

Profit Academy Coaching Support #16

Rick: Hi guys, it's the Profit Academy coaching support session with the lovely Dave Lovelace and the inspiring Zane Baker. Maybe it's the other way around. I don't know Zane. Do you want to be lovely and Dave can be inspiring?

Dave: How about talented? It's always lovely and talented, right?

Rick: Lovely and talented, oh I forgot. Yeah, yeah. You don't remember the old Dick Van Dyke TV show, do you? It's where you come to have your questions answered. Now we always ask that you keep in mind two things. One, there are a lot of people here, so the questions are coming in a little box that flashes by rather quickly, so it's just not possible to see them all at any one time. As they pop by, well, we try to pay attention see if we can. With the volume of questions and possibly the complexity of answers it makes it impossible to get to everybody.

I hate to say it, don't take it the wrong way, but there will be questions that we will simply ignore because it's either beyond our purview or it's really not something that's appropriate for what we're doing here. If it's something they can refer you too elsewhere, they will. Otherwise I hate to say it, but we're not customer support or customer service strictly speaking. We don't have answers to all kinds of questions that you might have given new thought or pause lately. I apologize but that's the reality of it.

They are recorded. They'll be available to you in your Members Area as soon as is feasible. Dave of course is a ... I don't want to say long, long time guru on this, right, Dave, because you don't want me to say how old you really are, but you've been doing this for a number of years and you went-

Dave: And I got a few wrinkles, so let's put it that way.

Rick: Yeah, that's right. So he's been doing this for a number of years and it is his profession, this is what he does. Zane comes to us rather recently. He was pretty much unaware of internet marketing almost 18 months ago or what it was, and now here he is answering questions and helping people with a significant amount of success on his own right. Both of them have that credibility. I'll shut up and take it away gentlemen.

Dave: Yeah, so thanks Rick, I appreciate that for pointing out my wrinkles. I don't know if I'll be lovely or talented today but I'll see which one Zane wants to be.

Zane: I'll go with the inspired one.

Dave: Good call. Good call. That was smart. Yeah, guys, we really appreciate you coming out today. We really like doing these Q&A calls really. It gives us a chance

to ... When we're in the forum, Zane and I, it's hard to get to everybody. Sometimes we're entering the same question multiple times. We do our best to try to get to as many people as we can, so this gives us an extra opportunity to get everybody in a virtual room so we can talk to you.

On a point that Rick was talking about as far as entering some of the questions, sometimes we just don't understand what you're asking and we see a few questions at a time as we grow through, but anyway, we'll just get into it and see what we can do to help you. Either Zane or I can actually jump on and show you something on the screen that helps you. We'll be glad to do that as well.

Zane: Definitely.

Dave: Let's see what we've got here so far. This is my opt in page. Achieve 72% which is awesome.

Zane: Yeah. That's great.

Dave: But I can't get any affiliate sales through Clickbank. It says my niche is too narrow the affiliate products were too expensive for a simple funnel. I need a funnel with trip wires. I think the term trip wire is something that Tom threw out in some videos. I don't really know the trip wires. I think it actually came from Ryan Deiss which I think it means a low end product. I don't know. Can you talk about trip wires Zane?

Zane: Yeah, definitely. The trip wire method is when you are offering a very low ticket item. The reason they call it a trip wire it's because it's really so cheap that they can't just refuse. Well they can but they can't resist the urge to buy it. Usually it's anything below \$20, preferably below \$7, so it's a quick impulse buy, so it's short ebook or a quick cheat sheet or a short meditation or a short ... something so short that they can consume in a very small time. But at the same time it's something so irresistibly priced that they can't just say no to it. That's why they call it a trip wire.

The trip wire is a method that you use when you are trying to sell a product that you have in place. You're actually taking the best of the best of your product and giving it for cheap and then selling the main product as an upsell. It's a way of you instead of burning the people up, telling them this is my product, go buy it, this is my product, go buy it, you'd sell them on something that is of high value but it's so cheap that they'll just take it. Then you present them with the idea of your actual product.

Now when it comes to creating these, these are funnel productions. I don't think the program here goes in details into the funnel piece as Tom explained it. He

was just sharing his own ideas with you guys. You can either go research it or implement it. I know for sure that Anik did a fantastic job with the 5X funnel. Is that what he calls it, Tom I believe?

Dave: Yeah, the 5X.

Zane: Yeah. That alone will get you started in a pretty good shape. Just take the best of both of worlds and make it happen.

Dave: Actually in module eight which is relatively new, it came out last week, it talks about that. Then the new one, module nine, talks about upsells and downsells and how they fit into funnels. Actually just today, a coaching call last night, maybe some of you were on that, me and Sean did that, so that broke that down for you pretty well. It shows you how everything fits in to your funnel. He also talks about some pricing strategies as well.

It's funny. I've done that type of funnel, but I've never or until maybe the past week heard that it was called a trip wire that had been used-

Zane: Yeah, it's a Ryan Deiss.

Dave: I looked it up. I said where is this term coming from? I found Ryan and I said, okay, all right.

Zane: Yeah, when Ryan coins a phrase it's like the bible of internet.

Dave: Right. I've always referred to it as the low hanging fruit.

Zane: Exactly.

Dave: He calls it trip wire. I call it low hanging fruit.

Zane: That's actually a very good one too, a low hanging fruit because it's so nice and it's there so you can't resist not to pick it.

Dave: I think Daniel was saying is there anyone I can hire to create this kind of sales funnel? I'm sure there is.

Zane: Well, the way to go about it Daniel is to actually find the idea for your main product, because for the trip wire to actually work you need a product because you are actually taking a piece of your product and presenting it at a low cost so a person then can come and buy your main product. The trip wire on its own it doesn't work. Just having a trip wire because then they buy the trip wire and then what? You need to think long term. You need the trip wire and then after

the trip wire they ascend and then they go to the main product or as we call it upsells and downsells. So don't just think from the tripe wire in itself. Think about the whole picture so you have everything in place also to maximize and to actually reach the 5X funnel method that Anik teaches, because that's where you'll start to multiply your income.

Dave: We were talking about outsourcing someone for that. You're talking about someone creating two or three products. I assume that's what he's asking, can I hire someone to create this kind of sales funnel. That can get costly in order to do that. But think about it. As a shortcut you can still think about private labor rights and even get two or three private label rights products that are related and then pick and choose the best of each of those and compile something you unique.

In fact, you can even recycle the same information and create a higher value product. Maybe one can just be a simple, a short version. The upsell can be maybe a step-by-step take. You look over my shoulder. I'll create a video version of it. You can use the same type content and put it in a more valuable version to use your upsells and downsells, but I would encourage instead of me repeating that today go back into the ... Look for the replay of last night's coaching call and then go back into module nine. Actually the upsell downsell videos will be probably posted this evening there, but the replay of last night's call goes into that in detail. Daniel, look for that. I think that'll help you quite a bit.

Zane: Fantastic.

Dave: I see someone else talking about a trip wire. Wendy is saying, "What is the best autoresponder to use?" Whichever is the best fit for you really. I mean you can't go wrong with any of the ones that we've suggested. Of course Sendlane is new. I want to address this real quick too. A lot of the videos that we recorded, Zane and I and some of the other coaches went and recorded these prior to the opening of course, and prior to that opening Sendlane wasn't on the table yet, so that's why we mentioned a lot about GetResponse being our go to autoresponder.

