

Profit Academy Coaching Support #17

Rick: Welcome everyone, good afternoon if it is afternoon where you are. If it isn't, well, it is where we are. Well, where I am and where Nick is. Nick Mathews and Joanne Sloan are here today for your coaching support questions and answers. We will preface this by saying every once a while you may hear some odd noise and it is not something you are doing on purpose despite what you might think. Nick is coming to us from Florida and he is on because of his travel plans. He is on a wifi connection using an etch and sketch and the tin can and a string on a laptop.

There is noise being generated somewhere we have no control over. If you hear something strange, there is no point in complaining. It's just the way it works today. Joanne of course is connected to an eco-friendly computer somewhere on the west coast and enjoying spring like weather and Nick is sitting in the nighties. Meanwhile I had snow and hail, so I am not in a great mood and nobody gives a damn anyway. These things are recorded. We will put them in the member's area as soon as possible.

Remember the mechanism is pretty simple. You have a question. You type it into the box and one of our resident geniuses will answer your question or make a best effort to do so. If not, then they will suggest that maybe there is someone else you can contact or always other resources one can refer to but you are in good hands as they say, and we are not selling insurance, but I will shut the help up and turn it over to Joanne and Nick. Folks it is all yours. Take it away. The crowd is yours.

Joanne: Thank you. Welcome everyone and welcome Nick. I am so glad that you are here visiting from the UK and glad to be able to coach today with you.

Nick: Thanks Joanne. I am looking forward to it, and thanks to everyone for turning up today.

Joanne: Yeah, so I thought it might be worthwhile because I haven't [inaudible 00:01:51] in the past just for us to do a one or two minute introduction of what our strong suits are. I will speak for myself. My background is in business development and I do a lot of website development as well so my expertise is specifically in WordPress and log creation, and I will be really happy to have questions around that specifically.

There is going to be a module which is module 13 that's going to be released soon with the Profit Academy member's area and that training is all video based, and we will be showing everybody how to basically create an affiliate website or affiliate sales website for yourself from start to finish. Nick can you give us a little bit about your background, and what are the best types of questions for you to answer as well today.

Nick: Okay. Thanks Joanne. My background over the last 10 years is in business growth mainly for small and medium type enterprises who were making profit or not as much profit as they wanted. I go in there. Look at their systems, look at their processes and increase their profits. About six months ago I came across our next blue print course. I like them all. I will be working that module, and I have been growing my business ever since. Now I don't necessarily follow the process by the letter.

I do what I think works and in the last six months I have built a multitude of business that's doing really well for itself and it is based effectively on the profit academy module so if anyone has got specific questions around how did I start making money from this, I can let you know. You need that creativity in there. The profit academy module is the basic of what you need, and then you can add your own experience to that and you can do well. If anyone wants to know how you can make money from this just give me a shout.

Joanne: Perfect. Thank you for that. I think that's a really helpful context for everybody to be interacting with us today, and I am just going to start up at the top of the questions panel. There is a question here from Murphy and Murphy asks, they got their opt in page integrated with their thank you page to their main affiliate offer, and they have also set up a series of auto responders and looks like they have got about 14 email scheduled over about 18 days, so lots of great content, freebies and so forth.

The real question relates to when Murphy start testing the system and I am sorry I don't know, I am assuming Murphy is a man but I am not sure of this. I don't want to insult anybody but anyway, should you start testing with this small amount of traffic even though you still don't have blog set up, a Facebook page, a logos, videos, tripwires and so forth. My question to you Murphy is why would you want to start investing advertising dollars into an income based system because for example you are giving away five additional freebies. I don't know if those freebies are yours or if they belong to somebody else and you are using them, but you need to be thinking about the bigger picture in terms of yours sales funnel.

For example, instead of just giving the freebies away into emails you might want to attach those as bonuses to a primary offer to sweeten the deal for that person and make it more likely that they are going to take your offer because you have thrown so much additional value into the package. I know you are excited to get going, but I wouldn't necessarily want to move my children into a house that didn't have a roof and wall and a heater. I don't know why you would want to prematurely invest dollars that may or may not be returned to you if you haven't closed the loop. I hope that answers your question.

Nick would you like to just go back and forth going through the question panel with me or just you prefer to jump right in whenever you want to add something.

Nick: Yeah, that's great. Where I go on this one is when you really want to make this happen you get a blog, your Facebook page and your video sales page very, very quickly. I like the approach of instead of ready and fire, ready firing, I made lots of mistakes when I first started but I learned from it as well. One, it doesn't take that long to get off a blog Facebook and a video sales page to go with the hard work that you already generated. It shouldn't take you long, but I do agree with Joanne. Let's get something on each of those particular aspects sorted as soon as possible and move forward.

Joanne: It really sounds to me like Murphy is right there keeping up with the release of various modules because module 12 which has coming soon is the setting up and going live. That's really where you are at and the next one is creating your blog. Literally I have distilled 10 years of WordPress knowledge and website development experience into about two hours of the absolute need to know details about WordPress and websites.

That's coming soon and do look for that because like Nick said, it doesn't take that long if you will use the material you have already paid for here and shortened the learning curve considerably. There is a question here from Kay who asks that, she asked a person if they want to be an affiliate and then is it true that we are actually directing our leads to their websites. If they are not on Clickbank how do the lead sales get tracked.

Here is where I am confused with your question Kay if they want to be an affiliate of yours then you would be in a position to generate an affiliate ID for them and be tracking the sales. They would be sending the traffic to you not the other way around. Just the way that you phrase the question suggests to me that it little bit backwards and so if I have misunderstood that please rephrase the question and I will try my best to answer it.

There is another question here, Hello, Mercedes from France. She wants to know if, she is having a problem with an opt in form and get response and how to put that into a landing page. I wish that I could speak to that. I am not clear with your description as to what the exact problem is but you say here that get response is telling you that they don't recognize the page. What I would suggest is that maybe you reach out to me. In fact here is what I will do.

Let me just show you, you can reach me on Facebook, you could message me directly here. You could friend me and then if you want you could message me and send me a screen capture of the problem that you are having and maybe I

can help you work your out of that. My name is Joanne Sloan. Feel free to do that and sometimes you can't these things. It is hard to get a sense of exactly what the matter is.

Nick: Okay, Joanne, got a question here from David and it is regarding traffic ad words and Facebook. I have used Facebook, but I haven't adwords yet so I will try my best with this David. From what David is saying is the best way to structure the ad such that people are likely to opt in and will click it. I mean, there is demographics, quite detailed demographics within Facebook in which you can utilize and that's just about understanding Facebook a lot better.

As for the adwords, I have got very limited experience on that. Joanne if you got any idea about adwords and focusing on the right type of traffic.

Joanne: I am not an adwords user myself, but I would say that echoes your comments and that Facebook advertizing because they collect so much data on all of the stuff that we upload and all of our activity you can get far more focused with a Facebook ad. I think comparatively speaking they are less expensive to run and to optimize than Google ad, and if somebody wants to just screw with me that's fine too.

