

Rick: Everybody's here that's supposed to be here. If you're not supposed to be here go away or we'll push the big red button and have your computer explode for you. How does that sound as a realistic e-threat? I'm going to build that device and be able to attach it to my regular telephone. I don't know how many times this week I have gotten false phone number calls from different marketing companies.

One of them has phones me no fewer than 30 times since Saturday. The call screen feature won't reject the number. I've ordered a machine that's supposed to do this. It's driving me nuts so I'd like to save ... Anybody out there who has that phone number and knows how to have that person shot I'll donate to the cause.

That's now why we're here, right folks? It is Profit Academy; it is the Coaching Support System. Today Nick Matthews and Sean May are here to answer your questions. As if you didn't bring any questions with you what are you doing here? We need your questions; you have to put something in the box. We don't solve world peace, hair growing secrets are mine and I don't share them as our winning lottery numbers.

At the end of the day you're not going to get anywhere with any of this stuff if you don't do something. As they say, "Don't just stand there, do something." There's no such thing as ... Well, there are one or two questions but I won't repeat them in mixed company because Sean's rather, he's of a rather fragile age. He's a young man, right Rick? We don't want to upset the balance of his life. I've got socks older than you Sean.

Anyway I'll shut the hell up. Of course it's recorded. Gentlemen do you want to lead it off? Do you want to flip a coin? Do you want to jump up and down and see who lands first? Who wants to go first?

Sean May: Well I can't see the questions yet hopefully Nick you're able to see the questions-

Rick: You can't see the questions at all Sean.

Sean May: [As all 00:01:51].

Rick: Oh well I'm going to suggest that you exit and return. See if that works because otherwise this is not working at all properly.

Sean May: All right I will exit and be right back. Nick if you can't take a couple of questions in the meantime.

Profit Academy Coaching Support #11

Rick: We'll have an applause in your absence.

Sean May: All right.

Rick: Oh there's a question. I don't know, Nick do you see anything there you'd like to start off with?

Nick Matthews: I've got one from Irwin here, "What's the best way to look for a business name?"

Sean are you back in yet?

Rick: No he'll be a minute. It takes a minute or so to rejoin the system assuming he can-

Nick Matthews: Okay if I take that one for Owen as well looking for a business name. It's like picking your niche really and what market you're wanting to go for. I think Anik's idea of going across to Amazon and looking at the new books that are coming out. Look at what markets are doing well, what responses people are getting and actually picking your business name from one of the trends at this moment in time. It might move as you move into a different niche as you move forward.

Rick: Now when he's talking about picking a name for your business do you recommend people run off and incorporated limited LLCs or whatever PLCs or whatever they call them in different parts of the world? Is that really necessary to get started?

Nick Matthews: I don't think so. What I do know, and I'm not a qualified accountant on this or qualified lawyer. I had my limited company up in the UK long before I decided to go into Profit Academy. What I did find out very quickly when the ... I'm sure it's the IRS in the States and the Tax people over here. You've got to start filling in forms and tax returns and the costs go up. Best get your business ...

From my perspective I would suggest that you get your business working first and then decide and take best advice on which way you want to move. In the UK there's three effectively. You can act as a sole trader; you can act as a limited liability partnership. Then the top one is limited company. The costs go up as you move up that particular scale. I don't think it's necessary; just make sure that you keep a track of transactions as you move forward.

Rick: Sean is back. Let's see if we can get him working again. Sean you can't see the questions until I do this. Maybe that's part of the problem. Maybe the system's decided it doesn't want you to be able to do that. I don't know. Are you late in paying your membership dues or the club bill?

Sean May: I can see it; it's all working now.

Rick: Okay, well okay. I don't have anything important to say so I'll shut the hell up. You guys take the questions, give the answers, keep the people happy. I don't know how long we'll go. Maximum would be two hours if we have that much materials. It's all yours guys, run with it.

Sean May: All right. Thanks Rick.

Nick Matthews: Sean do you want me to pick up this next question? Perhaps if you can input on this. Someone's asked the question, "How many affiliate products do we need to find to promote for the ... over the long run? E.g. Is one-a-month sufficient? What's your thought on that?"

Sean May: I would say two a month a month would be sufficient for me. I think two-a-month is good because you're not over-promoting too many different products. You're able to see different conversions for different products and you're able to put the effort behind your promotions at that point. Giving extra value, coming up with your own unique selling proposition when you're doing the promotion.

There should be a reason that you're promoting a specific product. You should have either great results from it, you've gone through it. You know that the creator of the product is of really high quality so no matter what they put it's going to be this great stuff. On that end I would say two-a-month is usually what I try looking at.

Nick Matthews: Would you toggle between those different offers Sean?

Sean May: I wouldn't toggle between them. I would put more energy into them at a time. If they're different kind of sub-niches I guess would be the best word. If they're on completely different products you would want to build your campaign around that product. Let's say it's in the personal development market about medications for one product.

You would talk about meditations. You'd give them free meditations to warm up your list to a particular product that you would be looking at. If you're just jumping back and forth between two separate products, there's really no continuity behind it. You're just kind of promoting just to

promote and trying to make money without giving any extra value behind it.

It's my thoughts on that so that's why I really stick on track with something ... with a product in particular until you really know what the data is. Then once you're not seeing any sales from it then of course ... then it would be time to taper off and stop promoting that for that time period.

Nick Matthews: On the same theme Sean Maryanne's asked a question regarding the thank you page offer. What's your advice on reselling it during the [10 00:07:44] autoresponder sequence?

Sean May: Absolutely go for it. See what your return is. I've definitely tried it different ways. Promoting it on the thank you page and then also promoting it for a new one that didn't pick it up right away in the autoresponder sequence. If you don't get any sales from it then that is a good sign that it's not a product you should be promoting or you're not adding enough value into it.

Always look at your data. If it's working for you. If you promote on the thank you page and the you're still getting a bunch of sales from it in your autoresponder. Then that's a great sign that it's a good product, your list likes it.

Then you can not only promote in your autoresponder but come back to it 30 or 60 days later and promote it again to your list. Different people that didn't pick it up the first time can pick it up the second time.

Nick Matthews: Okay that's great that Sean. I've got a great question here from Peter. Peter is asking us, "As I [run port 00:08:48] phase one can I use what I learned to build up my business group and individual coaching practice?"

From my perspective certainly yes. Don't waste time in building your business and setting up as many work streams as many income streams as possible. What's your thought on that Sean?

Sean May: Yeah yeah that's right from the get-go I tried to create as many sources of income as possible with this type of business. If you can do it from just affiliate marketing, affiliate promotions, your own coaching. Any type of offers and things that you can add in to the business that will be earning value for your list of subscribers I would definitely go for it.

That's exactly what I do at mine. I do different type of one-on-one coaching, I do group coaching sessions, I sell advertising, I do affiliate marketing. I will do my own funnels as well that are just finishing up with my products. I try to include everything because some of them work better at different times as well. It gives a good mix of things that you can promote to your list over time.

Nick Matthews: I agree totally with that Sean. I think the broader the credibility that you have as well with different audiences helps. That approach supports that.

I've got a specific questions regarding ClickBank. "Sean I have a question. In ClickBank the programs ... Are the programs they have in there legit? For instance in the niche of online money making there are some programs like surveys and Google Sniper, are these okay to promote?"

I haven't used any of these Sean, I'm not sure if you ... Have you got any experience with them?

