you have to treat it like a business. Part of understanding that is knowing your numbers. I'm going to talk about reviewing your numbers tonight, just briefly, but I think it's important for you to understand.

Because this is a recorded webinar I'm trusting Mr. Rick, who is always behind the scenes, the wizard behind the curtain, to make sure that all the buttons are pushed right. This webinar will be replayed on the member area of the profit academy website. I'm not going to slow down and I'm not going to go too fast, but I am going to cover the material at a brisk pace that if you don't catch all of it that's okay, go back and watch the replay and pause the video, take some notes. But this is critical that you understand this and I wanted to add it in to tonight's material.

Another thing I'm going to talk about is a simple way to start your own product. A simple way. Why do I say simple? Because you can go the hard way or you can go the easy way. I started off the hard way with Anik. As a matter of fact let me show you what I started with. Anik wanted us to learn how to do a product in the personal development space ...

By the way, those of you that have not heard me before, if you haven't heard me before, I really wish you would follow me on my website tomhitchens.com, and there it is. Come join my little party.

Anik wanted to teach us how to build our own product in the personal development space and then put it on ClickBank. I want to do that, I want to put this on ClickBank for you, and I want to give you an opportunity to take a look at ClickBank and maybe get a little scared and say I'm not sure I can do that right off the bat so how about a simpler way to do it. That's what I'm going to talk about is a simpler way to do it.

But first I want to show you what Anik showed us in very high level view of this so that you can get an appreciation for what you can also do and what I want you to strive to do. When I sat down in the room with these other 19 poor souls in Washington-area and Maryland last year to learn how to do a product I had no clue just like most of you have no clue about how to do this stuff.

I was just learning. Honestly did not have a landing page this time last year. I see many of you are not having your own landing pages either and I know that that's a big mistake because I was learning and learning and learning and watching videos and signing up for one product after the other. I have to tell you I was hitting overload and I was getting myself into a bad habit. I was doing too much learning and not enough doing.

I was coaching an individual early today, he's maybe on this webinar tonight, and I'm not going to mention any names, but he is suffering from the same thing that I suffered from a year ago and the same thing that you're suffering from right now. I know many of you are because I hear it in your emails, I hear it in your forum posts, and I hear it in the questions you ask on webinars. You're learning too much. You're trying to do too much. You're caught up in the whirlwind of the excitement of trying to keep up with everybody else and you're not respecting your own level of learning and you're falling behind because you're not doing. You're try to do some things and you're trying to get your badges and you want to get that first dollar badge and you want to keep up with everybody else.

But you know what you're doing is you're losing sight of the true sense of what you're supposed to be doing here which is to build a long-term business, something with longevity, something that will profitable for you. What will happen is you'll burn out. I started to burn out, I was getting so much material through Inbox Blueprint, Profit Academy, and then the mentorship program, that I was just ... My head was spinning.

You get paralysis of analysis because you're just trying to work at a pace that's not comfortable for you.

Some of you are very experienced in online work, you can build websites, you've produced products, you've written books. Maybe you haven't built sales funnels, granted. Maybe you haven't put together your own product through the Circle of Profit formula, granted. But you'll probably pick it up faster than someone who's just brand new in this.

I was speaking with a lady this morning from Saudi Arabia. She said, "Tom, I've gone through this program, Profit Academy, and I've watched all the videos as much as I can, I've watched them two, three times. I just can't make the first move. I just can't seem to get started on my own. I need someone to help me with this, it's just too new for me." I respect that. For those of you that are like me and that lady I just spoke about there's hope for you. You can still do this but you need to shut off the faucet of information and go back and pick something and start doing something so that you can teach yourself how to do it. You're never going to learn by watching a video, you're going to learn by doing what you learn in the videos or what you see in the videos.

Those of you that are more experienced, please learn how to do a product, follow module 10. I did module 10, it's six videos with PowerPoint presentations. You know what I did? I simply took my working diagrams and notes from everything I learned from Anik last April and I broke it down for you in PowerPoint slides in six different modules. I gave you everything. Everything. I talked about what you were doing, how to pick your product. I talked about how to actually create your product, how to produce it, how to do what you can on your own, how to outsource it. If you've been through module 10, you know what I'm talking about. I tell you how to write your VSLs. I tell you how to structure four video sales letters, a main offer video sales letter, and upsell one and upsell two and a downsell. I show you how to do exactly, right out of my notes, what Anik taught us to do.

If you're rather advanced and if you're rather adventurous, go do that, start. Follow that outline. Everything is there for you. I talk about how to set up your bonus structure. I talk about how to set up your upsells and everything is all there for you.

But one thing I've learned since I started doing this is that if you try to bite off too much early on, you just can't chew and swallow it all. It's just too much for you. I'm going to show you this direction here just briefly as to how to follow Profit Academy module 10 to build your own product

like all of us learned in the mentorship program. We paid a lot more money than you've paid just for Profit Academy to learn that, I promise you. It was a good strong five-figure check and it hurt to write it but boy am I glad I did. Now you have that same information in module 10 to go back and review right now through those six videos. Go do that. If that's too much for you I'll talk to that in a moment.

Let's finish talking about ClickBank. You've so far been going to the marketplace and you've been seeing what products are available to sell as an affiliate. But now it's time you look at the different page on ClickBank which is talking about vendors. You see where I'm at here? Vendors, right there on the left side. Getting starting as an infopreneur, setting up your vendor account, growing your business. Everything that you need to do with ClickBank to put a product is right here. There's frequently asked questions down here on the same subject. I want you to study that. Right now you've been in the center column, you're working as an affiliate. It's time to graduate, it's time to make money now. Profit Academy is teaching you how to do this, it's time to step out and do it.