I know that when you want to go to Facebook and you start placing your ad that whole process you will get to a screen where you are asked to define what interests your target audience have and then you can enter in keywords that relate to those interests or you can say that they like pages such as a page that might have a large following that's associated to the niche that you are in.

You can really, really hone in on the exact demographic that you want to show your ad to and thereby increase the conversion rate. Tracy is asking what my favorite merchant account systems are and why. Tracy one of the things that I really aware of is how frequently small businesses are running into problems with hacking and security, and if there is any financial data to be stolen and so forth that is a pretty big reward for somebody who is after that information for negative reasons.

I think that unless you have so much volume, such a great volume of sales going through on any given month that I would just suggest you stick with Clickbank, I am sorry not Clickbank, Paypal. You can easily integrate with the Paypal merchant tools. You don't have a big out of pocket cost. It is really more of pay as you go because they take a percentage, I think 2.9% of the sales. It is really not a big amount and then you don't have a big outlay of cash every month.

I just got an email from somebody that I am working with and she hasn't made any sales off of her first. Actually, she has got a website set up, and she is paying

30 dollars for the shopping cart and then net of 65 dollars among each and every month simply to be able to have a merchant account and to process credit card transactions. This is silly to me. She has got 12,000 dollars a year committed outlay of cash with no guarantee of return. I really say for purposes of security and ease of use that I really recommend that for now. You stick with Paypal assuming that you are working with sales on your own site.

Nick: Okay, the question from Charlotte. [Inaudible 00:13:21] has extended the deadline for the one dollar challenge, is that correct. Charlotte I haven't heard that. Joanne have you seen anything.

Joanne: I have not heard that myself either. Rick might have some insight on that from the control room. If so Rick please chime in.

Nick: No, it is cold in Canada. Next question, I want to do a transition page with a short video introducing myself before moving to the thank you page, because I am in [inaudible 00:14:01] and don't have an auto redirect function. It is being suggested that I host my TYP and transition page on my WordPress site. Two questions, I am getting a quote for the website. My domain is with Go Daddy.

Can you help me understand the statement? Note, the base framework is WordPress but with customization I am trying to provide robust frontend editing (no backend WordPress editor short codes). Using this framework does require the use of my hosting. Well, it is a big question, I am not sure if I understand that.

Joanne: You could domain through your Go Daddy account and edit the names over settings. This is a little bit of a confusing question. I am not sure what your thank you page is going to be if it is just going to be an affiliate offer that you are redirecting to on your thank you page. I would recommend that your first auto responder and maybe your second and third be where you introduced yourself.

In other words you are basically creating one additional step. I mean, I am just going to pull away all the technical aspects of how you do that and just talk about the strategic aspect of it. Tactical aside, from strategic perspective I wouldn't necessarily want to put an additional barrier between the prospect and the potential sale on your thank you page because when they are pulled into your auto-responder series you really need to be warming that relationship in your first two or three emails.

That's the approach that [inaudible 00:15:52] recommends. There you have a captive audience. They make click away right away. They may not watch your video and so forth. You don't want to miss the chance of making that connection

and not even get to know you and why they should be on your list and stay there.

Nick: Okay, Suja I think you are talking about the length of blogs on your blog site saying that Clickbank are saying this should be detailed and long and Profit Academy is saying that they should be brief and to the point. I think as long as these, they are not too long and they are interesting but important what I have learned on list CJ is that within your blogs you should be putting tripwires in there and sending them back off to landing pages and/or websites so that it can start monetizing. I think from a blog perspective I don't like it too long but it is going to be long enough to make it interesting for people.

Joanne: Okay, I also want to go back and address one other aspect of that question about having an additional frontend editor. Okay, so when we talk about frontend versus the backend. Here is the front end is what the end user sees, okay. In fact, let me just instead of telling let me show you. I think I am logged into my site now. If not I will log in. When you go to my website or anybody else's website as an end user you are going to see what's called the front end. That is what the public sees.

When you log into WordPress in order to be able to access the dash board so let me just show you here so I am going to WP-admin, okay. Let me move this questions panel. Then, we are now going to access what we call the backend, and this is where as an administrator of your own site you will be able to make all the additions and changes. Now some people they really don't want to monkey around with the WordPress dash board and learning it.

However, I am going to go back to the comment I made previously which is that I have created two hours of very intensive, very informative training for you to know exactly how to work within this dashboard. Now, my site being fully built out is probably going to look a lot more crowded than yours will initially, but essentially let me just say, let me just show you if this is new to you if you are not familiar with WordPress. I am just going to show you what the interface looks like. The user interface when you add a new post or essentially an article.

Now I really don't think that you need to have what we be called a frontend editor meaning you are editing it as it would appear to the end user. This is pretty straight forward if you have any skills at all with something like Word, Microsoft Word then you will recognize the same types of control such as bold, italics, phono, left right justifications and so forth. Anytime you are working in WordPress what you would basically do actually let just instead of creating new, let me go to all post here and show you the difference between the backend editor and how it looks on the frontend.

Here is a podcast episode I just did. I will just show you what this looks like to you as you would be editing it. Pardon the delay in showing this. Okay, so I have got to cover images here where people can subscribe to my podcast on Itunes and so forth and then I have some headings here, meet our featured guest, his image and so forth. Okay, that's what it looks like and then when you want to get to how it looks to the end user you can always say all right I am going to preview these changes and then it shows you again the front end.

There is a phrase that we use in website development and graphic design called WYSIWYG. That's essentially an acronym that stands for what you see is what you get. One good thing to know about WordPress is that it is not entirely WYSIWYG meaning it can look one way on the editing panel. It can look quite a bit different to the end user. For example I have got a plugin or piece of software that adds a player right here where people can listen to my podcast as it is embedded directly into that post.

Again, here you see the post itself. Here you see it in the environment of your site overall where you have different applications and so forth. I hope that answers your question. I really don't think it is so complicated that you need to pay for a visual editor on the frontend. I would really suggest that you not do that particularly the way that you phrase the question because you said that you would not have access to the backend, and I think that ties your hands. You see here. Sorry Kay, if that was wordy answer.

Again, we have another question here. You create a blog site already and I was one of webinar sponsored by Click paying yesterday. That webinar indicated that blog post should be very detailed and not necessarily daily or weekly. We have been taught in Profit Academy to be brief. Should we do brevity emails and links them blogs and how do you feel about using the blog to create a larger product by using the blog post to complete the bigger picture.

Okay, I think I understand what you are asking here CJ. Yes, so what I would suggest is that you do keep your emails very, very short if possible maybe just one or two paragraphs. You don't want to contain the entirety of your message within the email itself. What I have learned to do is start my email with a link to where I want that person to go and get the full article because again we want to train them, you reader to follow the link, and I always be telling them the benefit to them for doing so. Click here to get such and such.