Sean May: I do but on the bigger question is always do your research on these products beforehand. Even though they're on ClickBank, ClickBank does do their at least a decent amount of background. There are some really bad products that slip through on ClickBank no doubt about it. You always have to do your own research with ClickBank products or any type of product that you're promoting as an affiliate.

One way to do that is to reach out to their JV contact. Their joint venture contact or affiliate contact. You can say you are looking at promoting their product and were wondering if you can get JV access. Not every product will allow JV access. What that is is they'll just give you a login to their membership are so you can go through the product. Make sure that it is a legitimate product that it would work well for your list.

If you promote a product if it is a scam or if it's not of high quality, it will come back to you for promoting that product. You do want to take the time to vet out the different products that you're looking at. Now it doesn't mean you have to go through the entire course and you have to show results yourself for doing it. That would take a lot of time and a lot of effort. You do want to make sure that there is legitimacy behind it. That people can get results with the product before you just start blasting out to your list. That's my thought process on that.

Nick Matthews: On the question from Philana, "For solo ads, Anik made a comment about communicating with the advertiser." I think that Philana's meaning the

provider of the solo ad. "What should we be asking if we buy ... before we buy a solo ad. What questions should we ask?"

Sean May:

If you come through Module Four as well about solo ads, that's the main video that I created or about the three questions to ask any solo ad seller before you purchase. The first thing you want to do is you want to make sure it's just a really good fit. You want to have a good fit between your free gift and their list. Any solo ad seller should have a good understanding of what their list likes, what they respond to, what they normally opt in to. Asking them to take a look at your opt-in page and free gift to make sure it's a good fit.

Also talking about their schedule just the timing of when they can get the clicks sent out.

Also it's kind of a twofold and I'll elaborate a little bit over the videos in Module Four is you can learn a lot ... I went over this actually in the coaching call yesterday. You can learn a lot by asking the solo ad seller what their list actually opted in to what their free gift was. If you know what they opted in for to their list, then you have an even better understanding of what would work. When you're writing your solo ad swipe copy, when you are creating your opt-in pages. You can tailor it to some other solo ad seller's list out there and get extremely conversion by doing that.

The last thing you would ask is if they have any copies of solo ad swipe copy that have worked well with their list. Then you build your own package of swipe copies that you can different solo ad sellers and take the best. Write all your solo swipe copy from that so you have different versions of your solo ad swipe copy as well.

Nick Matthews:

That's great. Kevin's got a good question. How many landing pages would be the proper amount when you're trying to build your list in phase one?

Sean May:

I'll let you answer this one as well. I'm huge in the split testing. I usually start with a couple of benchmark opt-in pages that at least get ... are over 60% conversion rate on solo ads. Once I have one that's at least over 60% I just split-test everything. I split-test all the colors, I split-test the headlines, I split-test color of the buttons, the verbiage on the buttons, the pop-up box. I test everything.

If the question is talking about split-testing then there could be an unlimited amount. Every single time you buy a solo ad you're going to split-test something to see if you can increase conversions. Of course if

you're already like 80% then it's not worth the effort and time put in to continue split-testing too much because you already have something that you know is just great opt-in, you're always going to get good conversions.

I would at least start with a couple of different benchmark opt-in pages that get a really ... Just to know that you're starting with at least a 60% conversion rate. What do you think on that one Nick?

Nick Matthews: I'm with you. At first I wanted to get my opt-in out. I probably lost out because I didn't split-test as much. Now I split-test my split test. When you're buying solo ads it just makes sense because every cent that you're saving on a purchase or a conversion goes to your bottom line. I'm totally with you on that Sean. It's about images one that firstly you like but then at the same time I chose one I liked and my audience hated it. Split-test split-test and get things ... do things to the end. Try and get those stats on your side.

I've got a question here Sean. Do we have a contact for Sendlane customer support? Do you have any idea where we can send people to for that?

Sean May: I know I use Sendlane. There's a little question box in the bottom right-hand corner whenever you're logged into Sendlane that you can respond there. That would be my best suggestion to write in and send to their support at that little pinkish question box in the bottom right. There's a little pop-up box.

Nick Matthews: Okay, good question here. I like this because this just rings bells with me.

"I'm totally stuck on my email autoresponder and knowing how long it should be. Any thoughts?"

Sean May: Yeah, there's many different thoughts with the length of autoresponders and what's going to get the best return for you. I've tested many things, I've tested a 60-day autoresponder, a 30-day autoresponder, a two-day autoresponder. A few things in-between as well.

My thought process on that is when people initially get on your list, then you want to give them exactly what they opted in for. I did that; that was one of my mistakes when I started this. Once someone opted in I just went to a general ... They opted in for either meditations or a free report on a very specific aspect in the personal development market.

Then when they opted in I started talking about anything in personal development. I would go one way to the Law of Attraction and then to meditations. Then to procrastinations or relieving stress. That was a mistake. Why I say that's a mistake is because my new subscribers told me exactly what they were interested in. They opted in for something very specific. That's why you create something for your free gift or lead magnet as very specific.

At that point you should follow through because that's your best time to monetize as well is right when someone opts in. That's why the thank you page method works. That's also if you can't pretty much upsell with your first couple of autoresponder messages as well on that line, that's a great place to do it. What I'm actually starting to do is, because I'm sure the question will come up, "How are you building a relationship with your list if right when someone opts in you just start promoting to them?"

I actually send out two messages a day to my subscribers. One that is a relationship building. For the first three days each day they get two messages the first three days. One is a promotion; one is a relationship-building one. Right when someone has opted in they're excited, they want to get results. They're interested in what they just opted in for. That time it's not that ... It's not bad to send them two messages a day, one to try to get some more sales right away and then one to build that relationship.

Then after that three-day period then you can start expanding out and show the breadth of your company and the things that you're interested in in things that you're talking about.

After that point I like to actually go more into the automated newsletters. If I have some good autoresponder messages I put those in the mix as well. That's what I'm doing now and what I found smooth good results with.

Nick Matthews: Yeah I found very similarly Sean. It's the rejection of getting unsubscribes when you start moving away from what your list wants is a big ... It's a big stick to make sure to keep back up ... move back onto the track and do what people are asking for. Rather than trying for your own destiny. Look after what people joined you for in the first place.

Sean May: Exactly yeah. That's one of the biggest things with the autoresponder. What you'll see when you start getting new subscribers is if you ... It's the same that if you try to lead them down a path your own path, then you're fighting against the trend because your subscribers will show you the

path that they want to take. That is the path of least resistance where you can get the best results as well.

Nick Matthews: Totally, 100%. That's interesting. John's asked the question, "What tool do you use to split-test squeeze pages please?"

With myself I use this split test facility on LeadPages. I test the images, the box size, the writing, the colors, the offers, the thank you page, the opt-in page and you can test ... I probably test about four or five at a time before I actually launch the sequence to a big solo. What about yourself Sean?

Sean May: Yeah I use LeadPages as well and their split testing feature that's built-in. I've seen a couple of questions about LeadPages as well because there's different categories for our subscription plans. I use the middle subscription plan so I don't use the base one, I use the one that's ... I think it's a little expensive, I think it's \$69/month if you are purchasing it monthly. That's the one that allows you to do all the split testing.

Nick Matthews: Okay. Got a question here from Amir, "In doing product reviews, how do you decide whether to do a review on the blog versus a private review for the list?"

Sean May: [Crosstalk 00:22:21]

Nick Matthews: Okay good one yeah.

