

Rick: Welcome folks. As you can see from the message on the chalkboard in front of you, it is our support Q&A call. Dave Lovelace and Joyanne Sloan are here to answer your questions, solve your problems, same life a little easier hopefully - that's what we're all looking for. I'll turn it over to the both of them, whom you know from previous lessons are both experts and very, very good at helping out. These are recorded, they'll be in your members area shortly. That's all I can say, because I don't know exactly when they put them up. You'll be able to review them at your leisure. Type your questions in the box; try to keep them relevant to the things that the coaches can manage. We can't solve world peace or grow hair, right Dave? It's all yours guys, take it away.

Dave: I haven't been able to do either of those at this point, I don't know about Joyanne, maybe she's had some success in that area. We're here to talk about something else. Guys, welcome to our support Q&A call for April 8th. We've got Joyanne back with us today, nice having her along with us.

Joyanne: Hello. Thank you.

Dave: Just going to take your questions today on things where you're stuck, maybe you need a little help. Whatever it is, it's going to help you in moving forward, that's really what it's all about. That's really why I love doing these. When I go into the forums it's difficult to cover everybody, because sometimes with 1,200 members it's easy to pass over someones question. Again, as I've said previously in other sessions, some of those questions have been asked with duplicates, so I may give a really extended answer to some questions and some of the posts in the forums. Maybe not everybody sees it, I don't know. It gives me an opportunity to answer as many questions as we can today on various topics.

I do want to pull up the members area here, if I can. If I can remember how to get this down. There we go. Members area. That's not the members area oh, way over here. Couple things I want to show you. I don't know, is that panel in the way of the screen?

Joyanne: Not for me.

Rick: No, if you can see it and we can't see it then it's working properly.

Dave: Okay great. All right. Here in the members area a couple things I just want to point out to you that I'm seeing that have been added here. We have an opt in page and solo ad training webinar coming up on the 9th; that's going to be tomorrow evening at 8 pm. As you can see here on the screen, expert Keith Matthew is going to be talking about some in depth tips and tricks on opt in pages, solo ads, free reports, thank you pages. That may be something you want to go ahead and jump into the Profit academy members area to sign up for.

Just below that is Fred Lamb - this might have been rescheduled for these new dates here. Penny click mastery training series. Anik's going to interview Fred on how to get multiple streams of traffic for as little as penny. That is the 13th, 16th, and 20th at 8 pm. Again, just something to member, stop profitacademy.com, log in and click on both of these to get signed up. One or both, whichever you want to attend.

I don't know if I had chance to mention this the last time, but for those who weren't aware, I did add some new videos to module 3, under case studies, that will be really helpful to you. Based on some feedback, comments I went and created some additional videos, so there are some new ones there. You can see, "narrow down your niche case study part 2" is something new. I added a few more details in a separate video. Also did a creating a TYP, thank you page, arse study. This is using our TYP generator. Also, setting up your first emails a series case study part 2. I went in there and few things happened in this video: I show you a sample ten day series emails that you can use, a schedule, and what to say. It's not exactly emails, but it's exactly what type of emails they should be, what day they go out, should you skip a day or not, I talk about that. That's a great one to view.

I also show you where to get your promotional emails, where to get your content emails. Then something that probably should have been a separate video, but once I got into showing some content I decided to just go ahead and kick in a few minutes talking about how to actually create your report from scratch. Where you take some PRL articles, open up a Word doc, copy and paste articles, give it a title, save it as a PDF, bam it's real simple.

Several things going on in this particular video alone that you probably want to go check out speaking of freebies, in that section, module 1 "delivering your freebie to subscribers". Many of you have probably already seen that video from Zain, but I've added a different one. In the first one he talks about converting the PDF, uploading to Dropbox, and even using Word press for delivering your freebie. Then i created one specifically just about uploading to your own website using C panel. Forget the FTP. I've shown FTP in the past, but I think for people hat are new, that's a little more difficult to understand. It's much more simple using C Panel, that will walk you though the steps. Just some updates that have been going on there in the profit Academy members area.

I will mention one more thing because I don't want to assume everybody knows, but we've tried our best to let you know. If you go into the bonuses section and you scroll down to bonus number 6 at the bottom here, we have a TYP generator, for those who don't know. The TYP generator will provide hosted for you, TYP pages. It's kind of a duplication, P stands for page. It's that self redirection page, that's the transitional page between when they subscribe and

before they are redirected to the affiliate offer. This is really useful because it allows you to connect the message that they saw when they opted in to the offer that they're going to be redirected to. It's a transitional page. I show you how to connect that into your opt in landing page on Sendlane. It's really just two steps. In fact, that screen right there is where it takes place, it's your landing page settings page. Anyway, jump in there, check out those videos, check but the generator.

I will show you one thing real quick. Here's one that I created. Now again, it's hosted for you, nothing to download. It provides you a unique link that's yours, and when you pull it up in the browser here's a sample of what it looks like. The download info is on it's way to your inbox, while you're waiting watch this free video. For this one I'm directing to a muscle building affiliate product. That what it looks like, that's how it works. Check it out. The two videos there will answer a lot of the questions that you'll have. I'm going to take it back to the members area and then we'll start jumping into some questions. Unless you have a anything to add, Joyanne, at this point we'll just jump in.

Joyanne: No, let's just jump right in.

Dave: Okay.

Joyanne: I have one I'll take, I believe it was Charlotte that asked. The question was about what are APIs and how do they function, because this was brought up in another session particular to Get Response. I'm going to send out a chat link to the group for Get Response. Basically what they said is API is an acronym, and it stands for application programming interface. I know that doesn't mean a lot in plain English. Essentially, it allows two different systems to pass information back and both; that's a really simplified way to describe an API. With the Get Response API, it would allow another program to manage contacts, to create campaigns, to generate reports and review statistics. If I could, could I just show my screen for second? Let's see here.

Dave: Okay.

Joyanne: Thanks. Here's the page. Let me just pull that up here.

Dave: There we go.

Joyanne: I'm just going to go ahead and grab that link and send it out to the group so they can look at this on their own. Let's see, entire audience. Essentially, there's a whole set of documents here around API keys and how you can get one and how you can use them. I'm going to try to keep this really simple and just show you. Here's some more information about an overview of API keys, and then if you go

here to the third one down under PI key, you'll see that what it says is, "Get response users can obtain it form the "my account' section after logging into your Get Response account." Again, if this is something interesting to you, this is a little bit more of advance technique. I'm not going to spend more time on it because we have a lot of beginners in this call. Anyway, you have the link now. Feel free to research further.

Dave: I've never really understood the API, I just know what it does, but how and why I don't. It just let's services and software talk to each other, I know that much. It's a preferred way that some of these services talk to third party services, I believe.

Joyanne: Yeah. One of the things about technology is that there are often collections of different sets of data. If you have, say, a list of subscribers, that's a set of data; first name, last name, email address, whatever you have. That is changing all the time. An API allows those two data sets to be updated and current and to integrate in real time so that things are more up to date. You don't lose people, there are no stragglers because you didn't update in a week or so forth.

Dave: Okay.

Joyanne: I would also invite people, because I have a strong background with Word press and website development as well as marketing, that if you have website or Word Press specific questions you can also ask those today.

Dave: I see question about, "Can I use the TYP generator if I'm not using Sendlane?" Absolutely. Doesn't matter who you're using, because all you're doing is creating a page and copying out a link. You can paste that link anywhere, any service, any auto responder, doesn't matter, because whoever gives you a link ... excuse me, a field that allows you to fill in a link, you just take that link and fill it in. It really doesn't matter. Yeah, you can use that anywhere, it's just hosted for you here so there's nothing to download or upload, anything like that, so that makes it convenient.

