

## Profit Academy Coaching Support #8

Rick: Welcome to Saturday night's special Q&A session of Profit Academy's Coaching Support Hours. As you know this is where you come to present the questions based upon your progress through the modules that are available to this point. With any luck your question can be answered. We have two very very strong experts on tonight Tom Hitchens and Joyanne Sloan who I'm not allowed to say their ages but collectively they have significantly more than six months success of internet marketing experience. Is that a fair statement to make Joyanne?

Joyanne Sloan: Yes.

Rick: Tom, Tom-

Tom Hitchens: Joyanne [crosstalk 00:00:35]-

Rick: I think Tom is of legal drinking age in three states but maybe not all of them so you know.

Tom Hitchens: I started yesterday yeah.

Rick: Yes yeah okay so both of these are young and adventurous-

Tom Hitchens: [Crosstalk 00:00:45] internet marketing for dummies so I don't see what I can do here tonight.

Rick: The point we want to make here tonight guys is that you are supposed to if I'm correct and I'm usually not because I don't do any of this stuff, I just sit and watch he dials of the knobs. You're supposed to progress yourself, right correct Tom? You start at this is what it is, go through step A through step B through step C and you can win points and influence your uncle by following the steps in a sequence.

Now that might sound kind of unexciting to some of you but the reality is, and I think Tom will vouch for this because he's a recent convert from old style hitting people over the head with a hammer to get them to buy stuff to doing it on the internet. Telling them quietly to get them to buy things on the internet. That you have to start small and work your way up.

You cannot start by saying, "Okay, I'm going to build an opt-in page today and tomorrow I'm going to sell \$11 million." You have to work your way through the steps and you have to understand what you're doing. Take it step by step. That's the part that is difficult sometimes everybody. We hope, gee I'm excited I'm going to get my road to success where I can

retire and tell my mother I'm moving out of the basement or whatever it is you're doing. You've got to put some time and some effort and go through the work.

Bring your questions here and you will get good solid answers. If we don't know the answer they'll tell you. They may suggest, "Okay, send a ticket up to Support Central or whoever it is in-charge." We don't know anything about how accounts work because we're not in that area. I don't know Tom, can you ... I can't maybe you and Joyanne because you're important you can access the members area. I don't even know where it is so I'll leave it in your hands.

Joyanne this is your second foray into this madness. You're going to sit in the weeds for a little while and take stock and assess the situation. Tom is going to lead us off by responding to your questions in his erudite fashion with the plethora of positive results. Those two words I don't get to use very often and I thought I'd throw them both out at once. That earned me \$10. I'll now shut the hell up, it's all yours guys.

Tom Hitchens: Yeah you might want to [crosstalk 00:03:08] a little bit Rick, it's Saturday night here in the East Coast of the United States so come on. Erudite?

Rick: It's Saturday night? Oh I thought it was Tuesday, I don't know.

Tom Hitchens: It's Saturday night-

Rick: I don't know. I know this morning when I was sort of still awake and asleep between what I had done last night was getting up to do this morning. I went outside and it was actually quite nice. It was comfortable and warm and the sun was shining. I just went out a half-an-hour ago and I had to put a [parker 00:03:32] back on, so who knows what's coming next. Anyway kitties.

Tom Hitchens: One Doug's writing here, "How did you know I was in Mom's basement?"  
We'll start with that question.

Rick: Yeah, and take that one I'll leave that with you Major Tom.

Tom Hitchens: Yeah exactly yeah thanks Rick. I appreciate it buddy. Hi Joyanne, how are you doing?

Joyanne: I'm great yeah. I'm reading through the questions here. Somebody has made a comment that I was too technical last time. I'm going to do my utmost to be as plain spoken as it can possibly be.

Tom Hitchens: Well you know what, I'm going to throw all the technical questions to you because just like I told Rick it's Saturday night. I left half my intellect in the kitchen so I'm going to ... We'll knock through this as best we can. Hi everybody. It's good to have you with us on a Saturday night here in the United States. Wherever you are from I don't know. We have a lot less on this webinar tonight, this Q&A webinar than I was noticing on the Wednesday one that I did earlier this week. Joyanne I believe you said you had ... Who did you work with on Monday night Joyanne?

Joyanne Sloan: Oh gosh! Dave.

Tom Hitchens: Oh I'm sorry, Dave oh I didn't mean to put you on the spot. Let's start going through this. If any of you have questions please type them in the question box. Please also understand there's just two of us here. This is supposed to be an hour long. I haven't been involved in one that's been an hour in a long time. Usually they go much longer than that because we try to answer as many questions as we can but there are only two of us here tonight.

A couple of ground rules, I'm trying to be kind. I know a lot of you get frustrated because you type in questions when there's a lot more people on the webinar. You're typing in and then you have to think that maybe you might want to type it again and again and again. That's not helping us because we have to read through these questions quickly and try to decide if the question has already been answered or not.

I'm going to tell you right now we probably aren't going to be able to get to every question because if all of you ask one or two questions, there's already a couple of hundred people on this webinar right now. Joyanne and I are not going to be able to go through 400 questions. What we will do is do the best we can. If we do not answer your question entirely, all of you that have been listening to me before you can see what my web address is there.

You can go to my webpage and you can find me there and send me an email. I'm getting a lot of those and I'm happy to answer them. The fact that here we are on a Saturday night doesn't mean that Joyanne and I do not have a life, we do. We've decided to give up one evening for you because we're very very anxious to make sure that you get through this material and do as well with it as you can. Try to bear with us. You know

that you have many other webinars to attend where you can continue to ask your questions.

I'm going to start off here with the first question that came in tonight from Tracy and Tracy is asking about a Facebook ad. This is the point I wanted to make from this question. I'm not going to blow you off Tracy; I'm going to try to hit that question briefly for you. We want to try to keep the questions to as limited to the amount of material that has been released so far on Profit Academy.

[Inaudible 00:06:54] over the map I have a feeling that we may just confuse you. Many of you that have private questions about some things that are in modules that have not yet to be released. Facebook and traffic is one of those. We're going to confuse some of the people that are really brand new to this struggling. I will entertain questions either on the forum or on a private email and I'll be glad to help you with those.

Tracy is asking, "My Facebook ad was unaccepted. Emailed them several times and could not get an answer provided. Can you talk about how to write Facebook ads that will be accepted by Facebook please?"

That could be a whole one-hour webinar or more Tracy. What I will say to that though is this. Facebook will review your ads on a robot basis because they have so many ads coming in they just don't have enough people to look at them manually. Many times when an ad comes through and is approved by the robot it will later be rejected by Facebook if someone is doing some spot-checking and decides that they don't like that ad.

You better keep in mind that Facebook is interested in their end user. They don't want to approve an ad or they don't want an ad placed in the first place if they believe that it would upset the community of Facebook. That's what they're concerned about. They concern themselves less about the advertisers than they do about the end user, which I think is a good strategy.

Placing ads on Facebook you really need to have some additional training about that if you're unfamiliar with it but I will say this. The ads there are some limitations that Facebook will have in some of their policy documents that you need to go to Facebook.com and actually look up their ad policy. They will tell you all of the rules and the dos and the don'ts.

One of them is they don't want more than X number of percent face of the ad having text of it. They don't want any images that are abusive in any way to their community. They want to make sure that you ... their ad is in compliance with their policy as far as integrity making sure that you don't insult anybody. They want to make sure that it's specific to a subject.

I can give you one tip, which is why I touched on this Facebook ad question. Facebook is getting away from ... I'll put it this way. They're not as happy these days about having a Facebook ad go directly to a landing page. If any of you are interested in doing a blog, and I know that Joyanne has a blog and is very good at that and has been doing it for a long time. I have a blog.

What I'm doing, and I'll let Joyanne address this if she wishes when I'm finished here. I run my ads to my blog and then I actually put my landing page links or other content in the blog itself. That is someone is interested in looking at that they then will go to my landing page. Facebook loves that because what you're doing is running an ad directly to content. That will never get you in trouble provided that the content is on the up-and-up. I'll leave it go with that point.

Joyanne did you want to add anything to that?

Joyanne Sloan: Yeah, just a couple of things. One I thought if you could change me to presenter I just wanted to show the folks a tool that they might find useful. I'm also going to chat out the ad guidelines to the entire group there.

Tom Hitchens: If I can find you.

Joyanne Sloan: Here's another tool that you might find useful. I recently got one of my ads kicked out of Facebook. The reason being was that it was going to a landing page that had a video embedded in it. I had put a play button like the YouTube play button in the image thinking that people would reflexively click on it thereby going to my landing page. That was a no no which I didn't know about so I learned about that one.

With this grid tool, you can simply upload the file that you intend to submit to Facebook and it will tell you whether or not your ad exceeds the 20% text limit.

Tom Hitchens: There you go.

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Joyanne Sloan: I don't know how close that people can see this screen so I'll go ahead and I'll chat out the link to that as well.

Tom Hitchens: It'd be great.

Joyanne Sloan: Okay, so I'll go ahead and stop sharing my screen.

Tom Hitchens: Thank you Joyanne I appreciate that.

Joyanne Sloan: No problem.

Tom Hitchens: You can continue to do that because I don't need it right now, so why don't you just show whatever you want to show. That's fine.

Joyanne Sloan: Sure.

Tom Hitchens: I've got a question here that says, "Hi guys it may have been asked and answered elsewhere but I have been able ... I haven't been able as of yet to find it. It appears [inaudible 00:11:32] some confusion as it relates to freebies from PLR sites. The point that needs clarification is to the giveaway rights to a product. If we check the licensing info that comes in with the program it may say no we can't give the product away as a bonus, promotion etc. My question is would an email address count as payment?"

"If we check the licensing info that comes in with the program it may say no we can't give the product away as a bonus, promotion etc. My question is would an email address count as payment?"

I'm not following that I guess maybe I'm just tired on a Saturday night. I'm not sure if we're advertising free info. Joyanne are you getting that?

Joyanne Sloan: No, it's not making sense in my mind either.

Tom Hitchens: Let me see if I can say this. PLR rights are pretty straightforward as far as what I've seen and what I've taken advantage of. What I do though is that I actually, I make it ... I have to be clear before I buy something from someone as to whether or not it's distributable for me and whether or not I have the right to change it. I wouldn't take advantage of anything that wouldn't allow me to change it and/or send it out as my own content.