Get started as a vendor, set up your account with ... Sorry, with ClickBank if you haven't already. Then start looking through these different web pages. You're going to find instruction after instruction after instruction of how to set up everything. It's very very comprehensive. I wanted to take you to this page. When you get through this material and you're still confused, go to the customer support for ClickBank and ask them how do I start the approval process. But it is all explained right here for you, just follow the steps, it's all right there for you.

You do have to go through an approval process and if you're going to put your product on ClickBank, and you may be asking why would I do that, ClickBank is nothing more than a complete turnkey operation for you to set up a shopping cart for your product and to offer it with affiliate commissioning and tracking all done for you for the price that the deduct out of the money that you make when you sell something. It's beautiful. They have the merchant account where they can collect the payment, you can actually have affiliates sell your product because now your product would be listed in the marketplace where someone that is in Profit Academy or Inbox Blueprint wants to go and look for a product in the niche that you're in and they see your product. They'll pick your product then and they will get their own hop link and they will put it on their thank you page and when they sell, you make money. It's that simple.

When the sale is processed, it's processed through ClickBank's merchant account and payment platform. ClickBank will deduct out of the money you're normally to make the commission that you're offering to that affiliate for selling your product. They will pay your affiliate for you. You know that if you've made money online with ClickBank, they send you a check or deposit it right into your bank account.

As a vendor, once you create this product and put it up there, you're done. It's just money for nothing. It just ... You've done the work, now it's just money popping in to your bank account. Then you can just sit and watch the sales build up. It is a wonderful thing to put it on ClickBank.

What I decided to do, after I learned how to do my own product and I'm going to show you the product that I built as a result of going through the mentorship program a year ago, it's called Health and Treasure, it is on ClickBank. I don't promote it actively because I built it just for an exercise in wanting to know how to do it. I created a product called Heath and Treasure, five simple steps for assured health and riches, a five-step video course. I started creating videos. There I am sitting in front of the camera in front a green screen. I paid a guy to produce these videos for me and I just talked. We edited, we did post-production work, and I put it together in a process called Health and Treasure, five steps for assured health and riches. There are 48 videos in here averaging about 10 to 12 minutes a video. Six hours of video. I talked for two days in front of camera and then we went to work.

Then I put this together on this website, I loaded all the content on here. When you go through this process these are the welcome videos. I talk about myself and I talk about how to do this course and then we get into the meat and potatoes. Then when you get over here on the right side you click the first step which is step one, prioritize. Here we go, these are all the videos. I walk you through different sections of module one where I've simply broken up those videos into different segments. I did this in two days. I did the videos in two days.

Now it took us about a week to do the post-production work. I paid a good amount of money to this guy to do it because I wanted a real nice looking product and it does look good. In front of a green screen and this guy was using a camera, it was \$100,000. He did my infomercial for me for my Dry Mouth product that I currently advertise on television. I was used to working in front of a camera and I went to the forum that I was comfortable with.

You do what you're comfortable with. If you're not comfortable in front of a camera, are you a good writer? Can you hire someone to write something for you? Have you already written something? If you go back to module 10, you'll hear me talk about all the different ideas that you can go look at what content you may have already produced in your life that would make a great product that you could put together and put it on ClickBank. Share it with the world through the internet and let other people sell it for you. It's a beautiful way to make money. It's a beautiful to do your business.

Now I did these videos and I had someone build this website for me. I'm not a website builder, I outsource that. I did the video and I helped instruct the editor that did the editing work on post-production. But maybe you're good just reading something off of a script. Okay, do a podcast or do an audio file. I helped a gentleman build a product for himself that actually was not a good writer but he said I'm just comfortable talking. We ended up doing a product where he actually just spoke into a microphone and did various segments of his product in different audio files. Then he created workbooks or guidebooks to go with it and exercises and bonuses and all kinds of stuff that created his own product. He put it on ClickBank.

Now you'll see as I go through here this is just a way that I decided to do it. You can do it any way you want. I have bonuses here, I have an action planner kit, cool little name for nothing more than a guide book. You know what that guide book is? It's my notes that I was using when I made my videos. I talked extemporaneously in front of the camera, but every once in a while we would break and I'd run back to my computer to look at my notes to see what I might be missing so I could cover all my points and then I just went back in front of the camera and started talking again. If you're reading a script that's even easier.

But then I took those notes, and you could do the same thing, and I turned them into a guidebook. I paid somebody on Fiverr to create that image and here it is, it looks like a guidebook, looks awesome. But it's nothing more than my notes transcribed. Then I pulled some ebooks off of Fiverr.com. I talked about debt, so I got an ebook on debt and I created a bonus structure for my main offer. Health and Treasure is the main offer with the bonuses you see here. I also wrote a book years ago, a couple of years ago, so I gave the ebook version of that for someone when they bought Health and Treasure and there I am.

These are things that you may have already done in your life and I'm trying to give you some ideas as to how to get the brain working in the

direction of making your own product. It's not as hard as you think, it just isn't.

I did an interview with the lady that did my book. If you look here this says foreword by Dr. Vivian DeLuca, DMD, she's my personal dentist but she's also a client of mine, that's how I met her. I was a business consultant for her and practice. We got to be good friends, she ended up becoming my personal dentist, and then one day I told her I was writing a book and asked her if she would write the foreword and the reason I did was because she and I had the same philosophy about things that I write about in the book. She gives me credibility. That book gives me credibility and I made that part of my message. What have you done that has given you credibility? Makes you an authority? Perhaps you can build your product around that.

Now every good product, as Anik Singal teaches us, needs to have an upsell. Here's my upsell, I 30-day fast track the success. This is nothing more than the same material presented except its with coaching involved and it's an accelerated version of the same material and then I added some additional bonuses. I have my actual infomercial that I put on television to sell my Splash tabs product, my Dry Mouth product. What did I do? I took the transcript of that 28 and a half minute production and I made an ebook out of it for people and I made it another bonus. I took my existing assets and turned it into my own product as a bonus.