Then, use your blog post to be far more detailed. You have a lot more control over your messaging in the blog environment than you would want to do in the email itself. Also with regards to frequency you talked about doing it something daily or weekly. It is up to you, some people like to have a content, marketing strategy that is very, very frequent. I know myself I have five different email

accounts, maybe you guys are the same and it gets to be overwhelming in terms of monitoring all of them, so I would rather have quality over quantity, and if I get hit too much I do unsubscribe. I just get tired of being hit three or four times a day by someone who has been very pushy. You can see my posts are actually quite detailed, so I would suggest that you try that strategy as well.

Okay, ops, where did my questions panel go. Oh, here we go. Question panel keeps popping back in. Okay, oh and yes, the part B of that question I am sorry I want to answer that before I move on is, yes you can put together a series of blog posts and you can even hide them. For example, if I wanted to make this private I could go over here and instead of having the visibility of an individual page or post as public I can actually click here and I can password protect this or I can make it private which means only I can see it.

In other words you can put some pieces together that wouldn't necessarily be discoverable on your website and you could bundle those into an actual finish product if you put together say a dozen pieces that were on a related topic. There are some cool PDF plugins that will actually allow you to create eBooks and so forth on the fly. If I can find that later I will send you out a link to it. Even if you just go to Google and say PDF maker plugin or PDF plugins for WordPress, you can see that's a really cool way to create some digital product. Nick anything you want to add to that.

Nick: Joanne, this is a learning session for me. You are so great at WordPress. This is unbelievable. I am learning stuff that is superb. The only thing I would add that when I put my blogs out on my blog site I interject about every third paragraph a link to a tripwire to try and get people used to going to find a particular offer. Then, I send them into a phono and so I use numerous phonos and use the blog site to monetize and go off the different sorts of niches that I have.

Joanne: Very good, yes. I mean that's the point, right. When you are taking the time to create great content you are in total control over that content, and it should be your platform. When I do my podcast I put a lot of time into it. Every time I do an interview with someone by the time it is all edited and finished it is a six to eight hour investment of my time. You better bet your bottom dollar that I used that space to promote my eBooks and so forth and invite my listeners to enter into my funnel.

Nick: Yeah.

Joanne: Here is a question again about delivering digital content as the product itself so really the question is about protecting that content. There are couple of different ways to answer that. You can get more involved with protecting content by hiding it behind a login screen and therefore somebody becomes part

of your membership site. There are solutions for like wish list member for creating membership area where there is a login screen that protects it. However, if you don't want to get that involved I wouldn't necessarily assume that people are going to know how to copy your URL and send it out to people who would be interested. Most people don't have lists. They don't know how to get out there, and there is not a real easy way other than what I was just showing you about password protecting it, but then again they can share your password too.

Okay, great question here from Lea. She says if she hosts her own thank you page on WordPress would it look like your WordPress site with you headers and banners and so forth. She wants really to make it look like a thank you page and two, is there a plugin that makes a timed redirect so it will take the buyer to your offer without them having to click. Yes there are scripts for doing such things and I am sure there are plugins. I don't have one off the top of my head.

Two resources that I would direct you to, one is let me again show you back on my home page because I actually have a plug in that essentially adds something like lead pages to my website without a monthly fee. If it is the design that I need to change but for whatever reason people keep finding this. If you click here this essentially redirects you to a page that is hosted in my own website but you can see this very much looks like a lead page or a thank you page or something like that.

Again, you can see from the URL it goes to my website, okay. This plugin basically says okay call for this background. Call for this text area and so forth rather than the traditional way that it would construct your page which would be, sorry my picture is all blown up for some reason, your header, your navigation, your featured content and so forth.

Nick: Okay, the next question is from Suzanne. Question for you Nick, I own a MAC. I heard you say once you purchased a software to record your personal coaching calls. Okay, people don't do this, this was magic when I first learned about it. It was incredible. I mean there is just so much information in Profit Academy, how can you take it in. When you start doing coaching calls yes you can wait a few days and it normally popup on the side.

What I do when I doing personal calls I would recall from the minute it started and I would watch my coach take me through the whole process and I could just record and go back and do it several times stop and start. I used, I have got a MAC and I have got a PC. I used screen testomatic to do my recording. There are some people I know you snag it but it is great. It is a great way of keeping and recording your information so that you can go back into.

I mean, it always take me about three or four times before something actually clicks into place and it is so frustrating having to wait a couple of days for that information it took to come through so I would recommend any coaching call that you do use, I ask permission of the person and then I just record the whole session and it is great. I moved forward really fast when I start recording the sessions.

Joanne: I have had somebody, I have a coach too and it is like no matter what level you get to there is always somebody who knows more than you do. I just want to acknowledge everybody for showing up today and a couple of different resources I want to share with you. WordPress itself you can think of it like the baseline vehicle of a car that you might buy, okay. It has got the engine. It has got some seats and doors and so forth but it doesn't necessarily have all the bells and whistles that you would like.

The WordPress developer community adds what they are called plugins which are additional pieces of software that are generally free that add more functionality so let me show you the WordPress plugin directory. There are more than 30,000 plugins currently available. Some are paid, but the vast majority are not. They are free, and if you were to go here, you can actually like Google just search for certain keywords so let's go back to, I think it was Lea's question and ask about protect host, okay, I get this one right there, and we will click enter, so here plenty of perishable passwords for protected posts, universal host manager, protected post log out.

You can just going through the results of the search, no index password, disable search engine indexing for all password-protected posts. There are all different kinds of solutions that you could look through WP content protection and no right click. Okay, so here is one. Let's just click on that and what's great about it is that you get a whole synopsis of what this particular plugin does, okay. You can see some different ratings here. It is rated four out of five stars.

There are more than 20,000 active installs so it shows you it is also currently compatible with WordPress version 4.1.2 and you can tell you exactly here if you go to the installation tab, how to install it, very simple. Then, you can get screen shots as to what it looks like, okay. Anyway, that's one really great resource. I also wanted to go back to the question about recording sessions. A lot of you out there may be interested in telling services such as consulting or coaching, what have you any other professional client services.

I personally use a service called Any Meeting which I came up with after a lot of research. A lot of people are familiar with Go To Meeting that we are hosted on right now. That can be fairly expensive when you are just starting out. Let me just show you what Any Meeting does. It has a lot of the same functionality, a

very clean, easy to use interface and you can actually collect payments via Paypal for webinars and so forth. It can also do recording of all of the audio and the whole screen and so forth and you can offer those as replays.

In other words you could say, all right, nick I want you to be my coach and you are going to charge me a certain amount and one of the bonuses of that fee is that I get to replay this recording at my own pace and they host the files for you and everything. It will post registration forms or webinars, again you can sell tickets so I just wanted to show that as a tool that I find really graceful.