Anik hooked up with Jimmy and some developers and came up with Sendlane. It was an opportunity to save people a lot of money for at least three months, they can get their business built, start generating some profit, then they can start paying for it. So just FYI about that. What were you going to say Zane?

Zane: I was about to add exactly what you just said, that guys please excuse us. We didn't mention Sendlane at the get go because it was something Anik created mainly for you guys to save you some money. He was thinking outside the box of how can I save the students money when they just made a big investment in

their future. That's why Sendlane was born during the process of creating Profit Academy. Some of the items that we talked about were referring autoresponders that we were using back then, which is GetResponse. I know some of the other coaches were using Aweber. Just look at it from the aspect that it is a new product just made for you guys, so feel special too.

Dave: Of course one of the advantages or the second advantage of Sendlane is that it has that built in opt in page builder. GetResponse has some ... You have to pay \$15 extra a month if you use something similar but it's not really similar. With GetResponse, they're more like corporate type templates. You can strip them down and create them from scratch if you want, but think about Sendlane, it's built by people who do what we're teaching you, so we're all on the same page with the designs and what you can use.

The answer to what's the best autoresponder, whichever is the best fit for you, for budget wise and for features. You just have to compare that. But you can't go wrong with GetResponse whatsoever. Sendlane, that's great, if you like that other built in feature. All the pricing is generally pretty competitive across the board between all of them.

Zane: Also, Dave if you don't mind me chiming in, with Sendlane you guys are getting two services in one. You're getting autoresponder and an opt in page creator which is a huge thing. I think the only one that has that is GetResponse and as Dave said their opt in pages actually suck. I used them at the beginning and then I stopped because it's made for Macys and JCPenneys and not for internet marketers like us.

Dave: Yeah, I found that to be true too, so I was really impressed. Especially with \$15 extra a month it wasn't worth to me anything.

Zane: Yeah, same here.

Dave: Diana says, "If I add a trip wire to my opt in page sequence," and I'm assuming that means after they've subscribed you send them to your own entry product. It says, "Don't I need a secure page to handle that purchase?" No, you don't need a secure page. You just need a secure transaction form which will be built into your button.

Zane: But she would need a shopping cart to collect the money or at least a PayPal to collect it.

Dave: Exactly. When you sign up for that then when you create your button, when they click on that button, that link will take them to the ...

Zane: Secure one.

Dave: Yeah, the secure page. But for the page itself for the sales letter is, and I'm assuming that's why she's asking. But that page doesn't have to be secure.

Zane: No.

Dave: If that makes sense. Diana, yeah, just along as whoever you're taking your payments with, that form has to be secure when they start entering their personal information.

Ed is touching on what we talked about all last night for about an hour and a half. "Please give information about how to mechanically put together the upsell page from the main page with the shopping cart."

I probably have a little diagram I can show. I can pull that. Give me just a second. Yeah, I'll show you something here. It's a little blurry there. So for example ... You should be able to see the screen. Do you see that Zane? It's on the finance side. You see? It's basically a trip wire.

Zane: Yeah.

Dave: Front end \$7. What happens is you got a sales page. There's an order button on that page, \$7. They go to PayPal and fill out the secure form. When they've completed their transaction, the next page they're going to see is another sales page.

So how do you know, how do you tell PayPal to send it to that page? Well, when you go in and fill out the information, when you're setting up your cart, you tell it the product description, maybe give it a product ID, you tell PayPal what the price is or whoever you're using. Then you also tell them where you do you want my customer to go after they've subscribed, what's the next step. It's just like filling in the custom thank you page url in an autoresponder. Here you'd go into PayPal and filling in what's the "thank you" page you [inaudible 00:15:05] after they complete the transaction. So you paste in the url to this page, so it'd be sales page. We've got two upsells and a downsell here. This is the first product they see.

How do they go forward from there? Well, at the bottom of that page there's going to be a no thanks link. It's hyperlinked, it's anchor text, it's hyperlinked so in other words is clickable. When they click on no thanks if they turn that down they're going to see this downsell. Now you've got a third sales page. This just says, "Okay, I understand maybe the first one wasn't a good fit for you. But how about this? I'll knock \$10 off, but that means it comes without the bonus that I

promised in the upsell. But that will save you \$10. Does this interest you?" And then you have an order button. So not a lot of sales copy on the second one, on the downsell because all that was in the first. What's going to be on that page? At the very bottom a little no thanks link. They click no thanks and then they can see this one, upsell two. If they no thanks that they go to the download page of the very first product.

Now if they purchased this, say the second one, they go to the transaction and then they might see this upsell two. Same thing here. If they purchased the upsell then they're never going to see the downsell. This is only if they pass on the upsell. They go through PayPal, go through the transaction, complete it, and they're redirected to upsell two, if they pass on that they go to the download page.

I won't cover more details because we covered that all yesterday and you watched the replay in detail showing you some examples what the page looks like and everything, but hopefully that diagram will give you some kind of idea to help you there.

Zane: That was a very nice funnel Dave. It's very short and compact and it tells the story without needing to talk a lot about it.

Dave: Yeah, I think it had some pretty good pricing in there too just for the example, but again, we talk about that separately. Let's see, anything that stands out Zane? You can answer. I can look through here.

Zane: I see a question from Shanti, since we are talking about trip wires, is asking, "Are the two trip wires always pieces of the main product?" Now Shanti if you are going back to the way that Tom was teaching it, then yes, he was talking about it that it is part of the main product. But however it doesn't have to be part of the product.

It's important to be part of the product because then you can package it all together and say, "Hey, since you already bought this gift which is a trip wire, then you might be interested in A, B, C and D," which is part of a big package. But if it's not, then you can package it somehow and make it relevant. So it doesn't have to be, but if it is part of the main product, then it makes it more sellable. Because people always want to have the entire thing.

Look at it this way. If there is a TV show that they have the entire collection of the seasons in one pack people always want to buy that instead of buying season one, then season two and season three. But that's just my thoughts on it.

Dave: I've got a question that says ... Make sure it's in front of me there. It's looking for a simple shopping cart they can use. Here's one that's gaining popularity, is called Stripe, similar to PayPal. A lot of people are going from PayPal to Stripe but that's certainly one you definitely want to look into. Of course you can't go wrong with PayPal because it's a long standing, very familiar type merchant that people recognize. Really either of those will be perfect. There's no point in going to one of the more expensive merchants that million dollar businesses use.

Zane: Yeah, some of them are extremely expensive.

Dave: Yeah, a lot of gateway fees per month. With these guys you don't pay it per month, you pay per sale plus a few extra cents or maybe a dollar or whatever. It's very similar to PayPal, the payment infrastructure here with Stripe and PayPal, but either of those two is for starting out. I recommend one of those two honestly. I mean if you're getting started from scratch. Then you can always upgrade later when it comes to that, when it makes sense.

Zane: Dave, since we are talking about the shopping cart and PayPal there is a question from Nicole asking, "What is the typical cost of the shopping cart or PayPal?" Do you know by any chance what does it cost usually?