Sean May: Yeah I mean I would definitely do both because having a review on your blog is a great way to have a way to go into more detail on a review. You can do video reviews, you can do a long forum reviews. Also doing a review on your list. It's allowing different people to see it in multiple versions. On a bigger concept in internet marketing the more different places people see you, your brand and the things you're talking about, the more they are building a relationship with you and your brand.

If they see it on your blog, they see it through email, they see it on Facebook, they see it on YouTube, they'll see ... Every single time they see you in a different avenue it actually helps build a relationship and it helps build trust as well. As long as you're creating good valuable content. I would do it anyway you can.

Nick Matthews: Okay, question here from David. The question is, "Is the basic order of webpages needed? Are they opt-in leads to a free gift delivered, leads to

a thank you page with affiliate offer number one? If yes there they go, if no then they go to affiliate offer number two."

I'm not sure if I understand that question.

Sean May: From my understanding so it's a little off in the first part because they would go from the opt-in page to a thank you page. They would get the delivery of the free gift in their email. In the thank you page there's a time to redirect a thank you page that takes them to the affiliate offer.

Nick Matthews: Oh of course.

Sean May: Through email then you can promote other products and different things as they go through the autoresponder sequence. I don't know if that was the question, just those two things were out of sync but that was my understanding from it.

Nick Matthews: Great breakdown Sean, like that.

Question here from Andre, "Got the opt-in page, thank you page with a link to affiliate. 10 email autoresponder setup and freebie setup. What's next?"

It's now time to probably get some investment in free traffic. Would you agree to that?

Sean May: Absolutely yeah. First off congratulations. You definitely have all the fundamentals in place. Traffic, traffic, traffic so go to Clickonomy, buy a small solo ad to see what the conversion rate is on your opt-in page. Depending if you're going to do free traffic I always recommend trying out both investment traffic and free traffic and you'll learn from it because they react very differently. Yeah, it's all about traffic at this time, getting all your data.

Nick Matthews: Great. Dan has got a good question which I thought long and hard about when I first started off. "Do you recommend I buy the programs I will promote?"

From my perspective there were a few programs that I really liked on ClickBank and I just got in touch with the vendor. They sent me a copy of the programs. What do you think on that Sean? Do you think he should buy these programs?

Sean May: Yeah then I highly recommend what you just said first. Always try contacting their JB associate or their affiliate associate their contact there. Say that you are an affiliate marketer. You have a list or you're building a list currently in the niche that is related to that affiliate product. Sometimes they ask for information, "Hey can we see your site just to make sure that you're legitimate and you're not just the person that wants to actually ... just wants the product but doesn't want to purchase it."

Most of the time they will give you a free access a JV access to that product so that you can go through and review it. If it's a product that you really want to promote or really want to learn about so the JVs they just say they won't allow access so they don't get back to you. I do recommend purchasing one or two products that doesn't work for you to get the free access if it's something that you're really interested in promoting.

The more background knowledge you have on it and the home ... The more homework that you do, the research sorry, that you do on it the better because then you can start giving a real review. You can tell people on your list why they should really purchase that product. What the results are, what they can expect from it. It always relates to a bigger question of, "I'm promoting these products but I'm not getting any sales."

That can happen for many different reasons but a lot of the reasons when people are getting started is they just copy the swipe copy from just the very basic stuff. They send an email out and are expecting sales. It's really not that easy where if you just write a pre-written copy that's not in your voice. Where you haven't done any extra work to try to promote a product that people are just going to start buying from you. You do have to find your unique selling proposition.

You have to get some extra added value which could just be a review or a testimonial giving a real-life review for a product. Is a huge value because a lot of people are wondering the same thing, "Well is this a good product? Is it legitimate? Will I get good support with it?" If you can answer those questions for them that is a great way to add value whenever you're promoting a product.

Nick Matthews: That's great Sean. With you on that. I'm just checking up his name. What a great name, [Baltes 00:28:12] Gomez. Hi Baltes. The question is, "I'm not sure that my autoresponder is ready to go. What thing should I make sure I've done before I start sending traffic?"

I think you covered the issue about making sure it's all in alignment with your office Sean and earlier on. Is there anything else apart from the mechanics of making sure everything's set up and tested.

Sean May: Yeah I mean just the testing part of it. Opt in to your own list. Maybe create an extra Gmail account and a Yahoo account and actually opt-in to your list. Make sure that you're receiving all the emails, make sure all the links within the autoresponder emails all work correctly. If every single message is going to spam that's a good idea that you might need to change some of the wording or some reason that spam filters are automatically filtering your messages out.

Which is going to really lower your deliverability. I would say the testing part of it just to make sure that everything's working. When you do invest in traffic that all the new subscribers everything's working for them as well.

Nick Matthews: Thanks Sean. A question here from Silvia. Silvia is saying is she's got a TYP thank you page lower than \$10. "Do we find an affiliate offer ..." Sorry I'm having problems with this button. "Do we find an affiliate offer of \$10 and put in the TYP?"

Silvia I don't understand that question. I'll read it to Sean and see if we can ... "A TYP lower than \$10, do we find an affiliate offer of \$10 and put in the TYP and after go with our email with our main offer of \$47 so we have two ClickBank offers? Thanks."

Sean May: Okay, I think I understand what she's talking about. She's talking about what's called a tripwire I believe. Maybe I'm not understand. A tripwire is an offer that's like \$7, \$10, \$17 but something very easy like the price of a cup of coffee or the price of lunch or something. Instead of going with a \$47 product on your thank you page, you go with something that's much lower.

There's pros and cons to this. If your conversion is much higher so you have a great \$7 product on your thank you page. You're getting great conversions, it's always been shown that anyone that's opened their wallet once, so they've paid \$7 for a product, is 10 times more likely to purchase again. If all the people purchased that tripwire you immediately put them into another series, an autoresponder series that is promoting the next core product. It leads perfectly from that tripwire offer right into the core product. Then that's a great way to build a funnel.

It's a little bit more work right up front. If you don't get good conversions on that tripwire, then you're losing out on a lot of sales. There are a pros and cons of course to each.

If you have a great tripwire offer and it leads right into a great core offer and you're getting in a much higher conversion, absolutely go with it. That is slightly different than the normal phase one thank you page offer. It takes a little bit more effort and you just have to build out that funnel slightly differently. Usually with tripwire offers it's a long form sales page instead of a video sales letter like most of ClickBank offers and things like that.

You can definitely do it but I would still test. I'd test one against the other. In the end see what your results are if getting them started with a smaller offer and leading them into the core offer works better for you. It always comes down to the data, for me at least.

Nick Matthews: Comprehensive Sean, thanks. Paul [Mortoma 00:32:18] asks, "Would you use pet names on your emails instead of your real name?"

Sean May: That's completely up to you. I use my real name. At least all the businesses that I've started at this point I do definitely see the advantage of using a penname if I get into a different niche that I am not an expert on or I don't have at least some sort of background on. I can create an alias that way.

It really depends on if you are the spokesperson for your business and you're using your real name then you'll definitely use your real name. If you aren't going to be just the ... Your face isn't going to be front center as you can see Anik is front center for Profit Academy so of course he uses his real name. If that's not the way you're running your business then you definitely can use a penname if you'd want to.

Nick Matthews: I've been doing coaching for a number of years now so my face is my name is my business. On the personal development niche I'm using at the moment but, excuse me, if I was moving to say a relationship I might consider using a different name. I know there's a lot of people ... Some people use female avatars. I think it's personal choice.