Nick: Outstanding. We have got a question from Amelia. I am not sure how to market products in my auto-responder sequence. How many products do I offer? Amelia one thing I will try and answer as best as I can, one, if you are unsure as how you market your products in your ARC, auto-responder sequence, I really recommend that you go back to some of the earlier video lessons on Profit Academy.

My answer is basically you are going to be put in your auto-respond sequence. You are going to be putting links into one you are going to send a freebie to get people into your funnel. I am not sure if it is a storage question because some people store their products in Dropbox. I use CloudA and other people use the several different products out there that you can use, and you will just provide a URL on the hyperlink for people to click on to go to that particular product that you want to give away.

Reference offers and how many times you do that, I will put probably one, I am not sure about you Joanne but I will put an offer out maybe once possibly twice before I move on to the next one. What about yourself Joanne. How often do you repeat an offer?

Joanne: Well, the thing is that especially with something like I use Get Response, you can craft a message that talks about your offer and then you could drag that multiple times so in other words you could repeat it once every two weeks and just change the subject line of that particular email, because we know only a small percentage of those emails are going to get opened in the first place so just having a different subject line might get somebody to open it up.

One thing that I would recommend is that at the end I don't have it here, let's see. Let me just going to scroll down to the bottom of this post. Okay, let's just say I was in Get Response. I don't want to go over there and log in right now and waste that time, but let me just go here and say I am going to add a new post. Let's just say for example this was your AWeber account or whatever service provider that you think and you can have your main headline. You could have

the main body of your message and then at the end what I would say so until next time or something like that the tag line I use is unleash your power, okay.

Let's see if I can spell today. Now I have a book, okay, now this starts into my auto-responder series at a URL that I have podcastbonus.com and this basically is what we call a cloaked URL meaning this is actually a page that is hosted by LeadPages, okay, but I just tell Go Daddy to cover up that URL. Don't show the LeadPages URL and actually cope it with my own domain, okay, but that is not really a developed website. It is just a lead page.

What I can do is I can copy that and then I can say unleash your power, get my free book here and basically use this as a signature file to just say click. Just actually be really directive with the audience. I will click here and add a link and put podcast bonus. Best practice here is to always to open the link in a new tab that way if somebody closes it out your website stays open, okay. In that way I don't even have to talk about my product. I don't have to be in their faces. It is just a nice subtle PS.

Here is a little thing. If you haven't gotten it yet, get it now, okay. That's what I would recommend to you. Keep as many of your content pieces as entry points into your funnel. I don't know, I am not using sendling myself. I am not exactly sure about this next question relating to the unsubscribe button and that it is not working. We probably need to put that into a sendling support ticket. That would be my recommendation to you.

It really is important and you will see with any email service provider company that you do use that to be in compliance with the I can spam act. That is an act that came up several years ago that it is a requirement that all commercial emails have the option to unsubscribe at the bottom. You may notice that when you create your emails you don't actually see that as an option. They just automatically add it in and you don't have the ability to toggle it on or off because that company needs to protect their ability to send out messages for all of their subscribers.

Nick: Okay, I have got a question. It is a good question from Allen, and it is regarding the systems only start to roll on when you got over 1000 subscribers, what is your experience of the total traffic investment that's needed before you start to get a positive cash flow. Allen good question, when I first, I started this, I was in your place about five months ago. I wanted to do this fast and you will notice from our next training is that you cannot do one of two things.

You can have a personal investment or you can take time and got that, I purchased 5000 clicks to start with. That cost me about three and a half thousand dollars. I have done some 100 click tests with my coach so that I really

got a good landing page, a good offer, and I also got a good, yeah a very good Clickbank offer when I first started and on my first solo add for the 5000 clicks, 82% of my cost I got back. What I see now is on clickonomy when people approach me, some people are still, if their landing page is quality, if they are adding their creativity to the standard templates within profit academy some of these landing pages are converting well.

They are making sales and doing well. The problem is that if I get about 30 or 40 people pushing the same landing page to me, and it is matter of you just can't copy a page. You got to add your creativity and I think that is key to success and so that is one, you can't get a posted cash flow or you can get very close to posted cash flow if you produce the right landing page and the right freebie and the right offer. However, the money starts to come in when you start producing your own products and when you start monetizing through different avenues, different funding generation using the basic model that [inaudible 00:43:23] users within Profit Academy.

I think the question underneath and the question I am getting all time, look, can you make money with this. Yes, you can. You got to use some creativity at the same time.

Joanne: Yes, it really is about a reflection of who you are and what matters to you and the willingness to be completely yourself because that will a first part of your brand and the more you let your personality show the more people would either really like you, relate to you and want to connect with you more deeply or the more people will say you know that's not really mean and that's great. That means that if people are unsubscribing they weren't your or not subscribing in the first place. They weren't your audience.

Again, you have to magnetize yourself to really attract those people who identify with you because you have something in common. I want to answer David's question here which is a great question about WordPress websites who says should I have my main website with basic general information and then sub domains for your products. He wants to have numerous products in the areas of health, finance and personal growth. You know what I mean, a unique situation to answer that specifically because that is the same niche I am in.

I deal with, let's just go here to what we do page. I actually deal under the express success banner with person development, health and wellness and riches, okay. You can contain all of those under one major banner without having to go through all the effort of creating a whole bunch of domains. One way that you could go about this is would be you have a great tool here that's called optimized press, okay.

Optimized press can be used as a web theme that can run your whole site or you can use it as a plugin and that will give you the ability to add sales pages and product pages that look totally different from your main website. That could basically accomplish what would be for example a product page or sub domains is what I was trying to say. I hope that answers your question David.

I won't get too much into this. I just want to suggest you that you go look up optimized press and watch their intro video, and I guarantee you are going to be impressed. When I first saw it, I was a kid on Christmas morning and I was like where has this been all my life because it totally blows out all of the limitations of your standard WordPress pages and how those look and what you can do with them.

Actually let me just show you the page builder real fast. I have done this in past Q&As. I will just call this delete me and I will click on user content template and then when I do that the bottom of the screen changes and it shows me the different kinds of templates I can choose from, just again membership pages, opt in pages that you see that there is some crossover with some of the other tools that you have been introduced to, landing page with video so let's just chose that way. I am scrolling all the way down so you can see there is really a lot.

I will proceed to step two and then you can just start, I tried that before, I didn't likely call that delete me too, check availability, okay. Just pick something here and this is a visual editing tool so you can do really cool nice stuff without having to know how to work with HTML or cascading style sheets or anything nerdy and techy. It really is just for people who are non web developers. It is just taking a minute there. Anyway I will just let that load on its own, and we can move on to another question.

Okay, that loaded. Let me just show you, if I click on add elements again I will just scroll through, again there was another question here from Kay about promoting somebody's book that she was interested in, and it can provide codes and banners for other affiliates to use and so forth. That might be something for you to look there, bullet blocks, buttons, countdown timers, course descriptions, all kinds of stuff, okay.