That's what private label rights to me mean if I'm going to take advantage of that content. If I'm using Joyanne's content I have to get her

permission, or I need to curate that content if she's allowed me to do that and put it on my blog site but I have to give her full credit for that and I do that. I will also post a link back to her original content. As long as I give her content or give her credit and give her a link back to her site, unless she's really adamant about me not doing that.

I don't know too many people that would have a blog and would not allow me to do that. I'm not in the habit of buying or taking advantage of PLR content that wouldn't allow me to take it on as my own. If you find someone that is giving you too many rules and regulations about it then just move on and find someone else. There's plenty of free content out there that you can do that.

There's a question here that says, "You study up on Module One: Setting up your opt-in page. Am I supposed to get e-book for opt-in page by now? In every training trainer tells us to take action. I did some research for my niche and I have set up one. I signed up for something ClickBack and Clickonomy for ..."

Oh boy! I'm not totally clear on that one either. What I would say is when you set up your landing page, you can use whatever giveaway you want to on your landing page. Whether it be an e-book or any other type of digital content. You can give away physical products if you want to. You can sell anything on your landing page if you want to. That's your landing page so do as you feel you need to.

You don't typically make an offer on your landing page. Remember, the purpose of the landing page which is the beginning of your lead funnel is to get the lead. You want to get the email address. Everything on that landing page should be geared to giving away or offering something not-for-sale. Why don't you wait to sell them something after you get their email address? Focus the time and attention on getting them to give that email address.

Once they do, then you would offer them an email or some type of deliverable whether it be on a transition page or a thank you page where they can actually receive without question or without confusion what that freebie was that you promised them on the landing page. When they're clear as to how they're to receive the item that they wanted when they immediately hit the submit button, then you can move them into a transition or a pivot into a sales pitch of some type.

Whether it be a VSL, or a written sales letter, or just a video of you talking, or just a static thank you page saying, "Thank you. I'm going to

email this to you." That's your choice. If you want to sell something which is what Anik talks about as an affiliate marketer [inaudible 00:16:00] Circle of Profit. We definitely want you to be offering something for sale on your thank you page. That can be anything you want. Usually it should tie in to what you're offering on your landing page. You don't want to be confusing about that.

Joyanne Sloan: I have a question here, two. One, Mannford asks, "Is this medium of asking questions working?" Yes it absolutely is.

I've got another question here from Emmanuel that says, "There's some confusion about what to do and in which order to do it. Should they create a list first or an autoresponder or a landing page first?"

The list is something that you're going to be doing in an ongoing basis; you really never stop the list building. That's a result of you going out there and being active online or buying advertising what have you. The first thing I think you really need to focus on is creating a great landing page and looking at other folks who you know have high performing landing pages.

Then I would say at the same time is developing your autoresponder. You really don't want to start sending traffic to an opt-in page where there isn't some amount of ... Where you've given yourself basically some breathing room by having at least eight to 10 messages prepared ahead of time to send out.

Tom Hitchens: I'm just typing away here. Here's a good question that maybe I'll answer for everyone. A gentleman is asking whether or not he should ... whether he could use his blog page to host his landing page. In other words make his landing page off on his blog. I think that's an awesome way to do it. It's one of my favorite ways of doing it and I'm going to show you my page right here ... Oh I can't, you have the screen.

If you want to go to my blog I'll type it in the chat here for you. It's TomHitchens.com. You'll notice there that I have banner ads that are my fly [catress 00:18:09]. They actually are there for people to opt-in to my list. I want to give them an opportunity to see what I'm all about who I am-

Joyanne Sloan: I'm sorry Tom I'm going to interject. Just simply because they're seeing my screen not yours so I need to stop showing and then so that you can take over.

Tom Hitchens: Oh okay what-

Joyanne Sloan: I think we're trying to show is your site so-

Tom Hitchens: That's okay, that's fine. That's fine, here we go. Okay let me get to that. Thank you Rick. There is my blog site and you can see that as we scroll down here there right there is an entry to my lead funnel, one of my lead funnels. Slow your aging process. That's a banner ad that I created that is linked to my landing page. As people come to my site and I'm sure that Joyanne has the same thing on her site. People that blog do this a lot whether it be a banner ad or whether it be even just a link in a blog that I'm actually writing or presenting.

I'll have all different types of ways to get a person interested in clicking on a link or on a banner ad as you're seeing here to actually go to one of my lead funnels. Then that will take you directly to a landing page. If you're not doing that you're missing the boat. That's what I was talking about earlier with the Facebook conversation. Facebook loves this type of thing because if you're running an ad on Facebook or any other social media site for that matter, and you send someone a link to content.

I don't know anyone in social media that runs any of these sites would be angry at that unless the content is not the best content. You want to run a clean shop. Send them to good fresh clean content, and then offer them throughout these pages. Even interwoven within the paragraphs of your blog posts different places for people to click on and you'll get ... Think about it this way if someone comes to an ad on a Facebook page or they see a blog post and you're talking about a subject that interests them.

What you're doing is enticing them to learn more. In the middle of my blog post after about three or four paragraphs I'll actually stop and put a little thing in there we call an Easter Egg. It's just a little box or a banner ad that looks like what you're seeing on my screen right now. That will say, "If you're interested in learning more about what Tom's talking about click here." Or, "If you'd like to get ..." I would give them some type of an offer to click there.

That's an enticement to get them to come in to my lead funnel. That works brilliantly because you're already talking about what they're interested in. How do you know that they're interested? They clicked on the ad or they clicked on the blog to read it. These are great ways to use banners to start off your landing page and your lead funnel.

Joyanne Sloan: There was another great question here that I'd love to address and it has to do with whether or not these folks should include affiliate links in the footer of all their emails. Potentially have some passive income there and some sales made through that or is it just bad karma.

One thing that I would recommend is that if you're really putting yourself and you're really putting good value into these emails, there's a good likelihood that they're going to spread from one person to another. You're not just sending them affiliate links. I would treat each message as kind of a standalone.

In other words don't assume that just because somebody is reading your message that they're on your list. You could potentially put an affiliate link in there I don't think there's anything wrong with that. You could have an affiliate link and a link back to your own opt-in page.

Can I just show my screen here for a second, I'll give you an example?

Tom Hitchens: Of course. I'm going to let Rick toggle back and forth because I just ... The names disappear and I can't do it fast enough.

Joyanne Sloan: Right. One of the ways that people get onto my list is I have a giveaway book that I wrote. I do suggest that if you have any writing ability at all, particularly if English is not a second language for you. That you try to put something together based on your knowledge of the niche that you're going into. If this is the name of my book 'Unleash Your Power' and this is where people can access it.

I also have that same tagline here at the bottom of every email that I go out. In this particular one it's not linked but that could easily be a link. If this got forwarded to somebody, I could get them on my list and potentially have many many more sales than if this were just an affiliate link. I might just get one commission out of that person, if that makes sense.

Look at the lifetime value of that subscriber is what I'm suggesting.

Tom Hitchens: Okay. Joyanne people are asking here some questions about Sendlane and they're saying they're not getting the questions answered about Sendlane. I've got to tell right up front and I said it last Wednesday when I was doing one of these. I have not yet used Sendlane so I'm not going to be able to answer your questions about that. Maybe Joyanne is but I'm not able to do that because I just don't use yet anyway. I haven't had the time to look at it; I've been too busy. I apologize for that.

I would suggest though strongly that you go into the forum and ask your questions there because that is what that's for. That would be the first place I would go if I'm just not getting or satisfied with the answers I'm getting about Sendlane. There are people using it and please take advantage of that. I apologize for not being able to help you with that; I just can't do it.

I'm noticing here another question from [Kiran 00:23:58] he's saying, "Is Clickonomy a nice vehicle for us to make money also selling out databank?"

Oh you bet. Now you don't sell your databank, what you do is your rent your list. You have an email list that is sufficient size that you can guarantee a certain number of clicks from someone if they bought an ad from you. That's a great place to make money from.

I was doing that last fall and making it ... Oh jeez \$150/\$200 a day just selling ads on Clickonomy. The problem is that you have to be careful with that. You have to limit the number of ads that you sell because when you sell an ad to someone now you're obligating yourself because you took their money to send the ad out. The ad is nothing more than an email to your list recommending that someone clicks on a link which goes to the landing page of the person that bought that ad from you.

I call it an ad, it's nothing more than them renting your list saying, "Tom, would you send an email out to your list advertising my landing page?" That's what that is. You can't send an email to your list every day advertising a different offer because people will get tired of that. Wouldn't you? I don't recommend you do it more than once or twice a week. You certainly can send enough of these ads out or sell enough of these ads on Clickonomy once you have a list size sufficient to support that. You can make a nice living from that, and I know a lot of people that do.

Let's see. Sean is asking, "When I promote a product from ClickBank do I have to follow up with emails to sell that product? They give us a list of sales emails on the product page. Or is it done automatically by ClickBank?"

Actually yes you have to send your own emails out Sean. You just said it in your question "When you promote a product from ClickBank". You can't promote it by simply getting a HopLink as an affiliate and expecting that ClickBank is going to promote it for you. It doesn't work that way. As affiliate marketing states, you're marketing for someone else as an

affiliate. You're selling someone else's product off of ClickBank. When you go into ClickBank and you get your HopLink which is what ClickBank calls it.

Joyanne could you bring up ClickBank since you have the screen right now? Or you're sending it back to me Rick I'm not sure here let's see, whoever has the screen.

Joyanne Sloan: I have the screen and I got kicked out.

Tom Hitchens: Okay. Yeah, I had brought ClickBank up earlier. I hope everyone can see. Can you see my ClickBank page there? Joyanne can you see mine?

Joyanne Sloan: I don't. I'm going to hit 'Stop Sharing Screen' I apologize I got kicked out and I got just back in right now so I'll hit stop.

Tom Hitchens: Send the screen to me please Rick. Thank you buddy. Now there's ClickBank. Put it on my account will you please? On the account I don't have any money. Yeah right.

Okay we're going to go Marketplace in ClickBank and we're going to pull up just any kind of offer to show you what I'm talking about so let's just pick something here in Business and Investing. When you find a product here now let's say that you want to promote this guy's product his Autobinary signals and you click on 'Promote'. The moment you do they're asking you for a login, I'm not logged in. When you're logged in you're actually then given an affiliate link. It would say right there in that area of the screen affiliate link or HopLink H-O-P Link.