Sean May: Yeah absolutely.

I see there's one question, "Do you mix digital and physical products in your campaigns?"

I actually do, I do have a few physical products mixed in with my campaigns. If it works for your niche that you're promoting you absolutely can do digital and physical products. Like I was saying in an earlier question is I love creating as many streams of income as possible with this business. If you can mix in digital as well, absolutely go for it.

Nick Matthews: Okay, I've got from Robert. I think the answer is yes, but if I could just check with you Sean. Robert missed one of the videos last weekend, wasn't able to get connected. What he's asking is, "Can we still have access after the 90 day's PA training to the training materials and the videos and webinars?"

I think it's yes. Is that your understanding?

Sean May: Yes. Since you're a Profit Academy student you get all this material for life so that ... I think if I'm understanding that correctly. Of course if you're not seeing videos within [inaudible 00:34:49] or anything looks wrong then of course contact the customer support line. They would be the best ones to help. From my understand yeah, you'll have all the training videos and from the virtual webinars and the weekend webinars and all the coaching sessions as well. Those will always be up on the site.

Nick Matthews: Okay, good question from I think it's Thora, "Should I spend time on the free report to make it my own. Or just stop buying traffic and then later switch to another free report after it's been polished?"

Sean May: Yeah, if you want to answer this one first and then I'll fill in if I have anything else?

Nick Matthews: Yeah. What I've done I think it ... This aligns with what you said Sean about using prewritten swipe copy. It's about making it your own. It shouldn't take that long to change a paragraph or so or top and tail a report to make it your own. My opinion is that you should always try and make the report. Obviously if you've got full PLR rights on it to make it your own.

It also gives you the opportunity to put some links in there as well which people can look at as they're reading the report in days weeks months or years to come.

Sean May: Yeah, yeah. The only thing that I would add onto that is a whole larger concept is since you're building a business, what do you and your business stand for? If you ask yourself that question, what does your business stand for? What is your purpose with your business? By copying

other people's material and only using copied material, then is that in line with your purpose and your mission statement and what you're trying to accomplish with your business?

The one caveat is if doing that and creating like really doing a ton of edits is going to get in the way of just keep taking action and buying traffic and getting started. Then it's okay to take a little time to use that PLR material first just to start really seeing the business grow. That I think to see the business grow definitely; just keep moving forward. Always have in the back of your mind what are you trying to accomplish with your business? What are you trying to build with your business?

If you see it a year down the road, two years, five years, 10 years down the road, what would be the perfect business for you? Trying to answer that question now and any questions and things that come up you can always refer back to that purpose. That should help guide you with those type of questions.

Nick Matthews: Good answer, good answer Sean.

Sean May: Thank you.

Nick Matthews: I've got a question from Philana. It goes back to one of the questions about picking a name. "Can we use one hosting site for multiple campaign opt-in pages?"

Sean May: Yeah yeah absolutely. I do have multiple companies that are in different niches. Of course I have different domains and different hosting for each of those. I have multiple opt-in pages on one domain. They're just a different URL so it would be for my company scienceofimagery.com/freemeditations/freereport. I would make them a little bit more elaborate than that but just for example. Yeah you can host multiple opt-in pages on the same domain.

Nick Matthews: On the same path I've got a good question from Cheryl. What Cheryl is saying regarding it, "Do I need to buy separate URLs for each topic or opt-in page within LeadPages and GetResponse? Not sure about the flow."

In fact, the good thing, and this is what confused me when I first started actually. I went out and I bought half-a-dozen different domain names until I got onto LeadPages and realized actually they just generate the URLs. Which effectively are what you needed to get people to your particular opt-in page. As far as I understand if you could check with me

Sean, no there's no need to buy separate URLs for each because they're generated from within LeadPages.

Sean May: Yeah yeah for LeadPages that's slightly different than creating full businesses. Yeah, with LeadPages I do have one LeadPages account that I do host both my internet marketing and personal development opt-in pages. The one caveat about that is if whatever name you used for LeadPages, the way it creates the URL with LeadPages is it actually the beginning of it for me it's like ScienceOfImagery.LeadPages.net/ and then the opt-in page URL there.

If you put in to LeadPages MakeMoneyOnline.LeadPages.net and then / that where it's very specific to a niche then you ... Then you started putting opt-in pages that were about diet and weight loss, that would cause an issue because people would look ... If they looked up at the URL it would say HowtoMakeMoneyOnline HowtoLose10lbsin10Weeks.

Something like that and that would cause some issues because then it doesn't look professional. The one thing that could hinder having you to create different LeadPages accounts. If you just keep in mind what your actual name that you put into LeadPages is that should get around that issue.

Nick Matthews: Okay, good question from Matt here, "I'm a real estate broker," so he's got a day job. "I've not found a niche that I should be using. When I find a niche how do I get an offer to have people to sign on to my squeeze page? As you can see I'm a total newbie."

Matt we were all total newbies at some point, some just a little bit sooner than others. It's about getting offer to go on to a squeeze page. Where I look from my office when I started off with ClickBank, I've used ... In fact there was a video that we just had ... Sorry I'm just trying to pick it up out of the screen at the moment. There was a good 30-minute video from Dave [Lovelies 00:41:36] which looked at where you can actually get your thank you page offers from. It was quite good. Go into Module Three and have a look at the different areas because ClickBank isn't the only place where you can get ... when you can find different offers.

Any thoughts Sean?

Sean May: Yeah yeah on that I believe the first part of the question if I'm correct is he's still not ... He's working on one niche to get started as well, is that correct?

Nick Matthews: Yeah basically he's got his day job but he's not found a niche that he should be using. When I've found a niche how do I get an offer to have people sign on?

As I understand it it's about where can you go to find offers? It might be the niche he wants to go into.

Sean May: Yeah definitely the modules are ... they have almost all the ... those questions answered. The other thing that ... where I believe he's a real estate broker for his day job?

Nick Matthews: Yeah yeah.

Sean May: Real estate niche if that's something that you enjoy you have a great background on it already. Real estate can be a extremely niche and a lot of great offers out there as well depending on ... For real estate agents training to become a better real estate agent, sales, things like that. There's a lot of aspects but you could just go right into that since that's your background as well. That was my other thought off the top of my head.

Nick Matthews: Yeah good one Sean. A really good question from Jane here. She's launched the funnel. She's got a 69% opt-in rate. Well done here I think that's brilliant. "On average my opt-in rates are between 15 - 60% and click rates are between 7 - 50% on the autoresponder emails." Yet she's made no conversions on the thank you offer. "Should I change my offer, and if I do should I start a new series of autoresponder emails?"

Sean May: A great question. There's a lot of different parts of that. The first thing that we'll need to know is how many ... How much traffic have you sent? How many subscribers do you have? Even though depending on your value proposition and the way you've written and the way ... How good of a marketer you are. There is still the power in numbers. Sometimes, especially on the thank you page, it is just a straight power in numbers thing.

You might need 200 clicks before you see one sale. I give it at least usually about 500 clicks per offer on my thank you page. I'm sure that's not the exact correct number, but statistically I think 500 clicks is enough to get me really good data. If you are already over the 500 click mark with that offer, then yeah absolutely start changing up offers. Definitely try something else. Then if you're [sending 00:44:47] already have thousands of clicks through your autoresponder messages.

