

## Profit Academy Coaching Support #14

Rick: Welcome. You're in the right place. If you tuned in for Profit Academy's Coaching Support Q&A Sessions, this is number 14 of 32 of these that are scheduled, at least that's what was on the list the last time I looked. Tonight, Tom Hitchens, Major Tom and Sir Zane, our resident survival expert are here to answer your questions, solve your problems, hopefully bring a little continuity to your efforts, solve some of those issues that may have you confused and take you down the road to where you hope to be which is making more than a bucks 380 in Internet marketing.

Anybody who's made a dollar, you have succeeded at this point and it's just a question of how big your success is going to be between now and the time you buy that island in the Bahamas. Right, Tom? Isn't that what the objective is here?

Tom: I would hope so.

Rick: I'm sure you all know by now, so we won't make it a long dis and lengthy introduction, but both these gentlemen come from a very unique situation wherein less than 18 months ago, they, like you were sitting in the dark, scratching their heads and I'll say that Tom, like me, can scratch his bald spot that's gotten bigger and bigger as the time goes by. Right, Tom?

Tom: Yeah, mine goes down to the back of my [crosstalk 00:01:16].

Zane: I'm glad you put the "D" on at the end of that. I was beginning to think, "Oh, my God. Where is this guy going? Gee, [crosstalk 00:01:24].

Rick: Now, he is here coaching. He's here teaching. He is a monumental example of how to get it done and get there. Zane comes even further back from a perspective of, he didn't even know where this place was and ... I shouldn't say that, but Zane arrived not too long ago from far away and launched himself into a career at internet marketing, and is now a significant success in his own right. He's here to teach you how to do it. When these 2 gentlemen tell you how it works, it's because this is how they made it work themselves. They didn't read this in internet marketing for dummies, they didn't get it off a cereal box, they're not reading from a script that they paid \$9 for. That's exactly what they do. They do what they're trying to teach you how to do, so you can be successful since I don't bring anything to that equation, I'm going to shut up and take it away, Tom and Zane. Entertain and illuminate the crowd. It's all yours, gentlemen.

Tom: Thank you, buddy. I appreciate it Mr. Rick. Hi, everybody. Hi, Zane.

Zane: Hey, Tom. How are you? Thank you, Rick for an amazing introduction. I always love these introductions.

## Profit Academy Coaching Support #14

Tom: I can sit and listen in for about 15 minutes.

Zane: Hang in there.

Tom: Then, that's it. We better take the sharp objects away from him and maybe whatever he's drinking, so he doesn't get too far out of control.

Zane: Let's rock and roll, Tom.

Tom: [It's your favorite time 00:02:47], Zane. Don't make me look too bad tonight, okay?

Zane: No. I'll just shut up and answer questions on the writing side. I'll leave it all to you, Tom.

Tom: No, you won't. No, you won't. I had a long day, too but we're going to do the best we can to answer as many of your questions tonight and just try to keep in mind that we want to try to keep the questions ... Well, I won't say this. I'll put it this way. We want to answer your questions, but boy, it sure would be nice if we could try to follow along with the release module on Profit Academy. I know that many of you were still having questions about some of the other things going on, so we'll do the best we can.

We're going to try to wrap this up in about an hour [inaudible 00:03:31]. We can, of course, if we don't get to all of your questions, then maybe we might go a little bit longer. Bear with us and keep in mind, there's only 2 of us here tonight and there's hundreds of you already on this webinar. I'm not sure we'll get to all of the questions, but we'll sure give it a good shot.

Zane, do you want to take the first one here? I like to hear you talk. This is Renee. She says, "Hello. I've written about 11 passive e-mails. I've done my opt-in page. I had set up my Get Response auto responder and I'm still a bit lost, and I've not completed the Thank You page. I'm halfway through, but I'm confused. We keep getting informed to take the JavaScript and put it on our webpage. How do we do that?"

Zane: I think I know what she's talking about. Hey, Renee. Thank you for your question. The JavaScript that we're talking about, it's where you put ... You put it actually on the head tag not on the opt-in page, of your Thank You Page. Whatever e-mail provider that you are using or whatever provider you're using to create your opt-in page, you take that JavaScript and you put it in the head tag. If you could actually could let us know which service you're using, then I can tell you exactly what to do. If you're using LeadPages, then it's pretty simple. If you're using

somebody else, you might have to ask the provider where do they usually let you add specific JavaScript or head tags.

Tom: Russell's asking, "Hello. I plan to go into the handy craft, the handcraft niche'. My question is, if I learn some basic crochet patterns from YouTube, free videos for making a scarf and then use the same pattern to make a sweater; question one, can I sell a vide on how to make my own design of this sweater based on that pattern?" I don't have any reason to believe why you couldn't. You may want to reach out to that person on YouTube and ask them if they have something that you could share that they may already have branded, in that way you wouldn't be stepping on anyone's toes.

I never liked to take anyone's content without first asking. I wouldn't like it if someone did that to me, but you know what? If someone contacted me and said, "You know, I saw something that you put out and it's really nice. Would it be possible for me to share that with my community?" I can't imagine me saying no. I would try that first if you believe that it's something that could be stepping on someone else's toes.

Russell goes on to asking, "Similarly, if I learn some basic writing technique from a YouTube free video on making a ring and then, I use the same writing to make my own design, can I sell a video on how to make my own designed earrings?" Of course, you can. If someone has intellectual property and you take that property and you make [some changes 00:06:30] to it, it's yours if you improve on something. I wouldn't just change it from blue to red, and call it yours. If you make a significant design change or I think, typically in the industry 10 to 15% is considered a major change.

If you make a major change and it's not an obvious change simply for the sake of copying someone else, if you actually have a thought about changing it for the better or make it different, make it unique; that is yours. Then, you could make your own material. You can put that video together. I don't see any problem with that. Russell [inaudible 00:07:10] ask one final thing, "How do I find if something is copyrighted or not? Thank you." Typically, if it's copyrighted, you're going to see it immediately on the material that they've published. If I publish [inaudible 00:07:20] I always put my copyright information on the bottom of that blogpost or whatever I'm publishing at the moment.

If I don't, assume it's still theirs. Give them the respect that if they put something out and you're looking at it, it's theirs. Just because they didn't copyright, it doesn't mean that you can copy it and say, "You didn't copyright it. I'm going to steal it." That's not right. Assume that it is theirs even if they forget to put the copyright there. Now, if you want to contact them again and see if they would allow you to share that with the audience or maybe they would be interested in

collaborating with you somehow, I would take the high road. What do you say, Zane?

Zane: I agree with you 100%. When it comes to copyrighted material and actually by law, anybody who creates something, it's automatically copyrighted even if they didn't file for it. Sometimes, you can pass that by actually going to the person who created something and ask them for the permission. As Tom said, always assume that they already have the copyright for it because they've created it or they put it on their website. Whenever you're in doubt, ask the person.

Sometimes, you'll be surprised how many times you ask somebody and they'll be like, "Oh, yeah, yeah. Definitely, as long as you tell them that I created it, I don't care. Share it with your list, with your Facebook, with whoever you want to share it. Just give me the credit that I deserve." They do deserve it because they created it.

Tom: Absolutely. I have post on my site and I know, Zane, you do too where we've actually curated information from other people as we give full credit to those that created that content. Typically, I found very few people will get angry because you've actually shared their content on your website as long as you've given them credit.

Zane: Yes. Sometimes, I even write a small intro about something that I'm curating just to add my own touch like, "I read this specific article on The Huffington Post. I found it extremely helpful," and then, I put a link to the article and maybe a snippet of it, and then send people to it, but they have to see it from my website and that's curation.

Tom: Zane, Terry is asking, "Do you guys send more free products to your list just to keep them happy?"

Zane: Yes. I do.

Tom: Free stuff can be free gifts or it could be free tips. It could be anything. I call it goodwill. I send as much goodwill in my list as I can. Anything that you can do to make your list feel good and feel like they're getting valued or remain a subscriber on your list is always a good idea. I always think that that should be priority in job 1; give them something of value, build value, always. When you do that, I don't know too many people that would be upset with that. I know [inaudible 00:10:18].

If you have free things to give to them, don't just give it to them though without maybe making them jump through some hoops to get it and I don't mean, really difficult hoops. You want to be able to get something back in return too, don't

you? Don't just send free things out for the sake of sending it out. Give them a reason why you think it's a good idea for them to have it, add value just like Zane was saying. Write a little comment, add something to that item or to your e-mail describing that item. Then, send them to a landing page or send them to a blog page on your own website or onto your own Facebook page, and let them see why that post was a good idea for them to read because you have not only information about that one topic, but maybe about other topics.