That link is what you would actually use to copy and paste that into your emails. What we do those of us that have been doing this for a while we won't literally paste that link into the email. We will create a link of some other text for instance, "Click here to get your free gift," or, "Click here to find out how." Then take that text, highlight it, make it a link and send that link to your HopLink which is your affiliate page promoting that product. If I'm going to sell this guy's product let's say here, all I have to do is get my HopLink and put it in my email and send that email out. When someone clicks on that link they're going to this guy's webpage.

It's going there with my unique identifier so that if that person buys that product, the fellow that's selling it here and ClickBank both know that that is me. They will pay me my commission. The same is true for you.

That's how you do it and you don't just sit back and wait for ClickBank to do all the work. You have to do the work that's why you get paid a commission. This guy that's selling this product is selling it on his own but he's also putting it out on ClickBank for people like you and me to sell it as well. You take that link put it in your emails and send it out, promote it. Or put it on a webpage in the form of a banner ad like I showed you earlier.

You can do a banner ad like this right here and you could say, "This is something I think you need to see. Click on this and check it out." They will go to that person's page and that person will then take over the sales pitch. They take it over from you and they do all the heavy breathing to get that viewer to buy their product. If that person buys then you will get your commission, but you do have to do something to get that.

Joyanne Sloan:

There's a question here about, "What are your recommendations as regards getting a business email," which this person doesn't have at this time, "a domain name, and having a website designed especially with your first time going live for the opt-in page."

The thing is you probably are all in the same boat where you're kind of drinking out of the fire hydrant right now. It gets to be very confusing because there's so much information coming to you all at the same time. The path of least resistance which is the one that I follow and that I recommend you follow is not to go into the website right away. I did do a module it's going to be coming out much later on than the other modules. There's five different sections in there all about how to build your WordPress site from beginning to end. Keep your eyes open for that.

You can start with a landing page hosted by something like LeadPages or Sendlane and just bypass the whole complexity of having the website beyond your to-do list. You already have plenty to do right now. With regard to having a business email address, I don't use a business email address. Typically within your large hosting companies such as GoDaddy or Bluehost, whenever you do get hosting through them for a WordPress site, it will typically include any number of email address that you want.

Usually hundreds or many more than you can use @yourdomain.com so it looks official and looks business-like. Just thought I would throw that out-

Tom Hitchens:

That's a good answers Joyanne. Yep and I would add to that too, as a marketer you want to have continuity of message and you want your

brand to look the same whether or not ... whether you're sending an email or whether you're sending them to your blog site or whether you're sending them to a landing page. Don't use different color schemes. Try to keep all of your themes looking the same.

If you're sending someone to a domain name on the landing page, wouldn't it be nice if you got an email address that also had that name in the email name itself? That just makes you look professional. Joyanne is absolutely right; you do not have to have a business domain name. You don't have to operate as a business right off the bat, but try to keep your message continuous from one page to email to blog page to landing page to thank you page. Make everything look the same.

Don't know what this is saying on my screen here.

Okay, here's a good question that I think everyone needs to hear about. This is from Diana and she's asking, "After today's live webinar it seems that it's now strongly suggested that we're to do a double step opt-in page. It was suggested to have a simple plain white background for our landing page. If so then I have to redo my whole thing. This is different from Anik told us. Who do we listen to?"

Well you listen to yourself because it's an option for you Diana. You can do whatever you want to do. You're going to get, because there's a number of us coaches here we coaches have all different ways of doing things. That's why Anik had selected us because he wants you to hear a variety of messages and answers. What I may do may not necessarily be what Joyanne does and vice versa.

I like to do a two-step opt-in because ... Now remember a two-step opt-in is not like a double opt-in. A double opt-in is where someone has to verify that they want to be on your list. I don't use that and I don't know that Anik recommends that at all. Many of us are using a two-stepped opt-in meaning that when you go to a landing page and you see the offer. Then you'll see a button that says, "Click here to get your free gift" or whatever the submit button says, but you don't see any field for your email address.

When you click on that button then it pops up a place for you to enter your email address. That is a two-stepped opt-in. I use that every chance I get because it has been proven that you can get as much as a 30 or 33% bump in your conversion rate by actually having someone using that technique. Actually clicking on the button first before they're even asked for their email address. Now why is that?

I've seen studies and I've talked to a lot of people that do this. I've been hearing that ... and the surveys that I've taken from people too is telling us that when you have a landing page that has no field for an email address. All you have is an offer and a button for them to press to get it. That looks like a "giving page". Whereas if you have a page that has an email address field and a button for them to enter ... to submit after they entered their email address. People were telling us that looks like a taking page. In other words you're asking for something. The difference between the two it's a 30% conversion difference.

If you use a two-stepped opt-in, make your page look like a giving page. If I'm going to offer you a free e-book and I say, "Get your free e-book here. Just click to download." You'll click on that because it's just human nature you want something you click on it. You're not thinking that I'm asking for anything in return until immediately then the box pops up and then you're ... Then you've already made up your mind that you wanted it.

Something psychologically is going on there that when someone then is in that process they just think, "Well okay yeah I want that." They're going to put their email address then to get it. I always will soften the message immediately above the email field where I'm asking for the email by saying something like, "I will email this to you immediately, just enter your best email address." I don't sell; I just give them another instruction of what to do so that it clears up the confusion if they had any as to how to get that free thing that they want.

The other thing that I think you may be talking about Diana and your question is perhaps where someone will opt-in and then your autoresponder company for instance will send out an email to the person saying, "Please confirm that you actually, that this is you and that you want to be getting this information." That is losing conversion rates. That will drive down your conversion rate because when people ... someone have to actually opt-in twice it's just hurting your conversion numbers. I wouldn't recommend that.

The choice is yours Diana so you can do whatever you want. Don't redo whatever you have. If you've done something and you're happy with it, do as I do. Test it, run some traffic to it and see what happens. Then do another test by building another page and doing just the opposite. That way then you can send the same traffic to both pages. If you're buying clicks from somebody on Clickonomy for instance and you bought 100 clicks and you have the ability ...

Or maybe you could buy 100 clicks and throw it to one ... throw the traffic to one page and then buy another 100 clicks and throw some more traffic to a different page. Try two different techniques. See which one works better for you. That's what we call optimization. You want to do a test and see what works better and then throw off the one that doesn't work as well as the other and stick with the one that works.

Hope that answers your question.

Joyanne Sloan: If I may Rick would you let me show my screen here for a second. Great, so I wanted to answer a really great question that I saw here. It was about where do we actually upload the digital file that we promise to deliver to this person? Here is a lead page that I have running right now. If you see here in the LeadPages screen, the second item down is called the Lead Magnet.

There's really a couple of different approaches that you can take here. One is if you are for example a LeadPages customer as I am, you could have LeadPages actually host that file. I tell them yes I do want to send an email after someone opts in to this page. In other words I don't deliver the giveaway on the thank you page because obviously you want to reserve your thank you page for something else. You want to make sure that you've gotten a good email address so you don't give away the goods unless you've gotten a valid email address.

Here's my message that I just wrote to them, "Welcome. Thank you. Here is your message," and then boom! I just uploaded my book as a PDF to LeadPages. That's one way to go about it.

The other way would be say for example I'm also a GetResponse user. I could also put that file in GetResponse. I they have a similar type of solution where you can put the file in their system and they'll actually host it for you. You can also host it on your website. Most WordPress sites if you go to 'Add Media' you can actually upload PDFs there as well.

Another point that I want to make on this my ... I had to learn this the hard way. When you set up an account on LeadPages and you're setting up a new web forum, there's an option there to uncheck or deselect the double opt-in. Here's what they don't tell you. If you uncheck the double opt-in meaning you want them only to have a single opt-in, it doesn't work unless you actually contact the compliance department at GetResponse.

Ask them, "Here's the campaign that I need to submit ..." Let me just like type this up here and see if I can get you to the actual page. GetResponse Compliance. See if I can just quickly get that. If I can't I can send it out later. You actually have to contact somebody internally and ... Here it is, 'How can i disable double opt-out?'. It looks to you as the end user as though you've already gotten rid of the double opt-in but you don't.

Anyway, I will go ahead and ... See it says right here, "Please email our compliance team." Then there's a set of questions that you have to answer, and the link is right there to those set of questions. That's a really important step that you might miss otherwise.

Tom Hitchens: Tracy is praising you Joyanne. She's saying that, "Please you're the sharpest person you're so specific. Don't be less technical." I have to agree.

Joyanne Sloan: Thank you Tracy.

Tom Hitchens: I have to agree. While you're at that if you ... when you're finished Joyanne there was a question I think in that same realm where you're at now could be answering this question. "How do I link my privacy terminology into my opt-in page?"

Joyanne Sloan: Well you know what? I have a separate privacy policy on my website but I just use the one that comes with GetResponse. For example, I'll just go to my website here and just show it to you instead of tell you.

Actually I don't even need to be logged in, let me just take that out. Hope you guys aren't seeing this flickering; I'm getting a flickering on my screen. Hopefully it's not too distracting-

Tom Hitchens: No, no I don't see that.

Joyanne Sloan: Okay great. It seems to be something with GoToWebinar. Okay, so when I actually have it ... Oh gosh! Let me ... You know what, it's in a pop-up so let me do something different here.

Tom Hitchens: By the way I was typing and I didn't everything you said Joyanne. On the GetResponse side with the double opt-in, I don't know if you said this or not but I'll just repeat it just in case. If you build your landing page within the application of GetResponse you do not have to go through that process of asking them to approve you not to have a double opt-in. They know that you've built the page there and it's within GetResponse.

When you unclick the boxes to not have that double opt-in it will in fact work for you. The only time that you need to ask for permission is when you're using an outside third party application to build your landing page. Then linking it to integration with your GetResponse account. I apologize if you already said that but.

Joyanne Sloan: Thanks for clarifying. Actually this is from LeadPage which is integrated with my GetResponse account. You can see right here it says, "Your information is 100% secure and will never be shared with anyone." You can actually edit the text there if you want to. It doesn't appear to give you the option to put to a link in to your own separate policy, but usually that will suffice.