Darcy you wanted to see an example of a trip wire offer. I am actually going to show you something that I created. Now this is a fun tool if you have never created a sales funnel before. As I have said in past Q&A sessions I tried to integrate my business as much as humanly possible with Google Drive, and that is the whole suite of tools that is available to you just because you have a Gmail account. If you don't have a Gmail account, go ahead and get one.

I am going to show you basically a funnel that I have been perfecting over the last couple of weeks, okay, and you will see that the extension of this MUP. There is a little extension that I added into Google map, I am sorry Google Docs which is like a word document. It is the Google's version of word and it allows me essentially to create a very simple mind map, okay. This is my company express media so here is my tripwire number one.

On the landing page they go to the freebie that reveals my top two tips that can help your website engage by 10 times better than your competition. From that, if they were to opt into that basically the thank you page would redirect them to a trip wire which would be a video training that I would give which is my top 10 website pitfall and the science of online conversion. This is a valuable training. I am going to give away basically two of my top 10 tips on this, okay.

This one I am going to give away too, but I am tell them, hey, guess what this is two of 10, there is a whole 10 and you really need to have all 10 but I am going to make it a very, very low price here. You can see a dollar and 97 and that's because I want to make it very simple for them to say yes because we know the chances are exponentially higher that they will buy another product if they say yes to the first one.

Now they will get into my auto-responder series, and they could potentially go down here to tripwire number two which is the full training on how to actually implement all of these changes to your website and build your business, okay. For those of you who have not built a funnel before if that looks scary and convoluted I am sorry but I did want to answer my question with a demo.

Nick: I have got a question here from, is it Margaret, and it is about using an opt in page or sending traffic from Facebook to your opt in page. I learned a hard way with this one, and it wasn't until I met with my good friend Tom Hitchen and he told me why I wasn't converting as well with Facebook ads to an opt in page is that Facebook prefer and like you to go to a website address what has been a landing page and that was causing me serious problems. I have got about 200,000 followers on my Facebook page and I just wasn't converting but following Tom's advice I now send them to a blog site on my website and I get much better conversion.

Joanne: Interesting, can you quantify that, did you go from 20 to 40 percent or do you know the difference in improvement?

Nick: I went from practically nothing, honestly if I was getting 5% and I was spending a quite a lot on Facebook ads at that time, and I was actually converting nothing but as soon as I moved on to, I started direct into a website, it has gone up by about 60%. What I am using is I am using the, taking Tom's advice again about

going tripwise within the blog itself at about the third paragraph. I think there is a science behind it.

That together with sending it to the website and to the landing page increased my monetization and credibility and what I find about this business from when I first started simple little things make a big difference. I mean, I am down here in Florida at the moment and if you don't believe me that simple things makes a difference. When you start spending a night in a room with [inaudible 00:53:58] I will tell what little things do make a big difference, I promise you.

Joanne: It sounds to me perhaps what you did was you tapped into Facebook's algorithm. In other words, for the numbers to change that substantially means there had been something that preferred your blog page meaning it really was a traditional website. You had the header, the sidebars and you have a lead page without any distractions.

Nick: Yeah, that's correct, in fact that's what Tom said is that the Facebook's algorithms are set up to give you a better response when you move to a blog, a website, rather than a landing page.

Joanne: Gold, it is totally gold. Okay, let's go down here. Markid is asking do you recommend opt in pages with a white background and perhaps just a small image or pages with an image background. I believe based on my own experience that the ones with the full background images are those that convert the highest. If your lead page's customers wanted the cool features they have with the ability to sort all of their lead page templates by conversion rate. This is one of the things that their competitors don't offer, yeah, that's right what you said, they don't offer that.

You can see right away that some of the best converting lead pages are those with big giant background images, and I would recommend you that when you create a version like that that what you test out with some of your split testing is actually just changing the image, they will change the offer, they will change the wording and so forth but try different images because that alone can make a really big difference.

I also want to show you a really cool site called free images I believe, pretty direct URL. This is a great resource that not a lot of people know about. You can get a free account. Let's just say we are going to look for, let's you were in the health niche and you wanted to promote somebody looking hot on the beach. Unlike something like iStockphoto a lot of these are free.

This site in the last recent years was brought out by I think iStock Photo or somebody so they will do a blended search result where they will show you

promoted images along with the free images. You can see here where it says premium results for beach from I Stock for a dollar but if you go just below that it will show results on freeimages.com. Let's just say I like that. Here is the beauty of this particular site. These images are not only high quality, they are very, very big. You can see this one is 1600 pixels x 1000 pixels okay. If I click on that and just login here.

If I would have clicked on this, so a lot of times if you find pictures online they are not very big or if you go to a place where you have to buy them they will charge you based on the size of the image. You can end up spending 30-40 dollars for one picture which is just ridiculous. If I click on that that probably is going to load in there and you will see just how really big this is. In fact it is big enough to, oh it is showing me that it's a broken image, sure it looks like it. I have not had that happen before.

Let's just click here for example. Okay, so that one loaded nicely. See how beautiful and high resolution that is. Those are the kinds of dimensions that you want to be working with in order to have that looks good and crisp. Hopefully that was a good resource for you. Then again once you got that what you would just do is you would right click and say save image at and save it in your desktop and typically there are no restrictions or just address that. They will stay standard restrictions apply in terms of intellectual property.

In the standard restrictions they usually include, it says right here, you may use the image in a digital format on websites, multimedia presentations, broadcast film video and so forth, okay, in printed commercial materials. Really, it is pretty wide open and you don't necessarily need to credit the author.

Nick: Okay, Kevin has asked a question here regarding affiliates, and when an affiliate owner starts to market owners directly how are we assured of a sale. With Clickbank you get a hot link and it is quite a secure system and they make sure it's actually in their interest to make sure that the product owner gets you your percentage. When I work directly with product owners I haven't really had a problem.

In some ways I have got to trust their word that they are doing what they say. Today I haven't had a problem. Joanne have you used non-Clickbank affiliate products.

Joanne: On a limited basis I have and I am sorry I was responding to somebody else's questions, I didn't get the first part of that.

Nick: Okay, Kevin was saying basically how can you make sure that you are going to get paid from an affiliate.

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Joanne: There was an interesting story in the news recently related to this and there are a lot of new domain extensions coming out like dot me, dot mobi and so forth. Now they have a new one called dot sucks. They are basically saying, the complaint against it was that it's extortion that you have to pay a certain amount for somebody not to develop a domain against you saying so and so dot sucks. What you can do is you could say, let's just say can you come up with a non-Clickbank affiliate program that you can think of offhand.

Nick: Numerology manifestation that was on there but was taken off.