Someone's saying, "How to step by step create an affective and secure opt in page." I think secure might be the term there, because we show you how to create an opt in page otherwise. I don't know anybody who does secure, the actual HTTPS on their websites. That's not really an issue, you don't have to do that, if that's what you're asking. That's not something you need to worry about. Getting a secure certificate is expensive too, but again, you don't have to go that route. I saw someone do that in the forums, I don't know why they're doing it. You only need that really if someone is purchasing and providing personal information for that transaction purpose. "What if you're not using Sendlane." Okay, yeah we just answered that question, a duplicate there.

Joyanne: There's a great question here, C.J asked. They said, they just finished their first ten auto-responders, activated everything, set up facebook, and put in their first two entries and bought two facebook ads. The question is, how do they know if everything is working or not? There's two ways that you could answer that. First of all, is it working mechanically. Obviously you would want to test these items and see, does this link to that and do you end up with the thank you incentive item being delivered properly, all of that from a mechanical perspective.

Then there's the other question of, is it working in terms of being effective? You should be monitoring your facebook ad, your insights there, to see what your statistics are in terms of the percentage of times your ad was shown and the click through rate and so forth, so that you can keep a hold of your ad spend each day, and just your budget, and adjust your ad content so that you can keep increasing those percentages. They also ask, "What's the next fastest way to drive traffic to that?" After Facebook ads, what would be your suggestion, Dave? You do a solo ad following a Facebook ad, or would you do solo ad then Facebook?

Dave: I think most of would recommend try to find a solo ad provider first, if you can, because it's super quick, super targeted. Whereas when you go into facebook you have to chose your targeting, you have to take the extra steps. Not that big a deal. To me, personally, I think you just chose one and then go what the other and test both and see which is working for you. I don't really have a preference which one someone starts with really. Just depends on their budget. You have to really watch it with facebook, because you could control that, it's easy, you can set your budget, I don't want to spend more than X per day or whatever it is, you can always pause it. Just make sure you're eyeballing it to now where you are. Hows that for a southern term, eyeballing it?

Guys, don't forget about Bing as well. It's what I call the shadow of facebook. It's forgotten, so you can actually get some better pricing on Bing than facebook, because Facebook's so popular. Just look into Bing advertising as well. One of the presentations we talked about in the past, I think it was with Anik in the jump start series, was referring to buysellads.com. That's not going to be anywhere as fast or furious as maybe the facebook or solo ads for sure, but it is a way to get some targeted traffic on other peoples websites that are related to your niche who are already getting traffic. Check them out at buysellads.com; just have a look around the site and get familiaR with that.

Here's a question that's interesting. It says, "Dave, there are free meditation videos on YouTube. I paid someone on Fiverr to extract the music from the video. I plan to package the music and sell it. Will there be copyright issues?" I would never do that. I would never take a chance on doing that. We don't know where their music came from, maybe they created it themselves or maybe they

purchased rights to music tracks. To play it on the safe side, I would never ... hopefully it only cost you five bucks, you're not out a lot of money. Listen, you can go search Google for royalty free music and you can buy tracks pretty cheap. Five or ten bucks you can get a collection of tracks out there that have various links. Just look that up in Google. That's the safe way. I definitely wouldn't say that was good idea.

"I'm on the verge of publishing my page one opt in page and TYP. Now that we are learning phase two with more sales tips should I hold up from publishing to add the other up sale items?" No, because the whole idea of phase one is to built your list, build relationships with them, and then be able to promote some affiliate products in the beginning. In the process of promoting affiliate products and making sales, then you have a little asset in your back pocket so that you can go to these vendors and your market, who you sent sales to, and say, "Hey, I've been an affiliate of your." Then when you have your product read, "Hey, now I've got my own product", reciprocation type thing. You get in a conversation with them and see if they will send you some traffic this time. There's a series of steps that you do to get to that bubble, I won't get into that now because we're not really ready for that.

No, I wouldn't wait because that defeats the purpose. Plus, when you're building your list, if you go ahead and get everything published and working now on getting traffic, getting subscribers, then you have built in traffic to send to your offer, to your product when it's ready. Now you have you instant, with one click of the button, instant traffic, called the send button. That's the whole point there. Yeah, don't put it on pause.

Joyanne: I'd like to answer John's question. This is a good question because it's really subject to interpretation and opinion. The question is: "How can you tell if your content is of high value, is there a way to know that?" What I'm going to assume here is that if you're going to be speaking on the various topics within your niche, that you have a certain degree of expertise on that subject matter. If you don't, that's okay. What you do have is you have a brain, you have a computer, and you have the ability to research online. In the spectrum of knowledge and what people find valuable, there's what people know that they know, there's what people know that they don't know, and then there's what people don't know that they don't even know about a topic.

You think about that, that's true for all of us. If you can speak to either what they don't know about a subject and help illuminate them, or you can speak to what they don't know they don't even know, then you give them more critical insights that can make a difference in their decision making. That's anything to do with any aspect of their life, their business, their finances, what have you. I would say the highest value is to give them things that they didn't even know to ask. They

didn't even know how to search for that on Google because it's brand new to them.

If you are not an expert at that level, then I think what's also valuable, if you're doing the work for somebody. For example, we're here and we're answering your questions, we're taking you past the learning curve and we're taking you straight to the answers. We're letting you look over our shoulders. You can apply that same thinking to doing the homework for your reader. Curate somebody else's content, tell them why it matters, tell them what the critical distinction is, and bring that up front. I always like when I write an article, it's a good idea to say, here's what you're going to get for reading this article. Tell them right up front, here's the benefit. Rather than just expecting that they're going to read through your email or your post or what have you. Give them reason to get involved in the first place, rather than having to find that reason through five paragraphs.

Dave: Michael's asking, "How reliable is it with C Panel?" Extremely reliable; I've never had an issue with C Panel at all. I don't know how to further answer that one. It's real simple and it always gets your files up there. I find it easier than FTP for those who are new.

Joyanne: Yes. Al is asking me a question about hosting ... Sorry, there was somebody else here who is asking about not having Google index a link to their thank you page. In general there are some ways to do that, and I'll chat out a post that I found, which gives you some instructions, to the group. It gives you some instructions about how to have Google or other search engines not index specific posts or pages within your website. In general you either have to turn on indexing for your entire site or turn it off for your entire site. Feel free to read through that post there.

There's also a question here about how to upload a PDF so that it's hosted on your Word Press site, and then you end up getting a URL for that. Dave, I'm going to pass the next question to you while I pull up my site, and then I can show them exactly how to do that.

Dave: Yeah, that'll be great to show them that. That's pretty simple stuff too. This is, "What inconvenience problems can I have or can we have, those of us who are far" ... I've got to look at this again. "What kind of inconvenience problems can have those who go as far behind me. I'm in module three and some problems with out a responder yet. I realize there are already some in module 9." Don't worry about it. I was just thinking about this last night, I don't know what question I saw that made me think about it. I just want to encourage you to go at your pace. I know there are some timelines as far ... These aren't deadlines.

We're just trying to keep you motivated and moving forward at some pace. We talked about 30 days challenge and things like that.

Listen, we all have lives, we all have schedules, the important thing is just keep moving. Doing something to get a step further along. Don't worry about it, don't let that stress you out at all. Just always make room and time to do the work, regardless of what's going on. Even if it's work or family or whatever it is, you always schedule things sometimes. Schedule work time if that's what it takes to get things done. Just always doing something consistently.

Joyanne: If I could, I'm going to ahead and do just a little demonstration of how folks can upload their PDF.

Dave: Okay, let me get this over to you. Should have it now.

Joyanne: Okay, great. I'm logged into a main Word Press dashboard for my site. Basically, PDFs live under "media". You might not think of that because it has a little icon of a camera and a musical note. You would just go to "media" and then "add new". Then you can either use the navigation bar to select files here, or if you have your folder open where that lives you can simple drag and drop it right into place. Here, I have a PDF here. It's just going to start uploading that. You can see on my site that it has maximum upload file size of 64 megabytes. With the themes that I use, which are Elegant themes, I think that's larger. Your traditional Word Press theme doesn't usually allow that big of a file, I don't believe.

