

Rick: If you're here for coaching support hours from Profit Academy, then you're in the right place. If you're here to learn how to grow hair or refurbish your basement, you're in the wrong place. We don't do that here. It is coaching support tonight. Jeff, our favorite all-around guy, and beach comber, and hammock tester, and Zane, who a month and a half ago never heard of the internet and this week is the king of the internet, both of them are on deck to answer your questions, try to solve your problems, and lead you down the path to some form of success. Keep the questions on topic, if you can. Some of the stuff we can answer, and some of it's just plain not applicable. I'll turn it over to Jeff and Zane. Then tell them what you need to know, and they'll fill it in. It's all yours, guys. Hello, Jeff?

Jeff: Hello?

Rick: Zane? Are you there?

Jeff: Sorry. I had this amazing high-energy intro, and I had my mic on mute. I'm sorry about that.

Rick: That's great. We lost part of the equation. That's okay. No problem. Put another dime in the meter, and it's over to you.

Jeff: I'm sorry about that. Anyways, let me try that again. Mi, mi, mi, mi, mi. All right, guys. How's it going? This is Jeff, of course, and Zane is on the line with me, as well. Rick, thank you for the lovely introduction. As always, I will have that bottle of scotch sent to your house. Anyways, I just got back from an awesome weekend in Las Vegas with the wife, had a good time, ended up coming back with more money than I started with, so that's always a good thing.

You guys know the drill by now. We're going to go ahead and do some live Q&A. Just so you guys know, we do have a lot of people on here. Traditionally ... I don't want to say "traditionally," but typically, we're not able to get to every single question. We will try to get to as many as possible. I do encourage those of you, though, if we're not able to get to your questions, even if we are, to make sure you check out our Profit Academy forums.

You might think you know how to use a forum. It's very possible that you do, but I do encourage, and suggest, and request, and beg of you to please make sure you watch this video first. We do have a lot of people on there, which is awesome, but a lot of people are asking the same questions that a lot of other people are asking. We show you guys how to use the search feature, how to see if your question's already been asked or answered. You'll find that a lot of the time, many, many other people just like you have had the exact same question.

Once you're logged into the members area [forum 00:02:43] green button right here, watch this video. Then once you're done with that, you can go down and log into it below. Again, we've got a lot of members already. We've got thousands of posts per week. Look at this, 5,000 right here, 1,000 different topics. It really is active, and there really are a lot of questions being asked and answered. It's a great resource. If you're not, make sure you take advantage of that. In fact, if you guys even check out the Questions for Coaches section, we do have a forum here where you can ask us questions. You can have us check out your opt-in page, et cetera. It's an awesome resource, so make sure you check it out.

[Inaudible 00:03:25] that, I'm going to look at some of the questions here. Guys, I mean this in the nicest way possible, but there are some questions that are being asked that we simply don't know, like questions about certain hosting sites or how to use a certain product that's not ours. I want to encourage you guys, don't be afraid to use Google, and don't be afraid to use YouTube. Those are two of my favorite websites, and with good reason. We've got quite a few of you that have been on for half an hour already waiting for us, which is awesome.

[Melissa's 00:03:55] asking about a hosting question from DreamHost, and how can she copy the landing page URL from LeadPages over to her hosting account with DreamHost. Melissa, that is something that is covered within the LeadPages training. That's one example where you might want to simply check out their training. They do have webinars, if you click on "webinar" right there, every day or two that really go through and explain step by step how to use LeadPages. Here, the next one's coming up on Thursday. They got a few of them throughout the day at different time zones here.

I don't want to be cliché or mean, or be that jerky guy that won't answer your question, but really, there are just simply some questions we can't answer. For example, myself, I've never used DreamHost. I've never been to their website. I simply have no idea. You probably know about it more than I do. Generally, with LeadPages, though, you will simply download. Once you build your LeadPage, it tells you what to do right away. It says, "Okay, you can download this WordPress plugin." Then what you would do is you would upload the WordPress plugin to your DreamHost account to your domain, and activate it from there.

Again, that's something that is, I happen to know, covered within the LeadPages training. It's pretty easy to do. If you don't want to wait a couple of days, you can even promptly find the video on YouTube that shows you how to do it. Honestly, you don't have to look for DreamHost specifically. It might even be specific ... It works with WordPress across the board. That is something that's covered in there. You'll have to forgive me for not covering it now. It would take about 10 to 15 minutes, and it's something you can find out readily available.

Anyways, all right, so moving on. Actually, Zane's already getting to the questions. Again, just to be clear, folks, Zane will be answering questions via text while I talk here live, as well. Hang in there. You might get a question answered via text. You might get it answered via myself. You might get it answered both. Right.

All right, [Holly's 00:05:56] asking, "Do you place banner ads on the landing page?" No, no, no, no, no, Holly. Never. The reason is, I don't want to send people to my landing page ... I'll give you an example. Why would I want to send people to my landing page right here, and then place a banner ad for an affiliate product? All I want people to do is go to my landing page and click on this bright yellow button to download my free product. That's all that I want.

Any other banners or buttons, follow you on Facebook, or contact you with questions, or check out this other product here, those should not be on the landing page, period, end of discussion. The reason is, again, Holly, you really only want to give people one option, and that's going to be the option to sign up for your page. If they have more places to click, they might simply click on that and never come back and not opt in. Really, you want to focus them on one area only.

Anyways, hope that's an okay answer. Great question, by the way. Thank you. All right. [Jessica 00:06:59]? Maybe it's pronounced "Jessica," with a G. I'll just say Jessica with a G cannot find any freebies from PLR sites. Jessica with a G, that's no problem. You can create your own. You're not going to find freebies for every single niche in the world, but you can create your own. You can have it made for 20, 30, even 40 bucks.

Keep in mind, guys, in Profit Academy, I know many of you are trying to be frugal. We understand that, but really keep in mind the first thing people are going to know of you is going to be the product that you give them. If you're not able to find a free product in your niche to give away, which is very possible, if you go to module one, there's a new video we did last week. I believe Zane did this, or Tom. It's on creating your freebie. This is about a 50-minute video, just under an hour. Excuse me. This shows you how you can create your own or how you can even find some pretty nicely. Okay answer, Jessica with a G.

All right. Should you place banner ads? I've already answered that one. Jessica. Okay, [Terry 00:08:12] is asking a great question. "For the free offer download, do you guys send straight to the product, or do you go to a webpage with a download? I've seen some offers do both. Also, is it okay to zip the file up for download?"

Yeah, Terry, you can do either one. Myself personally, when you opt in to my own page, for example, right here, you're going to opt in, and it's actually going to redirect you right away. I do not use a transition page, which is not required. It's optional. You're redirected right away when you opt in to my page to an affiliate offer that's related to traffic. It's actually Google Sniper 3. Then what happens is, after about a minute or so, you receive your first email from me, which sends you directly to my thank-you page. Our thank-you page has a link to download the free product. Then I do have that zipped, as well. Yeah, you can have it zipped up. I would recommend doing that.

All right. Hold on one second, please. Okay. [Shawnthi 00:09:15] is trying to find products on holistic weight loss. Shawnthi or [Shawnti 00:09:19], that's a bit of a tough one. While that's great, that's a very, very narrow niche, it's probably not going to be one you're going to find a ton of products on. Guys, there is such a thing as getting too specific, where you're probably not going to find any products out there that you can promote, or not any good ones.

While you're doing a product on holistic weight loss for your freebie, and that's awesome, Shawnti, you might want to back up one step and maybe do something more general, like weight loss specifically, or maybe weight loss without fitness or weight loss with maybe a vegan or vegetarian diet, for example. Because I'll be honest, that's great, and it sounds like you know a lot about how that works, but it's probably something that's a bit too specific, which would hurt you in the end.

Oh, actually, that's funny. Actually, as I was talking to you, Shawnti, Zane actually answered that question at the same time. Yeah, Steve Jones [is 00:10:13] offer that ... Yeah, that's a bit specific, so you might want to back up one step and maybe either do maybe something on meditation, or personal development, or weight loss in general. You can even do vegetarian or vegan diet, for example. I would recommend taking a step or two back from that one. Great idea. Just probably not a huge market for that, at least with regards to other products you can promote, besides the one Zane mentioned by, I believe he said, Steve Jones.

Okay. [Oistein 00:10:44]. That's very, very specific [and back a 00:10:47]. Hold on a second. Let me read this out loud. "My main problem is now I can't understand how I can get my GetResponse account and a Infusionsoft account and create campaigns and autoresponders to [save my 00:11:01] landing pages in LeadPages or Sendlane and make them work. What's the difference between GetResponse accounts and Infusionsoft account? How do I integrate GetResponse or Infusionsoft to LeadPages? Is it possible to do a two-stepped opt-in or landing page made in Sendlane?"