As long as they know that they're not getting it. I do have it I think it's down here at the very footer of my website I have my privacy there. Which is much more robust than the one in either GetResponse or LeadPages. You guys can do whatever suits you, but always have it there because that also will increase your conversions. You definitely definitely must have a privacy policy right within view of the opt-in box.

Tom Hitchens: Okay, and Nebasubi, and I apologize if I've mispronounced your name, is asking, "Once I have my opt-in page and autoresponders set up, how and where do I place my opt-in page to get traffic?"

Your opt-in page is hosted. What you do is you drive traffic to that hosting. If you're looking for ways to get traffic, that's coming up in your training in Profit Academy. Some basic ways that you would do that could be a number of ways. You could get some free traffic by writing guest blog posts. You can answer questions on forums and put a link in there if the forum rules allow you to do that.

People usually don't buy traffic for their webpages so then you go to Facebook and buy an ad and run it to the landing page. Or as I suggested earlier run it to a content page and then have your landing page linked to that content page. You can go to Clicknomy.com and buy a solo ad from someone selling traffic. Traffic is commodity. Many people get hung up on traffic, they're thinking, "Wow! That's the hardest thing in this business." No it really isn't, you go to the traffic store and buy traffic.

It's out there; you can buy as much traffic as you want. It just depends on how much you're willing to pay. Go buy some traffic and throw it to your landing page once you've hosted it. As Joyanne is showing you, by building your page on LeadPages they're host it for you or if you have hosting on your own you build the page somewhere or have someone

host build it for you. Then host it on your hosting account. Then you're given a URL. That URL is what you will use in your advertisements on in your emails to link to to send people to that landing page.

I hope that answers the question for you.

Joyanne Sloan: There's a question here about how do people test and see if their landing page is working?

I can't emphasize how important it is to test test and retest all of your links and so forth no matter if you think you got it right the first or second time. Especially if you change things around. You always want to test like with GetResponse, when you set up your autoresponders, you can go in and ... Let me just show you were my autoresponders are here. There's a nice feature and I showed this last time so if anybody was on Monday. This is repetition just bear with me.

You always want to test out things like for example I'll just click on this. This is one that I don't use too much but ... Once I go into 'Edit Message' ... Sorry this is just a little bit slow and it's been covered up by the questions. Whoa! Crazy! I don't ... This is not a good example; let me go into a different campaign because that's showing HTML. I apologize. You want to take another question while I get that cleared up?

Tom Hitchens: Absolutely. Brenda is saying, "Help! I had an uh-huh moment today. I had originally thought I was going to do affiliate marketing for back pain and had written an opt-in page and freebie and some email material. Today I realized my real passion is personal development as far as Law of Attraction and beyond and holistic healing for dogs.

These two subjects are my passion. I have definitely progressed hugely in my personal life with both of these. I can see myself developing lots of content, freebies and a blog for either of those topics. Should I table the back pain subject and go for either LoA or holistic dog healing? My ego seems to be wrapped into, "Oh I just wasted all that time with the back pain." Your thoughts are most appreciated."

You know what? Do it all but just don't it at once Brenda. I'm doing a number of things now and when I first started I did one thing. When I first started with Anik a little over a year ago, he wanted me ... He was showing me and a number of other people in a group how to build a product and put it on ClickBank. He wanted us to build the product in the personal development space because that's what he was marketing at the time.

He wanted to help us build out products so that then he would have a list to send products out to. That wouldn't have been my first choice. I'm like you, I started developing the product in personal development because that's what my mentor was telling me to do but it wasn't my passion. I'm passionate about wealth creation and natural health and things like that. What I did was what he told me to do.

I developed a list and learned by doing what he told me to do in the personal development space. That was the only niche I was working on at the time. In the back of my mind I knew that later I would be getting into what my passion was.

That would be my recommendation to you. Don't table anything for good, just put it on a shelf, keep it there. If you've already prepared things that you've already got money and time wrapped up into it, why don't you run a little bit of traffic to it? Work out the bugs and all of the things the roadblocks in your head by seeing what your landing page does. What's your conversion rate like? Get started writing emails to your list. Start producing content to them.

Experiment, practice. I started with a number of different pages and different subjects before I ever got into what I'm truly interested in. All of the experience that I go early on was well, time well spent. That would be my best recommendation to you Brenda. Do what your heart tells you but don't do it all at once. Start with something. If you've already got it built, run traffic to it. Then you can always go back and do the other things later once you've got your technique down.

Joyanne Sloan:

Tom I absolutely echo what you're saying. My whole approach has really evolved over the years because I'm also in the personal development space. I have a podcast called Express Success Radio. Our tagline 'Unleash your Power' that's all personal development, but my real ... What really excites me is professional development in terms of helping people bridge the technology divide. I'm going to now be unleashing a whole ancillary set of like ... Actually my first product called 'Unleash your Profits'. I'm kind of playing off of my original tagline.

Just know that it's going to evolve just like Tom said. It won't how it is maybe six months or a year from now from where you're first starting on. I just wanted to show this whole test message here. You can send a test message to your cell. You can also check it for spam to make sure that it's going to get to people's inboxes. I was just send one to myself before I send it out to the group and check that all the links are working in there and that things display properly.

Another clarity that I have this week in fact was that just like a website, there's a term in the web design world ... Let me just show you here, which is called 'Above the fold'. If you've never heard that term 'Above the fold' essentially relates to the old newspaper that was folded in half. Whatever was above the line where you had to scroll to see it is considered above the fold. Your most important material should go there. It should never be down here at the lower part of your site.

The same thing is true with your message. Here I don't want to necessarily wait to the bottom of my message before I give them the link. I'm going to go ahead and use the same link twice, here in the kind of the headline of this email which you can see here. This is how it looks on a mobile device, and then again at the bottom. See if I just read to the bottom they might never see it and say, "You know I don't really have time to read this. I'm just going to come back to it later."

I think that might be a worthwhile tip for everyone. Tom?

Okay, well I don't hear Tom there so I'm going to go ahead and see if I can take another question.

Tom Hitchens: There you go; I was muted and didn't even realize it. Sorry about that.

Joyanne Sloan: Okay great.

Tom Hitchens: You can hear me? You can hear me naturally?

Joyanne Sloan: I can yeah.

Tom Hitchens: I didn't want to ... I'm eating a lozenge here I didn't want to smack in your ear so I didn't realize I had muted myself.

Let's see. Someone is asking ... Oh Miguel is asking, "How personal should you get with the AR series?" She's saying or he's saying, "I am uncertain how much I should include myself, my stories and my opinions or rather stay more informative. Where is the limit?"

That's all about you branding yourself. You have to decide who you are in business and what you're doing online. If you look at my blog site, it's all about what I think but it's also about what other people think. When I write a blog I give you my opinion because that's just who I am. I'm very opinionated, I'm very confident in what I say, and I have a message to convey. I am an authority in certain things and an authority ...

Let's think about this for a second. Those of you that are listening to us tonight, you're an authority in one subject or another. Some of you don't even realize that. If you know just a little bit more about one subject than someone else, you could be considered an authority. The fact that you've read an article or you've done some research and you have a message to share with someone else, you are an authority. Just because you don't have a PhD in that subject doesn't mean that you can't talk about it and you can't share information.

I share research all the time in areas that I'm not real qualified in, but I don't make opinions and I do make summaries based on that research. That is me; that is what I call my brand. I convey that brand through my conversation. I do it through blogs, I do it through my emails, I do it through videos and audios that I send to my list. People that know me after a while know that they can get an honest opinion from me. They can choose to disagree or they can choose to agree.

What I do is I try to make myself and my website and my brand informative. I also want to inject my opinion every once in a while because that's part of why people subscribe to me. That's why they remain on my list. They like to hear my opinions about that. If I was just going to be a robotic news reporting agency, "Well we can get that news anywhere else. Why would I subscribe to your list if you're just going to be another Yahoo.com?" I would suggest that you think about what you want to do in your business.

Most of you that are getting into this or getting into it because you wanted to make money; I get that. There's a number of ways of making money. You can either sell affiliate products or you can try to build a brand so that when you get into phase two you now have a list that is tuned into you. Now they'll listen to what you have to say. When you say that you think this is a good value and they need to buy it, they'll buy it. They won't do that if you just remain a reporting agency.

Decide if you want to just report the news or if you want to report and do some commentary. I think I would be more interested in staying on your list if you were giving me some commentary. You probably have a very interesting personality and a very interesting take on the news so that I can get a little bit more than just going to Yahoo.com.

That's what I would recommend for you Miguel for thinking that.

Joyanne Sloan: Can I add to what you've just said because this is a really really important part of this whole process. That is that you are building your own tribe.

I'm going to just say that by virtue of the fact that you've taken on Profit Academy that you are stepping into a leadership role. There are a lot of people in pain the world. There are a lot of people who are scared and who are looking for solution. For them to know, "I can trust you," that means they have to know you and like you and trust you.

That happens by virtue of the fact that you're actually opening up and exposing yourself. Now because I'm in the personal development space, I'm actually extremely transparent about my life, my challenges, the struggles I face. My whole podcast is all about the turning point for people where they were ... their life was not working and then what happened. What was that critical distinction in their actions or their mindset that helped them shift to a new lifestyle?

I mean I talk about how I went through a very abusive relationship. How I left. How I've been a single parent, and how I've succeeded in starting something of my own. That lets people grip their teeth into something. Let's them get a taste that there's a real person out there who actually cares rather than this kind of sleek corporate approach.

I think as much as you're comfortable doing that just know that you're an expert in being you and be you.

Tom Hitchens: That is would attract me to you and stay on your list Joyanne is the fact that you've opened up, you've showed me and exposed me to your soft underbelly. I like that. I know people on my list tell me the same thing. They say things like, "Tom I can really identify with you. You've been there; you're doing the same things that I'm struggling with." They feel like they have a friend. If you just report the news there is no friend to be had there. It is just a blank canvas.

Joyanne Sloan: That's really what I think branding is. I've been in marketing for 25 years. Branding is not your logo, branding is not your colors. Branding just like they put a brand on an animal, that's an impression that lasts in somebody's mind. It's their experience of you on an emotional level. I would just give that to everyone as food for thought about how they brand themselves.