At any rate, you can see here's the file that I just uploaded. I can click here on edit. Sorry, it's a little bit slow to load because I'm sharing my screen. Then right there it says "file URL" and it gives you that path. If I were just to select that and copy that with a control C to my clip board, I could open up a new tab, paste that, and because I'm using Google Chrome as my browser you can see that it just shows the PDF live in real time. That was just a quick demo of that.

Dave: Yeah, that's pretty simple too, I think. Guys, just do it. You'll learn more by doing it, screwing up, or whatever, then anything else. Just go ahead and give it a try, follow the steps she just showed you, if you have, of course, your own hosting in Word Press. That certainly makes it really simple.

Let's see. Couple question here. "What video camera and video editing software would you suggest for Mac?" A screen flow is what is commonly used for Mac, otherwise you can go into Google and just type in "screen share software for Mac" and you should be able to see some options come up for you there.

"Do I have to have a website before I can start this business? Maybe not for phase one, but how about phase two?" Yes, for phase two you will, because to make money on line you need two things essentially. Base line is you need an offer and people to see that offer. In phase two we're teaching you to create your own offer, but to do that, or exactly to sell that, you're going to need a sales page which is a one page site with sales copy on it to convince people to hit the buy button. We go into that, in fact I talk about sales copy I think in module 11. I give you the whole formula, talk all about that a little bit later. Yes, you do need to have your own site and hosting it once we get ready for next step. Just scrolling down again.

Joyanne: I'm a little bit confused. Susanne's asking a question here about adding a Click Bank banner into a widget based word Press site. Say that ten times fast.

Dave: Seriously.

Joyanne: She says she's done something wrong because it's showing up as the website instead of the picture of the banner and it being clickable.

Dave: Yeah, you want to show that?

Joyanne: I could show her. She's saying, "Do you have time to help here." I can't see link to her website. Essentially, you need to host that image on your website and then make it clickable. It's not always a super simple process. If Click Bank is giving you the code for that, it needs to be done in an arbitrary HTML. Let me just show you.

Dave: I'm thinking actually what she may be doing is taking the HTML code provided by an affiliate vendor, so it's already hosted on their site most likely, and then they just copy and paste them to a widget. She's probably missing a bracket or something simple that's making it ... I don't know.

Joyanne: Yeah, sometimes all they want you to do is just host that host that HTML code and it is, as you say, hosted elsewhere. It just ends up being a link and it points over to that other site. I will go ahead and just show them what that would look like and how I go ahead resolving that. At least I can do something like that on my own screen.

Dave: Okay, over to you.

Joyanne: Here under ... let me move this out of the way. Under "appearance" you have something called widgets. Essentially, in the past when we wanted to add an image to, say for example your sidebar, what you would need to do is you would need to use what called the text widget, which just lets you do ... see here,

arbitrary text or HTML. To add that to a sidebar you would just click it and drag it into position. Again, it wants to be really slow here. Let's just say I'm going to put this in the footer area. Then you would just paste, say for example it was a code from [inaudible 00:27:38], whether you're going to host an opt in form on your sidebar or your footer. You would just paste that in from your clipboard, and then save.

There's a better way to do it, and that's with something called ... You can see here where it says "visual editor". This is a much easier way to add this, because basically what it does it's it gives you the visual editing tools that are typically present in Word Press post. Click that here. You don't typically have these controls where you could add an image and make that image clickable by adding a link to it. I use that. It's a really, really great little tool. Where that tool comes from is a plug in called - it's got a really funny name. Let me just show you what that name is. It's called Black Studio Tiny MCE Widget. I can go here to, let's see, home I believe. There's that plug in and you could add that. I'll go ahead and I'll chat that out to the group, because it's a super useful little tool.

Let me just show you actually how it looks on my side. One of the things that I do for creating content is I have a podcast, and I want people to be able to find my podcast feed on iTunes. See I created a little graphic here. "Click here to subscribe free on my iTunes", so they can also go to my human potential business directory, that's the same type of thing. They just click on the image and boom, it directs them usually over to the page that I want them to see. I hope that answered your question.

Dave: Cool.

Joyanne: I'll stop showing my screen.

Dave: All right. Let's see, Michele's saying, "If I want to change my TYP generated page can I do that, or do I need to regenerate a new one if I want to change it?" Yeah, there's no options to edit ones that you already create, so it's easier just to go in and create a new one. I don't think there's an edit feature at this point. I knew that question was going to come up sooner or later, because I thought that myself. I would just go in and create a new one and generate a new link for something like that.

Andy's saying, "Does subscribers have to have a Dropbox account to open a PDF from my Dropbox?" No, subscribers don't, no. You do of course, but they don't, no. Just make sure you're putting that in the public folder in your Dropbox account and then right click and grabbing the share link from there. I always encourage people to maybe give instructions if you have something to download. Say, "right click on this link to save to your computer" or "right click

and chose the save as function to save to your computer." Sometimes it's better just to download instead of pull up in their browser. It's a good practice, rule of thumb there.

Joyanne: Here's a great question for Susanne. She's asking, she says she has a domain name and she wants to get her website up as soon as possible, should she spend the time learning Word Press? Then parenthetically she says, "is it as easy as they say it is, or should I use a resource to build the site for me?" Here's the thing Susanne, it's not as easy as they say it is. Whoever is telling you that doesn't work in Word press. I can just tell you, it has a real learning curve. That doesn't mean that it's not possible.

Here's why I wouldn't necessarily recommend that somebody else build it for you. They may do a better job initially, but they also may just throw something up and then at the end of the day they're the ones who have the keys to your domain. This is your business and you need to be able to be proficient and to get in there and change things around and add new content with confidence and do that as fast as you can without waiting or having to pay somebody to get back to you.

I really believe ... I'm not saying forever you need to be your own webmaster, but if you don't understand the mechanics of your site and so forth, that's a big area of vulnerability for you. I'm the kind of person who I do Word Press training and I help people actually build their site with expert assistance. I don't want to necessarily promote myself in this forum, I'm just saying there are people like me out there who can show you the ropes without you having to go at it completely solo.

Dave: Here's something I'm sure you can answer as well, Joyanne. Someones saying, "Any recommendations as to a website creation software tool, such as Weebly?" Weebly can create some surprisingly nice looking sites, but it depends on what you want to create. The first thing that comes to mind as a marketer is something like Optimize Press using Word Press. If you're looking for free then you could probably start at Weebly, but ideally you want to get into Word Press, put it on your own hosting, use a nice theme. Something like Optimize Press is theme, it's a plug in I think, but they provided you with ready made templates, especially for marketing and doing business online.

It depends on really what you want to do, but I'm assuming since you're a member here that you're thinking like the rest of us and doing marketing stuff and creating sales pages and opt in pages and product delivery and that stuff. That's what Optimize Press will do. Anything you want to add to that?

Joyanne: Yeah, you're right. Optimize Press can be both a theme and a plug in. I use Elegant themes to run my particular theme, but then I use Optimize Press as a plug in to build custom pages that wouldn't otherwise be possible. You can use it either way. There's another question here that's related about Word Press versus Blogger. There are lots of what I would call website builders out there, Wix is one of the, Weebly. Here's the deal, they can make a very nice, professional looking site, but invariably what you will come across is some limitation. When you run into that limitation your hands are going to be tied. You are basically limited because they're made, ideally, for people who don't have any technology skills. They have to keep them simple.

I look at them as nice online brochures. You're not trying to build a beautiful four color brochure, you're trying to build a thriving online business. In order to do that you need full control. Eventually you will get to the point where I bet you dollars to donuts you will need to move to Word Press. My suggestion is do it sooner rather than later. There are more than 16 million Word Press websites out there. Last time I looked they had 43% of the market share, that's for a reason. Huge companies are using Word Press, yet you can use it for your business too.

The thing about Word Press is it's an open source platform, it's developed by a community, everybody works together to improve it and make it better. There are more than 30,000 plug in that add additional functionality, largely for free, that you don't have to go out there and pay a developer to create for you. You just search the plug in directory, and whamo you add that to your website and you've just expanded what you could do. I feel pretty strongly about that, as you can tell.