Dave: Well let's just click on Stripe pricing right here. 2.9% plus 30% per successful charge, which is good.

Zane: Yeah, it's really good.

Dave: PayPal is about the same. Let's see, 2.9%. In other words, if you sell a product that's \$47 2.9% of that plus 30% will be what they paid. I'm pretty sure PayPal is pretty close, very similar, 2.9 and 30. Let's see if we can find that.

Zane: I think it's under businesses and shopping carts. Well, maybe google PayPal shopping cart.

Dave: You think it would be right there on the page. It was easy on Stripe, wasn't it?

Zane: Yeah.

Dave: They just recently updated over the past few months their whole site so it's ...

Zane: Oh here, Payflow Payment Gateway. Is that it? Do you see it under Other Products? Payflow Payment Gateway. Oh Shopping Cart Partner Solutions.

Dave: You see shopping cart on there?

Zane: Yeah on the Partner Solutions under Industry Solutions there's Shopping Cart, all the way to the right in the bottom.

Dave: I've got something blocking my window, no wonder.

Zane: There you are. Shopping Cart, here we go. It doesn't have to do in the shopping cart. Oh here they are suggesting other shopping carts.

Dave: Oh they're integrated with PayPal, that's what they're doing. You can always let's see PayPal fee use.

Zane: Yeah, Google is the motherload of all-

Dave: Fees for PayPal accounts. I think it was just there in the previous, so 2.9 and 30, the same as Stripe.

Zane: Same as Stripe, fantastic. They've been in the business longer, so if you want a trusted resource then go with PayPal. But as Dave mentioned, Stripe is gaining a lot of popularity nowadays so it's worth a try.

Dave: Guys, I say this a lot and almost everywhere, but Google and YouTube are going to be your friends for life. Anything you want to know you can just type it into Google and find the page. Even YouTube, some of the simple stuff, maybe techy stuff that maybe you're getting stuck with, maybe you're waiting for days for one of us to respond and help you. Honestly, for that kind of stuff, you can just jump on YouTube and find. There's tons of people showing you how to do stuff, how to upload a product or access your host, I mean you think of it. So always start there. If you get stuck somewhere, that'll speed things along for you. But those two places alone will be your best friend for quite a while.

Zane: Yes definitely, as everything is online right now.

Dave: Oh yeah. Here's an interesting one. It says, "GetResponse blocked my link for Clickbank for an offer, and when I tried it my browser it was blocked stating it's a scam site and for malicious software." I don't really know what to tell you about that because if it were ... Typically Clickbank would be on top on that if they found an issue and they'd shut it down. I just wonder if the site maybe had been hijacked by a third-party, I don't know. I guess the real answer of this is switch a product.

Zane: Yes, switch a product in the [intram 00:23:50] just send an email to the product owner from Clickbank. There is like contact the owner or something and tell them, "Hey, your product is being blocked or something." Or send a ticket to GetResponse to see what's the cause. Sorry, not GetRespponse, Clickbank, send

the ticket to Clickbank saying, “Hey, this product is still on your site, but when I try to promote it, it blocks me saying it’s a spam or is a scam so help.”

Dave: Yeah, that’s really the only answer I think we can give you for that, just switch up the product because really you can’t control that.

Zane: Yeah, there is no control for that.

Dave: Alan says, “I have a really important question. I now have, I’ve got over 160 subscribers but still haven’t converted a single sale on my TYP.” Alan, you’re not alone. I mean this is always a home run out of the park. But there are a lot of factors involved. Yeah, you could test another product, or you could a test a lower price product, do a trip wire type thing. Depends on the offer, what sales elements or material has been put in front of them. I see that you’re saying it’s converting at 3% with other affiliates. That’s an average conversion, around 2%, 3% is average conversion across the board for a lot of products.

But you’re saying, let’s see, “How much traffic do I need to send to the software to be clear as to whether or not it’s working or not?” That’s still a low number. I mean generally the rule of thumb is send 100 to see what kind of conversion, but really to get a really good feedback a couple of hundred or more is good because that lets you know if there’s any ebb or flow, up or down, and that kind of gives a little plus or minus room to give a true count. But yeah, I see what you’re saying, I mean I’d love to have had at least one sale out 160, but that’s not always the case.

It could be the quality of the traffic. I’ll give you an example. A former student had sent out a solo ad and she had about 20% conversion rate on her opt in page and one sale from one ad. When she took that and sent it to another solo ad provider out to his list and now she had a 50% conversion and seven sales. The only thing changed different provider, different traffic. So it could be a better response, a better quality of list that are more responsive than the previous. Again, there’s a lot of factors. I don’t know. Obviously they’re opting in but they’re not taking up on the offer. So a couple of thing, you can switch up an offer and test it for another 100-150 visits to that page.

Or, just to point out to everybody, you can do something along the lines of maybe a cost per lead, so go to something like shareasale.com or offervault.com, look for products related to your niche that pay you per lead. Same process of signing up. When you see something you like you can look to their marketplaces and see. Like you go to Clickbank you look at the marketplace you can also go to these sites and search for their merchants by category and see what’s available. Many of them can pay very, very well per lead. I mean some are maybe 50 cents, some are \$1, some are \$2, some are \$10 per lead, some are even a lot higher

than that. But that would be a great suggestion, because it's something Anik talked about, has talked about in the past as an option where I think he actually he said about 50% will take you up on that cost per lead referral, whereas you might have 2-3% on a Clickbank product.

It is an alternative way to get your money back from the expenditure you've used to get traffic in. On average probably a solo ad, and Zane you can tell me what your experience is or if you agree, but typically that can be on average about \$1 per subscriber. If that's the case then look for a cost per lead that they pay you at least \$1 for that lead so when someone opts in they go to TYP, it sends them to another free offer, they just enter their email address to get paid. That way you broke even. You've built your list for free. That's something you might try as a CPL offer.

Zane: Yeah, definitely. Usually with solo ads it's about \$1 a subscriber. If you find a CPL offer that works, that gives you \$1 or more, then that's another way to get money back from a CPL offer. I think Offervault is the only one that has CPLs, right?

Dave: Share A Sale has some.

Zane: Oh Share A Sale has some?

Dave: Yeah, it's probably about a quarter of their merchants have that. There's actually a site called maxbounty.com. I haven't used them but I know that they're a cost per action site as well. So look up those.

I'm going to pull up this TYP generator here. When you're using this TYP generator to go to a cost per lead you change up your text a little bit to accommodate that. You might say, "Hey, I just sent the download info to your inbox." Now this is the page they see. Well, not this page, but this is the generator that creates the page.

I think by now most people are probably familiar with the TYP generator that we have for you. In the bonus section is bonus number six. You go and you fill out these three fields, it generates a page, it creates that little intram transitional page that only lasts for five seconds, has the count down, and it has some text on it that says something like thanks for subscribing, redirecting to your free video and then right here you put your affiliate link. Click generate page and now it gives you a hosted for you TYP page, a self-redirecting page. You'll take that url and put it into your, like if you go to GetResponse and you tell the opt in form where to send them after they subscribed, this is the link that you put there. So it goes here after the opt in page and then it automatically redirects through your affiliate link to your affiliate offer page. So just a text switch up.