None of your promotions through your autoresponder messages have gotten you any sales. Then really go back to, "So what is my unique selling proposition? How am I adding value whenever I'm promoting a product? Have I done reviews? Have I given people a reason to buy through me with bonuses?" Things like that. If you're only basing it off of 100 clicks, you just don't have enough data yet.

You do need to get a little bit more traffic before you say something completely isn't working just so it's statistically significant. I'm not a statistician by any means. I did take good classes in college but I would have to go back through my textbooks to make sure the correct map and data on that. Hopefully that's helpful.

Nick Matthews: I think that is Sean. I think it's good that people ... that we get about 60% conversion or opt-in on the very first effort. It shows that the funnel's working, the mechanics are working. It's just a matter of tweaking as you say. Getting the traffic through to get those dollars in the account.

Sean May: Yeah absolutely yeah. That's a great conversion rate so definitely congrats on that. Keep the momentum going for sure.

Nick Matthews: A good question I'm not sure I know the answer to that basically it's, "I have a product from ClickBank that has an opt-in page already set up and its own autoresponder set up from the vendor. Can I create my own opt-in page with wording from the vendor's page so that I can get the subscribers into my autoresponder list? Then send them to the vendor's product video page?" This is from Chelsea.

Sean May: I think I understand the question. The vendor or product creator on ClickBank has ... they're giving away a free gift of some sort on an opt-in page. They're doing pretty much phase one themselves with their own product. You would definitely want to create your own opt-in page because if you're sending traffic to that page of course you don't ... You're not capturing those contacts. The product owner is capturing those emails and new subscribers there. You of course want to make your own opt-in page.

The next part of that question I believe is just if she can copy something similar so it looks very similar to that opt-in page but it's her own opt-in page so she is getting the subscribers.

Yes you can do that. It depends what that free gift is. If you're just giving away that ... the free gift that was created by that product vendor, you're not really giving anything extra value. In the end why would subscribers

want to listen to you if you're just giving away something that they could have gone anywhere else? Is my first thought about that. Not to sound mean or anything like that, but as a business you want to provide something that no one else can.

If you can do that in a way and then of course send them to that product so it's still in a similar niche or similar line of what that other free offer is. Then I definitely go for it. I just wouldn't use someone else's free gift as you own just because I always want to start out on them seeing something original from my ... something that I've ran or created from my own brand.

Nick Matthews: Okay, next one from Irwin, "Is it necessary to add a logo to improve conversion?"

From my perspective I actually take the logo off. I don't want people focusing on that big yellow button that's ... and I don't want to distract them. What about yourself Sean? Have you found using a logo improves things or do you not use one?

Sean May: It's hit and miss. I've tested it so many times. Sometimes I get a little bit better conversion rate, sometimes I get a little worse conversion rate. It all depends. It depends what your goal is too. If you're always trying to promote your brand and adding the logo doesn't hurt your conversion rate by just a percentage or two. You're trying to build brand recognition, then absolutely put the logo on there.

That's what I've started to do with my split test. I do normally try to put my logo on there just because over time I do want to build brand recognition. Sometimes it does actually does help me increase conversions. I think it's just what your main goal is behind it as well and seeing what your numbers are.

Nick Matthews: Good, thanks Sean. Question regarding ClickBank, "ClickBank requires an alias. Is this forever or do I need one for each campaign?"

Sean May: I believe what they're meaning with ClickBank is you have to use a username. When you create account you have to create a username. I've just only created one account with ClickBank with one username. I did not use my name; I used pretty much one of my company names Convert 411. Even though that's my internet marketing company name, I do use that same account for whenever I promote whether it be for personal development or internet marketing. Hopefully I'm understanding that correctly.

Nick Matthews: Yeah I think that's right. I just got the one that it just takes such a lot to set up this one account. Particularly from a non-US perspective because you've got to get like banking details and things sorted out.

I've got a question from Alfred, "I'm trying to make the connection between my opt-in page and my free gift and my thank you page. How connected should they be?"

Sean May: A little confused by the question. I think it comes back to that similar the way things worked. The opt-in page is connected to your autoresponder so when anyone opts in and puts in their email address that it does get collected in your email database and your autoresponder. Once they opt in, then the autoresponder sends out the initial email that has a link to the free gift.

Also when someone opts in it automatically takes them to the thank you page. Which should be a time to redirect thank you page which then leads which then leads them to an affiliate product just after a certain amount of time. It's the steps there where the free gift always comes through the initial; at least the link to the free gift comes through that initial autoresponder message. Or if you're using something like LeadPages, LeadPages sends out an email with that free gift in it.

Nick Matthews: Sorry, I was just looking at a question from, "Are people as you happy in the UK as they are here?"

Sorry next question, Chelsea, "Can I change my niche when I create my own product in phase two?"

Sean May: I'll try and answer this a couple of different ways and hopefully it'll be helpful. If you've built up a brand and an email list in phase one in one niche, that is where your subscribers are at. They're interested in that particular niche. If you create a product that's a completely different niche then you won't have any email subscribers that you can promote your own product too at that point. That would cause a major issue since your list of subscribers and all the effort that you've put into phase one.

Of course if at some point you want to move into a separate niche of course you can always create products in new niches. Go through phase one again, create new opt-in pages, new free gifts. Build up an email subscriber list in that niche as well and then promote that product. Hopeful you understood that correctly.

Nick Matthews: Okay sounds good. Sean how are you on Sendlane? A question from Glen, "Sendlane requires a URL when creating an opt-in page. Where do you get one?"

Sean May: Sendlane requires a URL, oh yeah yeah okay. It's been a long time since I've studied my Sendlane account. Because I have a domain that was very easy, I'm not sure what the workaround is about that. I would contact Sendlane about that that little question box in the bottom right-hand corner saying, "I'm trying to use Sendlane as my ..."

You might be able to put in whatever your company name is that you'd want to use for it I believe is the workaround there. You don't have to have a domain name, but to make sure please reach out to Sendlane support on that and ask them that question just because I don't know ... I don't to say anything that's not correct.

Nick Matthews: Okay, long question from Amir, "Could you speak about constructing a sales funnel using affiliate products and how to integrate them into the autoresponder."

Do you want me to try that Sean?

Sean May: Yeah yeah no, definitely let you take that one.

Nick Matthews: Okay. This is the essence of Profit Academy and just found the question again. There we go, "Speak about constructing a sales funnel using affiliate product."

What we're doing is we're creating effectively a squeeze page, a landing page, an opt-in page using ... I use LeadPages; you might want to use Sendlane or something else. Basically this is the sales offer to get people to click on the button have a look further. On the first opt-in page what we're doing is we're putting a ... We're going to give away, we're going to give a freebie, a hook, a bait. That could be a report, it could be a book, it could be an MP3 or an MP4 video. What we're trying to do is entice people on that very first page to click that button so firstly we can collect their email address.

Secondly in return for that email address what we're going to do is we're going to send them the gift. Whilst they're waiting for that gift to get into their inbox, what we're going to do is we're going to monetize the thank you page. I use it with a nice smooth transition straight into a particular offer. Basically what I'm hoping to do is offset the cost of my solo ad through the thank you page.

These depending which you're using whether you're using Sendlane or whether you're using GetResponse or using AWeber or any other system. There's a little piece of mechanics where you join up all the pieces and then you can test each of those before you send out. You're testing one both the mechanics, but you're also testing the idea and the theory.