Tom Hitchens: Well said. Jean is asking, it's either Jean or Jeanie Smith; I apologize for mispronouncing the name again. Is asking, "Affiliates I watched the model ... module video. I have LeadPages and GetResponse. Guide me what a typical next move would be. I need to sign people up to being an affiliate for my passion products so guide me how to do that. Can

someone that is an affiliate get affiliate money from someone above?  
Can it be tiered?"

There's a number of questions there. I would start off by saying first of all Jean the ... I'm not copying out, I'm not punting on this answer, I'm going to give you a little bit more of this. I am going to refer you back to the modules in Profit Academy because these were meticulously put together, strategized, planned and produced by the coaches that put those videos together. To give you the step-by-step connect the dot-type sequence that you need to follow to be successful and actually start making money online.

I'm thinking that you're just not following things clearly by watching this and it may be good for you to go back and review those ... some of those modules again. They will help you once you begin to overcome some of your confusion. It will become more clear.

To help you through the answer here, the first thing you do is you do build a landing page. You said that you have LeadPages and you said Jean that you have GetResponse. That's great; I applaud you for making the move to get something that you can control to build your own page. As Joyanne is showing you now, you actually have the chance to build a page and integrate it with your autoresponder.

Then you have to write emails to go into your autoresponder so that when someone opts-in and you've correctly set the settings in your autoresponder. When someone takes that action and hits that submit button, that email is immediately sent out by GetResponse. That's your funnel, that's what we call a sales funnel basically or a lead funnel. Test that, make sure that when someone opts-in, the email gets collected by GetResponse.

Then the email is sent out to that person. You can do that yourself if you have your own email address. Plug it in there and see if you get the email. If you have a spouse or a friend or a brother or a relative have them do the same thing. They can opt in to your list. Make sure that their email shows up. Make sure that the email gets sent out to them that you have plugged into your autoresponder.

Then the next step is to build your transition or your thank you page so that you can offer something for sale as soon as they opt in. Just follow the steps in Profit Academy modules. It will walk you through that process. I know it's confusing just because it's new to you but it will become clear for you as you go.

Joyanne Sloan: Paula asked a great question about whether or not she could use the thank you page to promote her own product rather than an affiliate product.

The question is of course you can and that might be a great move to you. I would say though that it kind of depends on what the product is. If the product is a \$100 or \$300 training, what I would recommend is that you start with something on the lower end. Maybe something in the \$10 - \$14 range so it's less of a risk until they know you a little bit better.

Then you could potentially upsell them to the more comprehensive package of what you offer. Think about what portion of your existing product you might be able to extract out into maybe like a guide or some type of report that would be of lesser cost.

Tom Hitchens: I'm noticing here Tracy who had asked earlier a question about Facebook is saying that the traffic module has been released and has been confirmed by somebody else. I haven't been on this site for a while so I didn't know. I apologize for that.

Since it's been released let me talk just briefly about traffic just so that you can all get this clearly without getting too confused. Profit Academy is focusing on you getting traffic to your landing page once you build it, test the funnel, make sure everything is working properly. Do that.

You can do that in a number of different ways. I mentioned it earlier. You can go out and you can collect some individual traffic from blog sites that allow you to guest blog. You can put a link in there driving traffic back to your landing page.

You can do a number of things that is discussed in the modules about free traffic. When you want to buy traffic which is usually the fastest way to get traffic to a page, you can do that by ... As we recommend you do is to buy some clicks off of Clickonomy which is a site that you can buy click packages from people by buying what we call solo ads. That's probably the best place to start unless you're very familiar with running ads on Facebook.

If you want to run an ad on Facebook, the easiest way to do it is to on your fan page is ... Joyanne since you have the screen could you go to your Facebook page and show them where the ad manager is?

Joyanne Sloan: Sure.

Tom Hitchens: The easiest way to do that is off your Facebook page if you have one is to go to what they call an ads manager and actually read through the material as to how to create an ad. You can do that by picking an image. Or you can even rebroadcast a published post that's on your timeline or something that you have on your Facebook page. You can turn that into an ad if you wish.

I don't want to spend a lot of time on that right now because it is ... Like I said we could spend two or three hours on just Facebook advertising alone. You can go into Facebook review some of their videos or review some of their printed material in Facebook as to the instructions on how to create a simple ad. You can do, you can drive traffic by selecting just people in the United States or people in Ohio or people in Toledo. You can really tunnel it down. You can select audiences to advertise to based on gender, interests, groups that they're a member of in Facebook. There's an infinite number of ways that you can select an audience.

I will tell you this. This is one of the things that I'm finding is more of the trend these days in using Facebook is that I like to use what Facebook calls traffic or conversion pixels. Conversion pixels give you an opportunity just like using Google Analytics where you can get a tracking pixel from Google. Actually apply that pixel to your webpage or your landing page.

Now I know I'm probably way over the head of most of you. They're just simply trying to figure out how to link your landing page to your autoresponder so I apologize. There are some of us listening tonight that are to the degree that they are following what I'm saying so I'm going to continue with this.

Go into Facebook in your ads manager and just follow the step-by-step wizard as to how to create an ad. Before you ever do that I would recommend that you learn about Facebook customer audiences so that you can lower your cost per ad or per click because Facebook will charge you every time someone clicks on your ad.

If you advertise something in the personal development niche to people that are into crafting or into wealth creation or forex, you're going to get too many people looking in that ad and too many people clicking on it that have no interest to what you're offering.

Therefore will not opt in to your page. What that means is you're going to be wasting a lot of money. You can eliminate that and fine-tune your ad

campaign and therefore reduce your cost per click on Facebook ads by creating a custom audience. Go into Facebook and read about that.

What you need to do though is to go into Facebook and create a conversion pixel in your ads manager. Take that conversion pixel and put in on every webpage that you have. Every WordPress page, every blog page, every landing page. What that means is that anytime someone lands on any of those pages, Facebook will automatically be able to track that person for you. Then you later can go in and create a custom audience based on those people that have landed on your pages.

Why is that important? If the people have landed on your pages to begin with or clicked on your ads, that means that they're interested in your subject a lot more than if ... Again if you're into crafting and your webpage is about crafting, and someone has landed on your page before and read a blog from you. Now you have the ability to go back and add them to your custom audience.

Now you'll have hopefully more of those people in a concentrated way that you can then target your advertisement to them. You'll get a lot better response on your advertising dollars. That's a great way to run ads to your landing pages. Again that's on an individual click-by-click basis. If you want to run some traffic quickly, go to Clickonomy and buy 100 or 200 or 300 clicks from someone. What that means is that they're going to send 100 or 200 or 300 clicks to your landing page. Hopefully you'll get people to opt in from there. You have a variety of ways of getting traffic.

I hope that answers your question. Thanks for telling me about it being released as far as the Traffic Module is concerned.

Joyanne Sloan: Yeah Tom I don't think this is where you wanted me to show you in Facebook. I'm sorry if I didn't get to the right page.

Tom Hitchens: No that's okay, that's all right. Again we're not really here to talk about Facebook. Honestly it's ... We could spend a week on Facebook and on social media traffic. Anik is not focusing on that in Profit Academy.

I'll just end with this. Follow the modules. In those modules we all in various videos are telling you how to get free traffic and how to get paid traffic. Stick with that for now, start to build a list, find your way. Get a list. Start communicating with them. Make sure that your lead funnel works. Make sure it's operating properly. The more you do this mechanically the easier it will come to you. Then you can begin to branch out. I hope that answers.

Joyanne Sloan: Yeah, there was a good question related to this early on and that was, "How do I actually move myself forward through this phase of overwhelm?"

When I first got into Profit Academy which was more than a year ago kind of the early release of Profit Academy and the early iteration. What these guys have access to is incredible, so much information. I was working a full-time job for a school district building like 30 websites in a span of a year, which is this huge project. I would get up at 5:00 in the morning and I would do one of Anik's modules.

Just moved myself forward and set a goal that I could measure at the end. Like I have a page done, or I have three messages done. Rather than just learning learning learning. You can spend all your time learning and then not actually executing implementing what you've learned. I would just say give yourself a power hour every day even if you have another job. I would suggest that you keep another job.

Don't spend all your savings doing this. Give yourself runway so that you're not gripped in fear because if you have all this money going out and no money coming in, you will lock down in fear. You won't be able to move forward. If you can just take a little bit at a time, progress with one actionable thing each day that you can check off your list, you'll be that much further ahead than everybody else.

Tom Hitchens: All great advice Joyanne. Joyanne I tell you I got into the same thing myself too when I first started. I was so hungry for this information. The more I saw that Anik was presenting in front of us the more I just kept watching and looking and digging and reading. I went through two months and I didn't do a thing because I was watching and reading and digging. I didn't have a list; I didn't have a landing page. I didn't even attempt to do it, and that is a huge mistake that I made.

I have admitted that publicly and I continue to do it here, please don't [inaudible 01:09:55]. Really, I mean I wasted two months' time because I was learning. I was thrilled with what I learning but I didn't have a landing page. I didn't have a list. There's nothing that you can learn more and faster by watching a video than you can by actually building a landing page and creating an autoresponder. Then getting a list where you're now responsible for sending regular content and emails to these people. There is nothing that will teach you faster than that.

Don't shortcut the process and don't let yourself get overwhelmed like I did. Take Joyanne's advice. When you watch a video on Profit Academy,

stop and do it. They're telling you what to do. They're showing you through example what to do. If they're talking about research, well don't watch another video until you go research and write down your questions. When it's talking about building a landing page, you may stop for a week and just do nothing but build that landing page.

Don't go on to traffic, and don't go on to autoresponders, and don't go on to writing killer emails until you have built a landing page. Take it step-by-step. This is self-paced. We don't have a gun to your head and we don't have a stopwatch in front of you saying, "You must do this right now." This is all whatever time you have to spend with it. Learn it right and you'll learn this craft and it'll be your friend forever. Don't let yourself get overwhelmed.

Joyanne Sloan: Yeah good point. Sandra asks, she says, "I really like your blog page layout." I don't know if you're referring to mine or to Tom's, but I'm just going to show you where mine comes from. I'm a WordPress developer and trainer so I've kind of got my favorite stuff. This is the one I use, it's a paid WordPress theme. I think it's worth every penny, it's called Elegant Themes. I use a theme called Nexus. It's very very flexible.