Oistein, again, I hate to be that guy, but this would take a whole half an hour to go through these questions. These are questions you can either post to the forum, or you can simply find out by doing a quick Google search. For example, how do you integrate GetResponse with LeadPages? This is actually pretty easy to do. LeadPages does explain how to do that within their tutorials.

I have never used Infusionsoft outside of being an affiliate, so I've got no idea how to use that for setting up stuff. I would probably just Google that. The difference between GetResponse and Infusionsoft, again, I've really got no idea. However, from my understanding, Infusionsoft is more of an affiliate platform. Actually, I guess I do know. Infusionsoft, if I understand correctly, ... and Zane, if you happen to know this, jump in ... is an affiliate program, like ClickBank, where you can host your products. Zane, do you happen to know Infusionsoft at all?

Zane: Infusionsoft is what they call a customer relation management system. It's actually everything. It does affiliate marketing. It does sales. It does shopping cart. It's a one spot to include everything that's related to affiliate marketing. It might be not the best place to start at the beginning, because it is very, very advanced. Unless you have a lot of products to sell, I really don't see why you would need Infusionsoft in specific.

Jeff: There you go. Thank you, Zane. Oistein, I hope that helps. Honestly, that's something you can probably find via Google, or if you even want to join the forums, as I mentioned before. You can go to Questions for Coaches, and I guarantee there's going to be people that will jump in and help you out, whether it's coaches or other students such as yourself. That's pretty specific, though, and a bit beyond what I'm able to answer in the short time we have for the webinar. I hope that's okay.

All right, [Dennis 00:13:13], trying to get your autoresponder series done. You've got five done so far. Dennis, that is awesome, man. Keep up the great job. If you can get two more done, Dennis, you'll have a full week set up. That's awesome, man. Please keep it up. I know it takes a bit of time to do, but the more you do it, Dennis, and everyone else, the easier it does get to get going and do a full campaign, I promise. Seriously, man. Keep up the great job. I'm proud of you. I'm happy to hear that.

Okay. Let's see. [Jane 00:13:40] is asking about AWeber. Jane's asking about AWeber compared to the others. Jane, I use AWeber myself, and I love it. Don't worry about it. Sendlane is optional. It's just one option that we happen to give if you do not have an autoresponder account, because Sendlane, being Anik and Jimmy's company, will give you 90 days for free, compared to GetResponse and AWeber giving you 30 days for free. Then unlike AWeber, Sendlane will also give

you a landing page builder, while, of course, AWeber will not. No, AWeber's great. It's what I use myself, and I love it.

If you're not sure how to install a landing page you have built on Fiverr into your page, you can always outsource it, as well. That's a full HTML course. If you want, though, Jane, you can go to Fiverr.com again, and you can find someone for just five bucks that will set up your landing page completely for you. They'll take the page you built on Fiverr, they'll install it for you. They'll set up your autoresponder account. It might cost you only five or ten bucks to do that. I would recommend doing that.

No, AWeber's great, Jane. I love it myself. I like it better than GetResponse myself, but maybe that's only because I've been using it for so long. If you ask any big marketer, for the most part, they'll tell you they use either GetResponse or Sendlane or AWeber. There's pros and cons to each one, but AWeber I love myself. I've got no problem with using it. If you want to stick with AWeber, there's no reason to switch. You'll be fine. You will be fine. Yeah, keep it up, though. AWeber's great. I love it myself.

Hey, [Murphy 00:15:28], thank you. Murphy said he knows ... or he or she, that is. I don't know. It can be both male or female. Murphy knows we're working hard to do these and thanks us. Murphy, thank you. We appreciate your kind words. Hello, [Dawn 00:15:39] from Lost Wages. See what I did there, Las Vegas, Lost Wages? Let's see here. Hold on a second, please. I'm scrolling down through the questions. Some have already been answered by Zane. Give me a moment, please.

Okay, [Kathy 00:16:18] is a bit overwhelmed. Kathy, you're not alone. Basically, Kathy felt there's too many webinars. There's too much support, what can you say? There's too many webinars, too much stuff to go through. Kathy, keep in mind, this is not a race. Right now, we're on week three or week four. If you're not up to week four yet, take your time. Don't worry about it, Kathy. Don't worry about it. If you're still on week one or week two, that's fine. We want you to go at your own pace. This is not a race.

You are members for life. If you take two years to do this, that's fine. If you take two years, we might question why you're here. Jokes aside, though, if you want to take even a few months to go through this stuff, we do give you a lot of training and a lot of materials. Do not stress about being caught up. It's not a race, Kathy. It's not a race to the finish line. I know a lot of people want to get things done and get going because they're excited, but there's a reason why we release modules one week at a time, maybe two at a time, is because we don't want people to rush ahead.

Kathy, I've had a lot of people ask about that, saying they feel like they're falling behind. Honestly, as long as you're still doing it, you're not behind. As long as you're still doing it at your own pace that makes you comfortable, you're not falling behind, I promise. Go at your own pace when you can and try to attend the live webinars. If you can't, that's fine. We record them. Take your time. It's not a race. I want you guys to know that. Don't stress about getting caught up or being completed about anything. Take your time, I promise.

Dennis is in the weight loss niche. "What's the best traffic source? Facebook and Google seem to be strict on this niche. Clickonomy is limited." You know, Dennis, I have not done the weight loss niche for a while. I know there's a few people in Clickonomy. I know for Facebook, Facebook you have to follow their terms of services, so you can't, for example, guarantee they're going to lose weight in so much time. Zane, do you by chance have any experience with Facebook and the weight loss niche? I know you're more of a survival kind of guy.

Zane: Yeah. Actually, I'm glad you asked me this question. They have very, very specific rule with the weight loss niche. There are a lot of people on Facebook who are making a lot of money in the weight loss, but they are not using weight loss itself. They don't go and say, "Buy my product, and you will lose seven pounds," or "Download my gift, and you will lose 200 pounds in a month." They are not making claims. They are approaching it from a holistic health approach.

Let's say, if they're in weight loss, they say, "Download my recipe book to achieve a healthier lifestyle," or "10 tips to include in your daily life to achieve a better health overall," or something of that nature. The minute you actually put "weight loss," the word "weight" or "loss" or "pounds," anything that is related to that, Facebook immediately will scrutinize and see if that is what you're trying to do. If you're wondering how does Facebook know, Facebook knows everything. They are the gods of online knowing what's going on. Just be careful with what you are putting in term of advertisement, and you should be okay, if you are giving something of value and not making false claim.

Another thing that I would like to add is, please go to Facebook.com, and then once you're logged in, search for "Facebook advertisement guidelines." Read that. That'll take you about an hour or two to read it, but it could save you a hell of a lot of work in the future. It could even save your account from being shut down, if you keep putting a lot of ads that just get rejected. I hope this helps.

Jeff: Awesome. Thank you, Zane. Yeah, I did a quick Google search. There is plenty of stuff on here that you can just Google "Facebook ad guidelines," and you'll find their own page right here. Basically, you don't want to make any ridiculous claims. If it sounds too good to be true to you, Facebook's probably going to think the same thing. Don't go claiming you're going to make 10,000 dollars

overnight instantly. Don't go claiming you're going to lose 25 pounds in 30 seconds by drinking beer. Just be a bit real and, again, go through the guidelines, because it really does ... It gets specific, but once you get it down, it is pretty easy, though. I hope that's okay. I had a few people asking about weight loss stuff.

All right, [Yvette 00:20:51] is still muted by an organizer. Yes, Yvette, you are, as is everyone else. If all 1,000 people were talking at once, it'd be a bit of a mess. We mute everyone and just answer questions like we are right now. Thanks for your understanding. Matthew's asking for a good structure for our 10 email series. Day zero, freebie. Day one, explain freebie. Day three, content, et cetera. Matthew, try different things out for yourself. See what works the best for you. What works well for me might not work as good for you.

I generally try and do a promotion maybe every three emails or so, but I don't always stick to that. I might do day one, "Here's your free download." Day two, "Did you get your download? Do you have any questions?" Day three, "Here's this awesome motivational video on YouTube. Check it out." Day four, promotion. Day five, I might do awesome content, maybe something of value. Day six, I might share a viral content from Facebook or YouTube. Day seven, another promotion. That really does vary and change per niche. That's something you would need to simply try yourself and see how your audience, how your readers, responds to what you're doing.