One of the pieces of software if it's Sendlane they're connected, if it's LeadPages and GetResponse. GetResponse will host all your email addresses and they will also host your autoresponse emails which can be scheduled over a series of time to go out to your list with further content and further offers. That's the process through which you would build relationship with your list and make a successful business for yourself.

They have a portage history there. Sean maybe you've got anything else to add?

Sean May: No, I think that was a good phase one 101.

Nick Matthews: Okay. A question from Dora, "Is it a good idea to promote a product who has a video and in the video promote her Facebook page?"

Sean May: Wow! That it's really up to you. If you like that product a lot and you find that there's great value. Then it's not a big deal if they're promoting their Facebook page because then they are that person, you're giving that person free traffic. That's what you're doing with affiliate marketing is you're giving that person free traffic and in the end you hope that you get paid for it so it's not free in the end.

If they are promoting something like, if it's not something that you feel comfortable promoting then you'll just skip on that one. It really depends on how you feel about the overall their product and their sales process.

Nick Matthews: Okay thanks Sean. Question here from Jermaine, "Can you please show how to get the badges. Every time I try to upload it it rejects. What am I doing wrong?"

Can you see my screen at the moment Sean?

Sean May: Yeah.

Nick Matthews: Okay, let's have a look and see if I can find out ... There we go, our badges. Let's click on the first opt-in page. Sometimes where I think it goes wrong is that it's got to be the file in the correct format. It's either got to be a JPEG or a PDF I think to make sure that you can do a

screenshot of your opt-in page so you bring up your opt-in page. I use a screen capture piece of software; take a photograph, save it as a PDF. Then I just upload the file here.

Do you do anything different Sean?

Sean May: No. I don't think a PDF at least last time I tried a PDF it didn't work. I think they accept JPEG or PNG files I believe. I'd have to test it again. Just yeah an image file. Yeah you're just taking a screen capture shot of your actual opt-in page. Or in your autoresponder when you have subscribers, your ClickBank account. Yeah you just take use either the free screen capture software on either Mac or Windows and ... Or type of screen capture software and then send them that image file.

Nick Matthews: When I have had problems it's because I've used the wrong format. Well PNG or JPEG I think yeah.

This is from Amir, "How often do you promote any given affiliate offer? How many emails before you stop promoting it?"

Sean May: This is similar to the question we answered before but it really just depends. I try not to promote a single product like a full-out promotion affiliate product more than about twice a month. Just so I take the time to really put all the emails surrounding it. The length of time I think depends on the price of the product. If you have a \$47 product a couple of emails that are leading up to it and the amount of emails that you're using just to straight promote it depends on how many sales you're getting from it.

If you're not getting any sales to keep promoting something that your list doesn't like doesn't ... isn't the best choice. You would want to stop sending them emails that they are not responding to and not liking. If you're promoting a very high-end product or a \$3,000 or 1,000 or anything higher than \$1,000. Then you will have to spend more time introducing the product. Why you're talking about the product, giving value free gifts with it. A book, or reports, or videos, webinars, things like that that go along with it.

It should take a little bit longer. You'll see when you're doing promoting product launches, so like the Profit Academy profit ... product launch, then that was a couple of week period of time. The people that are promoting it are promoting it for an extended period of time. When you're promoting higher ticket products like that, it is just going to take

longer because you want to do webinars that are answering questions. Q&A sessions, free books, free videos, free audios, things like that.

It all plays into if it's a product launch what type of products you're promoting, the price of the product. All those factors play into and then how your list responds to it.

Nick Matthews: Okay thanks Sean. A question from Michael, "Are we alive?"

Are we alive Sean?

Sean May: We are definitely alive.

Nick Matthews: Yeah. I think my screen's not right. Michael I think there's an issue with your system that you need to look at your ... Do an audio test on your system Michael and you should be able to get through and start hearing. It is working.

Sean May: I like this next question, "Do complimentary coaching sessions work well as a freebie?"

I have a couple of different thought processes on that because since if you are going into coaching. Coaching is a very high-value deal because people are going to work with you one-on-one. It could be group coaching sessions I guess as well.

I want to use them as a freebie. The only thing I would use that as a freebie is if it leads into a much bigger coaching session. Then it could work like so if you do a ... It's almost like a consultation call so if you 15-minute consultation call, free consultation call. You wouldn't name it that; you would name it a coaching session. If it led into a multi-thousand dollar coaching reoccurring coaching sessions, then yes I think it could work on that.

Just your niche is going to be very very narrowed down and very particular because coaching sessions are just a smaller niche. It can definitely work that way. I would say yes no depending on what you're using those coaching calls for and how you're going to build up a funnel. You want to make sure that it leads into a much larger backend funnel for a very high-ticket product, for a high-ticket item.

Nick Matthews: Okay, good question here from Greg, "Once a niche is chosen what's the best way to start getting everything else in line?" I can feel fear Greg on this one. "I seem to keep going back and forth trying to find the first thing

to do. For example, should I want to look for an affiliate offer first so I know how to target my free offer? Do I develop my free offer then find affiliates? Or do I develop my free offer; do preliminary development of the email series and the look for affiliates?"

What's your thought Sean?

Sean May: Oh I'll let you answer this one first and hop in if I have anything else that I think I can add.

Nick Matthews: Okay, what I did at first was I designed and then I did what I liked within the personal development niche. I do a lot of work on clinical psychologist, clinical hypnotherapist so I wanted mine around about meditation, a mindfulness.

What I did I got my opt-in page designed first. I chose a nice image that people would like, that people might be receptive to. I then effectively just designed the funnel. I put the funnel together. I did it on a piece of blank paper before I started doing it on the system. I drew the funnel out that Anik does when he does his ... when he did his video as in he described the whole Profit Academy funnel.

I started off with I'm going to use A, a piece of mindfulness. This was a recording I had made a few years ago. I was going to boost that with a couple of books that I just quickly find on IDPLR, I found a couple of books. I didn't let anything stop me. I did step-by-step. One the first thing was the image; the second thing was what gift am I going to give away. It was going to be a mindfulness recordings supported by a couple of e-books.

I didn't know what ... which specifically recordings they were going to be or which e-books there were at that time. That was enough to get my opt-in page sorted out. That was enough to do the second page. Then designed the thank you page. I wanted to transition going straight into affiliate video offer. Effectively for the affiliate offer I went through ClickBank, I chose two or three. Decided on one specific one that I liked.

Then I went back put everything in place. Then I just pushed it out. I didn't do any testing or anything per se for my first because I wanted to get this out and learn from my mistakes. Since then I test everything about three or four times, split-test everything three or four times. I do a little bit more research to try and keep the same angle going with the meditation, with the binaural things, with the hypnotherapy the mind-type challenge approach.

Effectively that's what I did. I didn't let anything stop me; I just worked my way through. When I came to a gap or I came to a bit of a [cazima 01:07:15] I left it and went on to the next piece. Then came back to that one that I'd finish ... where I'd finish the whole funnel.

I hope that makes sense.

Sean May:

Yeah yeah absolutely. I agree with that. When I got started with it, I just followed Profit Academy the Module [tutee 01:07:32]. I followed the formula just because ... If I knew that's what they were teaching that's what I went through. I went through each video, did exactly what was in the video, followed up on it and then put it all together just to get it going. To keep the business moving forward.

Now that I have kind of seen everything, I really do start with the end in mind. I look at what my funnel is. I put all the pieces of the funnel together first. Knowing what my backend products are going to be, knowing what my core product is going to be, knowing the ... I actually do use tripwires now. That's how I'm leading into my autoresponder. The smaller 7, 10, \$17 products as my thank you page offer.

