

Ray: Welcome everyone. It is today, Wednesday, 3:00 Eastern Time where we're calling from or where I am anyway. It could be Tuesday, it could be Thursday, it could be Easter somewhere for all I know but that doesn't really matter.

Nick Matthews and Dr. Ted are here today to take your questions, some of your problems, perhaps bring a little joy into your life and give you some reason to hope for success, or if not success, then maybe better weather. I don't know how that's going to work out guys, but pay attention. Both of these gentlemen are very, very, very adept at what they do and equally adept at responding to the questions.

These sessions are as always recorded. They will be available in the member's area. At some point in time, I hope, the audio and the video as we often get people indicating they're having problems hearing and or seeing something. You should be seeing something on your screen right now with the Profit Academy webpage and you should be hearing me. Obviously, if you can't hear me, you don't know that.

In any event if it doesn't work at some point in time, the best we can suggest is you try to adjust either your local audio settings or log out and log back in because we do not control those circuits and we can't fix a problem at your end from here. On that note, I will shut the hell up. Nick and Ted, it's all over to you. Have fun. Take it away.

Ted: Thanks Ray.

Nick: Thanks Ray, hi guys. Sorry, I'm just looking at one of the first questions and it's one that I was looking when I first set off. This is from Dennis and it's, "I've been trying to link my privacy policy to my landing page, but it doesn't allow that on LeadPages. Do any of you know if it just depends on the template I'm using?" Are you okay if I take that one Ted?

Ted: Go for it.

Nick: Okay. What I did was I parked my privacy policy. If you got LeadPages, you might have GetResponse the same as I have. The privacy policy, I had to link on to one of my websites. I put it on effectively as a blog on the website and then just place the URL on to my lead page. If you have any problems with that, get back to me, but that's how I did it.

If anyone out there is wondering about the privacy policy, when I first started, I just went for a single opt-in and GetResponse insist on having a privacy policy as well as asking some questions about what you do, why you do, and how you do it.

In essence then, you need to park that privacy policy off unto another site. Ted, do you know anything different?

Ted: I might ask you a question here, because I just have never used the privacy policy unless it was on my product. On my opt-in page, I got rid of everything that I felt was extraneous. Any privacy policy, any little thing that says, "We respect your privacy," or, "We don't do spam," there's nothing other than my headline and my subhead and I've never had any trouble with that.

I've used a response, so maybe I do have a privacy policy in the bottom of my email that I'm just not thinking of. You don't really have to have it on the opt-in page, do you, or I'm learning something?

Nick: No, I'm sorry. Actually, you're coming from a different direction. Quite right, I don't have that one liner. I don't have any footers, headers, or a logo on my opt-in page, but I do have a one line link on the sign up page on the next little opt-in block, just linking it into a privacy policy.

When I was starting up with GetResponse, they insisted on me providing a privacy policy if I want it single click.

Ted: Oh, really? Maybe I went through that and I just blocked it out because it really isn't a big deal. It's one of those things you can always beg for forgiveness if you get into a [tag spot 00:04:16] I think.

We're not in business to pull the wall over on anyone. I think there's a little bit of a ... I think they put these things there to protect everyone and to make sure that you're not shady and just trying to rip somebody off or whatnot.

Nick: Okay. Yeah, I was with you when I was going through it. There was a block I ticked or maybe I've ticked something wrong, but yeah, I have to put a privacy policy for a single opt-in.

Darcy asking a question. "Does either of you ever had restrictions from Facebook advertising because your niche is dating advice?" I haven't had any restrictions whatsoever from Facebook for anything I've done. How about you Ted?

Ted: The only time I did Facebook ads, I had a weight loss niche going and they hated my weight loss niche because I was making these promises about physical appearance and weight loss. I think that niche was a little bit more controversial kind of probably with dating advice too.

I think that if you are in that predicament, you can try being a little bit more vanilla with your ads instead of being so flashy or have such a hook. Ultimately,

Facebook is the cranky one. I know that you're reaching out to us to try to see if anyone had this experience, but your best bet is to talk to Facebook and ask them what they want to say, "I thought it was pretty straightforward and pretty compliant, but obviously it's not, so just help me out so that I can meet your requirements." Ultimately, they want your money so they want you to run your ad, so they'll tell you what to do.

Let me jump to a question that I saw two or three of them in a row here and dang where did it just go? It was something in respect to the webinar last night or yesterday. I think Tom was talking about phase one and phase two and he said, "You're not going to make money in phase one. You're going to lose money in phase one and you won't make money to get to phase two."

I'm pretty sure that he most likely did not say that or maybe did, I don't know. I don't want to say what he did or he didn't say because I wasn't on the webinar, but I think what he's trying to show you guys is that if you're viewing this through the lens of the way you invest in a business and you're starting a business, really, internet marketing is one of the coolest things in the world because it has such a low startup cost and has such a short turnaround until you're into profit.

I think what he's saying that in the beginning, you're going to spend a lot of time in building your list and building a list, but you can totally be profitable in phase one. You don't have to face do you have a product before you're ever going to make money. Let's put that to bed because it's just not true. There's a lot of ways that you're going to be able to brand yourself, build relationships with people and hook them up with cool products that are going to solve needs and problems that they have, but you could never have your own product.

What's cool about Profit Academy is you're going to learn how to do that and once you do get your own product, oh baby, that's when it's awesome, because you've spent all the time in phase one building a list and building rapport and relationship with people, so when you release your product to your own list, they like it because they like you and they buy it.

Then ultimately, what happens is once you start making some sales, you get some traction and ClickBank and your Gravity starts to look good and then people just come out of the woodwork and start promoting your product basically. Now, you're making money and you're not even doing any work.

I went to my son's school this morning and volunteered to do some silly work with scissors and books and I made 80 bucks when I was there doing it for that because of that mechanism right there that was in place. There was just other people promoting the product I have made in my phase two.

What I'm trying to say, I'm saying don't convince yourself that you're going to lose money in phase one and only make money in phase two. That's just simply not true, but you will make a ton of money in phase two. I think maybe that's where he was going with it and it was just maybe trying to set an expectation for you to not be discouraged that you're not popping champagne bottles and making a million dollars in phase one.

Phase one is really the beginning of your business. It's about getting traction and throughout building an audience so that when you take your idea and turn it into a product in phase two, then you go to the pay window.

Nick: I think that's pretty good advice there Ted. For my perspective, when I first started off, it was difficult because I was really going for 100, 200 click tests and it was difficult to actually get a return on that, but after my third, fourth, I was well on up 80% recovery on the investment. What I was getting and what I decided to focus on was to build that build out list.

Once you got the list, you can start using Clickonomy. You can start doing other things as well. Where I am is I'm quite happy where I am regarding what I've made on affiliate sales. I got a number of work streams now. The affiliate sales, I've got work streams and what happens is attracts people to you and I'm doing a lot of solo ad swaps now with other people and that's not cost us anything, any investment whatsoever.

Phase one, it is an exciting phase. You can make money on it, you just got to research those affiliate office and they're not just on ClickBank, there's a number of others that you can go to as well.

Okay, I got a question here from Peter from South Africa. "Hey Nick, I want to follow your lead and used what I've already have, LeadPages and GetResponse. Just one thing not clear for me though, do I still need to create a web form at GetResponse even if I'm creating an opt-in page and lead pages?"

For my perspective, you can use what's on LeadPages from my very first opt-in page. I did use the web form at GetResponse then moved it across because it suited the image that I was putting there, but the templates within LeadPages is efficient to design your opt-in page.

One of the things that if you are using LeadPages, I've seen a lot of people pushing their opt-ins to me for having a look, and my preferences and what I think works better is a transition page where it's tied. If you can do that, it makes it look a little bit better. Any views on that Ted?

Ted: I did the transition page because it's a psychological thing in my opinion. You opt-in and then you're waiting for some sort of confirmation to say, "Yes, I received your opt-in and yes I acknowledge you and I'm going to send you a gift," but we don't really care about doing that. All we care about is getting them in front of a sales page so the transition there is a great way to meet both of our needs, they feel like they've been heard.

Even in my office, when I have a new patient come in, I'll just let them talk for a while and they'd tell me all their problems and it's relevant to how I'm going to proceed with a treatment or what I'm going to do. It doesn't change what I'm going to do at all, but it just lets them feel heard and it lets them feel like I was listening and paying attention to them, which I was.

I don't mean to laugh, but it's a psychological thing that now they're cool. "Okay, you heard me, now I can let my guard down and now I'm ready to listen to you." At that point, you put a sales page in front of them.