Hey, Murphy, thanks. We love you, too. Murphy sent, "Love you all, Dave and Jeff and Zane." Dave's not here. See what I did there? "Dave's not here, man." Yeah, Dave's not on tonight, but I'm sure he appreciates that, as well.

Zane: He's here in spirit.

Jeff: He's here in spirit, absolutely. All right, [Maliwah 00:22:21], who is no longer here, asked about the best free traffic methods on a tight budget. Maliwah, that is covered in module four for traffic. Some of my favorite ones are forums. I also like guest posting, which is a bit different. Do we cover guest posting in here? I don't know. This course is [huge 00:22:42]. I haven't memorized [crosstalk 00:22:43]. I'm sorry, Zane?

Zane: We mention it briefly. We mention it in the training briefly, but I don't think we go into details, because these kind of things, guys, when we mention them, if there is not enough details about them, that mean it could be a course on its own. Please do your own homework on that piece. If you're interested in guest posting, a quick Google search "how to do guest posting" will find tons of material. What we're trying to do in some of the training is to create a depository of all the things that you could research to advance yourself. If we

mention blog posting as a guest but we don't explain it in detail, that means it's a course. You need to do just a little research to learn more about it.

Jeff: By all means, thank you, Zane. Yeah, spot on. Guest posting, again, is not something we go into too much detail in. You certainly could check our forums to see if people are discussing it there. Another resource I will recommend you check out is the Warrior Forum. It's free to sign up. Please do me a favor, do not go there now. Just write it down, take a screenshot with your iPhone or camera phone. The Warrior Forum has gone downhill lately. It's not as good as it was a year ago, since it was bought by the Australians, by Freelance.com.

If you click on "search," you can search for guest post or guest posting, for example. You're going to find a ton of people discussing that. You're going to find people are giving different methods, et cetera. You're going to find people, they might be [selling 00:24:23] guest posting experiences. Here's a good one, though, from EntrepreneurJay. He posted this in March ... Okay, that's actually ... Never mind. That's a JV, a joint venture.

Here's what I would do, so you're not trying to find where people they're trying to sell something. I would go to search. I would go to advanced search. I'm going to type in "guest posting." I know you guys don't know this, but I'm going to search just for the main discussion forum right here. That's going to keep searches out that might be someone selling something. We're trying to find some stuff down here, some discussions down here. Every single post here discuss guest posting.

If you want to be more specific, even, you can even do a search ... We're going to go back to advance search. Instead of searching the entire post, we're going to search title only. Now, we're going to search for guest posting in the title only, only posted in the main discussion forum. Again, this is WarriorForum.com. Now, here we are. We got a ton of guest posting sorted by date, and there's a ton of discussions. Look at this, hundreds of views, looks like hundreds of responses, as well. Here's a list of sites that accept guest posting. Here's guest posting for technology. There's a ton of good-quality content here.

You can Google it. You can check on the Warrior Forum. You can probably find stuff on YouTube, as well. Something, again, guys, while we're able to teach you a lot, we're not able to cover every single method of traffic out there, because they're endless. Most people are getting traffic from ways I know nothing about. There's really endless ways to get traffic out there, so don't be afraid to GTS and "Google that stuff." Don't be afraid to Google that stuff.

Let's see. Dennis asked about traffic for weight loss. I already covered that. Yeah, that's the Warrior Forum. Great question, even though you logged off. I hope

that gives some other people some help, as well. Let me scroll on down, take a look at the questions. [Delores 00:26:27] is asking about privacy policy, disclaimer policy, et cetera. Yes, Delores, you do want to have a privacy policy in place. I don't know what country you're in, but you can always just Google "privacy policy generator." If you don't know how to make one yourself, you can even outsource it, as well, and have someone do one for five bucks for you, if you provide them the content.

All right. Guys, if you have any questions on Sendlane, please, please, please go to the forum, the Profit Academy forum, once you watch that video, hint, hint. There is a sub-forum for Sendlane. There is FAQs. There's a bunch of other posts in there. You'll see people asking and responding to questions daily. Make sure you check out that, if you have any Sendlane questions. There's another Sendlane question. Hey, [Bruce 00:27:27]. How are you doing? I'm getting the questions right now that were asked half an hour ago. Again, we can't get to every single one, but we do try.

This is from [Louisa 00:27:41]. "Do I need to go to more than one site to get my funnel together, or just one site like Sendlane?" I don't understand, Louisa. I suppose you could just use Sendlane for your funnel. You can use Sendlane for hosting your squeeze page and your autoresponder, if that's what you meant. There's other options. There's autoresponder companies like AWeber and GetResponse. There's landing-page builders like LeadPages, et cetera. You would need to be a bit more specific, but yeah, you certainly can do the whole thing with Sendlane if you want to.

All right, [Katie 00:28:23] asked a Sendlane question. Okay, check out the forum, Katie, please. Okay, [Sarah 00:28:29] is asking about the transition page and if you need to use one. Sarah, it is not required. It's just optional. I do not use it myself. I started doing this before they were a thing. Zane, do you know if we have a template or a video on the transition page, by chance? I know we were doing one.

Zane: Honestly, I'm not sure. We were doing one, but as he said, we have created so many trainings, I cannot pinpoint. If it's there, it would be, I believe, in module one, in the thank-you page.

Jeff: Yeah. I know it's mentioned briefly in the thank-you page. Again, this is something you can do. If you go to the Profit Academy forum, I'll search it myself. We can do a search for [inaudible 00:29:19]. There's a bunch of people talking about it. I'm not going to go through every single one now, but you can search these yourself. I know for sure it's posted on here in quite a few places. If you cannot find it, you certainly can make a post yourself. Let's take [Elias's 00:29:45] post here on Sendlane. That's what I would do. I would check the

forum. If you can't find it, you can make a post in the appropriate place. You can make the post, in this case, I would suggest the Ask A Coach forum. Hope that's okay.

All right, [Chris 00:30:37], thank you. Thank you for your kind words. We all appreciate that. [Roz 00:30:16] is asking, "Are bullet points okay on an opt-in page?" Yeah. "Also, can you use the opt-in page as a webpage?" Yeah, yeah, bullet points are okay. That's something I use myself. As I showed you guys a minute ago, I use JeffLenney.com/traffic. I use bullet points myself. In this style, it works great. This is also a webpage. I'm not really sure what you're asking, if you can also use the opt-in page as a webpage. This is a LeadPages page, and I've got it hosted at JeffLenney.com/traffic. It is a webpage, as well. I'm not sure I understand your question, but thank you for asking that. If you're not on here anymore, Roz, you can always check out the forum, as well.

All right, hold on a second, please. Just a minute, please. I'm reading a question. This is interesting. [Chelsea 00:31:32] is asking, she's found the perfect product in self-help, but on ClickBank, the HopLink is an already-created opt-in page, which offers an audio free gift. "I found that the autoresponder's already set to send the emails from that company. How can I proceed with promoting this product?" Simple, Chelsea. You just send people there. You say, "My friend [Joe Smo 00:31:52], who created this product, has a free audio you can download." You simply prompt them to download their free audio.

I'm a bit cautious about sending people to a product where it's just an opt-in page. Most of them are going to be honest and you're going to get the sale if you promote it, but I would try to find something else. Yeah, you can promote it the way you would anything else. You can check out their JV page or their affiliate page and see what types of emails they have.

That's the same if I was going to do an email for Zane to download his free product. All you're doing is sending people to that opt-in page. It'd be, "Hey, check out this free audio from my friend Zane. In it, he takes 15 minutes, and he goes over these amazing three steps you can use to totally change your life with blah, blah, blah, blah, blah." You would promote it the same as you would anything else. I would be a bit cautious, though, and try to find something that doesn't have an opt-in page right away.

All right, that's too vague of a question. Hold on a second, please.

Zane: Jeff?

Jeff: Yes, sir.

Zane: Jeff, if you could actually do a tutorial of how to add the badges in there, I'm noticing tons of questions on how do I claim the badge for a specific task that I completed. If you can show it, that could help a lot of people.

Jeff: I don't need any stinking badges. No, yeah, that's a great ... Badges, I don't need no ... What's that from? Anyways. Yeah, by all means. I would be happy to. Let's see. Basically, you got the badges screen here. We're going to create my first opt-in page. All you do is you upload the file that proves you did it. Of course, I have not submitted these myself, because I really don't need to.