Dave: I'll second that emotion.

Joyanne: It just comes up over and over again. I hear nightmare stories about people who have built their site but then now they don't know how to export all the content that they've added to it, they don't know how to get their images out. It just becomes a real nightmare. Or there are companies who won't let you take your stuff, they want to keep you there, they want to keep you paying every month, and they hold your content hostage. You don't want to have your website held hostage, because it's like you're in business jail then you've got to pay to get out.

Dave: Something to think about too with Word Press, it's the industry standard. That means tutorials and help for that platform is going to be all over the place and very easy to find. Whereas some of the secondary off-brand type services might be a little more difficult. People out there, since it's the industry standard, always accommodating and building things and themes and plug ins and whatever, to accommodate Word Press. It's going to make life a lot easier.

A couple of questions. Samantha's saying - a good question, "Do I need release forms for people I may interview for Webcast or YouTube videos?" You may have heard me, it sounds like she may have been on my webinar with Tom where I was talking about my first product and interviewed someone and it was using someone else's expertise. I didn't get a release form for that. That's probably a good idea, just little safety just so you guys are both on the same page. I certainly wouldn't discourage it. That's up to you and the person that you're going to be interviewing.

Joyanne: Yeah, I do podcasting and I do an interview based show, and I actually don't use a release form. What I do is I include some language at the bottom of my invitation to that guest just telling that basically by booking their time to speak with me for the interview that they're agreeing to these terms. I just thought I would bring that up real fast and just read it. I've had other people whose shows I've been on ask me to sign a release form, but it creates a real blockage. I really believe that most people understand that digital content wants to be free.

The other thing is that it doesn't hurt to share your finished interview or whatever the finished piece is, with the person who provided the interview, because that shows that you value their time as well. Then they might send it out to their group, and you get double hit. They'll promote it for you.

I wrote here, "all guests will receive links and instructions on how to share their episode with their own following at the same time we share with our audience. By participating in Express Success interview you agree to allow expresssuccess.com to record, distribute, and disseminate the recording in any manner. You also agree to allow expresssuccess.com to creative rights to the produced episode for potential future use in digital and print media, audio downloads, and in any other form of public distribution." If somebody wanted to use or repurpose that text, I'll just put that in the chat as well. I don't know how many folks would use that. It is important to have that agreement be clear and up front.

Dave: What you said there is excellent. I think it's a very good point and I certainly didn't think about. It does cover your basis, your still so to speak, that, Hey I am going to use this for the purposes that I chose. Yeah, I like that. That would certainly be beneficial to people.

Greg is saying, "how do you add a countdown timer of five seconds on the TYP?" If you use the TYP generator it's already done, that's just built in. If you're using that, it's already built in, you don't have to worry about it. For other countdowns here's a site I've used. Let me show my screen. You can go out and you can type in "countdown timer" in Google and try to find some script you put into your code.

Here's a site that makes it easy but it is a paid resource, it's called Countdown Monkey. All the code is hosted on their site, and you go in and you type in how long you want it to count down. What's going to happen after the count down, you generate a link or a piece of code and you copy and paste it. You can look at this further. Go check out there site, look at their features, their video, FAQ and see if it's something for you. If you are, however, using the TYP generator it's built in, you don't have to worry about that.

Joyanne: There's a really good question here about - let me go back to my widgets area - creating site map on their website. Site maps are nice, they're also really useful for by bots that should scan your website. The thing is I also recommend using search feature in your sidebar, that's also a widget that you can drag there. They can search the page by having to search through whole website map. I will find you a good sitemap. I know it's not just a given in my themes. Let me just find you some here. Here's one, Word Press Sitemap, Word Press plug in. I'll go ahead and send that out to the group.

Dave: Augusto is saying that the timers not true on the TYP, he said it didn't happen. When I showed you a demonstration a minute ago you saw the countdown timer was working. I'm not sure what the issue is there. I wouldn't worry about it. It just could be minor one time glitch, I don't know. I haven't had anybody else say that, "Hey that's been an issue." Like I say, it worked for me when I showed you the demonstration just a moment ago.. do you have something, Joyanne?

Joyanne: Yeah, I wanted to answer question for Roberto who says, "Do you need permission to curate an article?" No you don't. People want exposure, they want additional comments, so forth and feedback on what they write, that's part of the reason that they write it in the first place. What you don't want to do those is grab big chunks of their article and paste them into your own site. Anybody who's authored a blog post, what have you, would appreciate a link back to the full article. You might want to just at the bottom say, "Source: read the original article here" and provide a hyperlink back. That can get you on some peoples radar, then they'll really appreciate that you gave them a back link.

One tool that I would like to recommend using ... I'll go ahead and hit "show my screen" for a second there Dave, if you don't mind. In terms of getting fresh content, I've shown this on past Q&A sessions. A lot of people don't know about this particular tool. Google is just so powerful, but if you go to Google and you say "Google alerts", this is actually something that the PR, public relations industry uses heavily to keep track of what's gong on. You can actually go to "create an alert", and basally all you need for this is a Gmail account. If you don't have a Gmail account, I'm going to suggest that you go get one because it's free and it opens up a whole bunch of tools available for you. This is just instructions on how to create the alert. You have to select the different option.

Let's just say you have a niche about gluten free. You can see now, as I'm typing these key words it's dynamically populating a list of potential articles that are very timely right now. I'm going to go ahead and show the options. I could say "I want to know about these things as it happens" and this will give you a lot of emails by the way, if you chose the "as it happens". The nice thing about this is let's say you want to do forum marketing, you could actually be notified very very quickly, because Google is scanning all these big forums, of when somebody posts something in your area. You could get in there and answer the question for them faster than anybody else, if you click "as it happens". Let's just say that. The sources are, and you can chose these, so you can embed YouTube videos, what have you. We'll just leave on automatic. You can chose languages, you can pick different parts of the world, which is really nice. We could say, "hear only the best results." This isn't everything on the web, but it's stuff that Google says is a good site. Then just create the alert. Each day it'll send you nice things. This is also a nice tool to use if you want to monitor what anybody else is perhaps saying about you online. If they're mentioning your website. That's a great way to use it as well.

Dave: I'm going to show my screen and do something in Sendlane. Let me pull this back. Let's see if I can find that question. "what's the best way to upload my privacy disclaimer links to my C Panel?" When you say links you really mean pages, Tim. You want to create those pages in HTML editor and upload them through C Panel. You actually follow the exact same steps that I show in that video under the "how to delver your freebies" in the member area. If you go check that out, let me show you. If you go over here to "module 1" and click on "delivering your freebie to subscribers" and then watch that second video, it shows you the exact steps for uploading any file to C Panel. You can follow that.

What I can show you is that you can create a privacy policy inside Sendlane, so the page is hosted for you. Then all you have to do is link to that link that they give you. I'm going to show you how you do that. You can go to the free privacy generator online and get some verbiage that you need for that. Once you have that together, then you come over to "landing pages" and then we'll go to "create a template", and you can use video page three or four to do that. I'm going not select three and I'm going to give it just name, "privacy demo 1", click submit.

Here's what I need to do to get rid of stuff I don't need, because all I really need here is just the text. Anything else I can get rid of. For this image I click on it and then click the trash can up here on the top. I'll rename that to "privacy policy". We don't need that. I accidentally deleted that. We can take this and make it bigger. We give it a heading of a privacy policy here. Actually I could probably just do the H1. Then let's make that a little bit bigger over here with the text size; that's cool. Of course you can delete these subheadings if you want, just by

clicking on them and then clicking on the trash can. Nonetheless, we want to get rid of the button, so I'll click on that, click on the trash can. You can choose to keep any of these down at the bottom or not, you don't have to on this particular page. I'm just going to get rid of them altogether.