Nick: Yeah. That's good. Good question here. "Once a subscriber purchases, does he keep on getting the auto respond email? Is that a setup?" As long as it's connected, what you want them to do is to go straight into that auto respond sequence and then of course once you're in to that particular sequence, you can then start looking at your broadcast emails and at the same time you got to track ...

A mistake I made, I was thinking it when I was at the auto respond 10 and actually I still have a lot of people coming in at number one, so it's being aware of where people are as they join your auto response sequence. One, if it's setup correctly, your first email that goes out saying, "Yeah, here's your free gift," it should then automatically lead on as a later on that day or the very latest the next day saying, "Welcome to your niche," and a little bit about yourself, perhaps with some white list instructions, that sort of thing. What do you think Ted?

Ted: I'm sorry, I wasn't listening, I was typing.

Nick: Basically, it's about once a subscriber purchases, does he keep on getting the auto respond emails setup automatically?

Ted: Okay, great. Yeah, I started to answer this question and then got in to something. This is another great example of how this is your expression as an artist. You could get 10 artists together or 10 internet marketers together and say, "Make a painting or make an autoresponder. You're going to get 10 different things because there's so many tools to use. There's so many approaches and ways to go.

I'm not trying to dodge the question by saying it could be a million different ways, but ultimately it comes down to your business is driven by data. Get creative. Try one way and then try another way and compare the results from the two of them, and then try a third way and a fourth way. Compare and let the data make decisions for you, because ultimately, there are so many rabbit trails, there's so many tools that you can use. There's so many recommendations people could make and you go ask 10 people what you should do and you will get 10 different answers. I promise you that.

It's always just about keeping it simple and learning it the Profit Academy way first. Learn it the Anik's and [inaudible 00:16:09] first and what he teaches is create about 10 days of autoresponder messages and then after that's over, then you're just sending daily emails out to your list.

The thing I think is confusing for people about that is whenever you go to send out a newsletter or a broadcast or an email to your entire list, you sit down to the computer, you type it out and you hit send. Different email clients call those different things, but basically it's you sending an email to your list.

You are going to have to run a quick little report of all the people that are in the first 10 days of your autoresponder sequence, so you can exclude them, so hopefully that makes sense because you want to let those people be. You want to leave them alone. You don't want to send them daily emails. You just want to let go through the awesome 10 day autoresponder sequence you made, so you just have to take a few extra steps to run a little report in your autoresponder client, your email client and make sure that those people are excluded and then you just send an email out to everyone.

To answer your question, after the autoresponder is over, now you get to have fun. Now, it's time to start sending up daily emails about the things that are current. I love it. When I am on someone's list and I get an email that says, "Happy Saturday." Right? Because I know that it's Saturday and I know they wrote that email this morning. It's more personal. It makes me like them or it makes me let my guard down. It makes me more open to them in what they have to say.

I even wrote an email ... It was after the Superbowl when I said something like, "Hey, did you guys see the Superbowl last night?" I don't even like football and then I just went into an email, because the only point I did it was to just show them that this is a current event kind of communication, this email is being written by me today.

When you get into your daily emails, it's fun. You get to just do cool stuff that's current. You get to participate in ongoing product launches which you could

never do if you were just the kind of style. Like the other side of the coin is people create 90 days of autoresponder messages and they just never send out an email or anything. They put a lot of effort into their AR series and then they're done with them.

There are different styles. There are different ways to go the profit academy way of learning the basics. Just create 10 days of autoresponder messages and then when that person is at the end of the 10 days, that's when they start receiving your daily email blast.

Man, these questions are all over the place. "How do I find out my rate of conversion? Should I install Google Analytics to find out my conversion rate?" There are several ways to do this. I saw some questions after that to about tracking how you track; opens, clicks, conversions. You need some sort of tool to do that.

I don't know if Sendlane does that. I'm going to stick my foot in my mouth. I don't know anything about Sendlane. It could be that Sendlane does that for you, but ultimately, you need a tool to do it. There are monthly fee tools and they're really fancy and they're really nifty. Things like HyperTracker, ClickMagic is one of them. I know a lot of people that like those and use those.

I'm a fan of one time fee stuff, so I bought a program or software called Ad Trackz Gold and it was like 75 bucks and you pay for it and they will install it for you. I recommend that you learn how to install it. That way, you can put it on as many different domains as you want, but basically, it's just a one time fee and it lets you track your opt-ins, your clicks, all of the conversions that happen there.

To specifically answer your question, you're going to have to put some tracking pixel or some sort of code on your transition page so that after they opt-in, it lets your tracking software know that they opted in. Once you get that set up, it's a little tricky the first time, but then after that, it's just done. You do the work once, and now any time you do a solo ad or you run traffic, you just generate a link out of that so that you can track the link and it will tell you exactly how many clicks; unique clicks, roll clicks and conversions that you got. Are you guys still there?

Ray: No, you're talking to yourself.

Nick: Hi, sorry Ted.

Ted: I'm okay with talking to myself really.

- Nick: That's good. I've got a question here, reference PLR Assassin and someone has also asked about IDPLR and saying that, "Yeah ..." In fact, what you will find is that on the free entry is limited and if you want to get the gold standard, you do have to pay ... It's up to you to whether you [inaudible 00:22:09] value. I personally do because I get lots of up to date products from IDPLR and PLR Assassin.
- Ted: What's the dashboards parameter? Somebody even just left me a comment about using ClickMagic that they were happy that they liked it. Thank you Alan.
- Nick: ClickMagic is good, it's just that it's that extra \$60 a month or whatever. It's an excellent piece of software as long as you're happy to pay for it I think.
- Ted: I think where you guys are at to, you don't need all of that bells and whistles. I don't even use that stuff.
- Nick: [Crosstalk 00:23:03].
- Ted: I'm really like, "Keep it simple." I paid for that Ad Trackz Gold thing and it was 75 bucks or so and it's done awesome for me. Somebody said I just tried to find WP Lead Rocket in the plugins, but I can't find it. Just Google it because it's an affiliate product and so you're going to find a million people that want you to buy it through your link, so it's not hard to find.
- Nick: I got a question from Brenda. "Do you create the transition page or LeadPages or GetResponse?" When I do that Brenda, effectively, all three pages, the opt-in page which clicks ... The lead page which connects in to the sign up box and then I use the thank you page to do the transition and all three are on LeadPages.
- Ted: That seems like an easy way to do it. The way I do it is different. I bought a hosting and a domain through the same company which I've learned now that I should probably bought them separately, but they're on the same thing. I installed a WordPress site onto the domain and I build a little squeeze page there with WP Lead Rocket. It looks great, but then I have my transition page hosted on my cPanel inside of the hosting account.
- That way, I can just go back and change it whenever I want, change out the thank you page offer. It's just hosted on my own hosting account versus having a third party software like Lead Pages or Sendlane do it.
- Nick: Okay. As you'll find, there's lots of different ... There's different options. I think one of the advantages Sendlane does bring is that it is all in one place. I started this about four months ago, four or five months ago and I started a 12 month contract with Lead Pages and GetResponse. If Sendlane was available, perhaps I

might have used that. I'll have a think about whether I change across later on this year.

Ted: I'm going to answer this question just because it comes up so much and I've answered it like 10 times in previous webinars, but I know you guys can't beat all of them, so bear with me if you've heard this before, but somebody is asking, "If there's too many people doing this business, aren't there going to be too many marketers and an overload and a saturation?"

I can understand the logic of that, because it's really just a mindset. That question tells me something about the mindset of an individual and I'm not picking on anyone. I'm just telling you that that is a win-loss mentality. It's basically saying that there's only so much stuff in the world and if I get it, it means you can't get it and I win and you lose, but there's a different model or way of thinking and it's win-win, it means that we both win. It means that there is no shortage. That there's an abundance of these people out here.

Here's an awesome example. There's no way that Ralph Lauren is sitting around getting pissed off at Tommy Hilfiger is out there selling his fashion, his clothes and all of this stuff. These guys don't look themselves as competition. They are so dang happy to be creating a demand and excitement and a conversation inside of their niche of fashion. They've got people talking about their stuff. They got people blogging it, and there's all kinds of spin offs in that niche or industry of fashion.

The idea here is that the more people that are involved in that and talking about it, it's for a reason. It means that there's a demand there, and so we step in with the supply. It means that there's somebody there that just wants it and they want it so bad and so it's your job to get in there and put it in from of them.