I'm on certain lists where I get free things all the time. I get these e-mails and they're always giving me free things. When you come right down to it, those free things are taking me to a landing page or they're taking me to some other content page. You be smart about how you give things away. Make sure that it's always to your benefit as well. You would want to advance your career, you want to give them more goodwill but at the same time, you want to lead them to a page where you have advertisements or you have lead funnels for them to opt-in to or other blog posts that they may be interested in clicking on. That's the smart way of doing that.

Zane: One hundred percent, Tom. You are right on the money.

Tom: It's always good to hear that I'm right on the money. I appreciate that, buddy. Sergio is asking, Zane, "Hello. I want to upload an opt-in page that I got from Profit Academy, but I don't [add an integrate 00:11:58] with Sendlane. Can you help?"

Zane: Sure. Sergio, I am going to refer you back to the videos on the site. There is a training specifically about how to use Sendlane. However, any Sendlane specific questions that are coming right now to us right here, please post them to the forum because we are not the experts on Sendlane. The forum is actually manned by the Sendlane teams, so they can actually work with you better and answer your questions better. Watch the videos on the members' area. If you have a question, go to Forum for the Profit Academy piece, and then, go all the way to the bottom and there's Sendlane. 99% of the chance, there is actually an answer already inside the forum. If not, just submit a ticket and they'll get back to you.

Tom: Let me try to put it this way, though. I know what Sergio is asking, Zane. Integration is important when you're trying to link up a landing page with a third party application of some type or conversely, if you're trying to integrate your auto responder with a page that was built outside of that auto responder application itself. If you look in the auto responder system and if you look in the application system wherever you built that landing page, you will typically find on both applications a place called Integration. If not, go to find it in the Settings or in the Preferences, or in the Support area of that application.

The word is Integration, that's what you're looking for. You want to integrate your auto responder with your landing page or with your webpage or with your webinar page, any page at all. You have to integrate the 2 of them together to make them work naturally. If someone opts in, the landing page has to know where to send that e-mail address. The auto responder is looking for something to integrate with so that it will know where these e-mails are coming from. The integration is the key word you're looking for.

Every application is different obviously. The settings are all different. You'll find that if you try to do that, typically most ... I'm not familiar with Sendlane and I've said that many times here before and I apologize for that, but I'm not. This was introduced right after I had put my modules together for the Profit Academy and I'm an independent business guy. I don't work this all day long. I'm asked to do webinars and coaching webinars, and things like that from time to time, but I haven't yet looked at that application. There are other people that have. I know that any auto responder company will have you ...

Typically, the best tip would be to go to your auto responder first and set your auto responder campaign up. Campaign means, any ... You should know what I mean by that by now. You set up your campaign in your auto responder. Now, you go to the third party application that you're using to set up your page whether it'd be a landing page, a Thank You page, a transition page. In that application, the first thing I would do before I even build the page would be to integrate that application with your auto responder and connect it automatically then to, by default that campaign that you built and get response or into Sendlane, or in MailChimp, or AWeber, or whatever you're using.

Once the integration is set, it is set for good until you change it. That means that if you stay with that same auto responder company and you keep using that same third party application to set up your landing page, you won't have to change that integration setting. Every time you build a new landing page or any kind of page; webinar page, whatever it is, all you have to do is go into the Settings area, the integration setting area and just select the campaign for that particular page. In that way then, you'll be connecting the page to your auto responder, and that should be done automatically.

Then, test it of course. Opt in to your own page, and then go in to your auto responder and make sure that your e-mail address showed up with that time and date that you'll know that it just happened. Then, you know you're good to go. Okay? Zane, do you want me to keep reading here and you jump in? Does it sound like your thing?

Zane: Sure, let me go to the ... Oh, wow. Kaye is asking a question directly to you, Tom.

Tom: Yeah, I'm just not reading that. She's asking if I could ... Yeah.

Zane: Yeah. You want me to read the question?

Tom: “Hi, Tom. Can you please tell us how to build the sales form that you talked about on the last coaching session, please?” I don’t want to take the time to do that again, Kaye. You know what I’d rather do? I’ll refer you back to that video and then, if you want to contact me privately, honestly, do that. I’ll be glad to talk to you about that. My e-mail address, you can see what it is. I’ll put it back up here. Contact me that way, in that way, I won’t have to be taking the time for the other folks that want to hear their questions answered about their specific issues. It does take a little bit of time to talk you through that a little bit. I’m not trying to pun on that, so I will help you if you write to me of that, okay?

Let’s see, Muhammad is saying ... Let’s see. Not yet, I'm thinking. I don’t quite know what that means, Muhammad. Dawn is asking, “Hi, guys.” Hi, Dawn. Nice to talk to you. Let’s see, Greg is saying, “Tom. I noticed you used some Infusionsoft for your shopping cart. Do you know if we can do the same thing using WordPress?” Well, Infusionsoft is not a hosting company. They’re a robust, contact relationship manager, and auto responder, and also a shopping cart to have all 3 of those functions in their application. If you're using WordPress, that's a website. That’s typically just a regular website.

What I would recommend you do is to get a merchant account and integrate that merchant account with some type of a sales page that you would build or a shopping cart. There are shopping cart applications out there. Just go to Google and type in shopping cart. In fact, I’ll do it for you. Let’s see what I come up with here. Let me go to Google. I used to use one of these as a matter of fact. I used to use Volusion. That's a good one. I’ll just type in shopping cart, and let’s see what comes up.

Now, you're going to get some shopping carts that you look like this, but then you're also going to get some shopping that hopefully, I guess, maybe I didn’t type in the right ... Here it is. Software, Shoppingcart.com is just one place. I think they talk about a number of different shopping carts that you can get. Now, here you can see Bigcommerce, ShoppingCart, Amazon Webstore. Go just type in to Google and look for some of the various shopping carts that you have out there; Magento, NitroSell, ShopFactory. Here's one that I used. I think I'm spelling that right. Yup, here it is, Volusion. I use that.

That was before I got sophisticated and started to get a little bit more involved, but you get the idea. This is a great shopping cart and there's many of them out there. I'm not promoting one or the other, but a shopping cart is a place for you to actually place all of your products. Then, it also gives you the ability to

integrate your merchant account, that would be an account that you would set up with some company that would allow you to click credit cards. You could do that with PayPal if you want to. You could integrate your merchant account and/or PayPal account with a shopping cart, and then you'd be able to load your products into that.

Yes, I do use Infusionsoft, Greg. Let's see here, "Do you know if we can do the same thing with WordPress," or "Do you recommend using Infusionsoft for the SSL Certificate purpose?" I'm not quite understanding what you mean about the certificate other than the fact that you need to have an SSL Certificate on a shopping cart website because you want to naturally make sure that it's secure when someone enters their credit card information. If you use a WordPress website and then, build some type of a page where you're actually making it a sales page, you would need to have a merchant account or some type of way of collecting that.

Yes, you would assign that SSL, you will buy an SSL from your hosting company and put it on that WordPress page which will then make it secure, so people feel good about entering their credit card information in there. You can build it by scratch if you want to. I hope I'm answering the question, Greg. What would you say, Zane? Anything more to add to that?

Zane: I honestly never used shopping carts other than the Bigcommerce shopping cart. That's the one that I can just vouch for because I've used it.

Tom: Yeah, okay, okay.

Zane: The Bigcommerce shopping cart, they have fantastic support because when I started, I didn't know how to use it and they fixed me up and added it to my store and everything was good to go. Also, I heard PayPal has a shopping cart. I don't know if that true or not.

Tom: I haven't looked at that. I think, maybe they, too. I only use them a lot for payment transfers back and forth, and for [crosstalk 00:21:45] money on my own websites.

Zane: Yeah, same here.

Tom: I think they may be able to do that. The shopping carts are the easy part of the business and they're the fun part because what's great about these, here's the one that Zane's talking about Bigcommerce, that's very popular, too for a low price. Zane, I was only paying \$9 or \$10 a month for the shopping cart software. What would you think? Do you remember?



## Profit Academy Coaching Support #14

Zane: Yeah. I think it's 14 bucks with Bigcommerce.

Tom: Yeah, okay. Here you can see on the screen, Start Your 15-day Free Trial. They have templates and all you have to do is pick a template and then start loading your products in there. Add a few customized graphics and brand yourself, make it look like yourself. Add in your merchant account integration and start advertising. It's wonderful. It's a turnkey operation.

Zane: Yeah, with Bigcommerce, it is really a turnkey operation because they even have a 79 package a month where they do everything for you, so they have all the templates, already loaded. The link your domain to your shopping cart. They do everything. I won't say for you, with you. They do it with you. If they felt you get it all done, then you just pay them \$79 a month and they'll maintain it. If there's a link broken, they'll send you an e-mail telling you this is not working. It's a fantastic program.