What I would do is I would take a screenshot of what I'm doing. Let's say I'm going to show them that I've created JeffLenney.com/traffic. Obviously, we need to probably fix this, maybe make it a bit better, so you can type something. Actually, here we are. "Hey, guys. Created my first opt-in page." I'm going to give them this link right here, at JeffLenney.com/traffic." I'm going to see if I can do this without having to add an image. Let's try that and see what happens. Invalid submission. That did not work. In this case, you want to upload a file. I'm just going to upload a random JPEG file. It doesn't have to be related [like 00:34:23] a picture of Anik there. We're going to click on "submit."

If you're trying to submit a badge for, for example, you selected your niche. Just say I selected my niche. It's personal development. You don't need an image for that. If it's something that doesn't need an image, at least for now, just upload a random JPEG image, can be of whoever, of Anik, if you want to be funny and copy me. Then click on "submit." Let's see if that works. There we are. I submitted it. Beautiful. Submission saved successfully. That's all you would do.

If I wanted to do something a bit more specific ... Let's say I want to submit something for created a 10-day autoresponder series. All I would simply do is take a screenshot of my autoresponder account. I'm not going to log into that now, but you can do it a few ways. You can simply use the "print screen" button. Of course, I've actually got a program called Snagit on here. If you guys want to download a free program for both Windows and Mac, it's called Jing, J-I-N-G. You can simply use Jing. If you're using Windows, as well ... What's the screenshot program called again? Capture, I think, or something? I know this. I use it all the time. It's a complete brain fart right now. There's something built into Windows 7 and 8 that let's you ... I'm sorry?

Zane: It's [Snippit 00:36:01]. It's called Snippit.

Jeff: Snippit, thank you very much. Thank you, thank you, thank you. I knew that, I really did. I use it all the time. Snippit works the same. If you're on Windows and if you do a search for "snip," you can pull up the Snipping Tool right here. If

you're on Mac, this is not going to work for you. You'll want to download Jing, J-I-N-G.

All you do is you click on "new," and you would simply highlight your autoresponder account ... let's pretend this is it ... showing your 10 emails. For those watching the replay, ... we're live right now ... the live people can see my full screen, the replay people will see everything within the box only. All I did was I clicked on my search bar, and I typed in "snip," S-N-I-P. That pulled up the Snippet Tool. All I would do is I would simply save the snip right here. I would maybe put something like "autoresponder sequence." Since my default is a PNG file, I don't know if PNG's accepted or not, so I would just drop that and change it to JPEG to be safe. We're going to click on "save." I'm going to close that.

Here's what I would do again. I would upload the file. I forget what I called it, but it's the exact same thing. You would take a screenshot showing you completed the work. If it's something you can type, that's awesome. Type it up. If it's something you needed to prove via an actual screenshot, you can do it that way. The program Jing, by the way, again, this works in both Windows and Mac. You just type in "Jing," J-I-N-G. Oops, hold on. F-U ... was it ... R-A-I-N-E. It's from TechSmith.com/jing. It's 100 percent free to download for both Windows and Mac. In fact, let me give you guys a quick ... Here we are. I sent you guys a link to download Jing.

Anyways, hey, Zane, how about this, man? I hope that's an okay answer. Why don't we go ahead and switch? I'll go ahead and ask you to take the reins. You can be the talker guy extraordinaire, and I will be the typer to the answers, question-answering guy. I'm trying to be clever, and that just sounds dumb. You go ahead and talk. I'll type. How about that?

Zane: Awesome. Could you tell me what was the last recording time that you reached?

Jeff: Yeah, there was a question, I believe it was by Chelsea, that I was going to get to next. Let me see if I can find it. Yeah, there was a question by Chelsea, at 9:04 Eastern.

Zane: 9:04, okay.

Jeff: That was the last one I answered. She was asking about the self-help niche.

Zane: Okay, one second. 9:04 ...

Jeff: Eastern. That was Chelsea. That was the last one I answered.

Zane: One second. Okay, I saw Chelsea. Okay. I'll take it from here.

Jeff: Real quick, man, are you going in order of time asked, or people's names, or what, exactly?

Zane: Right now, I'm going by the recorded time.

Jeff: Okay. Everyone, just to be clear, again, yes, we are seeing your questions right now. I just answered a question that was asked 35 minutes ago, so it's taking quite some time, obviously. Of course, we cannot stay on here all night, as much as we would love to. We are going to try to get to your questions. If we cannot, I promise we are not ignoring you.

I really hate to be cliché with this, but if you go to the forums, as well, you might be able to get a real quick answer within a few minutes to a couple of hours, as well. If we're not able to get to you, I promise we're not ignoring you. It's nothing personal. Please, please, please understand that. It's just we've got almost 1,000 people on here tonight, which is awesome, but we possibly cannot get to every single question. Again, forums. You click on the forum link in green here.

Having said that, Zane, were you going from oldest to newest or newest to oldest, or what, exactly?

Zane: When I was answering just questions, I was sorting by asker, so at least I will answer each person at least once, or at least I'm trying.

Jeff: Perfect, man. I'll do that. Beautiful. Guys, I'm going to pass it on to Zane. Zane, take it away, man. Thank you very much.

Zane: Perfect. Thank you very much. Okay. We have a question from [Steven 00:40:15]. "Doing niche research and have selected relationship. Plan to focus on marriage-fixing product. Any recommendation on fine tuning this?" Quite honestly, Steven, I'm not understanding what are you trying to fine tune.

If you mean by fine tuning more like specifying what part of within the niche of relationship you're trying to go to, marriage fixing could be a great sub-niche within the relationship, because there are a lot of product about how to get your ex back, how to get your sweet back. I'm not sure if it's marriage related, but I'm sure a lot of people are going through that trouble would be interested in your offer in specific. If you have another question related to this question that you can ask, so I can have more background and understanding what's the fine tuning part you're trying to find out, then I'll happily respond to that. I hope this answers your question, Steven.

We have a question from [Ron 00:41:20]. Ron, are you using LeadPages? Because that's the only thing I see, which is LeadPages. If you are using

LeadPages, then great. It's a fantastic platform. I use it myself. I've been using it for a year and a half. It's very user friendly, and they have a ton of training on their YouTube page. If you just go to YouTube.com and then search for LeadPages tutorials, you will find all of their training ... Exactly, yes. As Jeff is showing you right here. The tutorials ... phenomenal. You can go from the day one that they created their tutorials all the way to their newest stuff. It's a really good place to learn how to use LeadPages in specific. It's very great. If you're using LeadPages, I would say go for it.

We have a question from another [John 00:42:19]. What section do we go to to get our website critiqued? John, we were referring to the forum. This is where Jeff is actually showing it on the screen right now. It's forum.profitacademy.com. If you don't have an account, you just register there, and you create an account. Then you start posting your questions in there.

We do recommend that before you post a question, to do a quick search, because 99 percent of the times, the question has already been asked in the past. Our coaches, as you can see, Jeff and Dave already are on the screen right here. These are some of our top coaches who are responding to the questions. I love the feature, Jeff. You're doing a fantastic job highlighting and showing.

The search feature is a best place to start. However, if you didn't find your actual answer that you're looking for, just give us a shout, post a question, and we'll happily respond. Please bear with us. We are receiving thousands of questions a day. It might take us a little bit to answer your question specific. That's why sometimes we say please do a search, because sometimes the answer is there.

One thing I would like to highlight, there are a lot of our students in there that I have a very strong feeling will be some of our success students in the future. They are responding to student questions. Please accept that, because these students actually were from the pioneers at the beginning. They actually got the answers from us. I see some people saying, "Oh, we would rather have an answer from a coach." Ninety-nine percent of the times, the person who's actually responding to you is actually a person who asked that question earlier, and they got an answer from the coach.

I saw some of the students actually taking the response that I or some of the other coaches responded to them at the time, and posting it to that person. For the students who are doing that, I want to say thank you for the camaraderie and for helping your fellow students. For the students who are asking, I want you to accept that, because they are your teammates. It's a team effort. All of us, students, coaches, we're all working together.

Okay. I went on a roll there, but you guys are familiar with my rolls now. We have a question from [Giles 00:45:02]. I hope I'm saying it right. "Can we see direct online how to create two-step opt-in with Sendlane?" Guys, as Jeff said, any Sendlane-specific questions, please ask them on the Sendlane part of the forum. Jeff is actually showing it on the screen right now.

The Sendlane part of the forum is manned by the Sendlane team. They are the experts. It's like you're asking a question about a product. The product owner will be the person who would answer that. Oh, Jeff, you are the sweetest. I love it. This is the place, guys. Just go to forum.com. At the bottom, go to Sendlane, and ask the question. Jeff, if you could do me a favor and click on the Sendlane piece? Thank you very much. Guys, there are ...