Now at this point you'd come in, you'd copy your verbiage, and then come in here and highlight. Let's just say "this one only"; we could actually get rid of everything else. Then right click and paste that verbiage in there. Once it looks good, if you need to do any further adjustments for formatting you can, just come up here and click on save. Then once you do that make sure you publish it as well. That's the easy way. When you do that it gives you your own webpage URL, just like it does for your opt in page, and you can take that and hyperlink it to your privacy policy link.

I'll show you about doing that. I think you may already know how to do that, but I'll just show you real quick at the bottom of this page. Let's just say this is the footer of the page and you've got "privacy policy" ... my computer is dragging because I've got so many things opened. Come on. I'll leave the arrow in there. If I right click and go to hyperlink and just paste in my link right here where it says "address", that Sendlane gave me, and click "okay", then this is going to be hyperlinked.

Typically, this can be called anchor text many times, but when you highlight it and then I'll usually look for this little symbol here at the top, it looks like a chain link, that's the standard symbol for hyper linking something. You click on that, brings up the same window, paste in your address, click "okay" and make sure you save the page on that hyperlink. Just a real quick tutorial on how to do that. Hopefully that helps you make things a little bit easier when creating your privacy page and things like that.

Joyanne: Here's question here from Irma who said that she tried Dropbox but when she tested it, it popped up a page that said "Do you want to create a Dropbox account?" I've actually had dropbox be finicky with me. Sometimes it'll just take me directly to the link that somebody wants me to download, the item, other times it'll say "you have to log in and you don't have enough credits, spend ten dollars to retrieve this." It goes back and forth.

She ended up doing work around and uploading that PDF to her website instead, which was much better. I agree, that is a better way to go. I also use Google Drive quite bit, that's a great place to keep files without cluttering your website as well. Just do what works for you and don't worry about .. the only real reason I ever use something like Dropbox is if it's a really, really big file and it doesn't attach to an email or I can't get it to be hosted on my website. Usually emails,

like with Gmail, I pretty much use Gmail exclusively, the attachment limit size is 25MB, which is pretty generous.

Dave: I wasn't even thinking about the Google option either; that sounds like a good one. They don't have to be logged into that either. They don't have to have their own account, you can just provide them a link.

Joyanne: Right, yeah you just get the public sharing link. The nice thing about that is it basically keeps their files in the cloud. Anywhere that you can log into your Gmail account, you can get to those files and you don't have to worry about anything else, your website being down, or anything like that. It's just there.

Dave: Menford wants to know, "Where is the C Panel pretension again?" He's on the site, he can't see it. Let me go back over here to the members area. You go to members.profitacademy.com, then you have the menus on the left hand side here. Module 1, you hover over that and then you can come down with your mouse and go to "delivering your freebie to subscribers", then when we scroll down we'll see the second video, it says "uploading to your own website using C Panel."

Keran says, "I have videos made, but how can I encrypt them to ensure they cannot be emailed on from friend to friend once they are bought?" One way that I know of, and I'm sure there are others, if you use Amazon S3 there a way to keep those so people can't pass them along. In fact, if you're using Word Press and posting them on a Word Press site such as a membership site, there's a plug in for Amazon S3 that also prevents that. Without giving you the step by step there, you can look into that using Google.

Another option is also if you put your videos on Vimeo.com, you have to use the Vimeo Pro version, I forget how much that costs, whether it's a one time, I think it's couple hundred dollars. I don't know if it's per year or permanent, I can't remember. In the pro account you can actually go in and say, "I only want these videos viewable on this domain." A couple options [inaudible 00:53:39]. I don't know if that helps you. Maybe gives you some direction, I don't know. Joyanne, do you know anything that might help along those lines or no?

Joyanne: I'm sorry, I was reading questions. Would you repeat the question?

Dave: They've made some videos and they want to make sure that they can't be passed along from friend to friend after someone buys them. There are a few ways to prevent that from being passed along. Here's the thing I want to point out too, that most people won't because they paid for them. It's like, "yeah, I paid for these, I'm not going to pass them along to you, you didn't pay for them."

Joyanne: Yes.

Dave: I've never worried about that.

Joyanne: Yeah, some people do worry about that. There are ways to make links not sharable or to make them invisible. I host my videos using Wistia, and then what I do is I go in and I embed them into my website, rather than linking them straight to where they're hosted on Vimeo or Wistia. When you embed them into your website that's a pretty straight forward approach. What you could do from there is if you wanted to add an extra level of security is you could add a password protection to that page. Then you need to obviously communicate that password to the person when you're sending them the link to it.

Dave: It's a real very simple, very basic way to do that, but if you go into your C Panel there is way to create a very simple password for folders. Let me see if I can pull it out, give me just a second. I'm going to pull up my C Panel and see if I can pull that up very quick.

Joyanne: While you're doing that let me just say, there are many many questions in here about Word Press and wordpress.com versus wordpress.org. I just want to direct you to Dave's screen, see where it says module 13 smack in the middle on the left side? It says, "module 13 bonus: creating a blog". I have created for you guys five different sessions in there. It's about 2 hours of content.

Let me tell you, there is a lot of meat in there. You're going to need to watch, pause, implement on your own. It's literally hands on information showing you how to create a Word Press site. Basically getting started, putting widgets in, plug ins, all that good stuff. Everything really I've talked about, it's covered in module 13, which we'll be releasing sometime in the near future.

Dave: Oops, accidentally muted myself. Can you see the C Panel screen on the window there?

Joyanne: Yeah.

Dave: When we come down to security, this is what a C Panel looks like, it might be different color, or shade, or theme or something, but typically they're broken up into sections like this. You want to come down and look for the security section. You go to password protect directories, and when you do that it's going to let you select a directory you want to password protect. You'll give it a user and pass, save it, and then when you first access that folder it will ask for a basic user and pass. Let me see if I can pull one up here. I think I've got one that's that way. Yeah, here in Firefox it pulls up this screen. It looks like it's a basic entry to Word Press or something. That's what appears.

If you go into your C Panel, you can see right here it has a video tutorial. Anywhere you host, they're probably going to give this video tutorial to you, showing you how to do that. If you have a hosting account just go look it up. I know HostGator has tons of video tutorials that show you how to do it. You can see right here in mine there's a button that shows video tutorial links just from within that section. That's an easy way to put all your videos in that one directory or folder, and then create a security level just for that folder; that's a simple way to do it.

Joyanne: There are a couple questions here that I can answer. One is from Suzette who asks that she got a domain name and a hosting account, does she also need to have the privacy option for a little bit extra cost, and a spam filter? If you set it up so that you also purchase the email options, so that they're handling email for you ... For example, it's sales@yourdomain.com, and so everything looks professional, then yeah I think you would definitely want some spam filtering, otherwise you can end up spending a lot of time dealing with spam.

I don't necessarily protect my domains in terms of privacy. I think if people want to find out about you, there's lots of ways for them to do that. If you're doing something subversive or that you need to hide or protect yourself, then pay the couple extra bucks. Generally, be in integrity and be upfront with people, and I don't think it's a real big problem.

There's another question here about whether or not somebody can use their existing WordPress site to host a squeeze page or an opt in page. Yes you can. I use LeadPages separately, but I also have a plug in called Lead Rocket, which is nice. Could I just share my screen for second? I'll just show them an example of what that looks like, because typically when you're in your website it's going to display the theme. You're going to be seeing ... let me move these questions out of the way. You're going to be seeing the header, you're going to be seeing the main body of the page, the sidebar, and so forth. It's not necessarily easy to tell your theme to not display those elements.

If I go down here ... it actually looks a little bit funny, but for some reason people like this one. If they click here, that actually links to a page that is hosted by Lead Rocket. You can see, it looks very much like a LeadPage but it's right there in my own website and people can fill that out. That was a paid plug in, but I think it was not very much, maybe \$20 or less. It lets you build an infinite number of pages. I found it to be a pretty nice little tool. You have the ongoing monthly costs. Of course there are advantages to LeadPage that this one doesn't have, but if you're trying to keep expense low that would be one way to go about it.