Tom: It really is. You can integrate it with your Facebook page, your YouTube channel. You can set it up for coupon codes that you can e-mail to somebody on your list and say, "Hey. Flash sale today only. Normally \$19.95, but with this coupon code, you can get free shipping," or "You can get buy 1 get 1 free," or anything like that. They have all of those wonderful things that it's just a matter of you navigating through the software to understand how the system works, and it's very use to use. Let's see here. Anna is saying, "Hi, Tom and Zane." Hi, Anna."

Zane: Hi.

Tom: Muhammad, "I'm still struggling. I don't know if I have to buy a solo ad for 250 clicks at least or keep struggling." Well, Muhammad, I don't know what you're struggling about, but buying a solo ad is simply one way of generating traffic. We showed you in the modules in Profit Academy how to generate a lot of free traffic in addition to pay traffic. I would recommend for you honestly, if you're struggling and you don't want to keep buying 250 clicks until you optimize your pages and see how your conversion rates are.

I always start any new funnel that I build, any new landing page that I create, I always go to Facebook and I buy traffic there for a \$5 a day budget, 5 buck a day. I let it run after I set the ad up for about 3 days before I go back and look at it because it takes Facebook typically 3 days to optimize your ad to the audience that they believe would respond better to it. For \$5 a day, that's pretty cheap. For 3 days, \$5 a day is 15 bucks and then, you're going to be able to see whether or not landing page is working because if you have Google Analytics set up on your landing page, you can track how many clicks you're getting on that page or how many hits, I should say.

You're also able to see how many of those hits are actually converting on your page into the form of e-mail dropping into your auto responder. That's usually the way I'll start off to test my page. How about you, Zane? What do you do?

Zane: I actually do exactly what you are saying. I test it in Facebook usually. After I find my results from Facebook ... Usually, I test with Facebook for images, to see what images resonate with people and then, I go on and buy a solo ad. Facebook is a fantastic place to run ads because you can really start small and then scale from there. You just have to learn it and unfortunately, with everything new, you have to learn at the beginning. Once you get the hang of it, it becomes a piece of cake.

Tom: Yup, absolutely. I noticed in Facebook, they do have a lot of good support areas and articles that talk about how to create an ad. Facebook is even improving their customer support now that if you have a question, that you can actually contact Facebook directly and ask an account rep to help you with some of the basics and they will do that.

Let's see here. Wayne is asking, "When you set up your auto responder for a 10-day set of e-mails and you commence a new campaign that has a different message, what is the best way to consolidate these 2 last and future lists?" Your list, no matter how many pages you have, if you're using 1 auto responder, Wayne, your list is consolidated already because they're all popping into that same database of yours.

What you should be doing somehow is figuring out a way to segment that list, so that you know what day and what page people have entered your list from. I think that's critical. I'm going to let Zane talk here in a second about his tracking software because I know he's famous for using third party tracking software. He knows exactly where his traffic is coming from. For instance, if Zane is going to have a GetResponse, let's just say that you have 1 get response account of all of the e-mails from, if you have 3 landing pages, all 3 of your landing pages are populating e-mails into your GetResponse account.

What I would recommend you do to start until you get a little more sophisticated and a little more experienced is to run traffic to 1 page at a time. That way then, over a 24 or 48-hour period of time, you can then know exactly where those people came from. Then, you set up your next traffic source to go to the second landing page and then, let it run a couple of days on that page, then track those people, and tag them somehow depending on the type of auto responder company that you're using. You should be able to do some type of tagging. You'll know that if people came in from landing page A or landing page B, or landing page C exactly what they're interested in.

That's the simplest way I could say to do it in a GetResponse or in a AWeber where everything's going into one place. Now, I use Infusionsoft. Infusionsoft.com is a little more expensive, but it gives me the ability to tag everyone that hits different traffic sources for me. If I'm running multiple ads at the same time and to different landing pages, I know my landing pages are integrated with my database. They're all coming into the same database in Infusionsoft. I have each landing page set up as a separate campaign and so that as each one of these leads are coming into my landing page on that one particular campaign, I'm tagging every one of those people with that landing page.

It's a tag. It's a little thing that you can do in Infusionsoft that gives me the ability to say, "You came in from this meditational page, so I'm going to tag every one with this tag." I create a tag in Infusionsoft that describes the landing page that they came in on and then, when the traffic is coming from another landing page, that landing page has a different tag. You just have to get familiar with your auto responder and with your landing page application and the tracking software that you're using to segment different traffic sources on different campaigns coming into one database on your auto responder. Zane?

Zane: With Infusionsoft, it's the best one actually when it comes to tagging and segmentation. With other auto responders, I don't think they have the ability to be as sophisticated as Infusionsoft yet, at least not the ones that I tried out. The way I track my people, I track them using ClickMeter, and I don't track by the traffic source. I track more about who clicked on what. Everybody who clicked on my, let's say My Meditations, I know who they are and what they are, and how many of them have clicked there.

ClickMeter is a paid application. It's a bit pricey, but it actually tells you where everybody came from, which source of traffic they came from; if they came from your blog, if they came from Facebook, if they came from your e-mail, or if they came from a solo ad. That's what I like about ClickMeter. What Tom was talking about with Infusionsoft and tagging, I asked AWeber and I asked GetResponse, and neither of them have such a thing. I guess, you have to work your way up until you have the ability to go with Infusionsoft. They don't have that feature there.

Tom: The only way to do that, Zane, I'm thinking [then 00:30:45] is to run one campaign at a time.

Zane: Exactly.

Tom: In that way, you can track it because [in you 00:30:51], you keep your own notes knowing that everything that came in on April 6th to April 8th went through

landing page A. You'll know what that subject is and then, track those people somehow, so that you'll be able to target them with specific messages.

Zane: Specific thing.

Tom: Right. What you can do is search through your database and say, I want to send an e-mail to everyone that came in between April 6th and April 8th. In that way, you'll know that they're interested in subject A. Let's see. Muhammad is asking, a lot of Muhammads tonight. This is a different one, "How do I keep improving the look of my opt-in pages and the quality of my e-mails?" Zane, what do you think?

Zane: How do you keep improving? The best way to keep improving is to continue to send things to your lists and by the response that your list have or the e-mails you send, that actually helps you to improve the quality. If your e-mails are, you started with short e-mails and then, you started you send long e-mails, and you see the response is not so good; then, you know that your list doesn't like long e-mails, so keep your e-mails short. Now, when it comes to the look of opt-in pages, there is really no way of knowing if an opt-in page looks good or not unless you have tracking mechanism in place.

I use LeadPages. Whenever I run an ad or have a solo ad, LeadPages tells me by image which opt-in page did better. From now on, I know that people who are interested in meditation, they like things that's more relaxing. People who are interested in success, they want to see somebody who is successful or feeling successful, or it's a software company, I need to put the look of somebody who knows what they're doing. Sometimes, it looks a little corporate-like, like when you go to a corporate website, it's very clean and there's a guy with a tie and a suit. Usually, that what software companies put on their pages. You just have to test and see what your people like. That's the way I do it.

Tom: Zane, you made a comment, you said you have to find out what ... see if you can figure out what your people like. How would you know what people like? You started to get into that. How do you know for sure if you send out something whether your people like it or not? What actually tells you that?

Zane: It's the click-through rate and the open rate from my e-mails. When I send an e-mail and it's a huge hit, I actually pay attention to the numbers. Inside your auto responder, it actually told you how many people have opened your e-mails, how many people have viewed it, how many clicked on a link inside it. Whenever I see an e-mail that's a huge hit, it gives me a clear idea that my list likes things of that interest. I'm noticing with my list in specific, they love everything that has to do with meditation. As long as I include meditation things, the e-mails are always

opening on some crazy rates like 20 and 25, up to 47% open rate on an e-mail. It's huge.

If I start to talk to them about something less interesting like, they don't care about productivity, I can tell you that.

Tom: Who would, right? Who wants to get productive?

Zane: They open it and they start reading and they're like, "Ugh! You're telling me about something that I already know." Now, I already self-conscious about it. They don't like it, so I stopped. I even stopped when people come to me for solo ads for productivity in the future, I just tell them, "Sorry, guys. I want you to have great results, so I'm not going to just run an ad for you that I know my list won't like." That's how I learned my list from the numbers; clicks-through rate, open rate, all things from that nature.

Tom: Another way to do that too, Zane is by Facebook. If you have a Facebook page, post your content from your website also over to your Facebook page, and then watch the reaction that you get on the Facebook post.

Zane: Oh, yeah. That's a very good idea.

Tom: If there's a lot of posts on Facebook that are getting a lot of shares, a lot of likes, some comments; that's a reaction that people are telling you, "Yes, I do like what you're talking about." Your audience is always talking to you. You just have to figure out the subtle signs and listen to them. Facebook is a great way to do that. Right now, if you have your computer open and you're listening to us, if you have another browser, tab open, go to your Facebook page and just type in any ... If you have a Facebook page, just scroll down through your Timeline and look to see what people were saying.