Jeff: Having fun drawing.

Zane: Yep. There are a lot of stickies. These are the most important things to know about Sendlane. These are questions or FAQs answered by the Sendlane team to make it easier for you guys. This would be the best place for you to actually review. If I'm not mistaken, in the FAQs, Jimmy himself has answered 99 percent of the questions that are most asked by people. He even posted sites where you can go to watch training, specific training that is just Sendlane. Exactly, right there. It's a one-hour training, how to use Sendlane. Guys, please utilize that. I hope you understand.

No problem, John. Apparently, John, in an earlier question, he said, "Hi, Jeff." Now he's saying, "I didn't mean to leave you out, Zane. Hi." Thank you very much. Another question is from [Curtis 00:47:05]. "I'm looking to set up a home office to build what you suggest. Mac or PC?" Curtis, that is really a personal preference. If you used a Mac in the past or a PC, I would just say stick with what you know. I can't tell you which one would be best, because each product has its own ups and downs. It's just your own preference.

If you are looking for pros and cons, I'm sure there are tons of material online. After all, you have to make the decision yourself to see which platform would work for you best. If you're asking what I am using personally, I am using a PC, because I've been using it for years, and I don't want to go through the learning curve with a Mac product.

Bear with me, guys, as I look for questions. Okay, [Roshwana 00:48:02] or [Roshana 00:48:03]. I hope I didn't butcher your name. If I did, I apologize. "Are there any difference/benefits with using affiliate programs like ClickBank versus private affiliate programs, specific persons who created their own website?" There are benefits, because a lot of the times, the privately owned programs,

they are not advertised as much on ClickBank and other platforms. You might get better results, but a lot of the times, too, the specific affiliate ...

Rick: Okay, Zane, did you push the wrong button, or lose your train of thought, or get a better offer? We're not hearing anything from you.

Zane: [Inaudible 00:49:10] because it's the easiest platform to use as an affiliate, especially when you are starting. You don't have a list. You don't have a website. You don't have an existing infrastructure as an online marketer. It's easier to get into ClickBank than an affiliate program owned by an owner, because they are usually looking for somebody who's already established. Don't be scared. Apply. You never know. Sometimes you get accepted. I hope this answers your question, Roshana, or Roshwana. I'm sorry.

[J.J. 00:49:48] is asking, "To download the plugin, is it better to let LeadPages host the pages because it's faster?" J.J., if you are using LeadPages, I would just let LeadPages do the hosting. It is faster than trying to get the WordPress plugin and trying to do that that way, because LeadPages' server is less than 10 seconds upload. That's fantastic. I'd recommend you going with what LeadPages already offers.

We have a question ... Oh. No, that's not a question. Sorry, guys. It's just a comment. Bear with me, guys, as I'm looking for questions. [Anna 00:50:37] is asking, "I am a bit confused about the use of autoresponses versus automatic series." Anna, autoresponders and automatic series, they are actually the same. They are not different. The difference is when there's an autoresponder series and a broadcast.

An autoresponder series, these are emails that you plug in into your autoresponder, and they'll go on a specific date for a period of time. Broadcast is an actual live email, which means you actually typed it this morning and sent it immediately. That's where there is a different. Your question in specific, autoresponder versus automatic series, they are exactly the same. That's the answer to that.

Melissa, I notice she left, but we'll answer her question. Hopefully, when she listens to the recording, she sees that we answered it. "Each one of your landing pages, do you publish them with the subdomain?" Jeff, she's asking you in specific, so I'm wondering if you actually had an earlier question with her. [Crosstalk 00:51:55]. I'm going to read the question for you.

Jeff: Who is it from? I'm sorry.

Zane: It's Melissa [Eastlake 00:52:01].

Jeff: Okay. Go ahead.

Zane: "For each of your landing pages, do you publish them with JeffLenney.com/subdomain, depending on what your landing page is, like the traffic one you just showed?"

Jeff: No, I didn't talk to her before. I see a lot of people that want to do that just to be lazy and cheap and save money. For example, JeffLenney.com is my main internet marketing blog. I will do stuff on there related to internet marketing only. I'm not going to have JeffLenney.com/weightloss or JeffLenney.com/buildmuscle. I'm seeing some people ... "Oh, I'll just find a generic domain and promote everything." Yeah, don't be cheap. You don't want to find something generic sounding. [I can't think 00:52:45] GenericDomain.com/weightloss or makemoneyonline. It just doesn't sound professional.

Myself, I will use a specific domain for each niche. I do have JeffLenney.com/traffic, because it's internet marketing. I've also got JeffLenney.com/kindle, because it's Kindle, and it's related to internet marketing, as well. For personal development, I actually branded it differently. I use MindExcuse.com. I also have ... Let's see, what's my pick-up-girls one? TalkingToGirls.net for picking up girls. Then I've also got TalkingToGirls.net/texting for, again, how you can text girls.

You want to get a unique domain name for each niche you're going to go into. It just sounds more professional, and it's going to be less for people to remember, as well. Again, you don't want to have something like ... I've seen people do stuff like HowToMakeMoneyOnTheInternet.com/loseweightnow. That's just ridiculous.

Zane: Don't do that. Yeah, it's ridiculous.

Jeff: I've seen it before so many times, man. It just sounds ridiculous. People think they're being clever and saving money. This really brands you as someone that's not professional. [Crosstalk 00:53:02].

Zane: Exactly.

Jeff: I know you're gone, Melissa. I hope you watch this in the replay. No, by all means, I do recommend getting a unique domain for each niche. Technically, I probably could have done JeffLenney.com/procrastination, because it's somewhat related, but I wanted a whole new brand for my personal development list. That's something I would never do, though, is JeffLenney.com/weightloss or buildmuscle, et cetera. I hope everyone can get

something good out of that question. That's a great question, by the way, Melissa. Thank you.

Zane: Yeah, definitely. Guys, I am in two different niches. I am in the survival niche and in the personal development niche. On my personal development niche, I use the website valhallamind.com. I'm not going to use that to go and advertise something about survivalism, because that just sends the wrong message.

Also, it makes people think that Zane is either cheap, or he really doesn't care about us, because he's talking about survival stuff on his personal development stuff, which should be talking about productivity, health, how to lead a healthy lifestyle, how to be successful, things of that nature. Separate them just so you would look professional, because you are starting new and you don't want to look not professional. I hope between what Jeff said and what I said, we have answered your question.

Okay. We have a question from [Suzanne 00:55:36]. She's asking us, "What does redirect user, if user stays on the tip page?" Suzanne, if you are using a direct on the tip, then the user won't be able to stay on the tip page, because it is a redirect. After five or 10 seconds, they will go to the offer. There is no other way. That's the way it works. That's why it's called redirect. I hope that answers your question.

[Jonko 00:56:10], I believe it's Jonko. "Is it okay to put affiliate links on content?" I'm trying to see if I understood the question right. What I think you're trying to say is, "Could you include affiliate links with content material?" If that's what you're asking, then yes. It's actually considered a soft sale. You're not selling them directly. You're just talking and giving them a lot of content. Then at the end, you're telling them, "By the way, if you loved what I talked to you about in my email, then check out this offer or this presentation." Yes, you can do that.

We have [Jodie 00:57:00]. "How do you tag people to segment your list in email links and/or opt-in pages? In personal development niche, which is [abroad 00:57:10], I want to organize a list from the start." Jodie, this is actually a very, very, very hard thing to do. It's called segmentation. That could be a whole-day class on showing you how to segment. Also, we won't be able to answer this in specific, because each autoresponder have a very different way to segment the list.

If you are interested in doing that, I would recommend that you contact your autoresponder provider and see what kind of solutions they offer. If you don't have a list to begin with, they might not be able to help you with it, because they want you to have a [poll 00:57:52] of people that you're trying to segment. The only platform that I know allows you to do segmentation easier than others, it's

Infusionsoft. To begin with, Infusionsoft is a very advanced program. To learn the program in its entirety is where the hurdle is. It's a very advanced customer relation management site. You have to work on that with your autoresponder provider.

We have a question from [Verona 00:58:30]. Okay, Verona, I'm going to skip your question, because it's related to Sendlane. I apologize, but we covered that in an earlier part. "What are the best free traffic generation methods to my opt-in pages?" Maliwah, we have mentioned free traffic methods, I know specifically inside, if I'm not mistaken, module one. No, sorry. It's in the introductory module. Oh, exactly, and module four talks about traffic.