If that doesn't even satisfy your concern, think of it this way. People have to be exposed to something several times before they actually make a decision. They might be on ... This is a reality. Whoever your subscriber is on your list, they are definitely not just yours. What I'm saying is they're on other people's list also. They're the kind of person that likes to get free gifts and get on people's lists.

It's just your job to be cool, to provide value. To just be straightforward and be yourself and develop a personality. There is no shortage of people in the world that need help and that need the solutions that you have to offer for them. It's really just up to you to be original and be unique and deliver that in a way that makes them go, "Oh yeah, that guy Ted, he's cool. I want to open his emails."

They may have opened an email and saw like for example, we'll just say X, Y, Z product. This person, they saw the X, Y, Z product on an email from Bob Proctor

but they didn't buy it and then they saw it again a second time from Keith Matthew, but they didn't buy it. Then they saw the third time from Sonia Ricotti, they didn't buy it, and now all of a sudden, they get your email, they see it for the fourth time and they're like, "You know what? There must be something to this if I keep seeing all these people. I think I'm going to buy it." Then they buy it from you. It's just how it works. Isn't that true Nick? It's just how it works.

Nick: It's so true. Five or six times. People will not open your emails, they'll ignore it. You resend it a few times to be an open paper and then all the sudden you start getting traffic and you start getting movements. People need meaning. People have their own emotions and one day they might not be up to taking emails when they feel good over the weekend.

They might pick it up, but if you haven't resend or you haven't decided to push out that particular email because you thought that offer is not going to work, you lose out on that sale. That's like going into any shop or any mall. There's a thousand shop that's the same, but the one that peek someone's interest gets the sale at the end of the day.

I got a question here from ...

Ted: "Money!"

Nick: Money, yeah. I got a question here from Suzette. Suzette, I apologize. I know you've been typing questions and we have got hundreds and hundreds of questions. We do know you're there and we will try and answer your question when we see it honestly. Okay, I got another question here. "I will be ready to buy traffic in the next few days, but here in the UK it is Easter holidays, I don't know if this is a big order in the USA too. I've obviously read a lot about the best time of day and days of the week to mail, but what's your opinion on mailing during holiday periods?" That's from Lorraine. Have you got any thoughts on that Ted?

Ted: Sorry dude, say it again.

Nick: Emailing out, let's say over a holiday period. Is that a good thing from your perspective? Do you see a difference in traffic or response?

Ted: You might think, "Oh, don't mail during the holidays. Just leave them alone." But that's when people are not at work and they're like sitting around, looking at their phone, and playing on the computer.

I know like when I go to visit family, I spend a lot of time sitting there on my phone. It's like a security blanket or something sometimes. Like, "I don't want to talk to these people." And get on my phone.

The point I'm trying to make is the data has shown me that during holiday season, holiday times, boom, that's when people are more apt open and respond and play the game and you will have an increase in your numbers during holiday time, unless you just don't take any action and you don't mail and you don't do anything and then you'll get nothing.

I hope that Lydia can give me a pertinent question, because she has some questions, but it's venting some frustration that were going over old stuff and I want to help you because I remember like being when I was in school and you have to sort of teach to the middle of the class or the bottom of the class and I was always top of the class guy and I was like, "Come on, get do it. Teach me the HTML code or something."

What I found when I started with Anik, he was there to help all along and he delivered on everything he promised, but I just moved faster than everyone else and I had to learn a lot of things on my own. Thank God for Google, thank God for Warrior Forum. Those guys schooled me as well. Don't be shy to dive in to another forum and another arena to simulate all the information again.

Nick: I've got a good question. Sorry Ted.

Ted: No, it's okay. Go ahead.

Nick: Okay. I've got a good question here. "How would you add your opt-in to your website if you guys have ever done this?" I started the equivalent of phase two a few months ago and I thought it's beneficial for my social media footprint that I needed to get my blog up and running [blog stroke 00:34:10] website.

What I do is definitely I use my ... When I put a blog out, I talk about a particular subject and then a few paragraphs then, I would have the URL to a particular landing page. I think the test show that between paragraph three and paragraph four apparently. One, I do add my landing pages to my website and I do it all the time. What's your thoughts Ted?

Ted: I was always confused by that because it seems like if you are sending someone to your blog, then they're already on your list.

Nick: Okay. One of the track values when I first started is one, I had to buy ... I invested in solo ads because I wanted traffic from that way. I've got a website with very good following and what I was doing was using my Facebook page to send traffic

to my blog. Apparently, Facebook likes it go into content rather than straight to the landing page and I got quite a lot of opt-ins through that particular route.

Ted: I get that. That makes sense and it's almost like you already had a list. You already had an audience. Maybe it technically wasn't a list, but it was a following you had with your website and you were just trying to utilize the blog to segment them or move them to a different list kind of, right?

Nick: Yeah. That's right. Like you Ted, when ... The training to Profit Academy in last year, the training then was fantastic, but I was really pushing on. Like you, I went on to Warrior Forum and somebody mentioned this and I just started following up myself and I checked up what the Facebook rules were and how Facebook worked to better extend. I utilized my Facebook following.

In fact, I tried to ... I did monetize my Facebook following [inaudible 00:36:22] by sending them to the content of my website and then getting them to opt-in onto my list. That's what I did anyway.

Ted: I think too when we're beginning, because in that scenario, you already had a website and you already had a following.

Nick: Yeah.

Ted: That means you've been around the block and you can be creative and you can go outside of the lines a little bit, but some people that are starting new, I don't think there's really a need for you to drive people to your blog hoping to get them to go to your opt-in page. Just drive them to your opt-in page and do that through your solo ads.

You can certainly do with your Facebook ads also. I'm not the best one to teach you to do that and Tom is always banging in my ear how I need to do that. You do the Facebook ads and I need to retarget the people because it's working for him. That's validity that there's something there to it, but I'll tell you the easiest way without thinking and getting the results is by buying solo ads.

Nick: Yeah, I'm with that. That's when I started. As you say, we get a little bit creative as you start moving forward.

Ted: Somebody is asking about reviewing the steps for connecting the opt-in page to the autoresponder. In this case, opt-in with Lead Pages to get response. Trisha, I know that there are tutorial videos on Lead Pages that will do a far better job of reviewing the steps there for you. There are videos that will show you exactly how to do it, but the short version is there's just some code that you have to get

from GetResponse. It's called the web form code and then you'll put it into Lead Pages and everything will work peachy.

I want to jump in. Warrior, what is the page? Warrior Forum, what is it? Is it warriorforum.com? Just Google it. Warrior Forum. It's a whole collection of internet marketers and there's a sea of stuff you can get lost in, but there's some really good things in there.

Somebody said, "What are some other ways to get solo ads besides Clickonomy?" Then right after that, somebody else has to say a thing. I started off with one other website and I'm reluctant to even say the name. I didn't say the other day, but I'll tell you it's safe-swaps.com. The reason I'm reluctant is because it sucked. It was suck-swaps.com. I just got burned and ripped off and there was no mechanism in there to protect me. That's why I really like Clickonomy, because Clickonomy has in place like a third party sort of mediator that's going to protect you.

I had an experience in the very beginning when Clickonomy just started and I paid somebody 600 bucks and they sent me a thousand clicks and I had nine opt-ins. I said, "Wait a minute, something isn't right." It was because that person was sending me junk and there ... It's funny how creative scammer people are. They will put as much energy into just being legit and having a good business. Like millionaires, but they've just worked really hard at making a scam I guess.

I don't get it totally but the point I'm making is that Clickonomy protected me. I went to Clickonomy and I said, "This isn't my first rodeo. I've run this ad many times. My normal opt-in rate is 60% to 65%. There's no reason why this one should have pinpoint 09%. I'm not paying for this."

They took care of me and they protected me and I can't say that about any other place and I think that with you guys, if you're brand new, and your budget is tight that it's really smart for you to use Clickonomy because not only are you investing money that's going to come back to you, but then you have the added insurance and protection of Anik's very own product or Anik's website which is Clickonomy. That's Anik's baby and he'll take care of all of us especially.

Nick: I'd support that 100% there Ted. I just like the governance. As you say, both sides are protected. Both the seller and the buyer. Fortunately, I've never had a problem whatsoever. There's been a few mistakes but there were honest mistakes and those have been quickly sorted out, quickly addressed.

Question from Brenda, "So you are saying after the 10 day auto response series, you'll actually send an email daily." I know that Anik suggest that you can send them daily. I send about three or four times a week and I normally send it to

three content with one offer Brenda. Really, it's up to you how you want to relate with your list. They'll tell you if you're sending too many emails.