Joanne: Okay. Affiliate marketing, let's just say link trust, okay. What I am saying is if you want to review it and see if it has some complaints against it you could do one of the two things, so you could say something like, let's just use Clickbank right now. You could say Clickbank reviews, okay, or so again look right here Google suggesting better business bureau, okay. Clickbank is getting four and a half stars, you get that they have a pretty good rating to this bureau.

Again, here is another site, internet scams and site reviews, okay. You can also do a company name plus the word sucks. If there are some [inaudible 01:01:48] people you mind find something with that search, and the warrior forum is a tremendous tool. There is a huge forum if you guys aren't using it or people in the affiliate marketing arena. This is a tremendous research for asking questions for free and getting advice from people who are in the trenches actually doing it and what works and what doesn't. Again, you have a lot of resource here in profit academy in terms of learning, but this can be another worthwhile place to find information.

Nick: I keep getting information from you guys out there saying that the [inaudible 01:02:32] one dollar challenge close on Friday was extended by one week. Can't confirm that guys but it seems that a lot of people are saying the same thing so it is probably a good suggestion if that's the case.

Question from Derrick, what do you do if you have more than one website. That's where I have got three websites, Derrick. I use one for products, and I got another site that I use for my coaching seminars and I use one for coaching and I use one for the products and the blog, both of which are going to connect just to make sure that we get the right people to the right site. Have you got more than one website Joanne?

Joanne: Right now, I just really have my express success site, but I have other URLs that point to the leap pages and so forth.

Nick: Yeah.

Joanne: Yeah, for example I have one that's called unleash your profits and that goes to LeadPages hosted site. It looks like a website but it's not. I have my video here and so forth. It takes a lot of work to keep you site, getting them up and keeping them running and that's one issue that I see is really common with people who will say, they spread themselves too thin. They start too many domains, and they don't have content strategies for each one of them.

They don't have sales funnels and place for each one of them. It is simply overwhelming so the best course is the path of least resistance and that is to get one working and then when you worked out all the kinks they you know what to do or what not to do on a second one.

Nick: Joanne, have you come across traffic geyser?

Joanne: That's not one I am familiar with.

Nick: I am sorry Kevin. I haven't seen that one either.

Joanne: Traffic geyser.

Nick: Traffic geyser, sorry.

Joanne: Yeah. Is there a core group of plugins for WordPress that you recommend? Tim's asking if there is core group of plugins for WordPress blogs that you recommend. With 30,000 it is dizzy. One piece of advice about plugins is that they can conflict with one another, okay. If you want to extremely judicious with how many that you introduce to your site, because it won't always be obvious when one is conflicting with another.

Typically, that doesn't happen. I know that there is one called buddy press that seems to be wonky, that is like a forum plugin, but there are a couple of that you will absolutely want. One is called akismet, let me just. I will show you some of the ones that I use Tim that I think are worthwhile for basically everybody to have. You can go here to plugins and I will go to install plugins.

Okay, one is this one akismet. Akismet will stop people from spamming not entirely but it greatly reduces the number of people who leave spam comments in order to create back links to their own site, okay. That's one that comes with WordPress of they definitely want to have. This Black Studio TinyMCE widget, I talk about that in the module 13 training I show you how you can use that. Let me go ahead and close this page out. You can use that to promote affiliate products or your own products in the sidebar of your website.

The sidebar is the area that shows up either on the right and left and you always want to pick a theme that includes a sidebar so for example you could use that plugin I just referenced to create a graphic like this and then make it clickable over to whatever part of your site or to an affiliate product link and so forth, okay.

Back to your plugins. This Hupso sharing buttons for Twitter, Facebook and Google. This is a really useful one. What this does is this basically adds social media sharing buttons to all of my posts. If you see here, this is a summary of all the different episodes I have so I click here on episode 41. What you will see is that that plugin adds this bar here, so people can share this on Twitter, Facebook, Google+, what have you. You can configure all these individually.

This is distinct from them going to my twitter feed, my Facebook page or my Google+ account okay. This is an area that can confuse some people. When you have a website obviously if you have these different social media accounts you want to set up your websites that people get to those pages and become your fans or followers but you don't need to have a social media account in order to use this particular plugin because this is for people to tab into their own account and that's frankly what you want.

You want to be going from your own audience for them to share within their individual sphere of influence. Let me show one here. Again, I showed you some of optimized press so that's a paid one. It is about a 100 dollars. Wordfence, this is a security one. Wordfence on top of helping your site not be attacked by hackers and so forth can also greatly speed up the page load times of your site which is one contributing factor to whether or not people stay on the site or click away because they are tired of waiting.

This WP super cache, this is the other one that will basically cache or keep a version of your page there so that the page loads faster. WordPress SEO by team Yoast. This is probably the most popular one if you are interested in doing search engine optimization, and if you don't know what SEO is, I am not going into that but this is the Cadillac of SEO plugin. Tim those were probably the ones that I would recommend to you.

Nick: Question from Charlene and it is regarding what are good freebies within the PD list. All I can say is from my own experience Charlene on my personal development list [inaudible 01:10:45] mindfulness, good meditations, it was a fantastic offer that this guy from this year's profit academy. He put together a 30-day coaching program as a freebie. What a fantastic offer. It is what we were talking about earlier on when this guy was using his individual creativity, and it went down in storm and converted over 80% so there are ideas out there, and

you guys could do that and you can pick up, otherwise you wouldn't been attracted to profit academy in the first place I think.

Joanne: There is a question here related to how long should you wait around to see if your particular niche is working because this person has been added for almost a month and hasn't earned any money yet. Here's the deal. You can't just assume that the niche itself is not working. If you have done your market research and you know that people are buying in that niche then you there is money to be made.

Not making money so far isn't necessarily an indication that the niche itself is lacking. Perhaps that one of the element in your process might need to be improved whether it's the opt in page, the items that you are offering as an incentive if that's really desirable. I mean sometimes just the wording on that can made a bit difference. I would invite you to go back in and really specifically go through and try to identify where you can to measure those different parts of the puzzle.

Don asks what types of themes do you recommend for WordPress. What I recommend and I use exclusively is a company called elegant themes, okay, the theme that I use from elegant themes from my own site is called Nexus and the reason that I use elegant themes, the reasons are many but as a professional website developer I can tell you I hate looking at code. Now I can do basic coding but I don't like it. It makes my eyes go cross eyed and I want to run away. I am sure all rest of you probably feel the same way, what is this.

I can do it but I want to avoid it if at all possible, and Elegant Themes provides me the tool to create a great deal of customization and personalization without having to do coding. Let me just show you for example, I want to point out something here. This is their gallery okay. It is really important that last year was the first year in which 55% we are now cross the halfway point, 55% of our traffic coming from mobile devices, okay.