In the introductory module, I have a mind map showing you traffic sources. If I'm not mistaken, it's inside the six step to launching your business. The last part of the presentation talks exactly about traffic, and it shows you exactly the top places where you can get free traffic. Also, another great place for you ... See, exactly, right here. Exactly. Thank you, Jeff. This is a mind map that I created myself. I put the best paid and free resources for traffic.

I know guest blogging is a fantastic source of free traffic, especially if you're guest blogging on large websites like the Huffington Post or Buzzfeed, or something like that. You would get a lot of interaction. Forums is another good place to start. Blog commenting is good, but it will take some time, because people don't know you. Unless you comment a lot and then people start to recognize you, it might not be the best place to start. Yahoo Answers is a great place.

Solo ad swaps is another fantastic tool to get free traffic. What that means is, you own a list of 2,000 people. I own a list of 2,000 people. You come to me, and you say, "Zane, you mail for me, and I'll mail for you." We're just swapping mailers. I want to bring attention to the students, because I see a lot of people asking questions about solo ads. They think that when they buy a solo ad from a provider, and they give them 500 clicks, they are receiving 500 emails.

That's not the way solo ads work. What a solo ad means is the solo ad owner send an email on behalf of you. He's not giving you any emails. He's just presenting your opt-in page to his list. If they like what you're offering, then they'll join your list. There's no email swapping whatsoever. That is a big no-no. If you know somebody's doing it, tell them not to. If you're doing it yourself, please stop.

Okay. Wow. Looks like the questions I just answered jumped back up. Give me a second, guys. Okay. [Jacqueline 01:01:41] is asking a question. "I tried the screenshot entry for the badge, and it would not accept the file. I had saved it in

Paint." Jacqueline, if I'm not mistaken, it accepts JPEG, and PDF, and Word document. For worst-case scenario, you can actually just paste the screenshot in a Word document and just upload that Word document in there. You don't need to worry about the comments at all. You just need to upload the screenshot of whatever thing you're trying to do. Sometime Paint saves it in a Paint format so it's editable. Check that. Maybe you saved it in that format.

[Raul 01:02:25]. "This question is based on Zane's LeadPage comment posted on the forum." Oh, okay, Raul. I see that I answered your question, but I'm going to answer it again. Guys, if you are using Sendlane, I created a LeadPages document inside the forum that has a code for redirect. If you're using Sendlane and they allow you to add a head tag code, then the same code that I put there would work for you. If you want to ask that question in specific, please ask that on the Sendlane part in the forum. They might give you a better answer, because I honestly don't know how the inside of Sendlane looks like.

Okay. [Catherine 01:03:14] is asking, "I just want to clarify, when a PLR product says, 'No, cannot be given away for free. Yes, can be used for list building,' does that mean I can use it as my freebie?" Yes, you sure can. What they mean by "you cannot give it away for free" is the following. You cannot take that specific product, put it on website, and then people just go and download it. Then you are truly giving it for free. When you are telling them, "Give me your email so I can give you this gift for free," then you are using it to build your list.

I know it's very gray, but this is the way it works. Just look at it this way. For free, you cannot just go and give it without getting anything back from the customer. It could be in the form of an email. It could be in the form of a sale. It could be in any form where you're getting something back. You're not giving it totally free. I hope this answers your question, Catherine.

There is a question from Sarah, and she's asking, "I have more than one idea for my niche. Can I float all three, or do you suggest to start with one?" Sarah, my best answer would be, please start with one. Focus on the learning in one niche. Go through the process of creating your first opt-in page, your first product, your first affiliate, and then expand to others, because what wind up happening, you might overstretch yourself. Then you will get disappointed, because you're just doing too much at the same time. The power of focus works miracles here. Start with one, and then advance a little by little. That could mean just a few weeks or a few days. It depends. It depends on your status.

Okay. We have [Mary Murie 01:05:14], has left, so I hope if you're listening to us in the recording, you'll know that we answered your question. "Can I give my launch page without having a website?" I honestly have no idea what you're trying to say. If you're asking about your opt-in page, yes, you don't need a

website to create an opt-in page, because the opt-in page in itself is considered a one-page website. You don't need a website to have an opt-in page. If you're with Sendlane, you create it on Sendlane, and then you send it to people. If you're using LeadPages or other platforms, then you're creating it there, and you're sending traffic to it.

Okay, guys, one second. [Suzette 01:06:12], we just answered this question regarding the badge. If you run into an issue, just post it on a Word document and then upload that piece into the system. We have Jonko again. He's asking, "Can you integrate weight loss with Paleo?" Yes, you sure can, because they are both related. However, Paleo itself is considered a niche, but you can marry the two. It's like personal development. It's huge, but you can talk about multiple subjects. With weight loss, you can talk about the Paleo method to weight loss. You are relating it to it. Long answer short is yes, you can do that.

David. "I know this is off topic, but there are any news about the May event?" Okay, David. We honestly cannot answer any of these questions, because we are not sure about these details, because we are just coaches. We don't handle the events. On the forum itself, any new updates, they will be in the events tab. Thank you, Jeff. You're ahead of me. Right here. It will be in the events tab, and it'll come from one of the events owners. It could be Olga or [Courtney 01:07:32], or if we the coaches get the authority to announce something, we'll make it in there. That's where you will look for answers. Fantastic. Thank you very much.

Okay. We have a question from Terry. "Hi, Jeff. You said in the past that you are using YouTube for traffic. Can you go into details on how to use that?" Terry, I'm going to answer it in a short way, and then I would like Jeff to jump in. We could spend maybe a month teaching you how to use YouTube as a source to do traffic. There are a lot of material about that online, and there are a lot of courses on how to do that online. As I mentioned, we mention a lot of ways to create traffic, but we don't have the ability nor the bandwidth to teach them, because they are courses on their own. We're trying to give you everything in bite sizes so you can digest it. If you are interested in that form in specific, you go and specify in it.

Let me use myself as an example. Anik taught me 10 different ways to generate traffic. The way that I chose to learn more about was blogging and Facebook. I can talk about blogging and Facebook. There are eight other ways that Anik mentioned to me, but I didn't spend the time to learn them. If you are using the YouTube as the way to create your traffic, then I'd recommend that you go and invest your time and energy in learning that on your own. Then you can learn even more. Jeff, if you have some tips and tricks on that piece ...

Jeff: Yeah. That's like asking, "How do I fix my car?" I did a full YouTube product about three years ago. It was never launched because of a scheduling conflict with my partner on that one. I had about 10 hours of video on how to do YouTube from A to Z, and I easily could have doubled that. There's a lot of stuff to do on YouTube. Again, it's not something we can even really begin to cover in the short time we have for these training videos. The best thing to do is you can simply Google it, but really, you want to ... Shit. Pardon my French. Shoot, I mean. Shoot, shoot, darn it all to heck. Patooie.

Honestly, what I would do is I would try to find something people are searching for online, and see if it gets any decent search finds. Let's say, for example, I wanted to get people to my squeeze page on quitting procrastination. I would see is, are people searching for that? Maybe I'll search for this one later. How to stop procrastinating. You can see, it shows you, if you type in a keyword here, it shows you an autocorrect of different things people search for. [Inaudible 01:10:48] and you have to see how competitive that phrase is, which is a whole other section.

People might search for it, but if you look here, there's 51,000 results, which is a ton of people. You're not simply going to make a video and get it right here. The next thing is I can put that phrase in the quotations, which shows me how many people have that exact phrase in that exact order somewhere in their content. Okay, that's still too ridiculously competitive. Even with my experience, I could do a video of myself talking and get it on here. It would take a long time to get it ranked there.

Let's look at this guy's video here, 700,000 views, 21,000 thumbs ups, 2,000 comments. Really, you have to create quality content and get people watching it and talking about it. That's the best way to rank. That's really my YouTube 101 in about a minute and a half or so. I'll go a little bit further, a little bit further into this. Zane, is that okay?

Zane: Oh, yeah, yeah. Sure.

Jeff: People search for ... Sorry. People might search for other things related to that. I don't know what any of those mean, GMM, Robin Sharma, Bubz. I don't know what that means. "Quit procrastinating," that's too vague still. You know what you can even also do is you can go to the Google Keyword Planner. I'm not going to do that again [inaudible 01:12:25] Google Keyword Planner. It's the top result right here. A moment while I log into my Google account. My mouse is not moving. That's on purpose. I try to avoid giving out my personal email address whenever I can. Okay, that one's fine. It's actually my YouTube account, which I never check. Still, some people email me at jeffsYT123@gmail.com, but I haven't checked that ever.