"How many emails do we need in the autoresponder before we go live?"

Ted: One.

Nick: Yeah, I was going to say you can catch up that very, very quickly. I think I started with three, but two of them went out on the same date, but yeah Ted, quite right, just ...

Ted: Let me jump in on the question. Someone says, "What are your suggestions if there's no solo ads available in your niche?" They're specific about Clickonomy, but remember, think about the way people built a list back before Clickonomy existed. They would get on, they would go to their niche and they would find opt-in pages and they would opt-in and they would get on as many lists as they could inside of that niche.

They would study those people. They would watch what they were doing. They would see how they communicated. They would look at the format of their emails. They would look at how long the emails or how short they were. They would study everything about them and then they would reach out to those people and they would say, "Hey, what's up? I'm in your niche. I'm having trouble trying to find traffic and I'd like to buy traffic from you. Is there any way possible that we could work out an agreement?"

You'll be amazed that people will say yes and they'll want to help you. Not everyone will and you might just search for a little while, but that's a dynamite way is go out there in your niche and meet people, build relationships with them. Once you find a good way, you just ask them for a referral.

Nick: A question from Andrew, "Can you please repeat the name of that click tracking software that you recommend?" I'm not sure if we recommended it, but a lot of people use ClickMagic Andre.

Ted: Another one is HyperTracker. The one that I said that I used was called Ad Trackz Gold and there's a hundred other ones. Just shop around and find the one that maybe is the best match for you.

Someone says, "Should I use double opt-in to make sure that I don't have a bunch of junk coming in?" Dang, where did that question go? "Should I use ..." Whatever, I got it. Basically, they're saying, "Should I use double opt-in to avoid having a junk list?" You can and it's a preference and there's a lot of people that do it that way, but the way that we're teaching you guys to do it is to do single

opt-in because people are more likely to opt-in, get on your list like that's the biggest battle right there.

Now, what you're doing with a double opt-in is you're just making it harder for them. A lot of times, people's opt-in or double opt-in, it ends up in their spam box and they never see it, and so these are people that really do want to opt-in but they can't because you made them go through a double opt-in and it landed in their junk box or their spam box or their promotions box and people aren't ... They don't care enough to go look for it.

If you make a single opt-in, you will have bigger numbers and yeah you'll get some people that don't really care so much, but you're going to get that double opt-ins too, so I recommend that you do it the way that it's taught and then once you feel comfortable and once you get it down, then you start improving and doing it your own way.

Nick: Question from Alan. "How do you guys control your split test results, what you change and each one, etc, etc?" I just take a page step. I keep quite detailed results of my split test and effectively split test anything. I keep detailed notes but I also record the screen when I use LeadPages and I'm picking up information statistics.

Question for you Ted, "I'm in the weight loss niche. Dr. Ted, is it important to have a disclaimer at the bottom of my emails? Reference diagnosing. Diagnosis might be different from other people."

Ted: Well, if you're diagnosing stuff, then you need a disclaimer. It's like this gray line that you can tiptoe. I find it's easier to just don't even go to the gray area. If you say something like, "You will lose this many pounds in this many days," that's like way in the gray area.

If you say something like people have lost this much weight and this much time, then that makes it safer but it's still in the gray area a little bit. You're not guarantying them any results or anything. That's kind of what Facebook hates is when you guarantee them bogus results.

If you're doing a disclaimer, it's always a good way to kind of CYA, but ... Sorry, I'm screaming the mic, but don't put it on your opt-in page. Keep your opt-in page crisp, clear, easy to ... no distractions, and no other links at all. The only thing that they could possibly click on your opt-in page is, "Give me my free gift." That's the only thing they can click on your opt-in page.

Then after that, you have more flexibility and room. You're probably okay to sneak it in there just to cover your rear end like anything in here is just based on subjective results and not as notes.

It's a great example is all of the internet marketing things. Like, "The results reported in this email are not typical and we're no way guarantee that you will get any results at all," or something like that. They all have disclaimers, because they're making claims, right? I'm a fan of just not even go in there that we don't have to worry about whether you're substantiating or giving a disclaimer to the stuff that you're stating.

Nick: Okay, question from [Filana 00:49:35]. "If I use LeadPages, is there any need for another hosting site?" If you're using LeadPages Filana, you'll need an auto respond service. Obviously, if you use Sendlane, it's all connected together, so you'll only need the one, but really when I first started off, I built an opt-in page through LeadPages, linked it to my autoresponder and get response and that was it. I didn't use any other hosting anywhere whatsoever.

Ted: Someone is saying that their first mail is going to spam and I would recommend that you do a ... I have GetResponse and there's a spam checker in it and there's different tools that you can use to see if different clients are going to view your thing as spam. One of the things I would look at first is what your subject line is, because you have to make sure ... There's a couple of rules for your subject line like you never have more than four characters in there. You never put the word free in your subject line.

Like for example, my subject line and my very first email is, "Your gift is inside." Then when you go into the email body, you can get down in there and you can put the word free gift in there, but if it's in your subject line, it's probably going to get flag. To know specifically about what's flagging you, you can use a spam checker tool to get into that.

Nick: I got a question here. "Do you give the same offer for the same product for the entire auto response series or do you give a few offers? If a few, then how many offers?" That's a good question.

I'd normally go for three content emails and one offer email and I might use the same offer for twice, perhaps with a different email title, but I wouldn't use it for the same product for the whole series though. You might want to use it as a broadcast email two months later, but that's what I do. Ted, have you got any thoughts on that?

Ted: Sorry, I was typing, I didn't listen.

Nick: Would you use the same offer throughout your entire auto response email series?

Ted: No, I wouldn't, but what I would do is use the same one that was on a thank you page on my first offer. That way, they saw it on the thank you page and then they're going to see it again. It's just the old rule of putting it in front of them a few times.

Don't keep hammering something, you move on. Even some [inaudible 00:52:40] ... real time, it's not even my autoresponder, I'll mail a product offer and it does good, so I would mail it again the next day.

It does not as good, but it does okay and then I'll mail it again the third day, and on the third day, that's horrible, so the data has now shown me quit mailing it and don't do it anymore. That's real time, not necessarily what you are asking about your AR sequence, but don't just be a dead horse. There is a saying goes, "Change it up a little bit," but I would make sure that my first offer was the thank you page offer. I would do that.

It's funny. I'm recommending that and I don't even do that and here's the reason why. We started off that way just like we tell you to do. What I've learned is I changed my thank you page offer. Every month or a couple months, I see something that's kind of cool or like trendy, something that's new and I'm about to do a solo ad. I'll switch it over to that thing, and so it doesn't match my autoresponder sequence at all, but I still ... I'll kill it on the thank you page while I'm running the traffic.

It's always been my experience that I make back at least half of my money by the thank you page. I've made up the 75% of it with the thank you page. Some of the things that Tom has been doing where he's made his own product in phase two and it's a tiny tripwire thing that's seven bucks or something. He's making back almost all of it, if not all of it and a little bit of profit which, to me, seems like the mecca.

If I can create a little cheapy phase two product that's seven bucks and put it on my thank you page and it pays for all the traffic I just bought and make all that money back, then badaboom, that's called free traffic and you just scale it and you do it all day long and then all the sudden after three months, your list is 50,000 people.

In fact, he's inspired me to do that. I built a \$7 thank you page product and I launched it yesterday, so I'm doing a gift swap today and I mailed it out to my list yesterday, so we'll see how it goes. We'll see what the data says.

Okay, "If you have your own products like children's books in Amazon, do you still can go without your own website? Just Sendlane is enough?" I think that question shows that you might be a little bit confused because your opt-in page is your website [Augusto 00:55:39]. You have a one page website. It's called your opt-in page, and so that is your website and you don't need another fancy website. You don't need something with a shopping cart or something like that. You can do exactly what you're recommending there. Sorry, I didn't mean to trail off on you.

Man, technology, got to love it. All the sudden I was somewhere and now I'm somewhere else. I was answering Max's question and I deleted it somehow and lost it. I found it. I found it Max. Okay. Nick, will you take over for me for just a couple seconds?

Nick: Yeah, no problem. Deborah got a question. "Solo ads are just clicks you buy from someone else like Clickonomy." Yes Deborah, you're right. Basically, when you're first starting off, one of the best ways as we know that build that list is to buy clicks and you can buy clicks for as little as 20 cents up to \$1, \$21, \$30. I've always used Clickonomy, but basically what you're doing is you're sending your opt-in page to the list of someone else.