You might say, “I just sent the download information to your inbox.” Right here in the subheading you can say, “While you’re waiting here’s another free gift.” Because you’re sending them to a free offer, because a CPL is going to be something free in exchange for the email again. They’ll have a landing page that, that’s a do do about the CPL, those landing pages, they test all the time. So you’re probably going to get the highest conversion just for that landing page. But again, just to point it out, it is something you’re offering free again, so word it that way to let them know what they’re going to see as they get redirected.

By the way, if you’re not familiar with the TYP generator there’s a whole tutorial I’ve put in there with that in that bonus sections. It shows you how to use it, some sample text and things like that.

Let’s see what else we’ve got here. I got someone saying, “Thank you Anik for free Sendlane.” Let’s see, Ed, PayPal button goes to product. PayPal button goes to product. What do for upsell? I think actually I answered that earlier when I showed you the diagram. After PayPal it goes to the upsell one, to the sales page for upsell one. You just have to go in PayPal and tell them what that link is to that page so that they’re automatically sent there.

“The products for upsell and downsell must be our own product just like the front end product?” Well yes and no. I mean you have to either create it yourself or have rights to it. So that’s the yes and no part. You don’t have to create it yourself. You can buy rights to products. Not every niche is going to have content that has rights that you can use to sell. Now if you buy PLR rights, that of course means you have a chance to put your name on it, modify the content anyway you want, call it your own as the author and sell it, no problem. But it’s sometimes called resale rights, probably more so in the internet marketing niche, R-E-S-A-L-E rights. That means product that’s already done for you now and you have the right to sell it.

The only problem is that selling as it is, not that that’s a problem, if it’s a quality product, don’t worry about it, you can put that in your funnel. It’s a shortcut. But can’t modify it, can’t put your name on it. It’s all about branding and authorship, whoever put it together, but they can give you rights to sell it. You have a couple of different ways to do that.

Maybe Zane you can answer this one. “Why is there an ad for this penny click mastery in profit academy?” I guess that’s for ... What’s his name? A webinar that he’s already started. There’s a series of three he was doing this month. Let’s see. Oh yeah, the Penny Click Mastery. Fred, I’m not sure why you’re asking why that’s there. This just means you can sign up for it, so April 13th, 16th and 20th at eight pm eastern Fred showing you some penny click mastery. I believe this is

Facebook, isn't it Zane? Or maybe it's media buys, I can't remember what Fred is doing there.

But if you want to jump on that and see what that's all about, how to get multiple streams of traffic for as little as a penny, the next one is tomorrow, tomorrow night, eight pm eastern. Give me just a sec guys to look through some additional ... I can't pronounce this name, M-O-H-D, I see you about half a dozen or a dozen repeating the same questions. Bear with us. You're talking about an opt in. Oops. Just lost it. How did I do that? I scrolled past it somehow. Oh there it is. I don't really understand what you're asking. I see you're repeating a similar question over and over. Sorry buddy, but I'm not sure what you're asking there. Yeah, I wish I could understand what that is.

All right, so here's one that says, "I started out in the weight loss niche, but when trying to buy a solo ad in Clickonomy I've not been able to buy any." That looks like Anna or Ana, I think it's Anna, but I'm not sure what you mean by not being able to buy any. Let me just finish up the question there. "I'm starting another AR, so autoresponder, opt in et cetera, for the law of attraction to meditation niche and should have already it by going this weekend. Am I crazy to do this? I know this puts me way behind. What do advise me to do?" Well I hate to see you jumping from one stone to the next because there could be a pattern to that. A lot of people do this for years, they never settle on anything, they just jump from thing to thing to thing to thing and never see it through and before you know it a lot of time has gone by and you haven't been able to do or succeed or see anything through.

It's scares me a little bit that that could be a habit and maybe you've done that in the past, because I know a lot of people have. It's just not you I'm pointing the finger at when I say maybe you've done it in the past because I did it. We all do it when we first get started. Then we realize down the road that that was a mistake. There are so solo ad vendors. There are others more than Clickonomy I want to point. So just because you don't find ...

I got to understand what you mean by "I have not been able to buy any." I mean there are available for weight loss because a former student of mine used Clickonomy, both times for those solo ads I mentioned a minute ago. Maybe you're just not looking in the right category for the providers there. I'm not sure.

I mean you're going to have more opportunities for affiliate products in weight loss than you would for law of attraction and meditation, so I would give it a little bit more effort to seeing or to do your homework and see what's out there. You can look for solo. You can actually type in weight loss, the keywords weight loss and solo ads in Google and see others that are out there.

You can also look in the warriorforum.com, warriorforum.com. I think it's in their classified section. There are people there. Now that forum is typically geared to people in the internet marketing niche, business to business make money, but there are also a lot of people who do cater to niches, especially solo ad providers that advertise there. Just give it a little more time, do a little more homework and see what you can come up with.

Zane are you there? What if we got cut off or audio is muted. I'm not sure.

Rick: Yes, it would appear he has himself muted and I am unable to unmute him.

Dave: Okay. All right, I'll just wait. Zane, if you hear me-

Rick: There he is now. He's back. He was probably babbling on into the darkness.

Zane: No, not at all. I was trying to get it unmute but it wouldn't let me for like the past two minutes. I was trying to help Dave when the person asked about the weight loss and I'm like unmute, unmute, unmute and I was trying to find how to contact Rick, see if he can unmute me, but apparently he couldn't too.

Dave: Okay, cool. Zane want to add to this?

Zane: Yes. I noticed a lot of the students and that's not just towards you Anna, some of the students when they contact the seller for a weight loss product they are not running the ad because people are advertising exactly the same page and the same offer and the same thing as somebody else did. That maybe one of the reasons some solo ad like list owners, they're starting to say, "Sorry, guys, we can't run the ad for you." Maybe you could get back to that person and say, "How can I change things around so you can actually run the ad for me?"

Because you got to look at it in this way. With solo ads sellers, they have spent a lot of time and energy and money to build these lists, so they don't want to burn them with the same exact things over and over and over and over. Just ask the solo seller if your page would resonate with them and if he or she said, "No, I don't think so," then ask them what would happen or what would work for the list so you can create a gift based on that, because I'd hate to see you jumping from one niche to another, especially if you're using a lot for the done for you. It's important to actually customize it so it looks like it's yours, not just grab it from the done for you and put on a page and now you want to sell it.

Dave: Suzanne is throwing out an interesting funnel question. It says, "Along the same lines of the trip wire I have two small low priced videos to use as trip wires. But I wonder if you two can help me know how to attach them between the opt in and the Clickbank offer?" That's usually not done. I mean the sales funnel is your

products. You can't really jump off to someone else's products and then come back to yours. That's completely separate, so you can't do that. I mean you could-

Zane: The only ...

Dave: Go ahead.

Zane: I'm trying to think outside the box. She's trying to sell her offer before selling somebody else's offer? As that's the way I understood it, right?

Dave: Let's see. "I have two small low priced videos, but I wonder if you can, how to attach them between the opt in," yes, how to attach them between the opt in and Clickbank. Really Suzanne you'd have to offer the Clickbank on the back end. So the first thing you sell is your own offers.