Then I ... Because I made a product that was using a natural herb, the herbalist that I work with is a guru to me, he's just an awesome person, so knowledgeable, and I asked him to do an interview with me. I did a 71-minute interview and I titled it, "Use Herbs Not Drugs." We actually did a discussion about how you can actually use natural remedies to replace some of the most common prescribed drugs on the market today, drugs that most people that you know of are taking, maybe even you are taking some of them. This gentleman, KP [inaudible 00:20:24], talks about how you actually can eliminate those drugs, under the supervision of a doctor of course. But this interview was wonderful. I put a front and a back and an intro on it and some nice graphics and now I have a nice bonus to give away.

To me that bonus right there is worth the price of what I was charging for Health and Treasure which was \$49. That should be \$149 just that interview but as we've learned from Anik, you create the thump effect by throwing in all of these bonuses and it makes it almost irresistible for people. They have to buy the product sometimes just to get your bonuses. I kept that in mind and that's what Anik taught us to do last

year, that's what he's teaching you now. I threw in some ebooks. These are all part of my thump effect and that's my first upsell.

The second upsell is what I called Health and Treasure Elite, and that is just more of the same except with additional coaching. I actually coach people then through this with webinars, we have someone on our team that actually works with them one-on-one, we give them additional content. I do some more interviews, another interview here with KP [inaudible 00:21:32], top 10 herbal remedies. There's the pdf download version. You know what that is? It's nothing more than the transcript and the slides that KP had used during our interview when we were doing a screen capture of him doing the webinar. There's another book on financial intelligence because this is health and treasure, talking about money and health.

There's my product and I put that together under the tutelage of Anik Singal. I was very proud of that. I'm thrilled with the product, I think it's great. I sold a lot of it to some of the people I've marketed it to and it has really helped people. I sell it for \$49, my first upsell is \$99, and my second upsell is \$199. I can't tell you how much money I've made from that, it's been a great thing. I have sold as much of that product at \$49 plus the upsells as I actually paid Anik to go through the mentorship program just from this one product. I made my money back, it is well worth it ... The investment I should say.

But I want you to hear something. \$49 is what I sold Health and Treasure for. I sold the upsell for twice that. Then I sold the second upsell for twice that. I made 62% of my money on Health and Treasure, as I do across the board in my business, by selling upsells. That's part of what you find in the Circle of Profit phase two, you've learned that already. I tell you how to do all of it in module 10. Go watch all six of those videos, take notes, and start doing it, and you too will build a Health and Treasure, and then it could be put on ClickBank.

Now what I see happening is that people look at this and they say oh my God, this is too hard, I just can't do this. Here's the sales page for Health and Treasure, I can't build a sales page. What do you mean? I can't do that. ClickBank, it's all greek to me. I just can't do it. Where did you get these graphics?

I paid \$5 apiece for these graphics. I made somebody put together something that looked like a DVD step one, two, three, four, and five, because it's a five-step process for Health and Treasure. They made this box look like a box set for these DVDs. There's no tangible product here,

it's all a website. That's what Health and Treasure is right there. But we created the illusion that there's something you can actually purchase and hold in your hand. The workbook is or the guidebook is if you printed it out, and I encouraged people to do that so they can take notes on it. They can print these books if they want to but this is a digital product.

It's on ClickBank, that's all ClickBank really goes with right now. They're experimenting with doing physical products, and I'm sure if they're experimenting with it that means they're going to be entertaining it in the future. But right now it's a digital product on ClickBank, \$49.

I paid somebody to do these graphics, I paid somebody to take those graphics that I provided them and put it on this webpage. I didn't build the sales page myself. I did the video, audio, this is my VSL. That's my dog, Bradshaw, and that's how I started off my VSL. If you want to know how to write a VSL, and all the elements that need to be in it, go look at video five and six in module 10 on Profit Academy. I laid it all out for you step by step by step, it's all right there. Just follow that outline, do your recording. I outsourced the production of this, somebody took my slides, and we transcribed my script into a production document that this guy that did this video for me produced. This is about a 42 to 45 minute video if I remember correctly. My pitch goes to carts up at about 22 minutes or something like that, and then I just keep talking. I'm reselling and reselling and reselling and I show you how to do all of that.

Where did I learn how to do that? Mostly from Anik Singal, that's what he taught us last year. Then I took his formula and I'm a 40-year veteran in sales, so I rewrote it and did it the way I felt comfortable with it. That's what ended up being this VSL for Health and Treasure. I did the same thing for my upsell one and upsell two and then I did a downsell. A downsell, as you know, is if someone doesn't buy one of your items you want to then offer them something. All I did was take the bonuses away and offered the same thing I was pitching and lowered the price and I was able to produce this product.

This is a little more advanced for those of you that are struggling with your landing pages. But you know what? I struggled with a landing page too a year ago. Because when I was sitting in that weekend classroom with Anik doing this I didn't have a landing page. I was too busy learning and my head was spinning. But you know what I decided on the plane ride back to Florida after that weekend was that I was going to get to work and I was tired of being embarrassed being told that I needed to start doing something.

I did something. I actually wrote out what I wanted Health and Treasure to be on the plane ride home. When wheels down in Tampa, Florida, I knew exactly what that product was going to be and I went to work producing it and I launched it on ClickBank by July of last year. That was May and June, it took me two months to build this thing. It was on ClickBank and live.

I did it mostly through outsourcing other than the videos that I did, and I wrote the scripts because that's just what I do. I actually outsourced the main offer video sales letter and then I ended up rewriting it to suit myself, it was mine I could do whatever I want with it, and I made the product.

But then after I put this together I thought that was some work, I spent a lot of time doing this. For those two months that I was actually doing this I wasn't selling anything having to do with Health and Treasure, and I didn't build anything else on my own. I was still doing Health and Treasure or I was selling someone else's products, like Sonia Ricotti's products. Why would I want to keep selling Sonia's products when I could sell my own? I thought I don't want to go through a two-month phase every time I want to build another product and put in on ClickBank. I had my own merchant account, I was already selling my own physical product. I started thinking why don't I just simplify this process and put these babies together on my own a lot faster than two months.