If it's a good opt-in page, you should be getting somewhat at least about 50% and depending on the offer, where that offer is in its lifetime that hasn't been ... Like I did, I found this fantastic one in January and I got 90% back from an investment and all I did was just send my opt-in page URL and a swipe copy to one of the sellers on Clickonomy.

Solo ad, yes, they are just clicks you buy from someone else. When you start getting your own list, you can start doing solo ad swaps which means like I'm doing at the moment, I will swap a thousand clicks with someone else and then we can build our own list that way.

Someone has asked. "API code alone works for integration of GetResponse and LeadPages." Yup, that's what I used. You need that API code that when you setup your campaign names in GetResponse, you can link in to LeadPages.

Another question from someone saying, "How do I setup GetResponse to send a free gift?" I use GetResponse, but I use that as the autoresponder. Within LeadPages, there's a check box called Lead Magnet and basically, I upload my free gifts into Lead Magnet and then connect those to the actual opt-in page. I don't use GetResponse for giving the gift. I use LeadPages.

Someone is asking, "What niches are in Clickonomy?" There are lots of those [inaudible 00:59:18]. What I suggest is you pay a visit and have a look and you'll

see that there's quite a different number of niches at the moment on Clickonomy. Just because a niche isn't there, it doesn't mean to say that your idea couldn't be put through to a particular list. My list is personal development. They like meditations but they also like health and fitness and I've done well with a various number of opt-ins all of which seemed to do pretty well.

Tracy on the same question. "What's your suggestion if there are no solo ads available for your niche in Clickonomy?" Just keep going and as I said, you just ... I get questions all the time from people on Clickonomy saying, "Look, I've got ... This is my niche. What do you think about pushing it out to your list?"

If I think it might work, what I'll do is I'd put out ... We do a small test to see what the response is. If it's a good response, we might go from all clicks. If it isn't, then go off and look at Google and see who else will do solo ads for a particular niche. That's a good question from Dora. Ted has already answered that one. All right guys.

Ted: If you guys buy ads from Clickonomy, if you go buy a solo ad, it's a third party, so you give the money to the third party and then they send you the clicks and then only after the deal is over and everyone is happy, then they release the money.

Nick: Hi Don, good question. "What if we have fallen behind a little, but we are still trying?" To me, the whole essence of what Anik's program is about is we take action. We never give up and we keep on going Don. Sometimes we get diverted with family issues or with something else. Just keep it going Don. Don't give up. It works. I'm a proof. I'm a newbie at this myself. I've been doing it five months, but it works. Just keep on going.

Question from Julia. "Should I use double opt-in to reduce autoresponder cost of having a big junk list?" I'm just saying the campaign ... Yeah, campaign list Julia and using a double opt-in. At the moment, my list is single and I'm going to test both to see what it's like. I know people have had good results with single opt-in. Other people have used double opt-in.

It's personal choice. Again, everything that we do is we are trying to test and test and test until we get that effectively everything works that we get those sales. One, we're testing all the time. We test everything.

Ted: Here's a question about somebody that has a difficult sort of name and they're wondering if they should use a nickname kind of thing. His or her name ... They even said, "No one knows if I'm a man or a woman. It was like spelled one way but pronounced another way." Basically, what I would say is still be yourself. If you have a difficult name, be yourself, but come up with a cool nickname that people can remember.

When your email shows up in their inbox, it says it's coming from that cool nickname they'll remember. Then when you say in the beginning or in the greeting you're like, "Hey, it's nickname." You say your nickname there and then at the bottom ... For example, we'll put in to an example. My name is Milton Morter. Ted is my middle name, but my name is Milton Morter.

If I think Milton is kind of tough, I might come up with a name like Milty. "Hey it's Milty," and my emails come from Milty and then when I sign the bottom of the email, I put it as Milton "Milty" Morter. My whole name is there. I'm still being myself. I have a cool nickname and I don't have to make up a pen name or a fake name or something like that.

The idea of using the pen name ... If someone is saying their question was regarding a pen name to protect their identity and allow them to be more open and honest with readers, I think that if you feel like you need to sort of hide behind a pen name to be open and honest with people, then that's your avenue. You're going to have to do it that way because maybe you don't want people to know it's you saying those things that are open and honest.

I find that in the long term, if you're trying to pen name it or be someone different, you get tired of it. You do. It's not authentic. It's not you. It certainly works from a business perspective, and I think if you guys further down the line ... Yes, I'm related to Sue Morter. If you get further down the line, then you can start being pen names and talking in different voices.

I just want to make sure that you are kind of using it as a security blanket and that's all, because you won't stick with it if you are. I promise you. I tried to do that in the beginning of the weight loss niche. It wasn't fun, I didn't like it, so I just ditched the niche. That sounds funny. Just be yourself is the best advice I could give you. If you need a pen name to do it, that's no problem with it. No problem with it all.

Nick: Good question. "Does the autoresponder program know when to stop broadcasting to subscribers as people subscribe at different times?" Hi there, yeah, you can send out your email immediately or you could set the timer and what you will find is that you will get people at different stages through your sequence depending on when they signed up.

Question to you as the same person for solo ads. "Just once or okay to ask them again in a month or two?" Hi, that's good question. What I did, I went to different people and that allowed me, again, to test these auto responses I was getting.

Nathan, "Can I get someone to review free report on weight loss that I created myself?" The question I've got with that one Nathan is have you got the opt-in page set up or your funnel? What I do for people when they come on to Clickonomy, I'll get questions asked and basically I'll just go through their report with them and also go through the funnel. I think most of the people on Clickonomy will do that for you as well.

Ted: Let me address a question here. "How does copyright work for the free gift? What exactly can I use from the internet in order to make that up?" What we've taught you is if you want to go buy a free gift, you go to a PLR or a public license for resale. Maybe that's what that means. I don't even know.

You go to a PLR site like PLR Assassin or IDPLR and you search for something that you can giveaway and you pay 10 or 20 bucks or 50 or 100 bucks or whatever. The copyright part of that is only involved if you are trying to buy something. Just go to the internet and search for something and then take it because that's where you get in to trouble.

A great example is going to Google Images and just getting images from there and using them all over the place for your marketing. You can get into trouble for doing that stuff. For your free gift specifically which was a question before you purchase anything, you can just make sure that you are open to give it away like that.

Some people are asking about Gravity on ClickBank and really, here's what I've learned specifically about Gravity, so I'm just going to regurgitate it because I don't know anything outside of what I'm about to say, but you want a Gravity of at least 30 or higher. It's kind of the benchmark.

That does not apply to the niche of personal development because there are not very many offers there on ClickBank. A lot of those offers are through product launches. I'll tell you guys. You're going to find out about all the cool product launches going on because you are internet marketing students of Anik and so any launch that Anik knows about, he's going to tell you guys about and he's going to send you a link to sign up for.

I do the same thing with students of mine. I send them links to sign up for product launches that are happening and when they use my link, it's a second tier link and I make a little bit of commission off of their sales for referring them.

Don't worry about trying to find all of the awesome networking product launches that are happening. They're always big. They're always going to happen. You're going to find out about them. If Anik isn't telling you about them ... Because it's not his job really to do that. The easiest way to find out is to get on people's lists.

I say it over and over and over maybe because I'm frustrated how many damn emails I get everyday by being on people's lists.

I just got another one. My phone just went again right then right as I said it, how is that for law of attraction? If you are on the list, if you're on several lists inside of that niche and there's a product launch going on, oh dude, you're going to start seeing all the emails coming. Everyone is going to be promoting it.

That's when you Google the thing and you find it. If you really have trouble, you can just go to Google and type in your niche and affiliate program and you'll find all kinds of cool stuff. The sky's the limit out there. Just get a shovel and go dig. Go find it.

I didn't really answer the end of that question. You want your Gravity about 30 or higher and you want to make sure that you're in the PD niche because there's not a lot of offers. Anik told me 10 or 15, around there. If it's above that, then you're probably pretty good, because in like the self help success section of it where I go for a lot of PD stuff, the Gravities are like one, two, four, and then they go to like 190 and there's no middle ground or anything.

Keep in mind too that Gravity is a reflection of over the past few months, how many sales have been made. It could be that there's like a big promotion around it and it gives it a high gravity score and then if you come back and look at it in a few months, all of a sudden, it tanks again because no one is promoting anymore.