Here's what I would do. On the download page for your offer this is kind of what's called a cross sale term, across means other products. What you do is put an ad on the download page because you've got their attention, it's a billboard, use it your advantage just like the thank you page. We're using that to your advantage. You're leaving money on the table if you don't. Same thing with the download page, have an ad there, even just a little banter ad of some sort that links to the Clickbank offer. Then in your follow up email, a couple of emails later not immediately because it seems greedy if you just immediately, "Hey, I just bought two of your products, now you hit me up for the Clickbank."

Zane: You can use the Clickbank offer as an upsell maybe if yours were really low, low price. You can say, "Hey, thank you for ordering this short term or this short video or this and that, but if you're interested in a product that goes into the entire enchilada, then check out this offer." That could be another way to go about it. But if they just bought two of your products don't be greedy and just send them over somewhere else too. That's an idea.

Dave: Yeah, and think about putting just a banner on your ... It's called passive advertising, so it's not like sending them an email and try to pitch them to purchase a product. This is like driving down the road, there's a billboard there, you can choose to ignore it if you want. You can have just a simple banner on the back, that's fine. You'll find that one or two people on occasion will take you up on that, click that and make a purchase, but it's not so much in your face so much. But yeah, you can't really do what you were thinking about there so much, except for what Zane talked about, and that's a specific scenario.

She also says, "Where to go to learn how to add my PayPal merchant account button to the trip wire?" Go to PayPal. Go to YouTube. Look for videos there.

- Zane: Exactly because I've seen a lot of questions guys even on the forum that you guys are asking us a specific question about a service provider. Like somebody was asking a question how he can use big commerce stuff. I just answered him honestly, I was like, "I don't know. Since you are using them as a service, contact them. They are the best people to direct you." Or some people are asking, "Hey, can you help me fix my domain." I'm like, "Sorry, I can't. The only person who can help you with the domain is the domain provider," because they're the one who knows their system better than me or Dave or everybody. Always try to see if you can get it fixed through the person you bought the product from or the service from because usually they have huge libraries that tells you how to do a specific thing.
- Dave: I'm really glad you brought that up too, because yeah, you and I are both in the forums pretty often and I see the same thing. It's a little frustrating for us because we want to help you and we don't want you stuck sitting there for days. Things like that, yeah, the service providers are the ones who support their product. You're right, they usually have tutorials and extensive FAQs and things that help you use their system to the best advantage. We're supporting our internal system. Yeah, a couple of us already know how to use a couple of additional products, but we're not the support team for those third-parties. Yes, we know some things about it because we've used it, but yeah, that's a really good point. So please take advantage of what the service providers already do for you as far as support.
- Zane: I have an interesting question. Maybe you can help with that one Dave. It's about the TYP generator. Charlotte is asking, "How can I change the time on the TYP generator?" I'm going to answer it and then I'll give it back to you, okay Dave?
- Dave: Okay.
- Zane: Charlotte, the way the TYP generator was created is for the best timing it's five seconds because you don't want to lose interest of the people. That's why it's set up to a specific time. Now I would refer back to Dave. He can elaborate a little bit more.
- Dave: Yeah, this is something I think we talked about the other day. My first question is why do you want it to be different than five?
- Zane: Exactly because five is like the best time. They are still interested and you're not going to lose them.

Dave: Yes, I guess the initial answer is no, you can't change it. As you can see on the page the only settings are putting headline text, subheading and redirect url. There's no extra option or setting to adjust the time. It is what it is.

You could create your own. I mean if you know how to do that or outsource it or go look for ... It is simple to create your own actually, but this is just for people who don't want to fool with code, or that's a little more what I would call intermediate. You're just putting a piece of code in a page and then you can pull that page up in your HTML editor and type whatever you want and make it look however you want and adjust the setting.

Zane: Exactly.

Dave: Because there's no setting here, it is what it is. But my second part of that is why would you want it? What reason do you really want to have it go longer?

As Zane and I were talking the other day I thought, "Well." I think someone else had asked this question, I think, "Well, maybe somebody wants to do something they shouldn't be doing that's not appropriate for this page like putting in a video that lasts for 30 seconds or something on this page," which is not a problem. That's great. No problem doing that. But you can't use this type of page to do that. It doesn't make sense.

Zane: Yeah, and actually Dave, this is good to mention. The guy was asking the question that I referred to you back then, he was like, "Oh I created my own video," and then I told him exactly what you told me. Then you don't need this thing for the video. You just create a typical thank you page with the video and then there is a continue button at the bottom. He's like, "Oh yeah, that makes sense." I'm like, "Okay, I'm glad it does. Because you were trying to-

Dave: That's what I was thinking. I'm thinking why, I was thinking in my head why would someone want it to be more, what would be the real reason. Then I thought maybe that's why because I think we talked about that, or actually one of the webinars was talking about putting a video, which is great. That's awesome. But you have to have a static page then. You don't want it self-redirecting. You just have that button that for instance when you're doing that video you tell them to click the button below the video when you're done.

Actually I'll show you. Let me. I'm going to pause the screen. Let me pull up. I'm going to show you what a redirect code looks like, just for those who are interested in since a couple of people have asked.

Zane: Also Dave, I created a post. Maybe I should create a sticky on the forum. I added the code like where to copy it and paste it into your header and put it on the forum so if folks are interested-

Dave: For the redirect?

Zane: Yeah, for the redirect, it's a small two lines that you just put in the header of your thank you page. Do you think it would help if I create an actual sticky so everybody can see it?

Dave: That would probably be a good idea as well. It's like I put a-

Zane: [Crosstalk 00:47:52] show them, that'll help them too.

Dave: This isn't the ... There's like two, three different versions of it. But this one, you have two places to change. For instance right here and this is one I actually used for an affiliate product in the past. You would change the url, and what goes here is where you want to redirect them to, which says, content=0, you change that. So if I want that for five seconds I change that 0 to five. If I want it for 20 seconds I change that to 20. Then everything else here, there's really nothing on the page, there's a page title but nothing actually shows up on the page. Oh actually it does. It says loading. I'll show you what it looks like. But you've got a simpler version, just a couple of lines where there's nothing on the page, right Zane?

Zane: Yeah, it's just a simple redirect. That's it. It works in the background-

Dave: Oh it's right here.

Zane: ... of an actual thank you page. Yes, that's it.

Dave: That's it right there, yeah.

Zane: It's just a line, so it's an actual thank you page and it tells them, "Thank you for downloading or accepting my gift. Watch the following video" and then in five seconds bam you're on the second place.

Dave: Right here I'll show you, ignore it. Sorry. I'll ignore this down here that I've got here. That was just some instructions. This is the only line and where it says 0 you change that to five seconds or six or the number seven or the number eight however many seconds you want. That's what it looks like and that's how you change it.

But again, yeah, you put this into your web page and then I mean if you set this timer for five or six seconds then you can have other copy. It's text. It's just for people who didn't know that term. Same time we're talking about text on a page it's usually referred to as copy or ... If you hear me throw that out there sometimes and, "What's he talking about when he says copy, make a copy of something?"