If you post something and you only get 50 views on the post, and then 60 views, and then 75 views, and 30 views; well then, your average view is about 50 views per post. All of a sudden, you get one and you get 175. Then, 452 and then, you get 17 shares and 42 likes; there's an indication that you just posted something that your people like and then, I would start doing more of that. I would start sending out e-mails testing that message. That's a great way to send out little fillers to your list, to see if that popularity is going to translate from your Facebook page over to your e-mail list.

You can do that not just from your own Facebook page, but any other Facebook page in your genre. Go to some other Facebook page that is rather popular and see what people are talking about on that page and then, come back and try to

post it on your page and see what happens, and experiment that way. Then, send out an e-mail. That's a good way that I've learned to tap in to the audience.

Let's see here now. Sergio is asking, "Hello. I want to upload an opt-in page that I got from Profit Academy, but I don't know ... " I got an ant running across my keyboard here. Get out of here, ant. I don't know where that came from. "I got an opt-in page from Profit Academy, but I don't know how to integrate with Sendlane. Can you help?" I can't tell you how to integrate with Sendlane.

Zane: We answered that one.

Tom: Yeah, we got that one already? Okay. Sorry about that.

Zane: Yeah.

Tom: Let's see. All right, so Jill is saying, "Gentlemen, good evening." Hi, Jill. "I do not have a geeky molecule in my body." Well, welcome to my world, Joe. "I'm desperately trying to keep up with the reading and I've gotten my opt-in page completed, but I'm feeling so overwhelmed." I hear you. I was in the same place, and sometimes, I still feel overwhelmed, Jill because this is a geeky world, isn't it really with this stuff? Now, she goes on to say, "Am I trying to do too much too fast or should I just hire someone to put together the whole thing? Thank you."

I would not hire someone to put the whole thing together, Jill because now, you're actually hiring someone to fish for you and feed you. If you're going to build this business and learn it, go through the same growing process that all of us have that are still here to talk about it. We all got overwhelmed just like you did. We're not geeks. I'm not a geek. I know Zane is not a geek. We're marketers and we're figuring out a new vocation. The only way you figure that out is to go through the learning process and the learning curve, and it hurts. I hear you.

Zane: Yes, it does hurt. Once you learn it, it feels amazing and also, once you learn it and you do reach a level that you can actually hire somebody, you can tell them what do you want. Even if you go and hire somebody right now, they'll ask you what you want and you really don't know it because you haven't done it yourself. That's an experience that you'll gain from learning it yourself. As Tom said, you have to go through the learning pains at the beginning. There's no way around it.

Tom: We also have a question here, Zane from Holly saying, "What's the best template for the 2 tripwire in LeadPages?"

Zane: LeadPages have conversion templates, so you can actually go to LeadPages and sort them by conversion, then you will know which one is working across all niches in LeadPages. That's the best way to know what's converting best.

Tom: You could even sort them in there, Zane by conversion weight, conversion percentage.

Zane: Yeah, that's what I was talking about.

Tom: Yeah, okay.

Zane: On LeadPages, yup.

Tom: The two-step item to opt-in, there are several of them there and you can just practice just by clicking on the template itself and clicking on the button. You can see immediately whether or not it's a two-step process or not, or just take a look at the template. It really comes down to what you think is the best application for you, and you know how you do that? You actually look at some of your competitions, see what type of landing pages they're running.

I don't know if too many of you were doing that or not, but I love to watch what the competition is doing. If the competition is doing it and they're spending money doing it, that must mean that it works. You don't do a complete knock off of what they're doing, but if they're running certain templates or they're running certain techniques on their pages and they're running certain messages on those landing pages, maybe they're telling you something that that's where the money is.

Go check it out. Go find out how those people are reacting to those landing pages. Look at their website, your competitor's website to see what products they're selling. That's a great way for you to find out not just by listening to your customer, but listening to what your competition is saying, and look how your competition is actually presenting it.

How do we continue to motivate customers? By giving them good value, Dennis. If you give me an offer every other day of the week and it's just a killer offer, I'm motivated. I'm thinking, "Wow, this guy is tuned in. These people know how to market." I get excited when I see good marketing technique. Sometimes, I'm not even interested in the product or interested in what their general business is all about, but when I see a great looking advertisement, I get motivated to click to see what it's all about. I want to see what the buzz is. I want to see what the excitement is. I also want to see how they're offering things to their customers like I was just talking about.

If you offer good value and offers that they want, remember, here's a key for you. You've heard me say this before. The secret to selling a product and getting someone to buy that product is to sell them what they want, not what you think they need to have. If I'm a person that is looking for something in the horse business and I have a horse or I'm on a farm, and I'm interested in horse bridles, you should know that because you've researched me. You know who your customer avatar is. You know what they want. You've seen them on Facebook talking about the different things. You've checked out the competition, your competition and you're seeing what they're selling to the people in equestrian market.

Whatever the hot item is, check it out on Google. Go to eBay to see what they're selling. Go to Amazon.com to see what the bestsellers are. These are ways to figure out what people are already looking for, what they're already buying. Now, when I get somebody that does their homework like that and they send me an e-mail with all of these offers of things that I'm interested in or would like to learn more about, that keeps me motivated because you did your homework as a marketer. Give them value, but also find out what they're looking for. How about it, Zane? What do you say? You're there, buddy? I can't hear you, Zane. Well, we'll move on here.

Zane: I was talking for a minute [inaudible 00:42:59].

Tom: You were talking through your mute button, huh?

Zane: [Inaudible 00:43:05].

Tom: Yes, you were.

Zane: I was. Even for seasoned people, we make that mistake.

Tom: I got a tip for you, Zane. If you don't want that to happen, don't mute yourself.

Zane: I type some answers and I don't want the clicking to show up while you're explaining something, so I mute it. Then, you asked me and I was talking and talking and talking. Then you're like, "Zane, you're not there." I was like, uh-oh. Okay, let's move on.

Tom: Okay. Well, what was that brilliance that you were sharing with your microphone on mute? We were talking about giving value, how do you keep your customer motivated.

Zane: Yeah. I was talking like, usually, to keep my people motivated, I just replicate what the other people are doing within my niche. I go and see what my



competitors are doing and then, I go and create my own thing that is either similar and usually, it's better because I always try to make my stuff better. The customers are the one who decide if it was better or not, but I do my job and when I put my head on the pillow at night, I know I did a great job and so, I can go to sleep. Add value, that sums it.

Tom: Here's a way to add value, too and I keep coming back to my site but only because it's an example, and it's my site. You use whatever site you want [inaudible 00:44:35] you want. We have a question here, Zane from Steve asking, "Hi, guys. Tom, how does all of your posting [articles 00:44:41] from other blogs or on your site, or your Facebook page?" You're asking where to get this content? This is not all my content. I do write content pieces from time to time, but when you look for content, what I do is I simply go to a website that I know is in the area of my interest and the interest of my list.

Here's one. This is in the health area and we're talking about toxins harming your brain right now. This is not my post, but look what I do. I immediately give credit to where this post came from. Oops, let me start over again here. I go right here to this area and I give credit to the person that wrote that post and where I got it from, right off the bat. Now, this is my comment right here. I'm introducing that post that I pulled this from their website. I went to Wakeup-world.com and I pulled the post. I post about 30 to 40% of that post from the original website, and then you see what I do.

I stop ... and I put, "Read the complete article here." If you click on Here, it's going to take you to the original post on Wake Up World. That's called curation, and you can do that with just find websites that are of interest to you that post content that would be of interest to your list. Then, drive your advertisements to these web pages. This is an authority site. I know Zane does it and his partner, they do it all the time. They do it brilliantly. Set up your own authority site. This is an authority site. You're actually talking about a subject that you know something about. Instead of always having to be forced to write your own content, pull in content from other sites.

Zane: Exactly, yes.

Tom: Yahoo does that all the time. All the news websites do that. They all share information, one to the other. It's up to you to package it so that it's interesting enough, so that if someone's going to read that same article off of 5 websites, they'll come to yours. That again, is providing value. How do you provide value to your customer list? That's the way that I chose to do it. I know Zane does it. It works very well. I run these posts and what I'll do is I'll actually take this URL right here and I'll copy that and paste it into a post on my Facebook page. It

brings up, it pulls in the article. Facebook is wonderful. They pull in the original image. They pull in the subject line or the headline.

Zane: The title.

Tom: They'll also link it directly back to my authority page. Now, people are on my Facebook page liking these articles. They click on the link, and they end up back on my authority page here. This is nothing more, by the way, than a WordPress website linked up to my Facebook page. Zane, how about you? What do you do?