Gravity is probably your best bet at looking at where to start and where to begin and then it's up to you to test things and let the data determine and decide what you're going to do.

Nick: I got a good question to Nick, to me, "What are your results after five months?" I'd tell you what I can say on that one [Jessie 01:13:37] is that as of the 12th of March, so about three weeks ago, I'm now making enough to go to do this full time and I have a standard of living that I like. If you're asking, "Is it working or can it work?" I'm making this work. I'm just starting to get my products ready for launch in the next month or so as well.

One, I'm enjoying this experience guys. I know a lot of you, it's very frustrating to get that information and get moving. Stick with it. It works. It does work honestly. It's there.

Ted: Here's an awesome question. Somebody says, "What do I do when people email me back? I got emails turning up in my mailbox, what do I do? Do I reply to them personally? Do I give a general response in a latter email?" Specifically, he wants

to know if those people are in the first 10 days of his AR series, what should he do.

I have a list of 18,000 people and I still personally respond to every email I get. Maybe someday when I'm at 100,000 people, I won't be able to do that anymore and I might have to farm that work out to somebody else, but I love doing that. There's a really cool tool that Jeff Lenney that turned me on to called Jing and it's J-I-N-G, jing.com, and you can do a screen capture and microphone recording of yourself as long as it's five minutes or less. It's all free.

Jing is totally free and so when I was starting, people would send me an email and then I would pull their email up on my screen and I would talk to them and I would say, "Here's your question and here's my answer." It will floor people. They will be so amazed that you took the time to personally respond to them and it may take you just a few minutes to do it. They'll be loyal people for life. I have Jeff to thank ... Jeff Lenney to thank for that. He taught me that and it was just such an awesome tool. It was dynamite.

Somebody is saying, "What if I found a freebie online that says free to give to friends and family?" I would be leery of that because the way it's worded, you can give it to your people who are your friends and you can give it to your family. I think it sounds like it's probably ... It has promotions hidden inside of it. Meaning, that there's probably some affiliate links in there and they want you to give it to everyone and anyone because that will get their affiliate link in front of more people.

Make sure there isn't someone else's money making affiliate link in there. If it is in there, then just go in there and change it and put your own link in it. Give it away.

Nick: We got another question regarding copyright again and someone saying, "What exactly can I use from the internet?" When I first started, I was concerned of using images just off Google and also PLR type products. I'm not sure what the rules are overseas, but I'm presuming it must be similar and basically my lawyers said to me, he said, "If you didn't design it, unless you ask someone to use it, the best thing is not to use it."

I've never found a problem with finding products that allow me to use as a free gift. Most of my stuff comes from IDPLR or PLR Assassin. One, if you're worried, don't ... if you're worried about copyright, make sure that you've got a license to use the material, is this probably the 100% safe way.

David is asking, "I didn't get a link for last night's hangout. Is there a place we can go to find a link if need be?" I think, one, it will come back on to the Profit

Academy site in the near future, but I notice I got ... I'm on Jeff Lenney's list and he sent me an email early on. As Jeff is, he help people and there was the link to last night's hangout from Jeff Lenney. If you want to join Jeff's list and find out or wait, it comes on to the PA site.

Ted: Jeff is a genius. It's almost like he has things to share outside of this and he's bringing you guys over there. It's awesome. I totally respect that, it's genius. Think of it in terms of a marketer think like that, do that. Be always sticking your finger in the honeypot. It makes sense doesn't it?

Nick: I think so.

Ted: He's going to fulfill your need for you. You just got to go over to his personal blog. I personally have my business set up as a sole proprietorship and I think it's easier that way. I technically have an employee identification number or an EIN number in the United States because I own several businesses already, but you can just always use your social security number.

I'm a fan of keep it simple. Simple, simple, simple and then later on down the road, if you're making a bunch of money and you need to protect it through some offshore Sweden account or whatever, I'm being stupid, but you can do that later.

I was on a webinar the other day and people were like, "What happens when I have four different niches and all of those lists have 10,000 people?" I was like, "Dude, you don't have that. Don't worry about that right now. Why don't you just worry about getting your first 100 subscribers." Seriously.

I say that tongue and cheek because I did the same thing. My vision was set on the horizon and I saw all the potential and all the great things that can happen. Just make sure that you're focused on the next logical step. What is it that's right in front of you? What is it that you could do right now today and at the end of the day, put a check mark by it and get it done? Those things ultimately ...

This is the advice I was given. Don't worry about things that you don't have control over. Worry about the things that you do. Meaning you don't have four or five different niches with 10,000 people on them, so that's not real. Spend your time worrying about how you're going to get your first 100 instead of trying to solve some problem you created. It doesn't even exist yet.

Let's move on here. "If you create your own book, can you put copyright verbiage to protect it?" Yeah, of course you could. In fact, if you don't want other people using it ... In fact, I always would. You don't even have to know the legal part of it. Just put some at the bottom of it that says, "Copyright law protected

year 2015," and put your URL. Or go look at some other websites where they have some copyright stuff at the bottom. A lot of times, the bark is worse than the bite and I would always put that there if it was my thing that I wrote that I wanted to protect. I would totally do that.

Nick: "How do you keep track of where traffic is in this sequence in your auto response sequence and is this important if you're broadcasting?" What I did on that is I just built a simple spreadsheet so I can see when people are joined and what was going on, but now that most of my emails tend to be broadcast, I've shortened my auto response sequence. It's not so much of a problem. Ted, what about yourself? Do you keep track of where traffic is going along your auto response sequence?

Ted: No. I don't care at all. I really don't.

Nick: That's where I got too. I did it at the beginning, but I don't know.

Ted: Any of the sales or the offers that I have in my autoresponder sequence, they all have a little extra tracking code added to the end of them. You can do that right there on ClickBank. Every time you try to promote something, it ask if you want to add a tracking ID and I'll put something like day three which means that that was my day three of my autoresponder.

If I make a sale there, when I look at the stats in ClickBank, there will be a little ID on it that says day three and I'll know that the sale came from that day three autoresponder. That's only helpful for me when after I get a month or two of data and then I go back and I look at which one of the offers do they buy and which ones do they hate.

Then you can trade them out, but ultimately, here's what I do to make it easy. I'll just go ahead and warn you because you're going to cringe. You might love it. I don't know, it's just my style, okay? I'm not telling you that you need to do this. Let me go on record saying that it's just the way I do it. I have 11 days, 12 days of autoresponder messages and they're just heavy, heavy, heavy, heavy, heavy on content.

I go content crazy in those first 10 or 11 autoresponders. In fact, there are three or four days that have two autoresponders lined up on that day. They get two content messages for me. Once they go through that AR sequence, they just get bombarded with awesome content, but I also send out an email blast everyday to my entire list. What that means is I don't care whether they're on day one of my autoresponder, day 11, or day 200. All of those people are going to get my daily email and most of my daily emails are about promotions.

I give them this awesome opportunity in the first 11 days to get all these emails from me. Sometimes two and three of them a day. They learned cool stuff, they get to like me. They decide I'm cool and they want to hang around or they decide they don't like me and I quite. I'm cool with either way.

Do not be surprised when people unsubscribe from your list. It's just part of the nature of the beast. It will happen. Don't take it personal, but I operate that way. Here's the reason why I do it. I don't want to go and then separate the people that are in an autoresponder from the people that aren't in the autoresponder and only mail these people and don't mail those people because I'm lazy. I don't hide it. I don't deny it. It's because I don't want to have to every time I go send an email, run a report to exclude all the people that are in my current autoresponder.

Do I sometimes do it? Yes, I do sometimes, but most of the time, not. No, don't do it. My AR sequence is full of content and then I'm also daily mailing everyone, mostly promotions, little bits of content.

I think we're getting to the bottom here. Someone says, "Ha, I love that you admitted that." It's a good length for content email. Here's a cool thing. If you're trying ... Let's take it away from internet marketing and just think about if you're trying to go to a brick and mortar business and you're trying to make a sales call.

Really, you're not trying to call them on the phone and sell them your product. You're just trying to get a meeting. You're just trying to sell them on the idea of a meeting. When you call them up, basically what you're saying is I've got something hidden behind this curtain and it will save your business 15% every month. I can prove that to you but I need to make sure that you want to see what's behind the curtain before we even start talking.

See, what I did there was I didn't tell them what it was and I didn't try and sell them on buying the thing. I just tried to sell them on the idea of finding out more. In that analogy, you can kind of understand that. It's the same way in your internet marketing and your emails. The question is what's a good link for content email, but it doesn't matter whether it's a content email or anything, because you don't want your emails to be long. It's dangerous if they get long winded.