Anyway. You can look this, even type in Google what's the HTML meta refresh.

Zane: Yeah, meta refresh, that's what it's called.

Dave: So it's HTML meta refresh code. That's what it looks like right there. HTML meta refresh code. You can find it and copy and paste this, save it to your notepad, and then actually you can probably go to YouTube then and say, "How do you put this in my webpage or make it work," and find out how that's done. Anyway I just wanted to show people that, that it's possible to do your own.

What we got next here?

Zane: I know we have a Facebook question. A person is asking, Daniel is asking, "I heard that Facebook is blocking accounts pointing to lead pages opt in pages. Do you know anything about that?" Honestly Daniel I have not heard of that, so this is something that I would have to investigate. I don't think so, but I have heard from some insiders that Facebook is now with their advertising, they want people to give really good things, and a lot of times when the opt in page is just giving the person nothing other than give me your email and then I'll show you, they seem to be stopping this. I heard that. I'm not sure if they are doing this or not.

But to mitigate that I've heard from some really good people who are using Facebook advertisement heavily that they are using their blog, so they are sending people to a blog post to read about a specific gift. Then in the blog there is an actual link that asks them for the gift. The way that Facebook doing it right now is exactly what Google did. Wasn't it in 2005? Dave, you've been doing this longer than me. When Google said, "No, you cannot just advertise for an opt in page. It needs to have a home page, it needs to have policy and everything in between."

Dave: Gosh, I don't remember, because they have had so many changes over the years. Yeah, I just can't remember.

Zane: I think Facebook is following the footstep of what Google did back then. Just be conscientious, always read about Facebook advertisement in their Facebook advertisement forum, because there you will get the question from the mouth of

Facebook. So it's not he said, she said. It's an actual Facebook rep who's giving you the answer.

Dave, Giles or Jiles, I'm sorry if I butchered a name, he said, "I heard Dave said there is some resources besides Clickonomy. Where can we buy some other traffic from there?"

Dave: Actually I mentioned some in that same sentence. If you go to warriorforum.com as one place and you look in their classified section you'll find people offering solo ads. Many of them are going to be the internet marketing niche and make money niche, but there also would be some that I've seen on occasion that are in other niches. That's just one source. But again Google is your friend, start in Google, type in your keyword, like weight loss and then add the term solo ads.

There were some resources that we showed in the jumpstart training with Anik. There were some other places you could go as well. I'm trying to think. I can't think off the top of my head, but start there first of all because you'll see some of the providers that are out there who are doing it who probably don't have it readily ... who aren't really advertising unless you search for them. But yeah, there are many other providers out there. You just have to do your diligence a little bit. Gosh, I wish I could find that other ...

Now some of the providers of course are going to be limited to certain areas of certain niches. But it's just a matter of doing your diligence, go out and typing it in and see what comes up. I mean really that's what I would do right now if it were me going over to somewhere else to find it. I've done that recently, like I said, I've done for I mentioned places in the forum. In fact, go to the forum and type in the search results.

You see my screen showing the forum?

Zane: Yes, I see it.

Dave: Go up here in the search function and just type in solo ad providers or something like that. I'm sure other people are talking about it. But that as a reminder for everybody, always use that search function because for just a second if you go ... I typed in cloaking links, and look cloaking links, cloaking links, cloaking links, the links have just ... If you want to know about cloaking links because I saw a question about that. We've talked about that. In fact, I did a whole post on it showing you talking about it, why you'd want to do it and showing you various examples.

In fact, let's see if this is the one. Yeah, right here. Here, I want to show you some examples so maybe see this on the screen. The question was pretty much,

I see some conflicting reports about cloaking links, why and how to do them. You do them to for number one, here's the question I want you to ask yourself: Which of these links below would you rather click? One that says tinyurl bla-bla-bla, ?sd112xx, this bc82q bla-bla-bla, 13 other letters and numbers .hop.clickbank, or your domain, that's shedpoundsreport.com/download. It's a no brainer.

Zane: I'd go with the third one.

Dave: People even though we know, you and I know that these are safe, that's fine, but they look suspicious to people who aren't in marketing and don't get what we're doing. Never ever use Bit.ly or TinyURL by the way. Those things are blacklisted and your email will probably never make it to someone's inbox if you're using those type links, because the whole world including the people who control the email clients out there, the ISPs who block emails know that everybody and their brother over the past 10 years have been using Bit.ly for spam.

What you're doing is creating a redirect again. When it's download PHP you go into ... I'll show you that as a matter of fact. It's just like the HTML redirect. I've got PHP but you can use HTML too. It doesn't matter. Let's see if I still have that pulled down. Yeah, right here. Let me pull this back down a little bit, as far as the font size.

So if we take this, I'm going to create a new pull up, a new notepad and I'm going to put that refresh code there. You just leave this as url. The only thing you need to change here is the domain. If you're cloaking a link that is an affiliate link you just put your affiliate link right there so that they're not seeing something like this, which is a Clickbank cloak link.

You change the domain, you go to File, you go to Save As, and you name it something.html. So it could be ... What did I use there? Shed pounds, maybe report or video. Let's say it's video.html. Now I've saved that as a web page. There's nothing on it. It's just an html. What I would do is upload that to my hosting account. You do that. Any time you put files into your hosting account you want it to be right under your primary domain, it's all entered in public.html. Let me load this back up a little bit more for you here.

Zane: Wow Dave, you're a guru with the coding. I'm actually silent because I'm watching you.

Dave: Any time you log into your hosting account all your files go into public.html, so anything that you put there. For instance your index page, when you type up your domain name, whatever your index page is, that's the page it's going to be seen when they pull up your domain name. Inside public.html lives an

index.html. That is what we'll be seeing when someone pulls up your domain.com. If you upload this file I've just created, video.html into video.html then it's going to look like this.

I explained this before, but I want to explain it again. Think about your hosting and where things go and where they live as a filing cabinet. Your domain name .com is the cabinet. Your drawers that you pull from the cabinet are going to be public.html. The files inside those drawers are going to be these pages names or file names. Let's just say I've got yourdomain.com and I go in into public.html and create a new, and it's called a directory. I sometimes just call them folders, and I call that directory Report. Now I open up that folder just like you would any folder on your computer, you just double click it or whatever. Then I'm going to put in a file called report.html or it doesn't have to be- That's a webpage, so I said a file but that's a page so let's just put a file, let's just say it's report.pdf.

Now here's what's happened. I went into public.html, I created a new directory or folder called Report. Now I want to put a forward slash again and if you think about it right there is a drawer inside my filing cabinet called yourdomain.com. In this drawer I have a file called report.pdf. You see how that all works? If you think about it under those terms, so if I upload that page and we'll just say we'll stick with the page idea, video.html as a cloak.

Actually forget that whole beginning part because I just want to point out the cloaking because that's where we all started with this. I took this code, put it into a notepad. I saved it as a filename. I called it video.html, so it created a webpage. I'll upload that into my public.html and then I create the link called whatever your domain is .com/the name of that web page video.html.