Anyways, we're going to simply choose the top option right here. We got a few options here. Use the top option only for keyword research. I have never, ever, ever used those other three sections. You can ignore those. Go to the top option. I'll simply add my main keyword right there and click on "get ideas."

By default, you're going to have your country most likely selected. I had mine removed already. Of course, I'm in the U.S. of Merica. By default, I would have the United States there. Yours might say Singapore. It might say UK. It might say Aussie, Aussie, Aussie. Oi, oi, oi. It might say whatever country you're from. All you would do is click on the pin button right there. I do see a few Aussies respond with "Oi, oi, oi." I love it. I love Aussies, real fun group.

Anyways, click on "remove." Then we'd click on "get ideas," because we're going to search worldwide. I don't want to target just the U.S. [inaudible 01:13:58] here. You want to, number one, I'm going to get my fancy pen out here. You got two options here. By default, this is the one that's selected. You don't want that one. You want to click on the one that says "keyword ideas" right there. We're going to click on "keyword ideas." Then I'm also going to click on this little charts toggle button right here to minimize that.

"Quit procrastinating" does not actually get a lot of searches, so I don't really care about that one. I want to find something that's a bit more specific, maybe how to quit ... Did I spell that correctly? No, I didn't. How to stop procrastinating. Maybe how to stop ... Yeah, I'll try that. I'm going to click on "get ideas" once again. This is the Google Keyword Planner. Look at that, guys. Look at that, 14,000 searches, 110 searches, "stop procrastination," which I actually didn't even expect that to be a phrase, 3,600 searches.

Here's what I would do, to get a very, very basic idea of how competitive that's going to be, is I will search for that phrase in YouTube within quotation marks. Again, that's going to show me exactly how many people use that exact phrase. That's still too damn competitive, so we're going to ignore that one. That's, of course, going to be even more. "How to stop procrastination." Might be a better example. It's still 7,000 searches. Ideally, I would try to find a result or a phrase that maybe even has within quotes a few hundred or a thousand or less results within quotes. That's going to be easier to rank.

You're going to see a few things. This person is able to rank here because of a few things. He's got his keyword in a few places. He's got his keyword right here. That's his title. He's probably also got his keyword in his description, which is going to be down here. This is funny. He does not have it down there. Normally, you would want to have your title, which is this right here, your keyword in your title, and you would want to have it down here somewhere. This guy's got such a strong presence, he's able to rank without even having it there, because he's got

so many people that love his stuff. Ideally, I would have this phrase up here. I would have it down here, as well. Again, that's still going to be too competitive of a phrase to go after.

You guys get the basic idea. Next, what I would do is I'm going to do a video of myself talking, or I'm going to go to Fiverr.com and do a video [of somebody 01:16:48] based on my script. Again, you have to find someone that you like, someone that doesn't sound too sales-y or too commercial-ish. I've seen some people, they do an amazing job, but they sound like a sales commercial. "Do you want to stop procrastinating now?" I want people to sound real, so I will usually do a video myself.

In fact, this is my channel. I haven't done videos in a while on here. What did I last even do on here? I don't even know. Oh yeah, my Profit Academy review. Oh, that's my Google Plus, not my YouTube channel. That's why. Google Plus and YouTube are linked up together. I can view my own channel. You guys will see I do a lot of videos on different things. I haven't done YouTube in a while, so I forgot how to use this.

What to watch. I'm going to go to my channel. Videos. I do a lot of stuff on just reviews. I did a video here on simply demographic research. I did some videos of myself simply talking at the beach or whatever about Profit Academy. Here's me in Long Beach. Here's me at Christmastime. Here's me at Las Vegas in front of a couple showgirls on this trip. I did a tutorial here, how to find free high-definition images. I do a lot of reviews, and I try to do some tutorials when I can. I've got some travel stuff for the fun of it.

Again, that's what I do. I do a lot of reviews. That's how I got started in internet marketing years ago. These are old, two years old, two years old or three years old, two years old. I don't do so many anymore. I'll try to find something people are searching for, and I'll try to do a tutorial based on that. I'll have people opt in to my page. Here's one example, how to get free high-definition images. I've got a link to my squeeze page right here. It's not a ton of views, but people that view this normally opt in to my squeeze page, because I'm giving them free content without selling a damn thing. I get a lot of traffic from my YouTube channel, despite not having really that many content videos in here.

Again, as you can see, you guys, there's a whole lot of stuff to go into. I could easily go for hours on that, but I'm not going to, unfortunately. I'm just going to say you can do a Google search [inaudible 01:19:05] find some products online. Excuse me. I haven't been on top of the whole YouTube marketing thing in a while, so I'm probably not the best person to ask anymore, unfortunately. It's been a great way to get a ton of content for me before.

"What is the sick beard?" You know, J.J., I had to trim my beard. I used to have the curly mustache a while ago. I keep my beard fairly trimmed now, because I do work in an office. I actually do work. I do an SEO for a rather large marketing company. Rick always mentions in the beginning I do have a day job. Honestly, I don't like being bored at home all day, so I work for a marketing company in an office in Orange County, doing SEO for them and their clients.

That helps me to, number one, get out of the house and have a social life with my coworkers, and number two, get out of the house and keep busy, although I love the fact that I do internet marketing and I can quit my job at any time with no problem. I made over 125,000 dollars this month so far online, which is a lot more than I make at my day job. I made that in just a week's period of time or so. It's something I just simply I enjoy doing, because I can stay on top of things. Somebody asked where my beard went. I had to keep it trim.

Yeah, anyways. Yeah, yeah. [Adam 01:20:20] said, "Holy shit, 125,000." Yeah, it's my best month ever. I'm quite happy with those results. That was in about a week. March is not over. I think I'm up to 140 now or so for the month, which is not bad. It's not bad at all. Obviously, I enjoy what I do. I did, by the way, make most of that money from my email list. Not all of it, but most of it came from my email list, because I built up a relationship with people. They like me, and they trust me, and they value me.

Again, YouTube is a great way ... Of course, I said I wouldn't go into this too much, and look at me still going on it. YouTube is an amazing way to build a quality relationship with your prospects and lists.

Zane: Okay. Back to questions?

Jeff: Yeah, why not? Yeah, actually, one more question. Someone asked how much it cost me to make that money. [Kelly 01:21:08], about two years building my list and my relationship. That's not money you can simply make when you have an email list the first week. It took me a couple years. People on my list love me. I give them regular content. I post regular content to my blog, which I send to my list, where I'm not selling a damn thing.

I gave a tutorial today, how to make money on Fiverr. I haven't even sent this to my list yet, and I think I got some people liking it and talking about it. There we are, five likes. That's okay. I simply tell people how to make money on Fiverr. I try to give people tutorials where it doesn't cost them a dime. I just give them value. Here's one, for example, 15 free stock photo websites.

Because I'm giving people this quality stuff on my blog for free and not selling a damn thing, people know I'm not just all about selling them promotion after

promotion. People send me emails daily thanking me for helping them, for providing good-quality content. Again, blogging is not something we're really fully getting into in this course, although I know we do have a bonus module 13, which comes out later in the course. I'm doing a blog. It is a great way to get a relationship with your blog. It's something I do.

I'll say one more thing before I give it back to Zane, is I do have two particular blog posts on my website, where I add a link to it to my autoresponder. If you guys are on my list for email marketing, I've got one subject that says, "How can you get rich quick online." I simply set it up, and I send people to this long-ass blog post I did right here. I talk about myself. There is a video I did four to five years ago. Doing reviews. I talked about how I got started doing reviews. I gave an example review from four years ago, from 2011. That's me, of course, pre working with Anik. I talk more about stuff. I give a few screenshots of some of the BS products out there. They promise you getting you rich quick overnight.

Hey, my pleasure, Kelly. Thank you. It does take time, guys. Keep that in mind. You're not going to make money, you're not going to make 200,000 bucks in a month by clicking your mouse seven times. You're not going to. Internet marketing does take work. It does take a lot of work. Once you get that going, it works really well.

Here's two examples of current scams I talk about. One is making millions overnight. Another one's probably the same type of BS kind of scam. I basically tell people what to look out for. I don't sell a damn thing in this whole thing, I don't think. I think at the end, I give a link to my free guide on quitting procrastination. That's about it, though. That's all I do, is give people pure content. Look at this. I got 16 responses. I didn't sell a damn thing. People talk about it. People like it. I had to change something on my website, unfortunately, so I actually lost most of my social shares. I had 35 Facebook shares, 25 Twitter shares [inaudible 01:24:16] I'm bummed about those are gone.