Dave: Someone's asking, "how do I use Optimize Press as a plug in? What's the difference between when you use it as a plug in or a theme?" I would just go to Optimize Press and look over their website to see. I don't know [inaudible]

01:00:53] they have a plug in version and a theme version, although they have themes that included with Optimize Press. You can see right here, Optimize Press Plus Word Press comes in theme and plug in formats. You can use the plug in version with any other theme. I guess that's the answer. Use it as plug in if you want to use it without theme, or if you just want to use the built in themes go the other route with them. I would [inaudible 01:01:14].

Joyanne: Yeah. When I first got it I started using it as a theme and recreating my site. I didn't really like it that much as a theme because I had gotten so used to the Elegant Themes package. Now I just switch back to my old theme and then use it as plug in. If you want, I can show them what it looks like to be used as a plug in, because it gives you just a whole bunch of other options.

Dave: Did you say you want the screen to do that?

Joyanne: Yes.

Dave: Okay, just a a second.

Joyanne: You saw how my theme looked typically. If I add it as a plug in it goes here, "Optimize Press Dashboard". That brings me a whole other set of tools. Optimize Press has it's own elements; it has sales pages and video pages and so forth. You can set up all these different things. You can tell it whether or not you want it to have logo and a header or none, whether you want it to have footers. Basically it can recreate the pages different than how your typical theme would look.

Let me just show you here under "page builder". You would create pages here, you have to name them. Let's call this one "delete me". You can always check and see if that ones available or if you've already used it. Either you can start with a blank page or you could use a content template. When I do that a bunch of other options show here; you can see there are home pages, membership pages. I actually have future plans to use my site with the membership options, because that's another way to protect content. Again, there are opt in pages.

For example, let's just chose that one. I'll go down here to "proceed to step 2". As I'm doing that it's saving my progress with anything that I've selected so far. You can see it wants to start to show me - this is the nice thing about Optimize Press is it's a completely visual environment. It writes the code for you essentially as you drag and drop different elements. I could just say, I don't want this one at all, so I'm going to delete this element and that disappears. Then I can go in here and I can tell it where I want my video to be.

Again, we talked a little bit about hosting a video that you have on either Vimeo or YouTube or Wistia. It says right here, "if you need to embed Wistia" ... it just

has some information here because it supports all those. You would just paste a YouTube URL or you would give embed code and set all the different settings.

Dave: You can see some similarities there for those who are using Sendlane, where you just click, get rid of, drag, choose an element. It's similar. I'm sure it might be a little more intuitive, because Optimize Press has probably been around a little bit longer. They can see the similarities there.

Joyanne: Right. It's nice because you can say, Okay I want to add different elements. If you have affiliates, audio players, bullet boxes, buttons, it's really very robust solution. I think it runs about \$95 a year or so, and there's a way to bring that cost down as well. Anyway, I just wanted to show people what it looks like as a plug in.

Dave: I actually build a membership site in there using the first version of Optimize Press, and we had our video training in that. In this membership theme you can use third party membership scripts that integrate with Optimize Press, so you can create an automatic user and pass for people so that's the only way they can access it. That's advanced, it's down the road, it's just to let you know it's resource you can look to for that thing when it comes time.

Also, don't let the cost get in the way. When it comes time to that part where you actually are ready to get your product sales page up and all that, you do have options. For instance, you can do that, that's a really good price for something like that for what it offers. To get all your pages, even launch pages, sales pages, download pages, whatever, everything's there. You can also create a video sales letter inside Sendlane.

Let's go back over here to the template. Let's go back to "list". If I create a template let's look for one of the video sales letter. I really like this one right here, let's select that. Actually I can just do a view, I don't have to select it. It's already got the button there, you can update this information, you can create your pages within Sendlane, link it there. That's already done for you so this looks real nice. You can link this button to your order link.

For example, you're using Paypal, which is really simple to use, they'll provide you an order link, you fill in couple of blanks of what's the product title, how much you're selling, where's it going to go after they purchase, save it, they'll give you all the information for attaching this. This is just an image, but you can embed your video sales letter right here. Very simple, great looking page, simple to do. Just to give you an option. You do have options depending on your budget. Just to let you know there are various things you can do out there depending on what you've got to spend and where you are.

Related question I saw just a moment ago about Word Press. Let me go back to that. Someone didn't really understand Word Press and was saying, "is it hosted somewhere?" I think it was generally what the question is. Word Press is hosted. You have to have a hosting account before you can put Word Press on it. It's not that you get word press and then get hosting elsewhere. It's all the same.

Joyanne: Yes, I talk about that in the first part of the module 3 that hasn't been released yet. There is a big difference between wordpress.com who will offer the hosting for you, and wordpress.org which is what they call a self hosted version of Word Press. Self hosted doesn't mean you have your own server, it just means you are hosting the Word Press files on a hosting account such as Blue Host, Go Daddy, etc. You definitely want to go for wordpress.org or the self hosted version, because wordpress.com has a lot of limitations. I go over those in detail in that module.

Dave: All right. "Hi Dave and Joyanne. Should I start email broadcasting after the AR series end, or I begin my own product creation and change the TYP to the new file to include my own product?" Yeah, it could be while before you have your own product. Get in the routine of emailing them after that auto-responder series ends for sure. Yeah, that's the best way I can answer that. Just go ahead and dive in. You're going to want to do that because your product isn't going to be created after 10 days. Go ahead and email them.

By the way, there's actually in the Sendlane section of the forum I give you some complete steps ... Here's a question that came up. What if I want to broadcast to people who are already out of the ten email series, but some of them are still in that series? I don't want to send double emails out. There's a way to do that. We break that down in the segment in the Sendlane section. You actually use the automation series in Sendlane to do that.

Let me see if I can pull that up. Let's go to Sendlane section, see if I can find it real quick. Actually, I think I put it in the FAQ, so that might make it really easy to access and find. Let's go to "forums", because this is really good information to know, because if you haven't asked yourself that question yet, you will at some point. Sendlane, right here. Hopefully I put that in the FAQ section. Yes, I did. If you go to the Sendlane section of the forum, number 7 in the FAQ section I break it down for you, exactly what you need to do step by step. This is going to be beneficial to you because you never know where these people are in the series, that's the catch.

There's a way to get around that when you follow these instructions. You're telling Sendlane that, Hey everybody who is no longer receiving those emails, put them in their own group. Then when you start to send out a mass email or broadcast to them, you select that group. I'm going to send out to this group

who's no longer receiving it. There's a way to do that. Make sure you come in and read that post for sure, that'll help you out.

Joyanne: I showed a demo of Optimize Press, but if I could show my screen again I'd like to just show them the difference between when they have Optimize Press running as a plug in. I know it can be confusing because we're talking about a lot of different tools and there's quite a bit of overlap. Let's just say, for example, I go to this page about my podcast. Typically when Word Press is looking for a page, again, it's going to call out for the header, it's going to call out for your main menu navigation, and then it's going to call out for the page contents. Then over here is there's sidebar, on the right. At the bottom of course I have the footer as well. That's typically what you would get.

I just want to show that in contrast to another page that's also on my website that I built with Optimize Press. Again, there's a video here, hosted by Wistia, just got the embed code and they can reserve their spot. I also have this one too, that just hosts a free download when they opt in. Anyway, you can see all the menus are gone. Basically, you're removing any distraction, so they can't really take any other action other than the action that you want them to take. That's really nice. Keep the message clear and simple.

Dave: Got a couple I can answer here. Let's see, Lenny says, "Where can I get instructions to integrate LeadPages opt in page to Sendlane?" Because we've seen this quite a bit in the forums and there's a process that has to happen in the background for LeadPages to pull third party services into their website. Really what you're doing here, you want to use the Sendlane list that you're building and integrating with LeadPages, if anybody comes to your landing page they're subscribed to your Sendlane list.

I know that Sendlane uses API that we talked about. You might want to check with LeadPages and see if it's integrated yet. Just almost created a new word there, optigraded. I think that's what we should use, it's opt in page integration, officially known as optigraded. I think we're going to put that in the terminology section I think in the forum now. If they're using the API, if they're not they probably will be, because I know Jimmy Kim is one of the co-founders of Sendlane he says it's a little bit of a slow process.