One of the great things about Elegant Themes is that you can do a huge amount of customization. It's really an amazing deal, it's \$69/year for all of their themes. Some theme packages are certain amount per theme. This you get access to the whole cake and caboodle for like less than a dollar each. Which is just incredible because they're very very powerful. The design of a website in WordPress is called a theme. They're very easy to update. Again there's going to be a lot more content on that later on, but just wanted to answer that question.

I also want to answer the question from Brenda Sherman who asks, "Where do you learn how to make the button to insert in your email that has your ClickBank affiliate link in it?"

What I would say is this Brenda. The thing about buttons is that they're really images. Let me just show you here over in GetResponse that I can actually put a button in here. If you see on the right side of my screen, I can actually click and drag a button and repopulates with just a little bit of Latin here. I can just say, "Click for this great offer."

Then I can put in the button URL here which would be the ClickBank Hop to Hop to ClickBank Link. I'm just making this up, it's not obviously a real link. That's how you would make a button, but here's the thing. 80% of

people have images disabled on their smartphones. Now there are more emails being opened on smartphones than on desktop devices.

I recently found that statistic, shared it with somebody who's also a member of Profit Academy. He was doing large-scale emailing. I said, "Why don't you try taking out all the images from your email and see what happens to your open rate." Lo and behold sure it popped right up. Just keep it simple rather than doing an image, just use text as your what we call anchor text.

The other thing is the most powerful call to actions are the those that have the call to action 'Click here' tied to a benefit. Okay so this isn't a great example, but you would say something like ... Instead of 'Just click here' and add some link, you would say, "Click here to get the free download instantly". Have that entire thing be your link, so again I would just ... Oops! I don't know why that disappeared when I grabbed it. It wants to toy with me. I would just click there and I would paste from my clipboard the ClickBank or other affiliate URL into the space.

Okay, I hope that answers that question.

Tom Hitchens:

Joyanne that's a great point too. I use buttons, I use images that are clickable but I use a combination of what you're talking about. In one email I use a variety of things. I don't always like to just send out text emails. I like to put images, I like to put banners, I like to put buttons so I'll link everything. If like you say someone is using a mobile phone and they have their image where they just won't see my link or be able to click on my link they still see the text.

By using the variety, you can still keep your emails interesting for those that can see the images and they will be able to click everything. I've made just about everything clickable. I always will have three or four clickable links in each email I send out.

There's a question here it's from a gentleman it says, "I have made a product consisting of 55 three-minute video tips on the Law of Attraction. Each video is meant for delivery at one/week. Can an autoresponder do this delivery for me if someone buys my product hosted on either my website or ClickBank? Sorry I'm confused where this stuff gets hosted."

You can get deliver things on a timely basis to people or over a period of time to people in a number of different strategies. Some people will tell you that you can put all of your items that you're going to deliver to

someone on a transition page or a thank you page. Yes you can do it that way.

I prefer to use a strategy I talked about in the Wednesday webinar where I was doing with Dr. Ted where I like to train my people to click to get things. I don't want to just have them opt in and then right there is a page and then they can click on the link and get it. I want them to wait for me to send them an email because I want them to start looking for my emails. When they get the email I don't make an attachment in that email because many people will not allow attachments on emails.

Therefore the email won't get delivered, and I don't want to make it that easy for them. I want to make someone click on a link to go get that item. What I've done is I've made them click to submit their email address. Click to get the downloadable thing that I'm having them get, and then click to open it up. You can put your files if it's an audio file or here you're saying you have 55 three-minute videos. I host my videos on a website and then I use a link in an email that they can click on.

Then it will open a webpage where they can see the video. I don't put the video in the actual email itself because I want them to get in the habit of clicking that link to go see it somewhere else. It's also easier and it helps my delivery of my emails.

You can do that any way you'd like to do it. There's a variety of different ways of doing it. I've mentioned just a few of them. Another way that people have used is to use a Dropbox account where they can upload their video file and have someone actually download the video file. Then that person that is downloading it has it on their hard drive. If you don't want to give them the video then just host it on a website.

I hope Wistia.com W-I-S-T-I-A. I'll actually put that in the chat before you. They are very inexpensive and I use that all the time. It gives me a chance to host my videos and then I can take a link for that video and actually put it in my email. Then I send that email to someone and there again I'm training them to click on a link to go watch the video.

You can even build a webpage and you can put the video on your own webpage. That's a great way to do it too. If you have a blog page and your strategy is to always be driving traffic back to your blog page, then put your video, host your video on that website. Then create a link or copy the link from that page and post that in-text like Joyanne just showed you in an email so that someone can click on that and then they

can go watch the video. I'm sure Joyanne you have a million other options of how to do that.

Joyanne Sloan: Well I just want to show an example of what you're saying. I agree it's important that you train folks to follow links because you have way more ability to do what you want to do and accomplish what you need to accomplish for your business when you have somebody on your website versus just confined in an email.

What you could do, I also use Wistia and host my videos there. If you also find something that's not your video but you want to use say something off of YouTube, I just embedded this. It's a very simple process of embedding. I go through that in the WordPress training, I actually show you how to do that. That's a much later module but you will all have access to that as part of Profit Academy.

What you would do basically is for the fella who has 55 videos he would put one here on day seven, again on day 21, on day 14. He would stagger them a week apart and then just link to the page on his website that actually, excuse me, contained that video.

Tom Hitchens: Davone is asking, "I need to plan my budget. How much can we expect to spend before the first income comes in? Break-even point, receiving a profit."

That is as individual as the number of people listening to this webinar tonight Davona. You have to run this like a business obviously, and I applaud you for thinking that way as a business person. Your budget is money that you have to spend so make sure you spend it wisely. To do that what I do is I plan out on paper before I ever do a thing spending-wise. If I have to outsource my landing page, I'm going to be using LeadPages or if I'm going to simply go to lead page within GetResponse.

That's either going to be an expense or it's not going to be an expense. All of your expenses need to be listed out. You have your cost for your autoresponder, to build your landing pages. You're going to have costs for traffic. If you're going to run a blog post ... a blog page you have to host that. You have costs for your theme, unless you're using a free theme. All of items expense-wise need to be listed out. Those are your fixed costs, those are your startup costs.

Then you have to figure out what are you selling? Are you selling now on phase one of course you're affiliate marketing so you're selling someone

else's product. Look at their commission rate. Is the product you're selling properly conveyed through your landing page all the way through to the thank you page?

In other words are you opting ... getting someone to opt in to get information on how to do quilting and then you're selling a weight loss product on your thank you page? That wouldn't be wise. You want to make sure that everything is connected. The theme of your message is consistent from one page to the next, which will help you get a higher conversion rate is my point.

Also the conversion rate on your landing page has a huge impact on whether you're going to be breaking even or be losing money from the moment you run traffic to your page. There is two things that I see in my experiences that impact whether you're going to be what I call ROI Negative, ROI Neutral, or ROI Positive when you begin to run traffic in your business. The first thing is you have to get a high conversion rate on your landing page so that your cost per lead is as low as you can get it.

What that means is that if you spend \$100 on clicks you've got 100 clicks to your landing page. What is your conversion rate? In other words how many people are actually giving you their email address? I've seen some people as low as 15 - 20% and that's pretty low. I wouldn't be real happy with that if I were you because that means that you spent \$100 and all you got was 15 or 20 people to opt in.

If you're getting 50% now you have a cost per lead of \$2. Try to follow me on that. If one person clicks ... Sorry, if 100 people click you spent \$100 but you only got 50 people to opt in. You got 50 people out of \$100 spend, you've spent \$2/lead. That's a pretty high deficit to start with that will affect your budget. Now you have to sell something to make those \$2 up just to break even.

If you had a landing page that was converting at 70% or 75% now you're down to like \$1.40 or \$1.20/lead. That really reduced your cost per lead and therefore you don't have so much heavy lifting on your thank you page offer to make money on a sale to break even. What you want to do is to look at your landing page and really optimize that landing page as much as you can so you get a high conversion rate.

The next thing you need to do is to sell a product that is targeted to your audience. I see too many people that are selling products to an audience that didn't opt-in that was interested in that subject. The product is just too off-target. Therefore it takes a lot of people to see that message

before someone finally buys. That means that you've bought money for that ... You spent money on that traffic. You bought the traffic, you're at a deficit and you're not selling enough to make up for that.

Now what happens Davona, is that you're now in a deficit and it's hard for you to plan your budget. Every time you run traffic you're losing money. I'm sorry, running more traffic is not going to make more money for you. You've got to figure out how to optimize your landing page and optimize your offer to your audience to make sure that you have as few people seeing that actually buy in-between views.

If it takes 100 people to view your thank you page offer before someone buys, okay that's a baseline. What if you could actually get 50 people to view and then you get a sale? Now for every 50 views you get one sale. You've doubled your revenue.

All of these numbers have to be looked at when you're planning your budget. I think that if you look at this as a business and if you run your first lead funnel and you find after running traffic that you're behind by X number of dollars, go back and look at you landing page. Go back and look at the offer that you're offering on your thank you page and see if you can't fix those two points that I raised for you. That will help answer the question that you're asking, "How much can we expect to spend before our first income comes in?"

I can't really answer that for you unless I know exactly what your fixed costs are to get started with. Figure that out for yourself by simply looking at your budget numbers based on what your ... If you're using LeadPages how much is it costing you per month? How long will it take you to launch your landing page? What is your thank you page offer? How soon will you be running traffic to your page? How much are you spending? These are all things that you need to look at your early cost early on.

Then you have to start watching carefully your thank you page sales. Then do the math as I've been talking about because that will help you optimize your sales funnel. Don't run a lot of traffic if you're losing a lot of money. Go back and stop, pause your campaign and re-optimize. Fix your landing page, retarget your offer and keep targeting in like I'm talking about doing. Then you'll find it you'll be running less of a deficit and then it won't take ... It won't be so hard for you to make money on your thank you page offer.

Joyanne Sloan: That was a very lengthy but very clear explanation of something that's not simple. Thank you for handling that for everyone.

I would like to answer some related questions to that that come from Kate and Peter. Kate says that she already had a website and a blog that she started some years ago but she never really built a list around that. She wants to know should she use that site to create her first opt-in page and build her list on it. Or should she choose something different and just start over?