Now remember what we did up here at the top? I replaced this whole link with my affiliate link, before I saved it to a web page. Now when I give someone this link, making sure that I do this, http://, when I put that in the email that is going to automatically redirect instantly to the affiliate offer and tap the person who clicked it with your affiliate cookie so that sometime over the next 60 days on average if they make a purchase you get credit for the sale.

It's hard to explain this stuff for people who've never seen and try to do it on layman terms, but hopefully that gives you some idea just one-on-one web master stuff that helps you with that.

Zane: That was very informational. I enjoyed it. Because I use all- Well I can give you a badge if I have one, call it the Lovess badge. Is it loveless or love-lace?

Dave: It actually is Lovelace. For the longest time people called me loveless growing up until I realized there actually is a difference. Some people spell it l-e-s-s, mine's is l-a-c-e.

Zane: Oh so lovelace, there is a lovelace badge for you.

Dave: I see, it looks Lam is asking a question, "What would be a good shopping cart platform to use if we want to offer subscription based platforms?" Any of them. They all allow you to do, to my knowledge. I don't know of any that wouldn't.

Zane: They will take your money no matter how you will ... If you tell them you want to give them money, they'll work with you.

Dave: Leslie is asking a question. I'm not sure I understand it. Let's see you say you don't need Sendlane and LeadPages but can I just use Sandlane for ARs? Yes you can use Sendlane just for ... That's their primary business. Sendlane is an autoresponder service. They just happen to have a little extra feature called landing page builder. But if you don't use LeadPages then you will need to build your opt in pages yourself or outsource them and then put the opt in form that you create within Sendlane and their integration area onto that page.

But it really doesn't make sense to do that because Sendlane has that opt in page builder super simple to connect. There are videos that show you exactly how to do that in just a few steps. You have a couple of- It's actually two steps I think. You go in when you create your landing page, you use a drop down that selects which lists you want to connect it to, list meaning your autoresponder, and then you also fill on a blank in that second step. Right underneath it, it says, "Where do you want to send them after they subscribe." It's super simple. Connect your opt in page in Sendlane because you built it there. Anyway, I hope that answers your question. I mean you can use it just for autoresponder if you want, sure.

While we're on the subject of Sendlane I try to mention this every time I have a chance to get on a webinar with you guys, because there's some confusion that people believe Sendlane is a hosting company and they're not. Anytime we say Sendlane hosts your web pages, that means they host the web pages that you create in Sendlane. When you use their page builder, they host those pages for you, but you can't upload like a done for you package or any external pages whatsoever to their site. They're not a hosting company. They're an autoresponder service that just happens to host pages that you create for you. I just want to make sure that everybody understands that.

Zane: Go ahead. Go ahead for it.

Dave: Brit is saying regards to Audacity, which I use, it says, "I was trying to upload my file from the voice recorder app on my smartphone," and I'm not familiar with voice recorder, it says, "it doesn't recognize that. So how do you guys create your audio tracks that you later edit in Audacity?" Well, I use Audacity to record them and edit them in Audacity.

Zane: Yeah, that's what I do too.

Dave: Yeah, and I tried to get a pretty decent sounding microphone. I mean you can get maybe about under \$50 maybe 35-ish. Is it Audio-Technica? I'm trying to think of that ...

Zane: I have the Yeti.

Dave: Logitech is what I'm thinking about.

Zane: Oh Logitech. I have the Yeti.

Dave: Yeah, the Yeti is good.

Zane: Yeti Blue. Blue Yeti.

Dave: It's from a company called Blue. It's a big microphone though, isn't it?

Zane: Yeah.

Dave: It can take up some room on your desk but it is a good quality microphone for sure.

Zane: Yeah, it makes it sound like a rodeo. Not rodeo, a radio pronouncement. You don't want to sound like a rodeo.

Dave: Yehaa.

Zane: Man, I needed the laugh.

Dave: Now I'll tell you though you get into the Yeti and you get into the one I'm using an 802020, they're both USB cardioid microphones, a little more on the pro side around \$100-150, but for under \$50 you can get something called a Logitech and it'll have ... You put on your head like a headset, it has a little microphone that comes around on the side. Those actually sound really good. For those on a budget I would look for something like that. My first career was radio so for me, I had no choice for me, except to decide to spend a little extra money because I'm that type of gadget guy. But you don't have to spend that kind of money.

Yeah, use Audacity, let's answer your question, to record it, and then also to edit it. Then of course you can use Audacity to convert it to an mp3. I think that's a little extra thing you download into, at least I did when I first got Audacity, unless it's included with the newest version, but a little app you download into for free, an add-on that converts it to mp3.

Guys, we always promise you an hour so we're just about where we are at the time, really, essentially. We can go just a few more minutes and then we're going to wrap it up here. Every Q&A we promise you at least an hour to get through some of the questions. Zane, you have anything that pops up in front of you that looks good that you want to answer? In the meantime I'll just go ahead and try to find something here.

Zane: Sure. Well, I've been answering a lot of the questions that we didn't get to answer them verbally, by typing. That's why I muted myself and then was muted for longer than anticipated.

I found this question from Maria. She's asking. First she says, "Hi, I'm Maria from sunny San Diego." Hi Maria. I'm happy for you. I wish I was there. She's asking if there's an actual blacklist words that Facebook has already put out so it'll save new advertisers the hassle of getting blocked. Unfortunately I did the search, tried to google it, I didn't find anything that Facebook themselves put out there, but I did find a lot of good articles out there that talks about like don't say the word cash, don't say the word make money or generate money or even earn money because their algorithm has changed a lot.

Just be conscientious and look at it this way. Are you promising something that sounds too good to be true? If it sounds too good to be true then don't put it out there. But if you've given them something in term of content, something that you think will help them then go for it. Sometimes unfortunately even the best of us, including me, I got multiple campaigns that I thought they were fantastic and within the Facebook rules and they just denied them. So it happens. If it happened then just don't try to rework it. Just move on, create something else, because something they found in the offer or in the thing they didn't like or at least the algorithm didn't like.

Dave: I've got a few easy ones I can answer here. Nicole's saying what is it ... She looked at it wrong on PayPal. She's saying that PayPal is 30%, which sounds like a lot. Well it is. It's not 30%, it's 30 cent. Yeah, not 30%. That would be ridiculous.

Zane: Yeah, no, no.

Dave: Yeah, so they only take 30 cent plus 2.9%. Yeah, you can take a sigh of relief there Nicole. I don't think I'd be doing business with any person who's taking 30%.

Brenda says, "So you're saying that PayPal has the templates to get the shopping cart page. Well that shopping cart page would be just stagnant and just show the product and the exact price." I'm not sure why that would be stagnant that's showing the product and the exact price. You've purchased stuff before probably through PayPal, I mean you know what it looks like. When you get to the page it just confirms what you're buying, it will show whatever I type in, the vendor types in to PayPal that we want to show on that page. In other words, when I type in the product name or description, that's going to show up on the form when some gets to that page and then it'll show the price.

Some shopping carts can let you give them a lot more information, even upsell information as far as like one tick, you tick a box and, "Hey, sure I'll take that." There's no sales page. It's just a few lines of text. "While you're if you order right now, we'll give you \$15 off of a related item. Just tick this box," and whatever. You can get some pretty advanced shopping cart templates that they provide you. But for the basic part, yeah. For the starting off, sure why not just go simple, you don't have to go the advanced stuff, but yeah, it will show the product and the exact price. I'm not sure if that's what you meant by stagnant, so I don't know if that answers your question there.