Zane: I do exactly what you say. I write my own stuff, but at the same time, we all have limited time to write. I supplement that with curation and I usually only curate from website that I am interested in. I don't just go and pull some crap from some website. I actually take the time to read these things because you are publishing it to the world, and we all talk about how important adding value is. Curation is a fantastic way to add more value and it cuts down on your creation time, because creating takes time. Curation helps you supplement.

Also, another place to get great articles and you can just share them, I believe it's called ArticleCity and all you need to do is you just put at the end, "The source is ArticleCity.com." Yup.

Tom: Yeah, there you go.

Zane: Exactly. You see the categories on the side? It starts with Auto and Trucks, and goes all the way in hundreds of different categories. If you're a rider yourself and you want your content to be online, you can even submit your article. It's a tool.

Tom: Here's something I plugged up. I brought this up too, Zane. This is a way that I actually find the curated post from my website. I use feeds, RSS feeds. Go read about it.

Zane: Oh, yeah.

Tom: Just type in to a Google window, go read about RSS feeds. What I do is, I use the WordPress website and I use a plug in called Autoblog. Autoblog will allow you to go out and find the feed from a website that you like, and that's an RSS feed. You can set that RSS feed up as a feed source for your website. It will allow you to automatically pull. You can set the number of post per day off of a certain website that you want to pull. It will automatically populate the headline of that post, the title of the post, the author, the date that pulled it in, and you can set the settings to either automatically publish it to your website which I never do. I want to have a chance to review them. I put them into a pending mode, and then I look at them.

If I like them, I'll manipulate those posts to look like I just showed you on my website where I actually make them look and fit right in with the look and the feel of my theme, and there it is. Every one of these posts that I've curated came from the RSS feed structure. Google and learn about RSS feeds. I follow about 30 different websites for content for my website, Tomhitchens.com because I'm into a variety of different subjects. If I back up here to the main page, you'll see the 3 columns that I posted about ... I mean, the Money, Spirituality, and Health; wealth creation actually.

I have a number of websites on the money category that I like follow. Forbes is one. Dave Ramsey's another, and so on. I'll set up the RSS feed that every time Dave Ramsey puts a new post on his website in the category I'm interested in, it pulls it over through the Autoblog plug in from my WordPress website and it's sitting there waiting in the pending status for me to look at it. The same thing is true for Health and for the Spirituality. I'm following about 30 different websites on RSS feeds. I recommend you read about that. It's really a cool way of doing that, and it does all the heavy lifting for you.

Zane: Tom, I know I am going to look into that Autoblog plug in.

Tom: There you go.

Zane: If I actually do it the long way and go to the blog, and just sort through it, this could save a lot of time.

Tom: Yeah, it'll save you some time, that's for sure. Let's see, Ashanti is saying, "Tom, you said you bought some for information guides from Fiverr. Is someone else's product that you modified and are selling or are they PLR?" Well, a little bit of both. If I bought someone else's product and had the permission to change that or to modify it, then I would do it and only then would I do it. If I don't have their permission to change it, then I'm certainly not going to do that.

PLR is a very favorite thing of mine to do. However, I will do things off of Fiverr, Ashanti by using them for bonuses. If I'm going to build a sales funnel or I'm going to sell a product that is my main offer, for instance, that main offer will convert a lot better if I add some bonuses to it. As a matter of fact, I'm going to be doing a module this weekend for the live event and I'm talking about up sales and down sales. You may want to tune into that because I talk a lot more about that.

Bonuses are a wonderful way for you to stack value on top of something that you're trying to sell as a main offer. When I create a main offer, and I want some bonuses to help me incent the sales, I'll go to Fiverr.com and I'll find some cheap stuff that will complement my main offer. I can buy it for pennies on the dollar

when it comes to the value of what I'm getting. I just stack that stuff up as freebies, free giveaways when you buy my main offer. That's a great way of marketing through a sales funnel. PLR is the way to go for bonuses, but you could also use that for a main offer, too if you want to. Zane? Are you typing away [crosstalk 00:53:08]?

Zane: I'm [crosstalk 00:53:08] myself. Yes, I'm typing away. Exactly. PLR is a fantastic place. It could be a treasure trove of a lot of things that you can just package as a bonus. You'll always find an offer that's actually great as is, so you can turn that into an actual product or if you want, you can actually pull 5, 6 different PLR items and make one big product out of them, and just make them 5 or 6 categories and include all these little PLR items in one big package and call it a product. That's definitely a way to go.

Tom: Exactly. In fact, Dave [inaudible 00:53:51] and I are going to be doing a webinar tomorrow at 3pm Eastern Time, New York time. You may want to tune in to that because we're going to be talking about how to find your niche, how to find a good niche for you to market it. We're going to talk about finding the products in that niche to market. That would be a place where we're going to talk more about that. Zane, Eliza is asking, "Zane, I'm stuck in the solo ad stage." How would you advise Eliza?

Zane: Hi, Eliza. Solo ad is actually, you really don't need to be stuck. All you have to do is shoot. You just have to do it. The only way to know if a solo ad is working or not is to try it. With the Clickonomy, it took a lot of the guess work away because it walks you through it. You upload your URL here, you upload your creative here, and then you just choose the seller. If you have a fear that you might get jabbed or a person is a scammer, or this and that; I would advise you to stay within platforms that you trust. Right now, Clickonomy is actually a very trusted website. There's a lot of verifications for people before they become sellers on the site. There are less chances of fraud.

If you are doing solo ads on some other websites, I honestly don't know of others and having used others before, but I know they exist out there. You just have to be a little careful and conscious before you go and invest a lot of money or buy a huge [click 00:55:28] package from there. I hope this helps a little. If you are worried about solo ads, I am on Clickonomy. Just send me a message, I'll be happy to walk you through it and tell you what's going on.

Tom: I will attest to the fact that Zane has a wonderful reputation for doing that, everyone. He will not only look through your ad and look at your content, but he will actually help you with your landing page to make sure that it converts as high as he can for you because Zane cares, and so do most of the people on Clickonomy. I'm very happy with that. I don't know too many people that are

selling ads on Clickonomy that are not helping the people send the best value, because after all, it's going to their list. Remember that. They want to make sure that they put the best foot forward for their list even though they're running an ad and collecting money from you.

Zane, Ramon is asking, "Is there a way to change the URL of Thank You pages once the page is done?" He's using the [TIP 00:56:29] generator provided by Profit Academy.

Zane: I honestly saw that question and I don't know the answer to that. I would do the following; post this on the forum. I know it sounds like a broken record but the forum is actually monitored by us, the coaches and actually, the person who created that [TIP 00:56:52] generator. I can ask him to take a look at your post in specific. Just tag me when you make the post. Put the @ mark and then my name, then I will see it and I will investigate and see if that's possible. I honestly don't know the answer.

Tom: Typically those, Zane, I think that if you build a page and you want to change the URL, that means you're changing the hosting or you're putting a subdomain name or something else in there. You can do that, but you have to change the setting then for your entire funnel because the landing page is asking you where do you want the people to go after they click the Submit Now button. You have to make sure that in your application settings that you created your landing page, that you do change that URL for your transition page in that setting, so that it sends the people to the right page. As always, test before you send traffic.

You can change the URLs. It's really a hosting issue. I don't do a lot of that stuff. I do whatever LeadPages allows me to do because that's the application I use to set up most of my pages. If I'm doing a sophisticated page, then I'll use a web developer. I just don't do that stuff. I don't want to. I'm a marketer. I like to write blogs. I like to sell things. I like to do stuff that I like to do. I don't like to sit at a keyboard and work on a website template. I just don't. For just a few dollars, I could hire someone to get that done for me, and I have people that I go to regularly that will set this stuff up for me. It is not something I can't do in 5 or 10 minutes myself. How about you, Zane?

Zane: I do exactly the same. I use LeadPages for everything that I do. I am very happy with their service because they provide a lot of value to me as a marketer myself. If it's something that I really don't know, then I would just get somebody who knows what they're doing and save myself the hassle. I love writing blogs, but I don't know how to get a blog set up and all that crap. It takes a lot of time. I go into the person that I trust and pay them a little money, and let them do what they do best and let me do what I do best which write articles. I just post. I let

the person who knows how to put the plug ins in there and how to make the blog looks the way it is do that.

Tom: That's exactly what Anik does too, Zane. Anik says he does the same thing. He doesn't spend time on the technical stuff. He hires technical people to do that stuff. You and I both know, Zane, that he's got a team of people that puts that stuff together for him. Anik, he's the CEO. He comes up with the ideas. He writes the e-mails because he's a copywriter but he lets the technical side of how to build webpages, how to set things up, and make sure that the funnels are built properly and connected to all of the things that need to be connected to be done by someone else. We would recommend you do the same thing, too.