If that site is related to the niche that you're in absolutely you could use it. There's some SEO or search engine optimization is what that stands for. Benefits to you for having a site that's older than one that's brand new. If it's a different niche I wouldn't necessarily say it's going to be to your advantage.

Also related, Peter asked, "If you develop a different niche from your original niche should you promote your new niche to your current list and from the original niche?"

I don't see how that could hurt you. For example with me I'm in personal development but then I'm going to tack on this professional development part. Now not everybody on my list who likes me is going to be interested in learning about how to develop their own web presence and so forth. Some portion of them might be and it certainly is not going to hurt me to advertise myself since there's already an existing relationship there if I've done it right.

I think that's worthwhile and I guess that's all I wanted to say about that.

Tom Hitchens: Okay, you sound like a [false 01:28:26] cop right, "That's all I had to say about that."

Joyanne Sloan: Oh I did just want to show this too because Tom was talking about optimizing your webpages. Here again I've got the two-step process so if people ... Oh you actually you know what I need to deal with that because I need to actually go to the page and just show you what it looks like in real-time. Let me just go to this.

As I mentioned earlier, I have a podcast. Not a lot of people understand what a podcast is or necessarily consume podcasts. They're just simple audio files but ... There's ways to listen to them now without having to have an iPad or without having to have an iTunes account. I use a different terminology so if they click here they now get this button now. I

redid this opt-in page and I shot the conversions on it up from about 52% up to about 83% by making some changes.

What I said is, "You've just won a free signup gift. In addition to my free book you'll also get my audio interviews with expert coaches and trainers who revealed their best strategies for success. I just created a graphic with my book and then I added this little thing that I got off a site called IconFinder.com. If you don't know that I'll just pull it up here for you.

There's basically all free images. There are some that are paid too. It's a really cool thing that you can use when you're building graphics and so forth. I know when I found it I was really delighted to find it. It's just being a little bit slow.

Anyway, I can just search for let's say I wanted to look for what a radio would be. Then you can download different images in different sizes. They have here to sort at any, free or premium. Let's just go ahead and click on 'Free' and that will take out anything that's a paid version. Let's say, "Okay I really like this one." I'm going to click on. Typically there are more than one size offered. Then I would just click here to download it. Again there's a 505 by 505 ... I'm sorry 512 pixels by 512 or a smaller one.

That's a nice little resource. Essentially I got an image from here and added it in then I called it the Total Success Package and it's free. Maybe that would be helpful to folks just to see what it looks like in the real world too. Really visually represent what you're giving away. Also really enhance the perceived value of that that is not just some digital product. When I send them these audio bonuses there are links to all these great interviews that I do on my podcasts. Without ever having to go and to explain what is the podcast and how do I get to it.

Tom Hitchens:

John is asking, "Is it possible to combine niches? For example, losing weight this could be covered in fitness exercises and diet weight loss niche. Thanks for your help."

You're welcome John. Absolutely, you can do that. What I would recommend you do though is always target your landing pages, target your offers. You can have a general niche say weight loss and you can talk specifically about one subject at a time. Make that one thing you're talking about at that moment as targeted and specific as you could make it. You don't want to be too general on landing pages because that's when the conversion rate drops like a rock.

On a landing page try to think of it this way, and I found this to be the most successful for me and the people that I coach. There are basically three things that people are looking at when they look at your landing page. They're asking three questions. What's in it for me? Or in other what do I ... Then they're asking, "How do I get it?" and, "When do I get it?" If you can answer those three questions in a landing page, that is a pretty targeted landing page.

If you're not checking off all three of those boxes however, not answering all three of those questions then your landing page is too targeted. If you're doing a weight loss niche, weight loss has a thousand different facets you can do. You can do all kinds of things. You can get into fitness, you can get into healthcare, you can get into all kinds of things having to do with weight loss: vanity, clothes, anything you want. Don't be general in your offers, don't be general in your emails, don't be general in your landing pages.

Always make sure that if you're going to have a broad niche, whatever you're doing at that moment make it as targeted and focused as you can be. You can have a variety of messages in the weight loss niche and you can do ... Here's how I do it too. I usually don't spread my message around too much in one given week. If I'm sending out five or six emails in a week, I'm going to make sure that all five or six of those emails are of a similar topic. If I'm talking weight loss I'm not going to talk general weight loss. I'm going to talk about how it affects your health. Maybe I'll talk about that in every one of my five or six emails that week.

Someone else was asking in a similar question here earlier, "Tom would it be bad if we offered an affiliate link in every one of our emails as we send it out every day?" That's sort of what I'm talking about; I offer something all the time. One day though, let's say Monday I'm going to send an email out that's going to be what I call a soft offer. I'm going to just tell a little story and give them some nice content. What I'm doing is I'm setting up my entire weeks of emails talking about ...

I'll use that example as I used before how weight loss affects your health. I'll talk about maybe a guy I played golf with over the weekend. It's a shame he was telling me a story about how his doctor was telling him how his weight was affecting his diabetes. I'll actually write a little bit of a content blog post inside that email. Or maybe I'll actually write a blog post and I'll put a link in that email to that blog post about weight loss and how ... weight and how it affects your diabetes. Then I'll put a link in the bottom of that and say, "If you want more information about what I'm talking about, click here."

That's an affiliate offer or it could be an offer to my own product. Then the next day I'll come out with a direct offer email. I'll say, "You know, yesterday I was talking about this and I'm getting a lot of good response about this. If you want to see more about what I'm talking about, go check this out." That's what I call a direct offer.

There's another offer link in the second email in a row; two days in a row. The next day I may skip a day on an email or I may just tell ... maybe just give them content. Really nothing but content, but at the end of the email after I sign off I might put a PS. "PS: Just in case you missed the link from yesterday here it is." Now I'm not directly pitching you on that third day but I'm still giving you a link.

Then the fourth day I'll come back with another indirect offer and I'll follow up to the story I told on Monday and I'll have another link. Then on Friday I may a direct offer or as I've been doing on Fridays I'll send out actually what you may have missed off of my blog site for the week. When you know it, there is one of those links is going to be to one of links is going to be to that blog post talking about weight loss and how it affects diabetes. There's five emails in a week and I mixed it up.

You can offer every day but mix up the message. Don't just come at them every day of the week, "Buy this! Buy this! Buy this!" They'll unsubscribe, you'll turn them off. That's what being a creative email marketer is all about. Anik talks about that in his material and we've talked about it in the modules in Profit Academy. I know Joyanne writes about that, I do the same thing on my blog post.

The challenge is in mixing up your message, but never stop offering. Don't be afraid to offer something because that's one of the reasons why people subscribe to your list. They want to hear what interesting things you think and what you have to offer to them or recommend to them. Give them what they're looking for but just mix up the message and you'll be fine.

Joyanne Sloan: Tom that is great advice. I'd love to read a comment here that Greg left for the group. It says, "Clickonomy works great. I bought 250 clicks and got an opt-in list of 92 subscribes," with what he calls a butt-ugly site. He made \$350 okay so he bought-

Tom Hitchens: Whoa!

Joyanne Sloan: Yeah so it sounds like let's just say for example I don't know what he paid. Let's say he spent a dollar for each click that he got. He not only recouped

all of his investment but he made a profit of \$100. Good for you Greg. I thought-

Tom Hitchens: Absolutely.

Joyanne Sloan: ... that would be worthwhile to read because there's a lot of questions certainly there about really what should I expect as a newbie? There's a real-life example from somebody in the group.

Tom Hitchens: Congratulations! That's what I call ROI Positive. He spent money and he made sales that not only returned his money back to him but then he made a profit. Boy oh boy if you can do that you're actually getting paid then to build your business. We don't all do that.

Listen, if you can start off and you can be ROI Neutral meaning if you spend \$100 then you make \$100 in sales you got your money back. Be happy with that because now what you have is a list that you can continue to market to as long as you stay interesting forever. You've really come out ahead there but you've at least broken even. That's ROI Neutral, and congratulations on that. That's a great way to start. Now if you can be ... What was his name? John? What was his name that made that 300?

Joyanne Sloan: Oh Greg.

Tom Hitchens: Greg?

Joyanne Sloan: Yeah.

Tom Hitchens: Way to go Greg. That's an awesome story and it's very inspirational so keep it up.

Okay, "I have an opt-in page ready but it's not sending email."

Your opt-in page doesn't send the email, you have to ... Sergio you have to build your landing page and link it to your autoresponder so that when someone opts in your autoresponder has emails that you've already written and preloaded into that autoresponder. That by the action of someone clicking the submit button and giving you their email address, the autoresponder is triggered to send the email out to your subscriber.

Hope that answers the question for you.

Let's see. Catherine is saying, "I'm playing catch-up here so sorry if this is all you've been asked but I noticed it in Module One lessons about creating and delivering your freebie have been added before setting up your opt-in. Is this the correct step to do before getting your opt-in up?"

Yeah, you want to create your freebie or use someone else's item or maybe a e-book or someone else's product that you're actually using as a giveaway in your opt-in page. Once you have that item that you're going to be giving them then you place that into the autoresponder to give that person a link that once they opt in they'll get an email so that they can go get that free item. That's the first thing you have to put together. Then you build your opt-in page. Then you create your autoresponder series with your emails and you link your autoresponder to your opt-in page.

I hope that's right.

Joyanne Sloan: Cameron's asking about whether or not we track analytics on your transition page.

I think basically you're tracking the analytics on the entire lead page whether it's one per lead page or two per lead page. To see if people are clicking out before they're taken to the ... Yeah, you're going to know if they ... how many views versus how many have completed the form what percentage are going through to the thank you. That's a really important advantage that you need to be taking time to look at that business intelligence.

You are running a business that is a piece of intelligence that you have to use because like Tom said if you want to be ROI Positive, Return On Investment Positive. You need to be knowing what your numbers are. That's one of the things that Anik really excels at and probably would advise you to focus on because if you're particularly spending money to get that traffic. You can be earning more dollars sending them to your own product or sending them to a higher converting page, then obviously it's in your interest to do so.

Tom Hitchens: Joyanne do you know where people can go to get that bonus of \$100 forever \$500 they spend through Clickonomy? Is that an automatic program thing in Clickonomy now or is that something they have to get a code to enter? Do you know?

Joyanne Sloan: I wish I knew the answer to that. Unfortunately I don't.