I went into a different mode. I started thinking how can I put this together more simply. I started looking at my niche and what I needed to build. I started doing things like this. This sales funnel and this product I built in an afternoon. I had lunch and I had an idea and I went to work and when I was finished I put together this cheesy looking video with my boom microphone sticking out of my shirt and my Steelers shirt ... If you've listened to me on some other webinars I've showed you this before. I shot a video of myself sitting where I normally meditate in my home, it's a quiet place in my home downstairs, and I put together a landing page that was offering meditations.

Those meditations I actually bought from someone else on Fiverr.com and I then bought some other information on Fiverr.com, it was an affirmation video series, and I bought the 10 daily affirmation pdf files that went with that, and I bought an affirmations ebook, and a guided affirmations video meditation. I bought all this stuff on ClickBank ... No, sorry, on Fiverr.com, you've seen that in the resources in Profit Academy. I put this thing together using my own auto responder. At the time I was, and still am, using Infusionsoft.

Infusionsoft allowed me to create my own sales page. A sales page is nothing more than something that you make a pitch on. There's a sales page but I had to pay somebody to do that because I'm not a Wordpress website expert. I didn't know how to do that. Still don't, don't want to to be honest with you. I'd rather sell. I'd rather create and pay other people to do the things that I don't want to do. There's a perfect example of outsourcing.

What I did here is that I took the Infusionsoft sales page builder and I loaded in these products and then I created some upsells, these products, and when I was finished when someone wants to buy this I was pitching a product for \$2.95. Now if you've heard me before you've heard me talk about ... Let me go to a sales funnel here. A sales funnel that had trip wires, you remember that? If you've listened to webinar number four under the training webinar tab in Profit Academy where I was talking about module five and six as a recap, go back and watch that webinar and you'll see what I'm talking about trip wires here. A trip wire is nothing more than your thank you page but you don't sell it for \$40, you sell it for something under 10. I picked something here and I sold it for \$2.95.

I made a pitch sitting in front of my camera. My camera actually is in my computer, I had my laptop computer sitting on a coffee table in front of me here. I stuck that microphone in there and plugged it in to my computer and started talking. Can you do that? Can you make a simple video on your computer? If you don't know how you better learn because these are things that you can produce on your own.

Now yes, I've done this before so it was easier for me. I did it in an afternoon. So what if it takes you a weekend to figure this out? A weekend, right? Build your own product. That is me pitching for nine minutes about something to go along with what they just opted in for that says, "Hi, I'm Tom, first of your seven meditations is now being emailed to you, and here's a near giveaway that I prepared for you as a perfect compliment."

What is a compliment? It's a trip wire. This is what I'm offering for \$2.95, if you can see my little cursor scrolling there, and it's a compliment to what I offered on my landing page which is meditations. They opted in for the meditations and soon as they hit my thank you page they're looking at me. There's my thank you page, I'm sitting there smiling at them, and then I talk for nine minutes. I said if you're like me you meditate a lot, or want to get better at it, and I found that this really helps me when I meditate and I wanted to share this with you. I start talking about the

ultimate affirmation video course. That was my name, I called it that. That's my cute little name. I put a nice little description in there about it and I said that it normally sells on my website for \$27 but I'm going to give it to you for the big sum of \$2.95.

While you're at it, if you'd like to have that, I also have some other things I'm going to discount for you. Why don't you go with the daily affirmation video ... The affirmation [inaudible 00:32:32] pdfs that you can do one a day for 10 days if you'd like. I'll give all 10 of them to you. I normally sell them for \$27, I'll discount them for \$1.95. Why? Because I want you to have them. They're part of the package of you getting the meditations from me. It just makes sense. Don't just sit there and relax and meditate, do something with your meditation.

I made a pitch and I put together some upsells so all they have to do is click, boom, it pops that over to the other column. Yeah, I'm going to buy this too. Yeah, if I'm going to get that I might as well get this too. I'd have to say about 95% of people that buy the first item for \$2.95 do what I just showed you. They clicked on the upgrades, the upsells, and ended up paying a big whopping \$8.80. I can't tell you how many of these \$8.80 I've sold, and this thing is cranking a year later, almost a year later. Well, I lied. It's probably ... I did this June or July last year so what is that, 10 months? I haven't touched it since. Every week I get hundreds and hundreds and hundreds, and every month I get thousands of dollars, from people buying these stupid little affirmation series for \$8.80.

What I did was I used my own merchant account because I'm already collecting credit cards when I sell my physical products so I had a merchant account hooked up to my Infusionsoft account. I don't go through ClickBank on this, this is all to me. I also have a Paypal account so there's the Paypal button. If someone says, "No thanks, Tom, I'm looking for the meditations." What do you think I hit them with? A downsell video. I take away the bonuses and say look you need to have this affirmation series, how about if I just give it to you for \$1? If you don't like it in 30 days I'll give you your money back. I want them to become a buying customer.

That's the whole concept between being a lead over here and being a buyer over here. I wanted to get their wallet out of their pocket so that I could sell them an upgrade, and I did, and then another upgrade. What do you think my product over here was? Health and Treasure, my \$49 product. That's how I built my sales funnel.

What I want you to do, when you go through module 10, is to figure out what this is, right here. Start here on your own product. Once you figure out what your own product is then work backwards and do what I taught you to do in that video I referred to you before, training webinar tab in Profit Academy, webinar number four, go back and watch it. I explain all of that to you in here, okay? That's what I'm doing. There is a simple funnel.