This is one way you can build an awesome relationship. If you're not getting traffic to your blog, you can send it to your list and have them check it out. You guys will see. I'm going to do another minute on this. I do a combination of things. I do blog posts. I do promotions for products coming out. Here's one, for example, on taking surveys for cash. It's a scam. I flat-out tell people, "This is BS. Do not fall for this. It's a scam." This is a Photoshop, 500 dollars. Look at the bright bold. That's fake.

I simply be real, and I be honest with people. They love that. They love that. It helps me to build a relationship where they trust me and they know that I've got their best interest at heart. As a result of that, when I sent an email promoting something, people buy it from me over Frank Kern. People buy it from me over

Big Name Guru A or Big Name Guru C, because I actually built the relationship with people. I respond to most of my emails, as long as it's not support related to Profit Academy. Hint, hint. I love you guys. I take the time to build a relationship with my list. This is one of many ways, having a blog. Doing the YouTube channel, as well.

Again, [Johan 01:24:37], that's not something I can teach you now. That's a whole nother course. It really is. We do have a bonus module, again, in module 13, which will be at the end of the whole course, that I believe is done by [JoyAnn 01:25:48], ... she's our new coach. She's amazing, by the way ... where she talks about how to do WordPress, how to do your site, how to create content. She talks about this blogging stuff. Get your funnel set up first. Get your business set up first. We're going to get that for you. Anyways, that was my 20-minute non-answer [crosstalk 01:26:06]. What time are we at, Zane? We're at 10:30 now Eastern time.

Zane: 10:30, yes. We'll wrap it up very ...

Jeff: How are we doing on time, man?

Zane: We'll be wrapping up very soon.

Jeff: Okay.

Zane: I'm looking at the site itself. We have answered 99 percent of the questions, either by answering them directly or by typing to the person with the answer. We should be done very soon. We'll take couple more questions, and then we'll end it for today. Sounds good?

Jeff: Yeah, go ahead, Zane. All you.

Zane: Awesome. There's a question about how to use WordPress. I'm glad that Jeff just showed you exactly in module 13. JoyAnn is one of the coaches. She's a fantastic person. She's an expert in WordPress itself, and she created an entire module on how to set up your own WordPress blog. My recommendation for right now is to ask questions if you have them in regard to your opt-in page, your free gift, on how to get your list built up, so when you reach to module 13 and we're talking about a blog, you have already created your opt-in page, you have a few people on your list, and you kept the momentum going.

I'm not going to go into details on how to create your WordPress, because we have that in the training. If you notice, we kept it until the last because it's one of the strategies to expand your business. We kept everything in sequence by importance of what you need to do. The introductory module was giving you an

overview of what to expect. Number one, module number one, how to set up your business. Module number two, how to set up your email. Module number three, Jeff did a fantastic job with the case studies, showing you everything you learned from the introductory and then module one and two. Right now ...

Jeff: I wish that was me, Zane. I think it actually got redone to use Sendlane. I actually didn't know about it until it came out. I [inaudible 01:28:30] these are not my videos, sadly. I think my first module you guys will see is module seven. Having said that, this is still an awesome tutorial.

Zane: I apologize. I thought you did them.

Jeff: So did I, until last week.

Zane: Guys, sometimes we really take all your questions from the forum into heart, and we do our best to address them. In the future, you might come to module one, and you will see a new added module or a new added training. It's because we have seen the need and we are going to fill it, because we are here to listen to your needs and we are here to address them. This is a good example that we saw something, and we remedied it. Actually, we didn't even remedy it, because apparently they created it because I believe Anik himself saw something that he felt strongly that the students would benefit more of this specific training. Jeff, I have a feeling maybe what will happen is they will release your stuff as bonuses in the end.

Jeff: I was sad, man. I had a real, real awesome case study step by step. Yeah, I got the energy and [they just shot 01:29:45] me. Yeah. I'm bummed about that.

Zane: Oh, it's all right. Stuff happens.

Jeff: I'll get over it.

Zane: Awesome. Now the last question, guys. This is the last question, and it's from Robert. "What happens after the first email campaign? Do you create another one or broadcasting weekly?" Robert, I would refer you back to module number two, where we actually explain the importance of creating an autoresponder series. After the first email in the campaign, there should be at least five to 10 emails in an autoresponder series. Once the people go through the autoresponder series, that's when you do broadcasts, because you are trying to establish your relationship with a person that you just met.

You don't want to just send them one email and expect them to know who you are and expect them to interact with you. That's why we explain the importance of creating an autoresponder series. That's the short answer. I would refer you

back to module number two, and that's how to write killers email. Also, module number one has a component on how to set up your autoresponder. Between these two, that should answer your question.

I just want to say thank you to everybody who was on the webinar today. If we answered your question, then fantastic. If we didn't, we apologize. Jeff, do you have any departing words?

Jeff: You guys are awesome. Again, as Zane mentioned, we sincerely do apologize. We've got so many people on here and so many questions, it's not possible within even a couple of days to answer every single question ...

Rick: I got a question.

Jeff: Oh, yeah. Okay. Please, Rick.

Rick: In that little thumbnail circle porthole photo of you, you're sitting in the backseat of something with suicide doors. What the hell were you riding in?

Jeff: Care to guess? Zane, care to give it a guess?

Rick: I'm going to say it could have been a Roller. It could have been [I don't know 01:31:46] Bentley make one, or it could have been in some whackjob RV.

Jeff: Rolls-Royce Phantom.

Rick: Yeah, okay. What the hell you doing in the backseat of a Roller?

Jeff: Being successful.

Rick: Right. Yeah.

Jeff: 2015 Rolls-Royce Phantom. Granted, it's not mine, but holy crap, that is a beautiful car.

Rick: Yeah. You're not a Roller guy. Sorry, Jeff. You just don't fit a Roller. I'm sorry.

Jeff: Frankly, I'm more of a Mercedes guy ...

Rick: I'm sorry. No, no.

Jeff: ... and I love BMWs.

Rick: I could see you behind the wheel of a Bugatti Veyron, with just the back end sticking out of a tree, but I don't see you in a Rolls Royce.

Jeff: [Crosstalk 01:32:19]. You know my ideal car, though, I love the BMW 6 Series Gran Coupe. I love BMWs in general. I love the Mercedes G-Wagon SUVs. I tend to go towards the German cars. I also love Mini Coopers. I've had a couple Mini Coopers before. They're small and quick, and probably the funnest car I've ever driven. I might buy another Mini Cooper next year. Who knows? They're a great car [inaudible 01:32:43]. Yeah, I just like cars in general.

Zane: I drive a Hummer, if you guys wondering what do I drive.

Jeff: Yeah, Zane gets about three miles a gallon or so with that bad boy.

Zane: It's not that bad. It's 18 miles.

Rick: I drive my wife's car.

Jeff: Anyways, though. Silliness aside, we do like to have fun. Having fun here, of course, does help us keep things real and less ... Yeah, I don't like pure formal all the time. I like to have fun. This is how Zane and I are together. Rick, as well, is an amazing guy. Guys, thank you for hanging out with us. Thank you for putting up with our banter, as well. I see a lot of people that enjoy the banter, so thank you for lying for us.

Really, guys, you're great. If we missed your question, I sincerely apologize. It's not personal. It really is not. You guys can always check out the forum, as well. We'll be happy to talk with you on there. As for myself, I'm going to go grab a beer and have something to drink. I'm sorry, of course that would go, have a beer and grab something to eat, is what I meant to say.

Zane: That's all you do, drink.

Jeff: Naw, naw. I'm working out [crosstalk 01:33:49].

Rick: Drink it and drive. It'll be a short life, but it'll really go off with a bang.

Jeff: What a way to go. What a way to go. Jokes aside, I'm going to have a bit to eat. I'll probably work out in a couple of hours. I'm doing the whole P90X thing. It's great but hard to stick with.

Rick: I'm going to go wax my snow blower in preparation for some bad weather coming. This will, of course, be in the members area sometime soon. I don't know when. Hopefully by tomorrow. Of those of you who ... Three or four or a

dozen asked about the weekend big long show. All of that stuff has been processed and uploaded. It is in the mayonnaise jar on Funk & Wagnall's porch. At some point in time, they will be telling you where it is, but it's ready. If you can stand to watch it again, it's available for you. Make sure you pay attention to this stuff in the modules. Make sure you go in and check for any other training materials. Make sure you do your homework. Do something. Otherwise, you'll end up sitting in the dark like me, and nothing interesting will happen with the rest of your life. On that note, folks, we will say we are out of here.

How did Becky do?



If you rate this transcript 3 or below, Becky G will not see your future orders