Some people can do it because they're great at telling stories and capturing people, but I'm going to tell you guys as you start, long is dangerous. Keep it short and sweet and don't tell them what's on the other side of the click. Your only job in an email is to create enough curiosity for these people that they can't stand it. They want to click so bad that it would be rude for them to not click the link.

You're creating such a tornado in their head that they want to know what's on the other side of the curtain. Same way in business. You're just trying to get someone to say yes to take the meeting and then when you go on for the meeting, that's when you have the sales pitch. Your job as an internet marketer is not to sell people on a product. It's just to sell them on the click in the email. It starts with your subject line. You have to have a good subject line and then you have to have a good email, but the whole point of doing the email is just to get them to click the link. That's it.

That's the only thing you want them to do. You sell the click. Create curiosity, sell the click. Then when they click the thing and they land on a sales page, then you let the sales page do the job. You let the sales page sell them. You don't have to sell the stuff. If it's a content page, then there is no rule for how long it has to be.

Just make sure that you don't write a whole freaking blog inside of the email but write just enough that you're teasing them on the point or the idea of what the blog is about and so they're like, "I want to know what's on that blog." Sell the click.

Another way that I've heard people say that is, "Don't sell the steak, just sell the sizzle." It means that you're not really trying to sell people on what the action is. You're just trying to sell them on being curious enough to take action.

Someone is asking about can they use their Hotmail email address and no, no, no, no, no, no. No, no, no, no, no. It sounds like they're using MailChimp. Use an autoresponder service. Do not use your Hotmail address. You will look unprofessional. You will land in spam boxes. You will be thoroughly disappointed. Go ahead and ...

MailChimp is a great one to start too. They're a real customer service friendly company and they'll help you out if you reach out to them with any questions or challenges that you have, but do not use the Hotmail, Gmail address or Yahoo address. Get a professional thing that ends with your domain name.

For example, if my domain name was Profit Academy, my email address would say drted@profitacademy.com. Make sure your email address is your domain name. [Inaudible 01:31:58] wants me to answer their question before the thing is over about vendors and promoting in sales page. I don't see the question though. Put it in up at the top for me. Someone had an aha moment. Good for you dude.

"Speaking of blogs, is there a minimum length do you suggest?" I like short blogs. Test it. Let the data tell you. Write long ones. Write short ones. I think really if you're going to go with this sort of blogging approach that your goal is for

volume, how many things can you make a commitment to write something every day and then at the end of 90 days, you'll look back at the statistics on those blogs which ones did people go to, which ones did they click on, which ones did they read, which ones are popular, because when you do it that way, it gives you so much awesome data about the content that people already.

It's almost like you just write a bunch of blogs. You say, "For the next three months, I'm just going to write on random topics all over the place." If I hit on something that people dig, then I know there's a demand for that and now I'm going to pursue that area. I'm going to write more content about that and maybe even develop my phase two stuff around that concept or maybe even you have three or four blogs that people love.

I hear that story all the time about bloggers. They blog, blog, blog, blog, blog and then they go for two years or whatever like way longer than they should probably. Then they find out what people are into and then they build a product around that and turn around and sell it to the list. Then they go to the [pavement 01:33:58] now.

[Galena 01:34:02], I still don't see your question. Please type it in for me. "Ted, what about the people that we hired from Fiverr like illustrators and editors, do we need to mention them in our books?" No way. You're not hiring them to ... if they were going to do that, they would build it on their own and leave you out of it and put their own name on it. Its yours. You're buying it from them. You put your name on it. You don't mention them at all.

"Is it correct in assuming that they can see the ..." Nick.

Nick: Yeah.

Ted: This question is about the wordpress.com and wordpress.org. I vaguely know how to answer this. Do you feel confident with this question?

Nick: I can answer the question needed to that with my answer and that one, I don't use WordPress and the chap is asking, this guy is asking. We would tell we could use LeadPages as a website and effectively, that's what I did when I first started. I didn't have a domain name for each niche.

Ted: The other question about .org versus .com with WordPress. Wordpress.org is like a free open source platform that anyone can write stuff for. Wordpress.com is not free, it's a for-profit business domain. I'm not answering your question the best. I know I'm not, but what I do know is that wordpress.org is what you want to be using when you get started because there's no fee associated with it.

When I started, I had to go to .com to create a free account and it was very confusing to me and I wish that I had a better answer for you. I really do, but I can tell you that I have free account setup with .org and .com of WordPress and I never pay WordPress anything. All I've ever done with WordPress is go into my cPanel and install it there and it's all free and it's really easy and fun to use.

WordPress is pretty user friendly for newbies, but again, it's just another tool. Nick doesn't use WordPress because he has found something else that works for him that he likes and it meets his needs. I think as a newbie for a lot of you guys, it's not ... You might go crazy trying to figure out which tool you should pick from all of the different people saying 10 different things and it's a lot easier if you just pick one and go with it and if it doesn't work for you down the road, you can change it, but they all work really and it's just a matter of preference.

"What's the cPanel?" cPanel where you have hosting. If you are using Sendlane or LeadPages, you don't have a cPanel. cPanel is only when you go to a hosting account and buy a hosting account from them.

Yeah, I'm going to read this out loud. It's a little long but somebody says, "I was looking for solo ad and there was a guy in Clickonomy that had gotten the same opt-in and free gift from 10 different people. I have an idea on a different opt-in and free gift. Do you think I should just try to do a different solo ad to buy or make my opt-in and gift?"

I'm sorry I just read that out loud. I have no idea what that person is asking. I know it probably makes sense to them, but I don't get it. I'm sorry. I'm so sorry [Johannes 01:38:26].

Nick: I got a question here. "Do you sell your items or merchandise products that you make on ClickBank?" I will when I get ... I've got a number of products that I sell on my website and when I develop a fully digital product and I'm working ... I'm going to probably launch that on ClickBank.

Ted: Here's a question about affiliates who wanted to see an actual website. [Farana 01:39:08] has said, "I've ran into that a couple of times. I'm assuming that my opt-in page does not count as a website. Hay House wants to see your actual website."

Here's how that conversation goes, because your opt-in page is most definitely your website, yes, yes, yes. You have a one page website and it's an opt-in page. When you approach somebody like Hay House or an affiliate company, you tell them, "I'm an email marketer. I'm an inbox marketer. I market the people through email, and my only website is an opt-in page. I really like what you guys do and my audience loves you guys and I want to promote your things."

You tell them I have a list that's this big or maybe if you're starting and you don't even have a list, you come back to them, because I had to do with some people. They don't want to just take anyone and everyone. They're big enough that they can be picky, but ultimately, you have to communicate to those people that they're expecting you to have some big website with all these pages that they can go and look and find out about you.

Just make sure that you're telling them that is my website, it's an opt-in page and I only communicate through email. Yes, your LeadPage's account would be okay, because all they're going to do is click on it and then they're going to see your opt-in page. It's the same way as if you sent them a URL for an opt-in page that was hosted somewhere else other than LeadPages.

"Do you know if LeadPages can use my domain name?" In fact, I don't use LeadPages, so I don't want to say no. You have a domain name, just no page yet. We'll get a page. Get an opt-in page and then problem solved.

"What kind of digital products can I create and how is that done?" That's a fun question, because what kind of digital products can I create really just mean ... Digital product just means that's the format that it's in. Right now, this webinar, you are asking questions. You are learning new information. You're taking this and assimilating it into your business. This is a product and it's digital.

Digital product just means that it's audio or visual that it is able to be consumed through the internet basically. It means they can click a button and just download it. How is that done? If it's a video, you use a camera to record it. Maybe that's a video camera that records your face. Maybe it's a webcam that records you. Maybe it's a screen capture software that records your screen kind of like these webinars, they record the screen and everything. Maybe it's a microphone.

The sky is the limit really and the kind of products that you can create are only contained by your imagination and your creativity. I woke up a week ago, I had a cool idea for a product. I sat in front of a computer using a screen capture, webcam and microphone and I made an eight video mini course and now it's a cool product that I sell in my thank you page for seven bucks kind of like tripwire style, like Tom kept talking about.

I also went it and created \$130 product by just taking a microphone and going into ... I actually went into a closet because the clothes would like mask the reverb and everything and it sounded great. I made my very first product Window To The Mind locked in my closet. The whole thing is just audios of me and that's it, period.