Now I'm going to go back here and I'm going to talk about something that I think is important for you to understand because if you say, "Tom, I can't build these pages. I'm sorry. I just can't put this page together. This is too hard for me." I hear you. I use leadpages.net, I've made it public, I don't use Sendlane just because Sendlane wasn't out when I first started, and I got used to using what I was used to using. I'm not saying Sendlane is not what you should use, I think you should use what you like. But Sendlane gives you the same opportunity to give pages in it just like we're showing you here, and lead pages. Whatever you use, whether it AWeber or Mailchimp or GetResponse, they have webpage builders too.

Go in there and find a webpage that you can build and when you build that webpage it is nothing more than a sales page. Put a video on it and you've got the same thing I've got here. You've got this. All that is a sales page with my video embedded in it. If you can't figure out how to do that then get a web builder to help you. But you have to produce the content or buy it from somebody. Is that any easier here? I bought this off of Fiverr, I created the video, and I probably did a few takes, okay let's give me an hour to do that video right the way I wanted it, and then I trimmed the front and the back of it, and I uploaded it to my website, and then I took that link and I embedded it inside this page. I knew how to do that, I learned. If you can't do that, hire somebody to do it. They'll do it for you cheaply. You can hire them off of Fiverr.com if you don't have a web builder for yourself right now.

Or you can go to any other application and build a page. I use Leadpages for some of my pages. I build landing pages there. You can see on here they give you opportunities to do all kinds of different pages. You can do sales pages, you can do opt in pages, you can do webinar registrations. Do you want to sell like Anik does using webinars? Do you want some upsell pages? Do you want a thank you page? Do you want a launch page of some type? Do you want to do a pre-cart page? A pre-cart page is what you see before you actually go to a shopping cart. All these pages are in these different third party applications, use them, build them. Once you build one you can build a thousand. You too can build these things then in an afternoon.

I challenge you, can you sit there and make a cheesy video like this? Can you put together an ebook? If you can write something on your own, have you already written something? Have you done any training webinars before? Have you done any presentations where someone has filmed you? Can you do a training presentation now and let someone film you and put your own page together? These are easier to do than you think they are.

I listen to your comments in the forums or the questions on these webinars and I'm thinking why are you so blocked? Why are you thinking this is just impossible for you to do? It is not. This stuff is almost embarrassingly simple when you finally figure out how this stuff is thrown together. If you can build a landing page now, and hopefully you can, then you can build one of these sales pages too. It's the same thing. It's just a different template. It's just too easy for you. I want you to go out and do that.

I'm going to give you some things here as I go on here. I told you that I was going to review your numbers with you when I was going to show you a simple way to build your own product. Well I just showed you that. If you can't do what I did then maybe you ought to consider a different vocation, keep your day job, because honestly this is a learned trait, a learned trade. You need to understand how to do the tools of your trade. It's all explained for you, how to do a product on ClickBank, in module 10. If you don't want to use ClickBank and you have your own merchant account then go get a shopping cart like volusion.com or something like that. Go search for shopping carts on Google and see what comes up and you'll find some third party applications that you can use to throw your own products up. Then do a video sales letter and sales funnel using your own auto responder, your own pages from leadpages.net or Sendlane or GetResponse, whatever you're using.

I also have a free gift for you tonight. I don't want you to forget about that. There's something I'm going to give you at the end of this.

Let's talk about the numbers. Let's go here. This has a lot to do with your building of your product. You've got to know your business and create a budget. Remember when I started off tonight I said I'm just astounded by how many people that I come across that have spent thousands of dollars with Anik Singal and still think that this is just a stupid little thing that you build a landing page and you throw it up and you hook it up to an auto responder account and you grab a product off of ClickBank and you make \$10,000 a day. It's so naïve it's unbelievable.

You have to run this like a business. You have to think about what your business is about. You have to think about what your product is, what your niche is. You have to do some research. You have to set up a company to run your money through, checking accounts ... This is a business, folks. Treat it like any other business you would build. Part of running that business is knowing your business numbers and your budget.

This is not part ... Yeah, budget is part of module 10 because you have to know what your budget is and set that budget before you ever build your product. But I threw this in here not just because of module 10 and building your product, but you have to know what your numbers are even if you're not building a product. Because I see too many of you going broke. You're spending money on traffic and you're not monetizing that traffic. You've got to know your numbers.

If you set up \$1,000 budget to buy traffic, and you're paying \$1 a click, that's 1,000 unique clicks. Unique clicks means that's individual people that clicked once. If you're paying \$1 a click ... You've got 1,000 people coming to a landing page. If you're opt in rate for your landing page is 50%, 50% opt in rate, that means that half the people that show up on your page actually give you their email address, you end up with 500 opt ins. That means that each opt in cost you \$2 apiece. Do you understand the math? You take \$1,000, you divide it by the number of people that opted in. That means that it's \$2 for every person that opted in. That's with a 50% opt in rate.

If you work on the landing page copy and optimize that page over and over and over again like we've taught you in Profit Academy, hopefully 50% is not where you're satisfied. Maybe 60% is possible. That means that out of those same 1,000 people that hit that page, 600 of them opted in now, not 500. Now what you're doing is you're doing the math and finding that instead of a \$2 per lead you actually only have \$1.67 wrapped up in each lead. Do you think maybe now that you have a better chance of getting your money back?

You see this is a process. The process is not how much you sell on your thank you page, the process begins by picking a good product, building a good sales funnel, right here, picking a good product by doing your research, building a good sales funnel by offering strong value, all related to your product, so that you'll get a higher opt in rate over here. Look what that opt in rate does to your numbers. We went from \$2 a lead to \$1.67 a lead. Now you don't have to do as much huffing and puffing to get your money back, which is the first thing in business. If I put out \$2, I

want that \$2 back now. I don't want to wait. I want it back in my pocket right away and hopefully I want to make a profit. If you follow some of the things I'm talking to you about here tonight, you'll make that profit.