I start with the end in mind and then build everything from there forward. That is more when you're building your own products. That is more the phase two with looking at the end in mind and then building forward. Any new subscribers when I continue purchasing traffic, then I have it a little bit different.

To get started when you're in phase one and you don't have your own products in place, then yeah just follow the modules, follow the videos and do one step after another. That is the way to do it for affiliate marketing. Then when you get to phase two it will change slightly but you'll have all the pieces already in place. It's not like you're starting over by any means.

Nick Matthews:

Yeah that's a good one. Owen's asked a question, "How do you integrate the privacy policy into the squeeze page?"

What I did on that one Owen is I wrote my privacy policy. I'm just hosting it on one of my coaching websites. I put a hyperlink on the opt-in page saying that this is the privacy policy. I found I needed the privacy policy particularly working with GetResponse because I worked for a single opt-in. They insist that you have some sort of privacy policy and that you've got a system set up if you want to go down that particular route.

Basically you can host the ... Write a privacy policy. You can pick one up from Google. Just Google and go in privacy policy for internet marketing. Tweak it for what you want and then put that URL onto your opt-in page.

What do you do Sean?

Sean May: Yeah, I did the same thing. I created a free privacy policy on one of them just doing a search on Google. I hosted on my own website but you can host it on GetResponse, on Sendlane, on LeadPages. They all like to create blank pages and then just add in the privacy policy. Then you link directly from your opt-in page. Usually just right underneath the opt-in box. It normally says, "Privacy policy. We don't like spam or never saw your email address," or something like that. I hyperlink it right there.

Nick Matthews: Okay, the question from Arianna, "I put the affiliate links offer at the end of my free report. The link's working on Word but when I transfer the Word file to PDF the affiliate link is not working."

I'm not sure how to fix that Sean, have you got any ... an idea?

Sean May: It just depends on the PDF creator that you're working. Word-PDF will not save the links like that. You have to use something like Adobe Acrobat or something like that to make sure that all of the links are still working at that point. It can be tricky at times I know. It took me a while to get a software that would work correctly other than Adobe Acrobat which costs a decent amount of money.

Yeah, you just have to use just kind of have to work around with it and possibly use other softwares. Google is always your friend on those type of questions. If you're having those type of issues just do a quick search and there will be a lot of answers to help you out on stuff like that.

Nick Matthews: Question from Karen, "Why do many of the ClickBank videos have long rambling video introductions taking 15 minutes? Seems so strange."

I'm presuming they think it works for them.

Sean May: Yeah, yeah I would guess especially the top ones, the top affiliate products on ClickBank that have been around for a long time. That's because they have tested their sales copy over and over and over until it just dialed in. If you see ones on there like weight and ... health and wellness and weight loss I believe it's called the Venue factor.

They are masters at the video sales letters. They have put much time and effort into it and that's what converts. It's based off of what converts and gets the most sales.

Nick Matthews: Okay, question from Goran, "What does JV access" Is that joint venture access? "Mean?"

Sean May: Yeah yeah joint venture access. Oh yeah we were saying that quite a bit earlier of people asking if they need to purchase products you can reach out to their joint venture. Joint venture is another word for affiliate pretty much. You're working with another company to become an affiliate marketer for their products. That is just giving you access, free access to their product. JV access is free access to their product so you can use their product.

Nick Matthews: Okay, good question from David. David's got GetResponse and he doesn't know whether he wants to use the GetResponse software or outsource the design of an opt-in page. Or should he go for LeadPages and is it worth the money?"

I started off with LeadPages and GetResponse. I took a year's package and I'm one two three, I'm just three months into that now. I felt it being worth the money spent on both of those. Obviously Sendlane combines it both. What do you think Sean?

Sean May: Yeah, when I got started I tried the GetResponse opt-in page creator as well. At the time I can't say now just because I haven't tried it for a couple of months. I did not like the way it worked, it was very difficult. I didn't think it had the functionality. I have been using LeadPages almost from the beginning as well. It's kind of funny, I always ... I have not tried Sendlane so I can't give any information on Sendlane. I use Sendlane just for its autoresponder capabilities and sending out newsletters. I have not tried the page creators.

LeadPages I have tried other things and I always keep coming back to LeadPages. Even though it is a little bit more expensive, I've tried so many other things. For some reason I like LeadPages more and that's what I use. It's definitely worth to me.

Nick Matthews: Okay, question, "I've heard it recommended by people like Macklin from New Zealand." They've actually made the World Cricket today that's amazing. Anyway Macklin's saying, "Stick to ClickBank products with the gravity of a maximum of 30 to start off with in order to avoid too much competition."

What's your views on that one Sean?

Sean May: I guess the wording on that is interesting. The higher the gravity the more competition or the more people selling that same product. It's not really competition but that does mean that there are a lot of people promoting and making sales on that product on ClickBank.

That can mean two different things. The first thing it can mean is people are having success because that means people are promoting that and making sales from it. That also means that there's a lot of people promoting it. If you have a list of subscribers that are seeing that promoted in other places that you're not bringing anything extra to the table with that product.

Sometimes it can be very difficult to promote a product that everyone else is already promoting. There is the possibility to have oversaturation. Then you're also looking at it if you don't do the background behind a product and give extra value with reviews, testimonials, things like that behind it then some ... What it's showing the products with lower gravity they might not have as good of marketing, a good video sales letter that's converting as much. It can go for you and against you.

I've had good success with high gravity products and I've had good success with low gravity products when I was promoting them. I also added more, I didn't just take a stock email and send it to my list to a low gravity item and got a good return. You have to figure out the best product for you that you want to promote. Find ways to really get behind that product, give extra value, do a review of it, tell people why they should buy it because they'll get results from it.

Yeah, you'll just have to do that extra work for high gravity or low gravity because that's just ... You want to stand out from the crowd but ... You can promote different products.

Nick Matthews: Okay, thanks Sean. Tony is asking a question, "What are solo ads?"

Do you want me to take that one Sean?

Sean May: Yeah, well I'll do the not-so-nice answer. Module Four Traffic, solo ads. Watch that video, re-watch that video because everything is in the course but I'll let you take that one Nick.

Nick Matthews: Okay, basically Tony when you're building a list when you want to make money you need to ... You need a methodology for building a list. You can

either do it free through blogs or through forums. Or you can buy from people who perhaps are already established in that particular niche.

When I first started off I bought a solo ad. Which is basically I paid someone something like 60 cents per click that they sent to my opt-in page. Effectively a paid solo ad is effectively buying traffic from someone else to direct them into your squeeze page. You can then get things like a solo ad swap where is you work with someone and you both agree to send a certain number of click to each other's lists over a particular period. It's an essential methodology for getting traffic for building your list.

Anything to add Sean?

Sean May: No.

Nick Matthews: Pat's asking a question, "What's your opinion of having a guru.info or the like for the URL for my opt-in page?" .guru or .info or-

Sean May: Yeah yeah, one of the different ones. If you're looking at SEO, search engine optimization, I do not recommend using those type of endings to your URLs. If you just want to build a brand around it and you really want that URL, that domain name but it's a .guru. It's not going to bring you any extra value at any place in time. It will not help on your opt-in pages or anything like that for a higher conversion or anything like that.

If you just want a domain name and the .com is already taken, the .net, the .org. The first thing you have to check is make sure that someone hasn't already built a full brand around that name. Then you're going to run into even more issues with trademark and copyright if they've already done all of that work and have a huge brand with that name.