There's a lot of ways to go with that. It's about your creativity, the sky's the limit. Make sure that you're looking at stuff, looking examples, getting ideas and always being inspired. Make sure you have a pen and pad so that morning when you go out for an espresso and you get all caffeinated and you have 400 ideas in the span of 15 minutes that you have a way to capture those and write them down and visit them again.

Nick: That is just such a cool story. I got a good question. "After a subscriber buys a product, do I need to communicate with them asking for feedback about the product?" You can always send a followup email or find this I think as Ted had said earlier. I tend to get lots of email traffic. I always put an email address on my free gift page and I ask people to get in touch with me and that's how I get the rapport and the communication.

I don't necessarily go asking for feedback. I get it automatically through people who like what I'm saying or sometimes not like what I'm saying.

Ted: Yeah, usually you don't ... If they buy someone else's product, then that other person, it's their job to follow up with them, not you. You're just promoting something. It's kind of like if Nick wrote a book and then it came to me and said, "Ted, I want you to promote it for me and I want you to put a little paragraph on the back of the book," then we both know that it's not my job to field questions and feedback about the book. It's Nick's job. I just put it there to help promote it and to drive people to it, so same kind of idea.

Nick: I think the questions are slowing down now Ted. Shall we just fill the next few?

Ted: Yes please.

Ray: We'll close it down at the top of the hour gentlemen. Is that good?

Ted: Yeah. We got 12 minutes, so we'll push on. I'm still here. I'm just typing.

Nick: Okay. When do you recommend ... Sorry, go on Teddy.

Ted: Go ahead. No, go ahead.

Nick: Okay. There's a good question. "When do you recommend providing ClickBank items versus PLR items or things we get developed or does anything work?" I think to me, if you're producing things for user's PLR contact, what you're doing is improving your presence and your social footprint whereas your ClickBank products are probably the ones that are going to bring in and the money.

I think you'll find out a lot more about that when we get into phase two and researching those niches and those products and creating conversions and creating that sales material around there.

Ted: "I entered my question twice about this. Can you get to it?" I don't see the question. "Can I make a transition page with Sendlane?" Yes you can and I know that there's a feature they're putting into place to do that and I'm pretty sure that that's live. I don't want to stick my foot in my mouth.

Do you use a specific WordPress plugin for connecting with PayPal? Yeah. If you Google PayPal plugin and WordPress, you'll find a whole host of them and they're all really simple and easy to use.

You got to remember too that there are hundreds of these questions coming in, so it's not like we're ignoring you. I can sense Jerry's frustration. I want to help you dude. I'm just getting a million of these things. "Do you know where to sign up for a Traffic X workshop?" No. Thank you.

Here's Kaye's question. Here it is. "Is it correct in assuming that they see the thank you page before they see any of the AR emails?" Yes. The thank you page they will see immediately on their screen after they opt-in, they won't see any AR emails until they actually leave and then go to their inbox and open the emails from you.

She says, "Well, if that's the case, if they do not buy right off, can you link that page for the offer an upsell to an AR email?" Yes and that is a great way to do it. We were talking about this earlier in the webinar that whatever- ... On your thank you page, it is probably pretty smart to show them that offer again, maybe on day four, three, four, five, wherever you want, somewhere in there. Give it a few days of building relationships and giving them content making sure they got the free gift, giving them a tip on how to use the gift, that kind of stuff.

Then show them the email again. Zane has a cool style of it. He will show it them on the thank you page and then his first three, four ... I think it is not until day five. I might be wrong ... I might be off one day, but then he shows you the same offer that was on the thank you page. In the next day, he shows the offer again, but he builds some scarcity around it like it's going to be gone.

There's lots of fun ways to create scarcity and I think you might even promote it a third day and add some cool bonus like if you buy it today and send me an email and I'll give you the school bonus as a teaser or an incentive away to get them going.

You're right on the money and I think it's really smart to take whatever your thank you page offer is and then make it the very first thing they see again in your AR series. Maybe a few days down the road on day four or so, but it's a great move.

"What about using Tumblr for your blog?" I don't know Tumblr, but isn't that short like so many characters like Twitter or something? Am I wrong? I might be totally wrong about that. Here's a question that I can't answer, "What if ..." The question is, "How do I use a timed redirect, meaning the transition page that exists in that step? Between your opt-in page and the thank you page, there's this little transition page that happens. How do you do that if I'm using WordPress or I'm using my own hosting?"

Dave, it's totally independent of how things are hosted or what website you're hosting. The way that I do it is I have that transition page hosted on my own hosting account, so my domain was Basic Training For Life, and then right there on that main inside my cPanel, my file manager ... I'd put it right there and so when I created the web form ... I use WordPress and I use WP Lead Rocket and I had to put the web form code in WP Lead Rocket and you get that from GetResponse.

When I'm in GetResponse trying to collect that web form code, it asked me do I want to send them to a custom thank you page, and I say, "Heck yeah, I'm going to send them to a custom thank you page." I want to send them to my cool transition page that is hosted on basictrainingforlife.com/customthankyoupage or whatever I've named it.

GetResponse knows as soon as they opt in, it sends them at the transition page. Inside of the ... It does send them to the ClickBank offer. It doesn't send them to the thank you page offer. It sends them to the transition page.

Once you get them there, then the magic is all in the code and in the scripts behind the curtain because it will get a time redirect at my last five seconds and inside of that code is your ClickBank offer or your thank you page URL and it sends them to that page.

Then you can always just go in there and change where you want them to be redirected to, but again, the sequence of events goes like this. They go to my opt-in page which is hosted on my own hosting and I built it with WP Lead Rocket. They enter their email which is just a bunch of web form stuff that get response uses to collect their email and put them in like a response account and get responses where I designated where they go after the opt-in. That's where you designate to put them towards your transition page. I might have made that way too confusing. I'm sorry if I did.

Don't worry if you have the same opt-in page and same free gift as other students because you have done for you thing. In the beginning here with all of us, it's not going to be a big deal. I would probably predict and it's totally my opinion here, but maybe a year down the road after Profit Academy launches again and then again the third time, people might get tired of seeing that stuff.

I got to stop for a second just to ... Earlier, I mentioned someone like they're not answering my questions and then they said, "I sent five questions." They said, "This is my third time listening and none of my questions ..." I promise you I'm not ignoring your questions dude. There's hundreds of things that come through here. If you want me to answer your question then don't type a complaint into the question box. Type your question.

"Please, like meet me in the middle here." Try my damn just to help you guys. Please don't get mad at me for not answering every single one of the 8000 questions that come through. I'm trying my best. Please love me. I mean it and love. I'm trying to help you guys.

Ray: I think we've reached the endpoint gentlemen. Awful lot of material covered and an awful lot of help passed out. I hope the crowd appreciates it. Thanks so much.

Ted: Let me send Jerry a personal message here before you shut me off because I don't want to end on a crappy note. I was just bitching. Sorry guys. I got my event there. Let me send him a way to get hold of me so he can ask me his question.

Ray: It could be worse, we could push the big red button on him.

Ted: I'm scared. I don't even know what that is.

Ray: No, that's reserved for me down here on the dungeon. It's understandable folks. You can get frustrated because when you have a question, you put forward a couple of questions, but as Ted has mentioned, there are hundreds of people here and they're all asking questions and they scroll by the screen pretty fast, so it's just not reasonable to ... I hope your question will be asked and as they've pointed out in the past, there are forums in other places that try to do their best, but there's just no way to get to anywhere near half the questions that come through. It's not personal. It's just a case of what they could deal with as it goes by.

We'll roll it up and wish everybody a fun farewell in the rest of the week and happy weekend whatever it is that's coming up for you guys. It's coming up on 10pm in the evening for Nick and I'm sure it's almost passed his bedtime over there.

Profit Academy Coaching Support #13

Nick: Dark and cold.

Ted: [Crosstalk 01:57:14].

Nick: Yeah, cheers guys. Enjoy the sunshine.

Ray: Have yourself a pint and hopefully the weather clears up for you Nick. Ted, I hope the weather is good where you are. Everyone else, enjoy the day.

Ted: I want to have a pint.

Ray: Keep it on. You're going to have a pint too? Good. I'm thinking to have several, so ...

Nick: Is that a cold beer or a warm beer?

Ray: Well, it depends on what you're drinking.

Ted: Love you guys.

Ray: Goodnight everybody. Stay out of trouble.

Nick: [Crosstalk 01:57:44].

Ray: We're out of here.

How did Edwin Mylar do?



If you rate this transcript 3 or below, Edwin Mylar T will not see your future orders