What happens if you get 70% conversion rate? Now you're getting into the elite category and that's possible. I'm coaching people right now to do that and you've seen webinars where we all have showed you our techniques. There is no secret here. We are showing you everything in Profit Academy on how to get a 70% opt in rate. That means on that same \$1,000 spent and the same 1,000 visitors, 700 people opted in. Now your lead cost is \$1.43. Look at the difference.

I haven't even talked about anything having to do with thank you page offers yet. We haven't even gotten into the conversions on your thank you page. I'm simply looking at my conversion on my opt in page knowing that the higher my opt in rate is, the lower my cost per lead is. This is business, people. Business. Start looking at your business like a real business, okay?

In business we talk about return on investment. What deficit would you rather start with? \$2 per lead deficit or \$1.43? You think maybe you ought to go back and re-look at your landing page and see if you can't optimize that a little bit? Don't throw so much money in traffic at those landing pages when you're only getting 35 and 40% opt in rates or less. Throw a little bit of traffic, see what it converts at, and then go back and optimize it. Maybe come up with a better way of saying what you're saying. Come up with a better image. Come up with a different strategy. What is your hook like on your landing page? Those things all affect your return on your investment.

Let's look at the whole picture now. When you go to the thank you page, are you at a deficit of \$2 or are you starting at a deficit of \$1.43? What would you rather be? Which side? It's up to you. It starts with your landing page. That's all about knowing your numbers.

Here, I put together a graphic. Actually I didn't put this together I stole this from somebody, shamelessly stole it. This is a graphic, I'm not going to say where it came from, but I loved it because it really tells the tale about opt in rates. I'm going to give this graphic to you, it's part of my gift I'm going to give you tonight.

If you ran traffic from Facebook and you're only paying 50 cents a click and you drive it to a landing page and you had a \$500 budget, that means that you've actually gotten 1,000 clicks. If 40% of those people on that

page opted in, you'd end up with 400 leads. Of those 400 leads they're now visiting your thank you page, aren't they? You're making an offer. If only 10% of those people converted on that thank you page, and if they convert that means that they're buying whatever that offer is on your thank you page, and you're selling something for \$10, that's what this \$10 is over here. That means you have 10% of the 400, or 40 people are buying a \$10 item, you're going to make \$400 in sales. Of those 400 people, and 40 of those people that bought, you send them to an upsell offer where you're selling a \$50 product and out of those 40 people 10%, or four of them, buy the \$50 offer, you made \$200 here. If you made \$400 here and \$200 here on your upsell, you made \$600. If you only paid \$500 in your budget, you made \$100.

It all comes down to optimizing your ads on Facebook so you can pay 50 cents or less, and then optimizing your landing page so that you get a decent opt in rate. I'm not going to say that 40% is a decent opt in rate, but even if you were at 40% in this scenario and you only got 10% of those people to buy your thank you page offer, and you notice it's only \$10. It's a trip wire offer. It's not a \$40 product, it's something under \$10. You'll make \$400 there and then 10% of those people buy the \$50 offer, you'll make your money back and \$100 profit.

I love this graphic because it's very illustrative. I'm going to give that to you and I want you to study that. I want you to remember that when you go back to this other graphic that I had here before ... Let me go back to it. Here it is. It all starts with you picking the right product and then it starts with you building a very good landing page that has a good hook and a good compelling reason for someone to opt in to get that opt in rate up. That trip wire, keep it under \$10, and then this trip wire number two, you can even have an upsell right there and make that under \$20 before you offer them the \$50 product. Even if you didn't have trip wire number two, look at this scenario here. That's the kind of money you could make. This is a business, run it like a business, look at it like a business, optimize it like a business. You'll be surprised, you'll actually start making money like a business.

That is essentially what I wanted to share with you tonight. If you've heard me before, these are the five keys to making money. I repeated this in another webinar I did not long ago with Dave Loveless. Do your research. Not just to pick your niche but to pick your product because now we're in phase two, we're talking about product building. The same keys to making money are the same. Do your research. Sell them what they're already looking to buy. Decide on the right brand, build your brand, and then give them products that people want. There's the key.

Don't sell them what you think they need to have, sell them what they want. Then provide the big solution that they're looking for. Those are the five keys.

These are the five keys to a top selling product. Number one you want to sell what they want, I already said that. Number two you want to sell what they're already buying. How do you know? Go to Amazon and look. What are the top selling products? Type in some Google keywords in a search box and see what Google recommends to you before you ever hit the enter button. See what Google will drop down in the menu as to search terms that are the most popular related to what you already typed in the search box. Look on Facebook and see what people are talking about. See what your competition is selling, that's what people are buying, that's how you find out. Find out who your competition is and then go look at what their sales messages are, see what their products that they're offering, see what they're selling them for.

Look, this is very critical this point right here, what are your competitors' sales messages. That will tell you how to craft your own sales pages and your own landing pages and your own sales offers. What price are they already paying for for these products? That's what you would price your products at. This is not brain surgery here, it's not brain science. This is actually just simple sales and common sense. Those are your five keys.

Now I've got something for you. I'm going to skip through this because I want to wrap this up so I might be able to take a few questions from you. I've got a free gift for you, three of them actually. I want you to go to tomhitchens.com, which is my main site, that's where you can follow me at, /your-product. Go to that webpage and when you go there you're going to see some links for you to download the conversion graphic that I just gave you, it's this little thing here. I love that conversion graphic it's just awesome. I'll have that for you to download.

I also have my webinar notes that I used tonight. All those notes that I went through, I want you to have those numbers so you're going to find that there. I also have a funnel graphic there for you, which is that graphic that I had used here, building your funnel backwards. I want you to drill that into your brain because that's how you actually make your money in phase two. If you skip the part here and try to do what we taught you in phase one, which is to build a landing page, that's great in phase one but you're no longer amateurs. It's time to start thinking like a real inboxer and a real funnel builder, a real vendor.

Built your product first and then build your sales funnel around your product. That's what I want you to take away from that gift that I'm giving you tonight. Go there and get that and if you like the information I'm presenting to you, leave me a comment. I love to hear from all of you. Now I'm going to see if you have any questions here. Let me see if there's anything that you're screaming at me here.