If you go up into your account setting under your name in Sendlane you'll see an API key right there. That's where you get it, under your account settings. I think they do the same thing for Get Response and LeadPages, they use an API key, you just have to go grab it and put it into wherever the field they ask. I would check with Sendlane. Excuse me. Of course you can go to Sendlane, I'm sure that's already been answered by them there. As far as what the latest information is, just go to the Sendlane section. Sometimes people will also say,

"grab the HTML code from your auto-responder and paste it here". If that's the case, when you have a form at Sendlane, look up our list ... [inaudible 01:14:32] integration.

Joyanne: Celine says, "Optigrated", she likes that word. Whole new wordsmiths today.

Dave: Optigrated. Integrate with your site. This is the forms I've already created. I click on the button that says "integrate with your site", then there's the code. You have to copy and paste that, but when you do that what really Sendlane used to do here is create a button that says "remove style". Get Response has that option, because many times when you're interacting with a third party they want to remove the styles because the styling is already there. That means however they've designed that page, you don't want to interrupt that design, you just only want the forms basics.

I actually showed this in a video, but I'll show it to you here. Make sure that [word wrap 01:15:27] is on. Most of the stylings are always going to be at the very top. If we go down to the bottom and start there, the only thing you're going to need is where it says form name, where it starts with that left bracket and form name. Everything else that's above that, we can just delete, because that's where all the styles are, at the very top. All that stuff we just get rid of.

Now we've got the basic stuff. All the way down to form. It starts with the form, see "form name" left bracket, and it closes with a form. If that's the case, and this is a good rule of thumb across the board, is that's how you get rid of styling manually, at least with Sendlane anyway. I know that's a little advanced, but I'm pretty sure that what they're working on is the API part. I don't know if that helps you or not.

Joyanne: I'd love to answer a question here if I can, and actually show you screen. Samantha asks, "speaking of videos, what tips do you have on how to look and present your message as an expert. Do you use a teleprompter to stay on track?" Here's what I do. As I said earlier, my business is really integrated with Google apps, so what I would do is as I'm logged into my G mail account ... if you've never use it, I'm just going to give you a quick shot. Just basically right here in the upper right hand corner it says "apps". Click here, and then I would go to "drive". This is basically like having your computer files, but it's hosted online or as they say, in the cloud. What's nice about Google is that they've basically replicated a free version of things like Microsoft Word, Microsoft PowerPoint and so forth. I could go in here and I could create a new, they call it Google Slides. It's basically a PowerPoint presentation, that'll allow me to chose themes and so forth and start adding it.

What I do is I create a document and I basically write out my entire ... actually, this is not a good example. I write out a whole script, and then I just basically transfer it over into a PowerPoint. I just keep it maybe one sentence. I literally read this. You have to be very thoughtful about every word that you put in here, don't add a lot of additional words. I just read this and I do a screen capture recording. In other words, I play the presentation for myself, I use Camtasia to screen capture, and then that basically provides my script for me.

You don't have to use this if you're not going to do video. I just want to show you one other tool here which I use for my podcasts. This is so cool. It's called easy Prompter. Let's just say, for example ... this is not a good script, but let's just say I'm going to grab some arbitrary text here. I'm just going to copy that to my clip board and I'm just going to paste that in here. It starts at 75 characters. I often do this when I'm podcasting my own stuff, I'm reading an article, and then I just hit the play button and boom, I can slow it down little bit.

This is a really cool free tool at easyprompter.com. This is all about quality; if you're conveying quality, and not saying "um" and "uh" and floundering all over the place, it speaks professionalism. I just recommend that you do whatever you can to put your best foot forward and deliver quality, and people will come to you and treat you as a professional and an expert in your field.

Dave: Let's see here. I have a question about, "Can I copy some template from Sendlane to my computer?" When you say template I don't know if you mean email template or landing page template. I know with the landing pages they have a download button in there, so you can take the landing pages you create and put it on your own server, edit, customize, if you want that sort of thing. I believe that download button is still there somewhere in Sendlane. I don't know if that's what you're asking specifically. I don't know about the email templates now, or why you'd want to do that. I'm sure there's probably a good reason for that. I don't know the answer if it's an email template. For landing pages that is something that you can do.

A follow up question for someone who said they left the computer briefly, came back, heard us talking about uploading to C Panel, how do you do that. One more time, when you go into members.profitacademy.com, you'll go into module 1 and then go to "delivering your freebie to subscribers", then you'll see the second video. Actually it's on the screen here, the second one, "uploading to your own website using C Panel." That's where you find that.

Joyanne: There's a good question here about technology and being overwhelmed by technology and not being at ease with it. We are working in a technology realm, and if you don't have the mind for it, you don't have the mind for it. I, for example, I'm quite technical and I've been around this stuff for 25 years.

However, if I see spread sheet literally my eyes cross, I fall asleep; I cannot do spread sheets. I call it Exhell. I just don't know what the problem is with my brain, I can't go there.

I can't make a recommendation of who you should hire. The thing is, I believe that the degree of your success is related to the degree to which you are willing to grow. To the extent that you have knowledge and you have comfort and you're some what conversant in or know how to use at least the basic tools, like your auto-responder, that will be empowering to you. My whole thing is about unleashing peoples power. We all have it, and we just need to work through the fear.

I just have seen so many people become dis-empowered by trusting somebody that they thought knew more than them, and usually they were just throwing lingo around, they paid precious resources to them. I've had people come to me over and over again with websites, spending 10, 20, \$30,000 having their sites rebuilt over and over and the site never did what they wanted it to do. Just be very careful is all I'm saying. Get recommendations from people, don't hire somebody if they don't have some good testimonials and so forth. I just think you should go out there and you should find out as much as you need to know to do the basics. Then once you have the basics running, then add new technologies. Don't try to do it all at once.

Dave: Here's something about ... let me just check this out. "I'm in MLM and I get a replicated website", that means someones providing their website to them, "would it be a good idea to direct people to that website instead if Click Bank?" That means a Click Bank affiliate page, or affiliate sales page. "Or, can I place my website in one of the auto-responder messages?" Ideally you're building someone else's business when you send it to their webpage, even though your affiliate link is attached to it. I'd recommend taking the process that we're teaching you here in Profit Academy. Build your own website first, because if you're working your tail off getting leads and spending money and that stuff, capture those leads because that's an asset, that's instant traffic, it's built into people who are listening to you.

If you don't do that and you're sending it to their other replicated website, sure they're going to tell you to do that because you're putting in all the hard work and sending it to them, and they're capturing the leads probably. Sure you'll get credit for sales because there's a cookie being set with your affiliate link. Definitely, you've got to create your own site. Do what we're teaching here; some landing page to get them on your email list first so you can communicate with them, and then you have multiple chances to send them wherever you want.

Whereas right now if you send them to whether it's your MLM replicated website or an affiliate offer, without you capturing them first you get a one and done chance of ever making a sale, basically. With email you get multiple chances to convince them that here's why this product will solve your problems. Where otherwise it's just they see your ad, they go, and most people who go to that website will run away, you'll never get a chance to see or talk to them again. Hopefully that makes sense. I would discourage you from using that approach. Again, you're building someone else's business when you do that.

Gusto, "if I'm not using Dropbox for my page gift, would that mean I need a webpage or site for every image that I give away?" I'm not sure what you mean by image giveaway. "You may also need C Panel or ... "If I have enough Sendlane, Go Daddy, MailChimp, Click Bank, Paypal, am I done?" If I'm not using Dropbox for my gift does that mean I need a webpage or site for whatever you're giving away? No, you'd need one hosting account for anything and everything that you upload for all your files. One hosting account, and you can upload images, reports, any file you can think of can all go to your hosting account. Are you asking if I need a page or site for ... I don't know what you mean by "every image that I give away" really.