Ed, you're right. He says, "Do you put a different PayPal button on each separate upsell page?" Yes, you do. He says, "Which would download what they have ordered in total to their point ..." Think about it this way. If you have three upsells you've got three different products. So that's three download pages plus the main offer download page. This is stuff you all need to write down. Anytime you put in a funnel together it helps to have that little mind map which you'll see in module nine.

But you put it all down tangibly, a little road map, a blueprint, here are the steps I need to take, main upsell, if I'm going to do a downsell and choose to do that I'm going to put it down in my little blueprint, I'm writing that on a piece of paper. This is your plan, so you jot it out in order of the things you're going to do, what I'm going to sell it for, okay, if I'm doing this, this, and this how many sales pages I'm going to need, how many download pages am I going to need, how many order buttons am I going to need?

It's just a matter of mapping it out. Don't think about it in your head. Once you start jotting it down and making it tangible, it's all going to make sense to you. But just throwing it out there in your head and let it swirl around it's going to

drown, if you try to do it that way. I encourage you to always make it tangible. You'll be able to actually get stuff done that way. It'll make more sense too.

Zane: Dave, I have a small question from Charlotte. She's actually asking it to you directly because you showed the html piece. She said, "Hey Dave. When you're creating pages WordPress you do not see the html or the FTP or the PHP. So do you need to upload that via FTP?"

Dave: I'm not sure what she's asking there. So we're in WordPress and what am I uploading? I don't see the question there. In fact, can you read that again to me?

Rick: If I could Dave. It just occurred to me that she's possibly thinking that you're making the page, all the stuff, and then you have to upload everything, whatever you're making in WordPress and then you have to upload the layout for each page or post to the website. Whereas when you're actually working with WordPress you're building it on the fly on the website, except for things like image that you upload.

Dave: Yeah, when you're working and we're in a good point is that when you're working in WordPress you're creating those pages within WordPress. You're not really uploading anything. I can't think of any time I've ever uploaded a page into WordPress ever. Because it's not designed that way, it's designed to be built in, kind of an all-in-one, you do everything there on the page. Now otherwise if you need to do something external, that's what plugins are for. If there's something you need to do in WordPress, a specific function, just search for WordPress term plugin.

Rick: I can see where she's saying WordPress is not hosting page. Well, it is when it's installed on your website, which is where you work with it. Very few people have the ability to work with WordPress on their own computer in its entirety. That requires installation of extra software. You have to actually put a server application on your computer to be able to run Word Press locally. When you use Word Press it's already on your website functioning. You're working directly inside your live website when you're working with WordPress. I think that's maybe where she's confused.

Dave: Yeah, I've never pulled it down or worked on it locally and it's not something I really want to do. But I forgot about that because I've never done it, if that's what you're talking about. Yeah, that's a possibility.

Rick: Yeah, like she's asking about a PDF. Yeah, if you have a PDF file to give out you can put the link in your WordPress page and you can upload the PDF to your website and the link will take them to that. But other than that, if you install an image it's on your computer and you put it on your web page, whatever it is you

post, whatever you're doing in WordPress, it automatically uploads it to the website location for media. You're not really uploading anything other than the odd ball thing.

Dave: I appreciate that. A question about Dropbox. We've told people as an option to put up a link speaking of links to deliver to people who have opted in for the content. "When using Dropbox what security is in place so that they can only access what they're offering, not everything that is in Dropbox?" You already answered that. I see that.

Zane: Yes.

Dave: Zane, I see you're on the right insight there. I don't know of how anybody could access it.

Zane: Usually the only reason ... I send the link the security one where they actually answer everything in details, but the way with Dropbox, you are sharing only a link for an actual file. That's all they can see. But if you're sharing a link to your entire Dropbox, then you just need to be careful with what you're sharing. If you'd upload a PDF make sure that you are using the link for just the PDF and that's all they see. For other protection and security issues just go to the link that I provided and Dropbox will show everything to you exactly the way they do it.

Dave: Yeah and that's the bottom line right there, the link you're giving them is not to your Dropbox, but to the file in the Dropbox. "What would you use ..." Oh you've already answered that one. Let's see.

Zane: I'm trying to find questions that we either haven't answered or-

Dave: Yeah, because I see you have long answered them live, you're answering them in the chat, so we've covered quite a bit of ground there. Brenda says, "Blue Eti?" No it's Yeti, Y-E-T-I. The company name is Blue and the microphone that Zane uses is Yeti, Y-E-T-I.

Zane: Yes.

Dave: I would certainly go to Amazon. You probably get the price on that.

Zane: Oh yeah, I bought mine from Amazon. They delivered it in two days.

Dave: Yeah, that's how quick I get mine here. Brenda says she has a Logitech.

Zane: Oh she has a Logitech. That's the one you were talking about?

Dave: Yeah. Charlotte says when Dave talks about scripting in HTML it sounds like he's talking poetry.

Zane: I saw that. I didn't know if you wanted me to say that or not.

Dave: Oh that's fine. Well could be worse. It sounds like cursing at us, which probably some people feel like.

Zane: We had a lot of good questions yeah. We had a lot of interesting questions and fun group. Thank you guys for being so much fun and for helping us out, having fun at the same time because we don't want to make it so dry and just technical. I honestly think we covered a pretty good ground.

Dave: Yeah, I'm with you on that.

Zane: If we don't have any pressing questions we can end it today and I'm sure we'll meet again in a future session.

Dave: I'm with you on that. I had the same feeling as I'm looking through some of these, a lot of repeat questions. But guys, yeah, as always we can't get to everybody. We try to find as many as possible and address them in the time allowed. But yeah, so listen, thanks for showing up today. We enjoyed doing this Q&A. Zane, pleasure having you on with me this time. I think it's our first time pairing up on this.

Zane: Yeah, thank you Dave, it was a pleasure.

Rick: Hey, Dave are you going on a phishing trip?

Zane: No wait. What did I miss?

Rick: You got Windows' mail has download a message that appears to be phishing, p-h-i-s-h. Oh Dave is going off on an inspirational phishing weekend.

Dave: Yeah, I got to stop going to the bake shop and getting the wrong bake.

Rick: Yeah, that's why I'm one of four people left on the planet who do not use HTML web mail programs anymore so I don't have those problems. Mine comes in an envelope and I have to sign forward and steam it open.

Dave: Yeah, it's fine. But guys, yeah, I think we'll just call it wrap today. It sounds like we've done our job today so far, but our next one is coming up pretty soon I guess. Let's see, we've got on the 20th? Yeah, it looks like the next [inaudible 01:20:49] Q&A. This is an odd time. Normally they're at three o'clock, but on the

20th it looks like Jeff Lenney and Sean May are coming up at nine o'clock eastern for the next Q&A.

Yeah, we've leave it at that. We'll say good afternoon or evening wherever you are around the world. Thanks for taking time to come out and see us. I guess we'll talk to you soon.

Zane: Have a good one. Thank you for listening.

Rick: Best of luck everybody. See you guys later.