[inaudible 00:52:24] was saying, "Thanks Tom, it's great." I appreciate that, [inaudible 00:52:26], very much. Good to see you here. Let's see, Curtis is saying, "Does that link work?" It should. If it's not working ... I tested it before the webinar tonight, it should be working. Go check it out. I think that's what you're talking about.

Tomhitchens.com/yourproduct. I'll check it when I hang up here from this webinar tonight to make sure that it is working. If it's not right now, I apologize, but it did work before I jumped on here tonight. I'll check it again. If it's not working right now give me a few minutes after we're done here tonight and I'll go back and make sure that it is for you I promise.

Brenda is saying, "Tom you're so awesome, I love your style, so blunt and so candid." Okay Brenda, some people hate me for that too so I'm glad you like it.

Cesar is saying "Tom, I am afraid about product delivery. I'm worried about delivering a link to my product but that link can be shared somewhere. How can I protect the link to expire somehow so people get a link that will expire in a week or two after my client is buying it." That sounds to me like you're talking about a limited time offer, like a fire sale where it runs out of time. All you do is take the page down. Create a page, Cesar, like this, and after a while take it down. In fact I love scarcity. I don't do scarcity on this page because this is a running landing page. I've been running this thing for 10 months or nine months, I want it to run until people get tired of hitting the credit card button and then I'll change it. But it's a winner so I'm not going to take it down. If you do a limited time launch though, and I do that a lot, run a scarcity program.

You notice how Anik sells Profit Academy and everything else he sells? He tells you, "Hey you got to get in now because I'm going to shut it down." That creates sense of urgency for your buyer. Instead of them putting off the purchase maybe they'll make it now. I do recommend you do that kind of stuff. Then all you do is go to a web developer and get a timer on here and say this offer is only going to be until the first of May so you better grab now because it's gone. When it's gone it's gone, that's it. I'm not going to keep discounting a \$27 product for \$2.95 forever. Say that

right in your video and then put some graphics on your page to talk about it.

Let's see what else we got here. Kerry, "Very interesting, inspiring, Tom. Great video so far." Thanks Kerry, appreciate it. Sylvia is saying, "Will Leadpages host all three various pages? I still haven't finished building my Wordpress.org page." Yeah, absolutely Leadpages will Kerry. As I said earlier, you just go up here and you find a sales page. You see they got tabs there and it will bring up sales pages. Pick one. Look at them all, hello. Pick a template and build. Just go from there. What's great about Leadpages is that you can build them yourself. Trust me I am not a webpage builder. If I can do this using these templates then you can too.

Let's see, Mark Kendaya is saying, "Tom, somebody I'm going to give you a great big hug." Okay, I look forward to that. I hope you're female. I'm sure I just can't tell from your name. I hope you are. If you're a guy okay let's shake hands, how's that? I made it simple. It says here, "I am a technical writer, trainer, and instructional designer and you just made the lights come on." Great, that's what I'm trying to do for you and I wish you luck in that. Just keep it simple, everybody. Don't make this too complicated. Start off stupidly small and keep it simple.

Darcy is saying, "On ClickBank, would you send affiliate through trip wires or straight to your product?" On ClickBank I send the affiliate traffic directly to ... If it's my product I'm going to send the affiliate traffic then, after they're done purchasing, to my webpage. I want all stops to be on my webpage. Because once I get you here I'm going to show you my value. I want you say wow when you hit my webpage so when I'm done with all of my traffic I want them right here on my website because I want them to buy other things.

You'll notice here I've got another little pop up if you click on the banner here. That's me. That's another sales funnel. I want all this stuff to be in their face when they're on my webpage so that's where I send them after I'm done selling to them. I hope that answers your questions, Darcy.

Mohammed, I see you a lot here and you're asking, "I will message you, Tom, on Facebook [inaudible 00:56:52]. I cannot do any more, it's too much learning, little performance. I know too much too little." Okay, I hear you. Don't overload on detail.

Let's see here ... Okay. Mohammed is saying, "I even changed my Facebook name from Nick M. to Kumal to Anik Kumal." Okay, cool. Let's

hope some of the magic rubs off, right? Mohammed's thanking me, thank you Mohammed, I appreciate the kind words.

Let's see here. Itan is saying, "Very inspiring what you're saying. Thank you for sharing your story." Thank you for listening. Now go do something with it, right?

Marion is saying, "If you put an ebook on ClickBank can you sell it on Kindle?" Yeah, absolutely. It's your product. You put in on ClickBank, you can put it on Kindle, you can sell it on your own webpage. All Click Bank is just another platform to offer you your product. Think about it, if you had a product on Amazon couldn't you also sell it on your webpage? Or on Google or anywhere else? Of course you can. ClickBank doesn't limit you to where else you can sell that same product. They're just selling it for you and handling the payment processing and they're doing the affiliate commissioning for you.

Lauren is saying, "Do you know what plug-in you're using? I was looking for one like this." I'm not sure what plug-in you're looking at Laura. I've been through a lot of pages here and I'm not sure which one you're talking about. See if you can give me a little bit more clarity but I'm going to move on here in the meantime.

Darcy is saying, "Tom, where do you host the video course?" That's real simple. That is a digital product, let me go back here, this. This is a digital product and all I did was take those video files and I put them on my Dropbox account and I created a link to that Dropbox account and the moment that they make that purchase, the auto responder sends them an email and says thank you for buying the ultimate affirmations video course for \$2.95, it's regularly \$27, what an awesome value you got, and here's a link to go get it, go download it now. They click on that link and boom it downloads, it's theirs. This is all happening when I'm sleeping or taking a vacation. It's just so cool.