Joyanne: Yeah, I didn't understand that either. If the image is the incentive item, they're giving away a nice wallpaper for somebody's computer. I don't get that. I would suggest if you have a bunch of that kind of thing, put it in a gallery. There are plug ins that you can use to create galleries where you would have say 12 different images all tiled on a page. Rather than having to rate links to 12 different places to find them.

Dave: He's saying, "so you also need C Panel?" If you get a hosting account, c panel is your control panel for managing all your files on your website. Your website is what you put on your hosting account. Trying to think how to keep that just generally simple. If you think about a hosting account it's like it's someone else on the cloud who has a computer, just like you have a computer, but is got massive storage and speed, it just big [inaudible 01:26:29] computer, and they're just allowing you to put all your files on a designated space on that computer that's yours and you pay monthly for it. C Panel is included with hosting, that's how you manage all your files.

You're saying is it enough to have Sendlane, Go Daddy, MailChimp, Click Bank, Paypal and done? Sendlane's going to be auto-responder, Go Daddy is for your domain, MailChimp is an auto-responder. You either need Sendlane or MailChimp, you don't need both. Click Bank of course for your affiliate products, Paypal when you're selling products. You can use all of those. I'm hoping that's answering your question the best that we can decipher from the question there.

Joyanne: Dave, I'd love your input on this as well. Dora's asking a great question. She's involved in a network marketing company, so her website isn't her own, it's really a duplicated site where she gets her own affiliate landing page. She wants to know, would it be a good idea to direct people to her own page versus a Click Bank product? Or should she just go ahead and promote her website in the auto-responder messages? I think that could be answered a lot of different ways.

If your website converts really well and you have a way to capture people's email on there - don't assume that just because they're there that they're already on your list first of all - then you may want to do that because it's converting better or as well as a Click Bank product might. It just really depends on the results that you can produce. You might want to test that out for a limited amount of time and do a comparison; link it to the Click Bank product for one week and then keep going, and for the second week link it to your own page. I would definitely suggest that you treat each email as if it's its own little marketing funnel.

In other words, at the bottom of your name as you sign each message, create a signature line for yourself and put that in every single auto-responder. Say, sign off, here's your name, here's your title or what you do, and then link to your page as your website. That way if that message ever gets forwarded or somebody just hasn't taken action in the post, you've given them fresh opportunity with each message to get to your site on their own terms.

Dave: It sounds almost identical to the question answered just a minute ago. I don't know if it was the same or similar, but I'm always going to recommend that if you're in network marketing or whatever and they're providing you with a website, send it to yours first, capture the lead, and then send it to the other.

Joyanne: Yeah. That really is the main purpose for having your own website is to build your list. A lot of people think, the action I want them to take is I want them to buy something or I want them to send me a lead or generate a sale. It's not likely to happen the first time around, or maybe even the second or third time. That's why if you can give them an incentive, reason to give their permission that you can market to them via email on an ongoing basis, then you can make those subsequent requests that they take the actions that you ask them to take, or check out a product, or register for an event.

Dave: Speaking of events, a question I forgot to answer earlier was someone wanted to know when the Profit Academy live starts, what time it starts on May 22, because they're making some flight arrangement or something. That starts at 6 pm, just for those who are going to that. I think all that information is in the forum, probably in the events. Just to answer your question really quickly there, it starts at 6 on that Friday.

What was the other one I saw? "I have a physical product, how do I sell physical product?" Depends on what kind of physical product you've got; is it white paper, physical reports or books, guides, or is it a DVD or CD? The only physical product I sold in the past, I think one of them was a CD that had data on it, so it wasn't music or video or anything. Then I actually had a DVD; I actually bought rights to product that was on video. I used a service called kunaki.com, K-U-N-A-K-I.com. The site is primitive looking, but it does the job.

There are scripts out there that will plug into your transaction process that will automatically - you probably want webmaster to set this up, or outsource it - to integrate it into your process so that when a quarter comes in, it will automatically send them an email with the contact information and what they bought and all that. Then they can send it out for you on autopilot. I think what I did was you can take an order, and then on your download page you tell them that approximate when the ship time is ... You don't know how long it's going to take to them, but when it ships out and all the details that are related to sending out those type of products. What they can expect basically after they make their order. Always create a page that tells them what's next, what to expect.

What I would do is take the order, and once a day at the end of the day I'd go in and see what the orders I received. I would get the name and email address, I would log into Kunaki, and you can actually do it two ways, you can do it manually, type in their names, or you can create a little spreadsheet and upload that one spread sheet and it will automatically fill in everything for them. It was a matter of just once a day I could go in and just fill in those names and save it, and they would automatically send it out to them. It was really cheap. Even if you just had a CD, if you put it in a DVD cover it's much more impressive and higher perceived value. It even comes shrink wrapped for \$1, something like that, and you don't have to have any minimums. I don't think so. Most people you had to buy a couple hundred, five hundred minimum before they give you the good deal, but this was great, high quality, great service.

Again, I don't know what particular physical product you're talking about. Of course, if it's the same product you're selling all the time, over and over again, then you'd go to your post office, find out what the shipping cost is, include that into the price, and then once a day go out and ship it out. Probably the easiest way to answer that, I think.

Joyanne: Sandra's asking a great question. This might be a good one to wrap up on, Dave. She's talking about the real value of a subscriber and how much each subscriber is worth, and the industry benchmark of \$1 per subscriber per month. Yeah, that is a good general industry benchmark. Anik uses that many times. What it would encourage you to do is think about not whether or not that person's going to

taper off and ever buy from you again, but really the lifetime value of that relationship. You can call it your customer lifetime value.

Anik shows you his method for how to go from \$1 per subscriber up to \$5 by adding in your own products and services in phase two. Whether or not you ever develop those, or you just continue to add affiliate product offers, that's up to you. Certainly you're going to make more, you're going to keep more of the profit for your own products. I would think about how do you nurture the relationship in such a way that they continue to recommend you, to share you, and to buy from you in an ongoing way. Of course, from there you can exponentially increase that value from 1 to what have you.

Dave: I can't top that. That's a good answer. I will say just one thing about that, is that don't expect to get \$1. Everything's going to be different, it depends on your relationship with them, a lot of factors, but that's the goal to reach for, \$1. If you don't get that, don't be upset or stressed out immediately, just do your best to build that relationship with them.

Of course, when you get in the product stage, like Joyanne said, add those back end products that you can control that will help that as well. I think that's a good place to end. I was counting on an hour and a half and that's where we are. I think we've answered a lot of questions. Hopefully, everybody, this has been really helpful to you. You got some good stuff to help you move forward and take that extra step moving into the rest of the week.

Joyanne: Thank you, Dave.

Dave: If anything, two things most importantly that we've learned today are two new terms: Exhell and optigrade. If you take away nothing else, at least you've got that. I think we're wrapping up.

Rick: Nice job folks. Now that we have our own vocabulary, maybe we can get our own mention in something special somewhere. I don't know, Wikipedia.

Dave: Hook that up for us, Rick, if you don't mind. Give us credit.

Rick: I love this new modern idea of, there's no language rules anymore. Just make it up, invent it, call it what you want. Two weeks later it's a whole new vocabulary.

Dave: As long as we know what we're talking about when we say it.

Rick: That's right. We get a secret decoder ring with your very next purchase.

Dave: You're taking us back. You're showing your age, Rick.

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Rick: Oh god. Thanks a lot.

Dave: Anybody up for a pet rock?

Rick: Jeez, I had one of those when they came out. God Almighty. I've kicked myself that I thought that was a dumb idea. Anyway kids. thank you. Again, I mentioned a great job. You two are a very good ensemble. I'm not suggesting you take it any farther than that, but you seem to do a pretty good job together. You guys out there in the dark and wonderful world of internet and marketing struggling to see the light, peer down the tunnel, do your homework, pay attention, do something, and you will see the glow, you will make \$1, 2 or 3 or 4, and then you will find yourself saying, "Yeah it came work, I can be successful. I didn't know anything about internet marketing last month, now I are one." On that note folks, we'll say "we're out of here."