It's a good idea to start off slow naturally and start off simple, and Phase 1 will teach you to do that. Building these landing pages and hooking up one page to the other is possible by using a simple auto responder and either using their page builder inside that auto responder or then using a third party application like we were talking about with LeadPages or some other application, and then just making sure that you integrate the two. Beyond that, that's all the deeper I get. I just don't want to go any deeper than that. I wouldn't recommend you do either.

Zane: Yeah. It takes a lot of your time and you cannot be a CEO, a developer, and a hosting specialist, and all that stuff. You have to do the things that you do best and let the people who do their things best do that for you. It's by sharing your ability to do what you're doing best with others that allows you to serve more people. Otherwise, you'll just be tangled up in the weed of learning everything, and that doesn't work.

Tom: Here's a good question, Zane from Dennis. He's asking, "My open rate is diminishing. How do I improve it?" Good question, Dennis. We were talking about that earlier, create more value. Your people are getting bored with you.

Zane: Yes.

Tom: Your e-mails are boring. They're predictable. They look the same. They're saying the same things. You're offering them the same stuff in the same ways, on the same days and people are just getting tuned out. You've got to mix it up. Give them a flash sale every once in a while. Go out and pay somebody on Fiverr.com, 5 bucks to create a real, nice, cool-looking, full color e-mail that you can send out on HTML and offer that just screams they can't resist. Mix it up. Send them free stuff. Tell them stories. Send them videos. Talk about things that you're passionate about, and if they opted in, go back and look at your landing page. They were interested in that subject and maybe you got away from it.

You're just getting too boring and too predictable is what's happening. Also, it is natural, I think it's an important point, the older your list gets, the less the people open the e-mails, I guess is what I'm saying. Your list will mature. When you first get started and put a thousand people on your list, they're opening like crazy. I remember at one time, I had open rates that were 40, 50%. Then, a month later, they were down to 25%. Six months later, they were down to 15%, 18%. It just happens that way. People tune out. They just get tired of you. They get tired of your message, and maybe, we're just not doing a good enough job to keep them interested. What would keep you interested in opening e-mails, you know?

Zane: That's exactly what I was going to say, Tom. What would keep you interested? Put yourself in the shoes of the person who's receiving the message. As Tom said, if you become predictable, people will tune you out. Another good way to re-engage your people is do a survey. Tell them, "Hey, guys." Be transparent. "Hey, guys. I noticed that you guys are not opening and clicking my e-mails, what can I do to serve you better? What are the things that you want to hear about? What are the things that you love? Respond to this e-mail. Take this little survey. Tell me how can I serve you better."

I did that back in January. It gave me a huge insight on what people on my list like, what people on my list enjoy. I did it in multiple ways via survey, in the PS section, so at the end of the message I put a PS section and asked, "Is this message of interest? Would you be interested in messages similar to this one?" Any of you guys who's been on my list for a while, if you read my e-mails, you would see these little notes at the end that introduces something or asks something because I want to keep my list engaged. People, unfortunately, they are engaged with you for a while but if your message starts to become the same, they will tune you out and even worse, they could just unsubscribe and you don't want that to happen.

Tom: Zane, maybe you know the answer to this one. A quick question here, "What and how do you upload to get your badge?" Do you know about that?

Zane: Yes. For the badge, just take a screenshot of whatever the task that you're trying to get the badge to and go to the forum area in the badging section, and just upload the screenshot of that task that you're trying to get. If you're trying to tell us that you created your opt-in page, great. Load your opt-in page on a browser, take a picture of it, that's what a screenshot means. If you don't know how to do a screenshot, just Google screenshot and then next to it with a PC or with a Mac and you will learn how to do that. Then, upload it.

A lot of people are asking if they need to write because there's a comment section. You don't need to write anything. All we need is the proof that actually

did the task to grant you the badge. Now, just imagine, there are thousands of people applying for all these badges and [inaudible 01:05:28] everybody did what they're supposed to, so we actually are approving each badge by reviewing it. If we didn't get back to the badge immediately, please bear with us. We are reviewing them and you will get approved, hopefully if the item was completed. If not, we'll give you a message and say, "Please re-upload," or "Do A, B, and C," to get it uploaded or corrected.

Tom: Lynn is asking a question here, "I bought something of Fiverr.com that did not mentioned resell rates and something else that did. I thought everything there was re-sellable but it's not." No, it's certainly isn't. You have to always check out every item, Lynn.

Zane: Yeah, you have to.

Tom: Any time you're dealing with copyright items and anything that is produced by someone else as I mentioned earlier has to be respected as being copyrighted. If you're going to pull some of my content and not ask me about it, you're going to have a problem with me. If you ask me first, that's a different story. Always ask. It doesn't hurt to ask. Let's see. Someone's asking me a question here Zane from Daniel, "Tom, I have a question. I rushed to get into the \$1 goal, so I chose the internet marketing niche, but I do not feel comfortable in this niche. Can I change the niche and start over with a niche that's more convincing for me?" Absolutely.

Zane: Yes.

Tom: I think you should do that right away. Don't get too deep into something that you just don't like. I got into one niche one time just because I wanted to try it out. I thought it would be kind of cool, trendy, and fun. After a while, I hated it. I didn't have anything to say in my e-mails and I just got out of it. I stopped it. I just didn't do it anymore. I merged my e-mail list from that niche with the rest of my list and they either dig my new message or they move on. I'm not going to continue and spin my wheels just because I, you know, this is not a lifelong commitment here. If something goes wrong, then change.

Here's something for you, Zane. "Hi, Zane. How can I avoid the e-mails landing to the spam folder of my subscribers?"

Zane: There is a tool that I use. It's called SpamDance. I believe it's Spamdance.com. Actually, if you type your e-mail and put it in there, it'll tell you ... Yup, by Bill Myers. If you type your e-mail and you put it in there, it tells you if it has spam words. It'll even tell you that ... The spam word it'll be in red, so you have to substitute it with something else.



Also, another feature, it depends on which e-mail provider or auto responder you're using. A lot of them, they offer you a spam check. If you don't know if your provider does that or not, just look at their FAQ section. Usually, they'll tell you if they do that. That's another area to monitor and see if an e-mail is considered spam and always make sure that you avoid spammy words. Now, there is really no way to know if an e-mail is landing in the spam or not, but these are just ways to check in.

Tom: I also do a whitelist in my e-mail, the very first e-mail that I send to somebody, I describe how to whitelist my e-mails. I tell them, "Here's the 2 e-mail addresses you're going to be getting e-mails from me from. I would recommend right away that you don't miss any of my e-mails. Please, go to your e-mail client and whitelist these 2 e-mail addresses, so that they always end up in the right folder."

I even give them a screenshot as to how to do that for each e-mail client that is out there; Mac Mail, Yahoo, Gmail, or whatever it is. You may want to take the time to do that and give a link in your first e-mail that you send to somebody while you're describing yourself and welcoming them into your community. Show them how to whitelist your e-mails because that'll help that, too. I just learned something, Zane. I didn't know about SpamDance. Thank you for that, buddy. It's cool.

Zane: Sure, yeah. I use them all the time.

Tom: Rick is asking here, "On the delivery of products, I'm planning to use a membership site to deliver my products but I'm not sure about the best way to set this up. Please advise about best membership sites set up." Zane, you're real good at that. What would you say about that?

Zane: The best one right now that I know of is called Kajabi.com.

Tom: Spell it.

Zane: It's K-A-J-A-B-I. Kajabi.

Tom: A-I?

Zane: Just I at the end.

Tom: Kajabi.com. Okay.

Zane: Yup. They have templates and they walk you through on how to build your website and member's area. It's fantastic. Also, another one but it requires some

technical ability, it's [OptimizelyPress 01:10:22]. They allow you to build your own membership area in, but you have to build that and link it to your blog. I personally don't know how to do that, but I know OptimizelyPress ...

Tom: How do you spell it, Zane?

Zane: I think it is the way you have it. Maybe it's OptimizePress.

Tom: Oh, OptimizePress. Yes, yes. I didn't recognize "ly." Okay. OptimizePress, right. Here we go.

Zane: Yup, exactly. See? Marketing site creation made easy. As I said, this requires some ... See right there, the third one, its membership portals? They have a fantastic video section, so if you don't know how to do it, they have videos that show you. It requires some knowledge. Kajabi is more straightforward and you don't need ... You just need your Kajabi site and you start to uploading stuff and do it. These are the 2 ones that I know of. They are not extremely expensive. I would recommend you starting with that. If you want more, there is the oracle of all information, Google. Just Google [crosstalk 01:11:42].

Tom: Yeah, Mr. Google.

Zane: I don't know how people survive [crosstalk 01:11:45].

Tom: Yeah, and go worship at the altar of the great Google. Jenny is asking, "Good evening to everyone. I've been unsuccessful in finding a solo ad in the parenting niche on Clickonomy. I searched the internet and found a gentleman on [Worrier.com 01:11:57]. After I paid, sent him my opt-in page, he wrote back and told me that the page wouldn't convert and I needed to basically change entire thing which is completely contradictory to what I've been told in forum after having peers and mentors review it. My question is, do I redo the whole thing or do I ask for my money back as I've already paid in full?"