Irwin, "How long did it take you to build that product, Tom?" Not sure which one. This one I built in an afternoon, this sales funnel. As I told you I bought these products on Fiverr.com. This product, Health and Treasure, if you're asking me about that, took me two months. I threw that together two months.

Let's see, Wendy is saying, "Tom, thanks for summarizing the need to just keep moving at a pace you can. I felt like I was failing even though I have an active landing page and getting about 17% sign up but no one has purchased affiliate product yet. I'm working on solving this but I just felt

like a failure when I missed the April 17 target." You know what? You set your goals too high, Wendy. You're starting brand new and 17%, look at the bright side, you got 17% of those people to actually buy into the message you were selling. Now try to get it to 25 and then 30. Keep working on optimizing, don't give up. You got 17% more percentage opting in than you had before you bought Profit Academy. Don't focus on the negative, focus on the positive, and forget the noise going on around you please. Too many of you are trying to get these badges and you're just putting yourself in a pressure mode and it's just screwing up your head. Stop doing that.

Let's see here. Mohammed is saying, "I hope we meet someday." I do too, Mohammed. If you go to Vegas I'll be in Vegas and we'll meet there. If not we'll meet each other somewhere down the road. Let's see ... Bingo, Tom. Brenda is saying, "Bingo. I had been overwhelmed and frustrated, realized I need to run my own race." You absolutely do, Brenda. This is a marathon not a sprint. If I try to run the hundred yard dash with these guys in the Olympics I'd never make it. But if I maybe ran my own race in a marathon, I used to run long distance half marathons, maybe I could catch them on mile 15 or mile 10 because they're sprinters but they're not long distance runners. Run your own race. Run your own pace. That's the only thing I can tell you. Forget the noise around you.

Let's see here. Ana is asking, "Tom, do you recommend purchasing the webinar jam studio program?" It's another alternative, Ana. It's what you like. Try some different things. Try the free trials and try a number of things to see what you like best. Let's see ... Norma is asking, "Can't hear you." Well, okay. I don't know what to tell you, Norma. The webinar will be posted at the replay so go listen to that.

"Amen, brother," Matthew is saying. Okay. Hallelujah, right? Let's see, Laura is saying, "Hi Tom." Hi Laura. Bren, "Hey, looking forward to an excellent session." I appreciate that Bren, I hope you had that session that you were looking for. "Best device Tom to buy clicks?" You know what Mohammed, it's the cheapest is what I can tell you. Buy your clicks where you can get them the cheapest. Negotiate. You get cheap clicks by the more you buy or go to Facebook.

I buy my clicks on all of my funnels I test always on Facebook first. Always. I go to Facebook, which is why I like this graphic, because this little baby here starts where I start, right on Facebook. Sometimes I pay more than 50 cents a click but it all depends on the target market that I'm going after and the audience that I'm trying to optimize to. But you know what I know my numbers so if I know that I'm paying 50 cents a click in

this scenario ... Look at this, this chart is the numbers that I told you to learn all in one view. If I knew that I was making \$200 down here in my upsells and \$400 on my thank you page offer, \$600 that I'm spending a \$500 budget, I know I'm making \$100. I'm okay with 50 cents a click.

The moment that that click started to get into 55 cents or 58 cents, now maybe I'm going to be losing money so I'm going to stop that funnel, I'm going to go back and I'm going to re-optimize my ad, and I'm going to look at my landing page. Maybe I'm not getting enough people. I'm not happy with a 40% opt in rate so I can tell you right off the bat if I was running Facebook clicks to a landing page and I only got 40%, I'd stop the campaign and go back and change that landing page and make it better. Look at your offer, look at your images, look at how the page is laid out. Make sure things are looking good and then try it again. Maybe you can creep that up to 45%.

Imagine if you creep that up to 45% and you're still only paying 50 cents a click, this is no longer \$400 here that just went up because you have more leads coming to the thank you page. You see that? Learn your numbers. Run this as a business.

Let's see here ... Ana say ... Okay. I think I've answered all your questions. Listen, one more here from ... A couple more from Giles. How many minimum pages can be an upsell for an ebook offer and the [inaudible 01:04:19]. You know what it all depends on you. As long as they keep buying keep building pages. If you have a two page upsell offer funnel and they go all the way through and buy and you've got a pretty good percentage of people that buy the last offer, throw another one in there and see what happens. Or just do some upsells. Just experiment. I can't say how many pages other than keep throwing pages at them until they stop buying.

John is asking here how much time, Tom, do you run them before making a decision to stop or go with a campaign. You mean my ads? How much time do you run them before making a decision to stop or go with a campaign. You must be talking about the ads, John. How long do I run my ads before I decide to stop? I can tell you right here, my opt in rate tells me when to stop. If I'm not happy with the opt in rate, I stop the campaign, fix the page, and then re run some ads again.

If I have a funnel like this that's going gangbusters and just putting thousands of bucks into my bank account every month I am not stopping that. I'm sorry I'm just going to keep running that baby. What I do is I change the ads a little bit, refresh my ads, I run it on different platforms.

But I keep sending ... This page ain't broke, I'm not going to fix it. I'm not going to take it down. If you're running a limited launch, take it down for a while, if that's what you're asking John, you take your limited launch down for a month or two and then put it back up again. Then run an email campaign to your list and say ... Or an ad and say with public response I got last time I ran this I'm deciding to offer it again to the public. Grab it now before I take it down again because it's only a limited time offer.

Listen, I'm going to drop off here because it's 10:06 and I promised myself I'd try to keep it to an hour tonight. I hope you got an awful lot out of that. I enjoy so much more than you know talking to you and sharing this information. Please do something with it. Go to my webpage, download that gift, I'll give it to you again right here, tomhitchens.com/your-product, and get those gifts. I have them waiting there for you right now. I promise I'll check the page when I'm done.

Thank you very much and I'll see you on the other side. Mr. Rick, I am finito.

How did Diandra do?



If you rate this transcript 3 or below, Diandra M will not see your future orders