Anything that's responsive means that the website itself responds to device calling for it, okay. In other words if a tablet calls for it, it is going to display with a certain dimensions. If somebody from desktop computer calls for that website it is going to display accordingly and so forth for IPHones and smartphones. Here is Nexus. It is the theme I use and let me show you the live theme demo. Okay this was has these little advertisement. Again, this might be the one that you would like to use because you want to put an affiliate banner ad in here.

All right, you can see some of the similarities but they have used a very convoluted homepage here with tons and tons of elements. They threw everything that could just sink in there, all right. I didn't want anything that dizzy.

On my site, you can see I added a custom header, right. I added a custom background. I changed the side bars and so forth so it looks quite a bit different from the demo. That's on the home page. I am still showing you an internal page. I just love elegant themes. Let me show you the main feature why I built all my sites with them is under here under, sorry I am getting tired. If you go here under Nexus theme options that will pull up something called the elegant themes Epanel, Epanels for elegant themes. It is a play on the word C panel or control panel.

This allows me all this level of customization, in other words on my general settings again I complete my little Favicon which is my little image right up here at the top, when somebody has a website open the home page, the featured posts, I can adjust the navigation, custom menus, layouts. I can control ads. I can do search engine optimization here. You can see it is just incredible. The integration, this is really important. This allows me to input my Google analytics code so that I can track all of the activity on my website at a very granular level. That enough of unpaid endorsement for Elegant Themes.

Nick: Okay, that's great Joanne, almost a fantastic. I have got a question from Derrick and it refers the Facebook ads again. Are you saying not to have a Facebook ad linked to our opt in page. Derrick all I can go on is the evidence that I have got is I have got significantly increased conversion when I pushed the Facebook ads that I was doing to a website blog rather than to an opt in page. I have been told that the algorithms at Facebook do prefer you to a website rather than to an opt in page.

I can't say whether or not you do or do not, understand that you get better optimization if you send it to a, or my experience is that you get better optimization if you send it a website. Question from Tommy, doesn't a background image made it difficult to read the copy. I am with Joanne on this. I use LeadPages, and I use lead pages just specifically because they actually show the converting pages which normally has got large images, and I tested out with my very first landing page from the 76% and LeadPages said it converts 75% so that must be doing something right.

I think if you can, what I do and if you see this on lead pages there is a great picture of a lady and a guy sitting on a deck chair on the beach and they are both looking to opt in books and actually it is like a good painting actually helps, draws your eyes to the big yellow button, click here, click here, so I don't think it makes it difficult to read a copy as long as you put the right code and the right font and the right size and the actual opt in box.

Joanne: I am going to indulge Cesar here. He wants to see if I will show him the page building again and optimize press because he wants to compare it to Get

Response. Basically what I am going to do here Cesar is I am going to say, I will title this page Cesar okay and I know that's available. I am going to show you how to start with basically a blank page instead of one of the content template. I will proceed to step two and you wanted to see if I would just do something simple like add an element of an image with, we will call this landing page. I have not actually used it in this way before starting from the blank. I usually use a template. Okay, this is interesting.

I don't think this is what you wanted though. Let me go back one more. If I can get to what you want I am just going to, I know you can use the drag and drop editor to add those different elements, okay. I wanted to do that first. I am going to skip away from that. I might come back to it, but I don't want to drag down the whole session here just to do that. Why don't you reach out to me individually? I will chat you back my email address and then you and I can do that offline, okay.

Nick: Joanne, I am getting a couple of questions here. I think my wifi connection is causing a lot of noise so I would either have to come out or we are going to take a couple of more questions before we finish.

Joanne: No problem. I do want to take this question from Carolyn who asked about the fact that once she set up her website she is finding that people are registering to her website and it is a little scary because they have just launched the site. Those are called sloggers. Those are spam bloggers and they want to create fake account on your WordPress site, and I will show you how to go ahead and address that.

What you want to do is go in under your dashboard, okay, if you logged into WordPress go under the dashboard and really everybody should do this as a best practice unless you have a membership site running. What you would do is go under settings and general, and there is a button here that says membership. I am going to highlight this so that you can see it. Anyone can register uncheck that box. In that way people will not be able to create fake accounts for you site and you will keeping dealing with getting notifications and having to go in and delete those accounts, okay.

There is a related plug in to that which is called WangGard, a bizarre name, but WangGard, that's another one that you can put in place to block sloggers from your site, okay. I am going to leave mine checked because I do have place where people need to be able to create directory listings but that's what you could do it on your site.

Nick: Okay, I have got a question here regarding is this recording going to be put on to Profit Academy. Yes it is. I got another question from Jia and it talks about

website with opt in within it, very much so. If I am using Facebook ads to direct and I will go through the strategy with you. One, you can pay for traffic, you can do solo ads, you can do swap ads and you can build the list. I use a strategy alongside that whereas I put out a five dollar Facebook ad per day. I send that to a blog on my website. I use a Facebook pixel so that I can gather data of those people are logging on to my blog, on my website.

I give people once they get on to my website an option to log on to my or come on to my list and I get their email address. Even if I don't have their email address, Facebook has got so much information on the person who has actually visited your site that you can set up your own particular next Facebook add to go out to specific people who have showed interest on your blog. The demographics as you know from Facebook are outstanding so this is simply that you should be aware of as you start building your blog websites and you start moving forward to generate more traffic.

Joanne: I would like to go back to Anna's question regarding what kind of website hosting company to use. I cover this in the very beginning part of module 13. I will go through a side by side comparison between Blue Host and Go Daddy. Those are two big leaders like each one but probably some dislike each of them, but there are a lot of considerations that you want to make before picking a host, and don't just select on pricing alone.

The cheapest is not necessarily the best way to go. You definitely want a hosting company that has 24x7 support. That would be live chat support, phone support especially and support documentation as well. Blue Host and Go Daddy are leaders in the industry for a reason. Those would be two that you could start investigating but again in module 13 I go through a great deal of information on that. The reason why you want to make that selection carefully is because it is a real, real pain in the neck to try to move the website files and all that stuff around particularly if you are not technical. You don't want to have to export and import sites and all that nonsense just because that hosting company is not [inaudible 01:25:41].

Charlotte asks how important is interlinking on a blog. Do we need to think about SEO for our blog now when we are learning in Profit Academy to use paid traffic. You know Charlotte my suggestion to you is that you don't worry about SEO right now. The thing is SEO really only works if you are having a lot of content consistently and you have done your keyword research ahead of time. Right now just focus on walking before you run. Work with the paid traffic strategies in Profit Academy.

The question of interlinking yeah we call that cross linking and so there are some cool plugins that allow you to in fact let me go back to the WordPress plugin

directory, and I believe the keyword search for that would be, go back here, oh I have a search bar on this side there. I didn't need to go back but you could call it recommended post, okay. This is important in terms of getting related topics seen particularly if other posts have links to affiliate products or your own products so you might have seen this on a website or two where you are reading one article and a related article box might pop up and say okay here is one called Kindred Posts or recommended for you.