Overall I would never recommend them on any level.

Nick Matthews: Okay, question from Diane, "What does swipe copy specifically refer to?"

Effectively Diane that's the email that you ... that someone has put together for ... to align with their particular product. I think if you recall Sean was saying you've really got to make that your own so that people start to generate an understanding that it's actually you that's writing. When you say a swipe copy it's just someone has put an email together. You need to put your marker on that so that you can start building your coach and your following.

Anything to add on that Sean?

Sean May: No no that's pretty much. I didn't know it it was just email swipe copy that they were talking about but yeah that's ... It's still it's always related to either your opt-in page or what you're promoting.

Nick Matthews: Okay.

Sean May: I just have a couple of things. From Maryanne, "Thank you so much," and just said, "Clear advice, the light bulbs are burning on now. Thanks." Happy to help Maryanne.

Also I believe it was Pat on you asked how do you get your questions answered? Just by writing in the questions in the chat box just like you wrote in there.

Nick Matthews: Okay, "What happens if you purchased a solo ad and it fell short of your expectations? Can you get a partial refund? How does it work?"

Sean May: Yeah yeah, if you're buying a solo ad through Clickonomy and it greatly falls short of expectations. If it's your solo ad ever and you don't have any bench line conversion rate data or anything so you know that your opt-in page should convert at a certain amount. Or that normally you're getting a certain amount of sales from your solo ads. That's very difficult though because I have seen anywhere from zero sales on a solo ad to making over 100% of what my ... what the solo ad cost. It's very difficult.

If you know your opt-in page always converts right around 60/65% and then someone ... You buy a solo ad from someone and you're getting 15/20%, then yeah you definitely want to contact Clickonomy. Tell them what happened, give them as much detail as possible. Then they will help you out either by doing a partial refund. If you say, "Yeah I would be happy to pay this amount for it but this is pretty horrible here."

Take screenshots of everything then Clickonomy will help you out and give you the best course of action. If they're going to refund the entire amount of the solo ad or if it's partial or anything in-between.

Nick Matthews: Yeah, I think on the opposite side of that as well Sean is someone who sells clicks on Clickonomy as well. You've got to be real ... When you move into that particular phase you've got to be careful about which solo ads you take on. You're actually going to do your due diligence to make sure that the actual squeeze page is actually up to scratch as well.

Sean May: Absolutely that's a great point because selling solo ads once you've built up a list that is a great ... another source of income that can be very consistent and bring in income when you're not sending out autoresponders or promotions for different products. Yeah, you would want to go through that whole process and make sure that it's a good fit. The opt-in page is always a good fit with the list and vice versa.

If you're buying a solo ad and you just purchased a solo ad without asking those three questions that I mentioned earlier about making sure that's a good fit with their list. Expecting them to promote your page without it being a good fit, then that can cause some major issues as well. Just to make sure that you take the time before you ever purchased a solo ad to make sure it's a good fit. That their list will respond to your opt-in page and free gift.

Nick Matthews: I'm just going through some-

Sean May: [Crosstalk 01:23:48].

Nick Matthews: ... questions.

Sean May: Another question, "Can you move autoresponders later and how easy is that?"

Yeah, if you're planning on moving autoresponders, it's not the easiest, it can be done. You pretty much have to copy and paste a lot of messages and rebuild certain things. It's not the easiest thing to do, but it can be done. If you want to move autoresponders if you start with Sendlane or you start with GetResponse, or Infusionsoft, anything like that. That's something that I have done. It's a little bit of a pain but it's doable.

Nick Matthews: Good question from Irwin, "If I buy traffic should I first give free gift or sell an affiliate product? If I buy traffic should I first give free gift or sell ...

I'd be doing both. You'd be wanting to sell the affiliate product on your thank you page Irwin.

Sean May: What I think it almost happens at the same time if you're doing it correctly to Profit Academy because you're giving the free gift in that first autoresponder message. The thank you page during time transition that's what's promoting the product. Those happen at almost the exact same time.

Here's, "When should I stop a campaign when it's not converting any sales? So far I have 1,000+ clicks now but no sale though I have 100+ opt-ins only."

100 opt-ins off of 1,000 clicks. That is only a 10% conversion rate on your opt-in page. First you really want to look at your opt-in page and make sure that the type of campaign if it's a solo ad or if it's Facebook ads that you get that converting higher first. Only 100 opt-ins power in numbers sometimes you just won't get a sale with only 100 opt-ins. It's just too low of a number to statistically get your data. The first thing to look at there Louis is to make sure that you get your conversion rate up on your opt-in page.

Yeah, well we're coming up on an hour-and-a-half so we'll just take one or two more questions. Then I think this is a good time to wrap up. Nick if you see any ones that are really ... that kind of stands out.

Nick Matthews: Okay, Alan's asking a question, "What would you consider a small solo ad?"

For me a small solo ad is something I'd probably use to test. It would probably be anything under 500 clicks.

What's your view Sean?

Sean May: Yeah, when I got tested I ... it was yeah like a 500 clicks solo ad package. I know small is just depending on your budget. When you're testing make sure that with different opt-in pages you're sending at least 100 clicks to each opt-in page to see where it's actually converting that. Yeah, so I normally when I do it I buy 1,000-click solo ad and split it between four or five pages and get at least 200 clicks. You want to make sure you're at least getting 100 clicks before you make any huge decisions.

Nick Matthews: Okay, I'm just looking for one more question. Okay, there's a question here then, "Do you split-test your emails as well as the landing pages? If so, do you test individual emails or the whole autoresponse sequence?"

I do test the emails as well and as well as the landing pages. On the email specifically I'll test the particularly the title and particularly the length of text as well.

Sean May: Yeah with emails I test subject lines, I definitely split-test subject lines. Sometimes I move around some of the wording and change where the

links, the hyperlinks are placed in the email as well. That's a good way to do it.

Yeah, if you're okay Nick unless ... I think that's a great place to wrap it up.

Nick Matthews: That's fantastic, thanks guys.

Sean May: Rick are you still with us?

Rick: Is everybody happy today? Are we going to get any nasty grumps or complaints to your congressman?

Well I hope you learned what you needed to learn those of you who were able to get your answers. Unfortunately with the volume of people that come in and out of this, we just can't get to everybody's question; it's simply not possible. There are hundreds of people on here and the questions go flying past at a great rate, even worse for someone my age.

Anyway guys, thanks very much. We'll get this into the members area as soon as we can. Or somebody will after I upload it. I don't know, are you guys on the next one? When is the next one anyway? Does anybody know?

Sean May: I'm not sure if Nick if you want to go to the main Profit Academy. I know I'm not on the next one I'm not sure about Nick but.

Rick: I'm just looking here, let me see. Monday at 3pm. Next Monday at 3:00 in Eastern Time Zones. I don't know what it is in the rest of the world and frankly I don't care because the world runs on broadcast time which is Eastern Daylight Time. That's how we wrote those rules and we're sticking with them.

Sean May: Okay.

Rick: Okay guys.

Sean May: Thanks everybody for being here and keep moving forward. Keep the momentum going.

Nick Matthews: Yeah, cheers Sean cheers Rick. Thanks everyone.

Rick: Have a good weekend gentlemen when it gets here. In the meantime folks-

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Sean May: [Crosstalk 01:30:02].

Nick Matthews: ... do you homework, stay out of trouble, we're.