If it was me, I'd ask for my money back. If you've already built a page and everyone else that has looked at your page says it's a pretty good page, this guy just doesn't want to run your page, so go find somebody else. To have that not happen in the future, Jenny and to everyone listening to us, please don't just send money blindly to somebody until you've had a full conversation with someone that you're anticipating buying traffic from about what you're about to do.

Ask them what their list likes, ask them what they've seen the best result when they send out a solo ad. Find out what freebies their list likes. Find out what is the best thing that they would recommend; they, the solo ad seller would

recommend you do when you buy. You're basically renting their list for the day. Find out what they think is the best and design something around that if you're set on running an ad with that particular party.

I always ask those questions before I get involved in a monetary transaction because I want to know that we're on the same page. Now that you've done that, you've paid them and the person says that they won't run it, maybe what you could do is run a separate page. After you learned how to build these pages, it should only take you a short while to build a new page. Build a new page. If you've already paid them, and you think their list is worthwhile, set up another page and set up a different campaign in your auto responder. I do that a lot. I run different landing pages to all different sources of traffic. That's what's great about these applications that you can get and build your pages on them once you get to know them and how to do them.

It may take you a month-and-a-half to build your first landing page and then maybe a week-and-a-half to build your second one, and then maybe an hour-and-a-half to build your third one. The more you do it, the better you get at it. That might be a good exercise for you. I hope that helps, Jenny. Let's see here. Zane, do you see any that you're looking at there? I'm just sort of perusing through here. "How could I add the 5-second countdown to my transition Thank you page? Sendlane doesn't have that." They've got plug ins for that and I'm not sure which one it is. Zane, you've done that before. You're big into the timers. What would you say?

Zane: The 5-minute timer, I believe that's the transition page that a gentleman asked about earlier, and I believe they put it on the forum. I honestly don't know how Sendlane does it, but I know they created a transition, not a plug in, a JavaScript of some sort. That's what somebody asked like, "What do I put a JavaScript?" You put it in the head tag of your opt-in page in Sendlane. I wish I have the link on the forum, but I believe it's inside the Sendlane forum area that talks about how to add the 5-minute counter. I believe they created it exactly for 5 minutes ... 5 seconds, sorry, 5 seconds. If you're using LeadPages, then it's a totally different story.

Tom: Let's see, countdown timers.

Zane: Is he asking about the countdown timer or he's asking about the transition page where it says, 5 minutes and then you will be transitioned?

Tom: Let's see. "How can I add the 5-second countdown to my transition Thank You page. Sendlane doesn't have that." The typical transition page where you're counting down 5 seconds to move, yeah. Go to Google and type in something here, too and read up on countdown timers. I get somebody to do that for me,

honestly. Zane does it more than I do, and when I need to have it done, I tell my guy, "Hey, put a countdown timer on there." I'm sorry.

Zane: I use LeadPages. I just that JavaScript that they were talking about.

Tom: There you got.

Zane: Put it in my head tag. If you guys use LeadPages, please contact me on my personal Facebook page. I'll happily tell you how to do it. If you use other people providers, sometimes, I can't help if I don't know how to do it, honestly.

Tom: Lori's asking for our opt-in, so they can get on our list to see examples. Zane, do you want to do that [inaudible 01:16:36] right here on my website. It's this thing right here. Click on this. It's on the top. You can opt-in right there. Type in your e-mail address and go through one of my sales funnels. It's fun.

Zane: Tom, if you can do me a favor and go to Valhallamind.com.

Tom: Yeah, spell it for me. I never can get that right.

Zane: V-A-L-H-A-L-L-A, Valhallamind.com. There you'll find my famous 5 meditations opt-in page.

Tom: There you go. I'll put that in the chat box, too.

Zane: If you scroll down a bit, you'll see my famous Buddha and my meditation, and that's how you join my list right there. I am revamping this site, so within the night, you'll see a totally new site.

Tom: [John Cho 01:17:47] is saying, "Hi, Tom and Zane." Hi. "I did a test on my e-mail delivery and they land on spam or junk folder. Is there a way to fix this? My e-mails land on my subscriber inbox." I think we already answered that, didn't we, Zane?

Zane: Yes, we did.

Tom: [Inaudible 01:18:00]. Let's see, "Can we offer freebies, be it something that is already freely found on say YouTube or TED Talks?" You know what? You can offer freebie to anybody to get them to opt-in. If they opt-in, then, rock and roll. If you're using somebody else's content, I don't know if I would do that. If you're sharing something that's on the public domain and you're simply referring someone to that public domain to get them to opt-in to your page, okay. I've gone out and I've pulled books that have been on the public domain for years, classic books that are offered free on the internet.

I've pulled a link from one of the sites where you can get one of these books that I actually sent it out to my e-mail list one day and said, "Here's something that I've been reading and I've been really getting good enjoyment out of it. I thought you might like it, too. Here's the link to go get it." There's goodwill I'm giving to my list and I get e-mails back from people saying, "Wow. I haven't read that in years. Thanks for the tip." You're okay to do that if it's in the public domain, but just be careful. Remember, protect someone else's content.

Let's see. Zane, Russell's asking, "How often should we change our landing pages? Thanks again."

Zane: As often as you like. If you have new things that you really want people to see, then, change it all the time. I am of the ideology that if something is working, don't fix it. If an opt-in page is actually working and converting really well, don't try to reinvent the wheel. If you know that it's not doing so well and the numbers will tell you, then maybe it's time to create a new opt-in page or at least revamp it. You'll be amazed how a small revamp of the same offer and the same page could get you so much different result. You'll be like, "Wow, seriously it's the same thing? It's just a totally different new look." As often as you like and also, if it works, don't fix it.

Tom: Exactly. If it starts to diminish after a while, then take it down for a while and then, rekindle it a few months later. That works, too. Mary Ann is asking, "Hi, Tom and Zane. If I hire someone, if I were to prepare a meditation with a soundtrack that I bought reseller rights, is that product mine? I mean, the copyright. Thank you." Absolutely, Mary Ann. It is yours. You paid for it. It's produced under your auspices, your instructions. You bought and paid for it. It is yours. Make sure that that's clear with the producer before you ever start. I always do. I make sure that they confirm that to me in the message box on Fiverr or in an e-mail.

Michelle's asking, "Can you discuss how to upload the Done for You page with the LeadPages' lead box?" Zane, you want to tackle that one? Can you discuss how to upload the Done for You page with the LeadPages lead box? I'm not sure what that means.

Zane: I'm not sure what that means either. If she's talking about the Done for You package which is inside the numbers area, these are the Done for You templates. You just upload these templates to LeadPages, that's at least the way I know how it's done. If you are using LeadPages yourself and it's not working, then LeadPages have a fantastic e-mail support. Just e-mail them and say, "Hey, guys. I have this template. How can I add it to your site?" They'll help you with that. If it's something other than that, I really ... I'm still not sure if that's actually the question, but I answered it to the best of my ability.

## Profit Academy Coaching Support #14

- Tom: Yeah, thank you for bailing me on that one. Here's another one related though, it says, "In Done for You Bonus, there is nothing about finance marketing online. Do you think in the coming days, it will be added? It will be very helpful like the other 10 niches to write e-mails and so on."
- Zane: We really don't know the answer to that because when the Profit Academy Program was created, Anik wanted to have 10 different niches, so people can have a head start if they are not sure what to get into. I know Anik always work on improving things, so we can definitely let him know. If it's possible, then fantastic. If not, as I said, I can't answer for him if that's going to happen.
- Tom: Johann is saying, "Hi, coach." I guess you're addressing that to me and to Zane. Hi. "My freebie about list building, but I'm confused about what affiliate products that are relevant." List building, it could be anything. If I'm selling cupcakes or if I'm selling an online businesses and affiliate through Anil Singal, that's all list building, isn't it? You're building a list no matter what you're selling, so just ... I would recommend that you start with a product that you want to sell and then, build your sales funnel around that product. What I mean is, start them with a landing page that will lead people down into the path that is relevant to the product you want them to ultimately buy. I hope that answers. What would you say, Zane?
- Zane: Yeah, I actually can't add anything more. You have hit the nail on the head with that one.
- Tom: Okay. Another Muhammad is asking, "I'm looking to buy clicks for my opt-in page in the Love Attraction niche, but my budget is very limited. How can I get my first 250 clicks for a good discount?" If you're looking to buy clicks for an opt-in page in the Love Attraction niche, that's a pretty popular niche on Clickonomy. You could buy from anybody there [crosstalk 01:23:44]. Go head, Zane.
- Zane: You can create what they call a bidding deal on Clickonomy. You can just go on to Clickonomy and create a bid, and you say you want these clicks to be for 60 cent a click. If there are sellers who want to take you on that, then you might get a discount. However, if you are going really low, I can speak for myself and most of the sellers, they won't do it because every time we e-mail our list, we are sending them something that they have to take action. If it's really cheap, then it doesn't make sense to send an e-mail to a huge list when we're not making anything out of it. Let's face it. It's kind of a sale when you're trying to do that. Be fair to all the solo ad sellers and try to get a best deal for yourself, too.
- Tom: Think of it this way. I mean, let's say that Zane's going to be ... He's on Clickonomy and he's offering clicks for sale, and he's been working hard to build his list and to build trust in his list and his list in him. Over time, he's established

a nice rapport with his list and then, here you come along and you're asking him to run an ad to his list with your content, and Zane doesn't like your content. He knows your content won't be received very well by his list.