Tom Hitchens: Okay, sorry Darcy I can't answer that for you. I don't know either. I know I remember Anik talking about that many times through the launch of Profit Academy. I would think that there's got to be something through Profit ... through Clickonomy that would tell you how to do that either through the support area. Or put a ticket in through Clickonomy and ask them that question. It's certainly a good one and I would want that \$100 too. I would have hoped personally that they would have hard-coded that in but then again maybe they have some type of a coupon code or something to use. I really don't know the answer to that and I apologize.

Joyanne Sloan: Here's a great question I'd love your input on Tom. Jan's asking when she promotes an affiliate program how do you find out [inaudible 01:42:36] anything the individual purchase so she can retarget them or target them again with a thank you message or simply appreciating them for making the purchase.

My understanding is that you're not really getting access to that person. It's the affiliate who's acquiring that, that's why they're paying you a commission in the first place to acquire that customer. It's not necessarily transparent to you as the affiliate.

Tom Hitchens: You're absolutely right and that's the problem with affiliate marketing is that you are giving up control of that sale. You're literally sending your traffic to someone else's page. All you're getting in return is not the information that they converted but you're simply finding out that they ... someone bought that you sent to that page or to that offer and you're getting a commission.

It is a give and take. You get money but you don't get the control, which is a problem. I'm not going to say anything bad about affiliate marketing. You can make a lot of money at that, but the real money and the real control so that you know then how to retarget those people is to get into phase two as fast as you can and start building your own products and then you control the whole process.

I will say this. If you create an autoresponder or even a blast email to people after you've sent out an offer through your thank you page. You can do a follow-up in your autoresponder series that says, "Now if any of you have actually taken me up on the offer that I submitted to you the other day, I have a special bonus for you. Reply back or go to this link, go to this page."

Provide them a page where they actually can say, "Yes Tom I did purchase this product and I want my bonus." Then they're actually opting

in to a new landing page. Now they're telling you, "Yes I bought that product." Then you can target them with additional follow-up offers that way. I just found that to be an easy way to do it.

Joyanne Sloan: I'd like to answer this question here because it speaks to a question of integrity and this is really important. The question is, "I'm puzzled about how we can put on our opt-in page that your information is safe and that it won't be sold or shared? Isn't that when we sell or rent clicks that we are sharing that information?"

Actually you're not, you are the list owner, you maintain that list. All you're doing is sending an offer to your list. You're never exporting your list to give to anybody else. It's staying within your control and therefore the information is always secure. You don't have to worry about whether or not there's any ethical issue there.

Tom Hitchens: Let's see. "Any replay for the webinar so I can see it later?"

Yep this is always replayed or always available for replay. That will be emailed to you or at least made available for you on the website to click on these links to see these various recorded webinars. Take advantage of that. I like to do that because I like to go back and hear the same answers to some of the questions after I've had a chance to try something or research something.

Then the answer makes more sense to me. Or maybe the answer went by so fast I just didn't get it. It's a good idea to go back and hear these replays sometimes especially when you know that we're talking about a subject that you're still confused about.

Question here from Ram is asking, "Can I create a list with my friends whose emails I already have with their permission?"

Yeah you certainly can do that Ram. Good luck selling to them. I mean why don't you just give them a phone call? Of course you can create a list that way but we ... The whole object here is to get a list of people that don't yet know you so that you have a larger and larger list over time. Then you can continue to sell to them but absolutely you can ...

If you have a newsletter or something that you want to run or you want to traffic to your website and ask them to spread the word then yes you can do that.

Greg is saying, "Follow the program, the steps are laid out."

I couldn't agree more Greg, they are laid out, and good advice.

Joyanne Sloan: Stefan's asking, "Is there a way to have access to affiliate products before promoting them or do we have to buy them first?" He's not really comfortable putting his name on something if he doesn't really feel that the quality is there so-

Tom Hitchens: Yeah good question.

Joyanne Sloan: Yeah that's a good question. Certainly you don't have to go to that link. You can research the product; you can watch the videos or read through the sales pages. You can also use your own affiliate link within ClickBank to buy the product for yourself therefore you would get a discount essentially by earning some of the commission back.

If you did want to actually purchase that product, I would imagine that you would get to a point where it would become cost-prohibitive and time-prohibitive to go into that level of research before you kind of signed off or vetted every product that you promoted.

Tom Hitchens: Absolutely. Remmy is asking, "I have done my opt-in page by wix.com. As I won a two-stepped opt-in can I do the pop-up box by GetRespond as wix.com does not have such service?"

I believe I understand what you're asking. In other words if you have prepared your landing page on a site that doesn't allow you to do a two-stepped opt-in. In other words it only has a place for you to enter your email address, that's impossible then because your email's already on your landing page.

If you created a landing page and just had a ... If you created a page in some application that allowed you to simply put a button there without an email field. Then by clicking that button you send them to another landing page where it does ask for the email address. That would be a way of actually getting your two-stepped opt-in. I think he's asking for a workaround and that might be one way to do it.

Joyanne Sloan: Right, we've got a couple of members here who are being helpful to the group by giving the information about where that discount code is for Clickonomy. I don't think anyone can see the questions panel that you and I see Tom so I'm just going to go ahead and read that. They said, "Go ahead go to Clickonomy and go to the Members page. When you're adding money to Clickonomy you type in PA, as in Profit Academy members as the coupon code in order to get that discount.

Tom Hitchens: What you could do Joyanne is to copy that question, copy the content and paste it into the chat box and launch it to everybody. That way they may be able to see that.

Joyanne Sloan: Oh great suggestion. Let me do that right now. Oops!

Tom Hitchens: Let's see here. Paula is asking, "I already have a product myself. Can I use my product on my thank you page instead of an affiliate product?"

Absolutely and congratulations on having a product that you can sell like that Paula. By all means do it, do it. You've graduated right into phase two so yeah absolutely. If I see an affiliate offer right now once a month that's a lot. I have so many things that I've produced myself or I have that I want to sell for myself that I just sell my own stuff. I make more money that way. I retain the control of the customer. It's the best way to go and Anik admits that. He says he makes all his money, or most of his money I should say by selling his own products.

Now affiliate marketing there's something to be said about that. It's a great way to start and I do affiliate marketing. I make money that way. I have some people that I'm very fond of their products and of them personally. When they do a launch I'm right there offering their product to my list because I wholeheartedly agree in what their product is all about. I do that, so I make it a point to do that.

I do again send the traffic somewhere else so I lose control. You have to judge that for yourself, but if you have your own product congratulations Paula. Keep it up and absolutely keep doing that every chance you get. Get more products and keep doing that on your thank you page,.

Joyanne Sloan: I wanted to address a number of questions that I'm seeing here about the giveaways. How I'm suggesting to people this is a Google document if you have a Gmail account you can access all kinds of great applications. This is basically a free version of Word like as in Microsoft Word that I created a free report called WordPress Profit Tools. Basically what I did is I got five different affiliate accounts set up.

Then I wrote a free report. What I'm suggesting to the person who receives this is that these are the tools that I use that I use for making money in my business. Then I give them my own insider perspective on why this tool is powerful. Why I use it, what's my favorite feature. Then all of these are affiliate links. I haven't started running this yet. I'm going to run this through a Facebook campaign but I have GetResponse,

Elegant Themes which I showed you earlier, Optimized Press and GoToWebinar.

Oh also at the front of ... See now this is going to tie in to a webinar in which I'm going to let people know at the end of that webinar what my program is. Here at the first page after the introduction they can go click here to train with me for free. Don't click on this by the way folks because it's not ready. I'm just showing you behind the scenes because there was a question about how do I create a free report. I would do a little bit of research on Google Documents.

I also wanted to show you some useful information about how to come up with a cover art. You obviously want a pretty big file here. I actually go to a great website called FreImages.com. What's nice about this is that they're truly free. Some photo sites are just incredibly expensive and you can just say ... Let's just type in background. Obviously I've been here before and I'll click 'Search'. These are literally like photography quality images.

Let's do something a little bit more interesting. You'll see here that they're also trying to promote some paid ones through iStock but literally everything after that first premium list is free. Let's say I like this one, I can click here. Usually it just has a standard restrictions apply. The standard restrictions actually allow you to use it for commercial purposes. The nice thing about this particular site is that this image is 3,500 pixels by 2,500 pixels wide. That's a really warping big image that I then take into a photo editing program and just add some text to.

The other thing I wanted to show you which is a really really cool thing that I don't think most people know about. Again if you go to Google click up here on the right ... Oh oh it thinks I want to search by voice. Just a second. Let me close that out. I got too many windows open here.

Rick: That's why you're so slow; you're trying to watch everything at once.

Tom Hitchens: I was waiting for that friendly voice to show back up again. Did we wake you up Rick?

Rick: Yes you did.

Tom Hitchens: Oh okay, but you set the alarm for-

Rick: I did I set-

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Tom Hitchens: ... two hours.

Rick: ... the alarm for and it's marked. It's time to be the bad guy so three minutes and I'm going to pull the big red cord.

Joyanne Sloan: Okay, well anyway if you go to a lot of photo sites they want to charge you several dollars sometimes for one image. Let's say I want to find a play button here and I don't want to infringe on anyone's copyright nor do I want to pay money for this. Figure out whatever it is we want to find.

Now here's the trick to this. It's going to show you all of the images that it's indexed across the web. Then we can go and do is click on 'Search Tools'. That's going to bring up a submenu that you can then choose from how to filter these results. I thought I clicked on that. Okay so you go under here 'Usage rights' and you can say 'Labeled for reuse with modification' or 'Labeled for reuse'.

Then just by letting go on that boom all of these are basically free for me to use without paying or without having to pay any copyright issues or anything like that. Then you can click on them and download them. For me I'm on a PC so I would right-click and say 'Save Image As'. Anyway that's all I wanted to say on that point.

Tom Hitchens: I want to say this. It's been a joy working with you Joyanne. I look forward to doing it again. I think you're awesome and you're incredible. It was really nice to work with you tonight. I hope we've answered the questions that the people had as much as we could cover in two hours. They just keep coming in and I'm enjoying doing this but you're right two hours is enough. We need to knock off here so-

Joyanne Sloan: Thank you.

Tom Hitchens: ... thank you everyone for listening and your time.

Joyanne Sloan: Yeah the feeling's mutual. Thanks Tom