He needs to have the right not to send that out. You need to understand that. You're asking someone to rent their list. They're putting out their reputation on the line with every e-mail they sent. Think about that. Create as much value as you can, and then go back to somebody on Clickonomy or some other traffic source, and ask them to run it. You'll have a much better response if you're respectful of the fact that we're putting ourselves on the line every day here.

Zane, Anna is asking, "I understand you GetResponse. They have landing pages in forums now besides just an auto responder. Do you think it's a good idea to use just GetResponse or do you think it's best to have LeadPages for the landing pages and GetResponse as the auto responder?"

Zane: If you want my honest opinion, I would say get LeadPages for your opt-in page creator and GetResponse for their auto responder. LeadPages has been in the market for the longest time, so you're not going through a testing period. They already tested everything and everything is working flawlessly. I'm not saying GetResponse is not working. It does work, but I personally would not go with them for right now because they are still in their infancy. I believe they just started the opt-in and the forum, and the landing page last year, 2014. I personally would not do it for my business because I don't want to risk it, but you're more than welcome to try it, that's my opinion.

Tom: There's another question here, Zane from Dennis saying, "I'm currently using Sendlane. There seems to be a lot of missing features. Is GetResponse a better alternative and/or landing pages?" Let me say this. Sendlane, GetResponse, MailChimp, AWeber, Infusionsoft are all different applications. They all work differently. They all have different plusses and minuses. You have to go look at them, do your shopping, and figure out what is the best application for your business.

Obviously, I'm doing it for myself. I started with GetResponse. I was happy with them. It was a toss-up between GetResponse and AWeber, because like you, I started with the Inbox Blueprint. Anik was recommending GetResponse at that time, and that was my decision. I flipped the coin and it was Anik's choice. He chose GetResponse. Then, I learned as I grew in my business that I needed more robust features because of the business I was building. I researched it myself and chose Infusionsoft. It's your business. You have to figure out for yourself what is better for you. That's the best way I can say it.

Zane: That's absolutely right, Tom. Even when you have Infusionsoft which is like the god of all auto responders, there are still some things that maybe GetResponse only has like their Time Travel. That's one thing that is GetResponse is so famous for. You go to AWeber and they have their famous format which is the e-mail broadcast for bloggers. No matter which provider you will use, there's always somebody else that has a different bells and whistles, and that's why they're all in the market.

It comes down to what makes the most sense to you as a business owner. You do your research. A lot of them gives you a free trial for 30 or 60 days. Try it out. If you don't like it, then you go on choose something else.

Tom: Yup, okay. Let's take 2 more here, Zane then we need to wrap this up. We'll take this one here because Vladimir is really complimenting us by saying, "Tom and Zane, you guys are the best." Of course, I'm going to read that question. Thank you, Vladimir. Question, "I have 2 niches. For one, I'm using my real name and the other, I'm using a pen name. For the niche with the real name, it's been great. I love our social media such as Facebook, Twitter, and so on. So far, so good. How do I handle social media with a pen name? Any suggestions?"

Let me take a quick stab at this one. I already have a site like that, and I built it as a way to start out and I didn't put my name on it because, Vladimir, I was afraid I was going to make mistakes and look stupid. I didn't want my name plastered all over my mistakes all over the internet. I started off just by doing what you're suggesting as I had a pen name, I didn't actually use a pen name. I just created a brand and I put post on that website, and I experimented a wee bit and learned how to build a Facebook page around it and how to build a WordPress site, and curate my post, and so on, and that worked fine.

I didn't have to worry about social media because it was a brand on social media that matched the WordPress authority website. It was content relevant to the audience that I started to build through Facebook ads. The people loved the site. I still have it up as a result because it's pretty popular. You can do that either way. Zane, what would you say?

Zane: Totally, exactly the same. If you don't want to use your name and as pen name, then you can create a brand, a Facebook brand page then, it doesn't have to have a name like my Valhallamind page which is my business page. It doesn't tie into Zane Baker at all. It doesn't say my name in there anywhere. People on my page, they know that I own the page because sometimes, I sign with my name in the bottom, sometimes I don't. It's the business property. In the future, if I want to create a page that is more me, then I can create a page and call it Zane Baker's Community, and then it becomes more of me as a real person instead of a brand or a business.



You can do that exactly with all different social media platforms. You just have to create some separation where people know that this is a brand, this is a person, this is a public figure, or you can combine them all. It's really up to you.

Tom: Okay, Zane. How about the last one here? [Inaudible 01:31:42] I'm sorry. I can't pronounce the name, [Franchaunt 01:31:44] and I apologize if I said that wrong. "Tom, the last time you mentioned, we just sell \$2.99 or \$4.99 products first before selling \$49.99 products." That must be my webinar from last week. "Can you explain how to create the Add to Cart buttons and how to add Shopping Carts to my website?"

Zane: That would take an hour.

Tom: You know what? It's a simple thing. As I went here to LeadPages when I saw that question, in LeadPages, you can build a sales page. Go into the LeadPages if you have this application or any third party application that builds pages, and they will have a sales page for you. That sales page, you can then use that template and add in any features and copy that you want and then, link it to a merchant account, and you've got a sales page just like I talked about. It's a little more complicated than what you've learned in the simple, early stages of Phase 1 with Profit Academy, but it's the same concept.

It is nothing more than building multiple pages using templates. You can find those templates, I use LeadPages for this that's why I've got it on the screen because I can find pages to create sales pages, landing pages, webinar registration pages, transition pages; whatever page you want, you can find there. I just picked a template, and then I just follow the instructions to integrate it with my auto responder, change the copy. If I need a little technical help with somebody, I'll get my web developer to help me do it. You can find those templates right there and it saves you a ton of money because it's done and you can change it on the fly.

Anything you wanted to add to that, buddy?

Zane: I use LeadPages for creating all that stuff because as you said, it's quick and easy. It's more of a funnel for dummies kind of a format. They tell you; this is the one, this is what you do, add your link here, add that there, and then I'm done.

Tom: There you go. Well listen everybody, we got to wrap this up. I know we never get all of the questions, that's just impossible but that's why we have these things every few days. Thank you very much for your time tonight. I want to thank you, Zane for working with me. It's the first time I've ever done a webinar with you like this before.

## Profit Academy Coaching Support #14

Zane: Thank you, Tom. It's been a pleasure.

Tom: Okay, Rick. I'll turn it back over to you, my friend.

Rick: I hope you guys had a good time.

Tom: I had a good time.

Zane: I had a [crosstalk 01:34:06].

Rick: It's always worth showing up, right?

Tom: It's the most fun I've had with my clothes on in the last month or so, right? How about that?

Rick: Isn't that a sad statement? I know the feeling. Yeah, wow. If you look forward to this, how much worse can it get?

Tom: Exactly.

Rick: These things are recorded. They're in the member's area someplace, somewhere. I did see somebody somewhere asking about how they get on this thing on the weekend. I believe we're all Profit Academy members, is it not? They would've been notified of that. The virtual weekend, do they have to sign up for that somewhere?

Zane: Yes, on the member's area inside the Profit Academy member's area under Events. I believe it's listed there and you can just sign up and it'll send you the go-to webinar fun stuff, so you will know when to go and what to do, and when it starts and all that big stuff.

Rick: If you're not able to attend because the seats are sold out or however that works, and the lights are off, then those will be available. That's going to be recorded and it will be around as well.

Zane: Oh, fantastic. If you click on Events ...

Rick: There you go. There it is.

Tom: Okay.

Zane: One of the 11th, one of the 12th.

## Profit Academy Coaching Support #14

Rick: In the meantime folks, do your homework, pay attention, keep those cards and letters coming in. Take action. Make sure you pay attention to this instruction because it's how you get from, "I'm not making anything," to "Oh, look. I got enough to pay for dinner. Everybody can go to McDonald's tonight." You can thank Tom and Zane for that when it happens. Goodnight, folks. We'll see you on the next go around. We're out of here.