Kindred posts uses artificial intelligence to learn how your website visitors use your site and recommend content based on their interests. This easy to use plugin requires almost no setups. Simple activate the plugin and drag a widget into your theme to start recommending content. This is really important because that means that you are going to get your visitor to probably consume more content, stay on your website longer which tells Google hey you know what this is an authority site on this particular topic.

If people are staying here and they have good worthwhile content maybe next time I am going to send traffic to them again and it actually helps your ranking with search engines. I am not saying you are going to rely on search engine traffic for most of your traffic, but I am just saying it never hurts to have people get to more content. That's one right there that you might want to think about.

Rick: Excuse me Joanne.

Joanne: You missed off.

Rick: Well, I was going to say due to other things that had been planned by people higher up the food chain in UNI we have got about 10 minutes and then I am going to have to push the big red button, and it will be over so I just thought I would let you know.

Joanne: Okay, yeah you want to sign up for a free Google analytics account, and there is a plug in that will help you integrate that if you don't use Elegant Themes. Elegant Themes has a nice way to do it but it is called Google Analicator or something like that. I even can't type today. There it is. Google Analicator, okay. Otherwise getting the Google analytics code on to every page of your website is not necessarily an easy task, and this can really help you, okay. That's a good resource for being able to track all the places that your traffic is coming from. What keywords they might use to arrive at your site. What pages they are hitting most frequently. How long you are staying. All different metrics like that.

For me, I think it is really exciting. I see, I have got a podcast so I have got a global audience, well we all have a global audience right because this is a worldwide web, but it is inspiring when you are doing all this work and you don't

know who is listening to go in and look at my analytics and say, god, I have got people from 55 different countries around the world coming to my site and consuming the work that I have done and it feels great.

Nick: Question from Allen. How does your opt in page wording affect your thank you page offer conversion rate? When I first started and obviously Allen you can test this for yourself, if you put two versions of your opt in page together and then your split test you will see sometimes the results can be quite remarkable. What I do with my opt in page is I have it as clean as possible. My privacy policy goes on to the next opt in block. I don't have a logo.

It just very short, very sweet, to the point. All I want to do is people to hit that yellow button. I don't want to give them too much to read and it works, to me I found that shorter wording works a lot better or [inaudible 01:31:14].

Joanne: There is a question here about whether it is advisable to put a disclaimer on your email series. Carolyn I am not sure what are you meaning to disclaim. If you are saying, if you are letting people know you are putting them on notice that the products that you are offering in that particular email are affiliate products that you are endorsing and you don't necessarily want to be associated with any loss or harm that comes from the use of those products or anything, that you don't promise results.

I am not sure where you are going specifically with that. If you have your own products you could think about a disclaimer. I would also really encourage you to have a privacy policy. This is important particularly on your opt in forms that you show people that you are not going to sell or rent their information. Everyone is sick of being spammed. Having to privacy policy noticeable can really help your conversion rates quite a bit.

Allen asked what would you say about outsourcing the copyrighting of your email. I don't know your niche Allen, and I don't know your particular situation. Some of you will be working full time jobs and wanting to do this on the side. My sense though and I am going to just paint with a broad brush here is that this is about you and your future and your area of expertise. I don't imagine that you are going to pick a niche that you know nothing about or have no interest in.

If you can hire a copywriter that can really represent your intent, your spirit and all of that and connect with the audience then go for it and that's affordable, but I believe particularly when you have a specialty in any given area there is no one that can really know what you know and have experience with you experienced in the school of hard knocks. If you are just going for quantity and volume of emails, rate, I personally am a writer, so I think for me there is a lot of

satisfaction in really pouring myself and putting love into every piece that I put out.

How can you give permission to an editor to work on your website? Great question. Let me just show you a little fast here. If you are, and this is really important. Please never, never, never, give out your user name and password for your administrator account. The reason being is that anybody who has those credentials, credentials is just the fancy terms for username and password, they can change that password and actually lock you out of your own website for nonpayment or for whatever reason.

What you want to do under your WordPress dashboard is go under users, add new, okay, and then you can tell them, you can define what role they have. The highest level is obviously, we will just call it test user, and we will send this to testuser@gmail.com. Okay, you can put this stuff in and you don't have to fill up website and you should create a password for them. They can always change this on their own. This will tell you the weakness or strength of your password, again you repeat and then you would check send this password to the new user by email and that will give them a login link.

If you have somebody working on your site they need to have the administrator level. Subscribers have almost no power to do anything in your site. Contributors could add posts but they can't publish them. Those would need to be overseen by an editor. There is a way to see what each of those rules, what the permissions are but that's what you do is go ahead and then add new user. I think we are just about out of time folks. I am just going to scroll through this. Any last minute questions you want to answer Nick. Hello.

Nick: Hey Joanne, I have a problem with the Wifi. I have got a question here for you actually. This is a question from Mergid as well. What is the difference between wordpress.org and wordpress.com site and which one should we use to develop.

Joanne: Oh, that is such great question and that is covered in module 13. You do not want wordpress.com. Wordpress.com means that they host your actually website, and there are some advantages to you for doing that but the disadvantages are many. The main difference between wordpress.org and wordpress.com is that with wordpress.org you have it on your own webhosting account and therefore you have absolute total control over what you do including adding plugins.

On wordpress.com you cannot add any third party plugins, and you are limited to only those plugins that wordpress.com includes as part of that package which is about 20 plugins, and as I told you before there are 30,000 plugins available to

add all the bells and whistles to your site and make it do exactly what you want it do. No, no, no on wordpress.com.

Rick: You have it folks, solutions to problems you didn't even know you had yet. Wonderful material. I am sorry to be the bearer of bad news in that circumstance but yeah we got to cut it off, and we will have it hopefully as soon as we can get it out of the wash and wax machine and hopefully Nick doesn't drown in whatever spa he is floating around. I don't know Nick that wifi you are in it sounds like you are being flushed down a toilet, down the [crosstalk 01:38:03] I would say. You are still.

Nick: Sorry guys, I am back in the UK, back to different technology.

Rick: Oh, back to miserable weather and great whiskey, that's where I would rather be, thank you.

Nick: Yeah.

Rick: Hopefully, you two did very good. The crowd loves you. You did a great job providing them the useful information as always. You guys are, you got really good stuff here from really great people so I hope you are appreciating it taking their advice and moving onwards. We will have it for you in the member's area soon as that is feasible. We will see you on the next go round.

If you liked what you heard from Joanne and Nick today drop a thank you card to headquarters and tell them what you thought. It is always nice to be appreciated. Joanne you are on the west coast. We don't want to know anymore. We are not west coast fans. Did you get all the good weather?

Joanne: Have you been to Seattle?

Speaker 1: Well it is just south of Vancouver and I spend a lot time out there so I know. You can see the good weather just doesn't come your way, I know.

Joanne: Yeah, we get it all summer. That's great.

Speaker 1: You guys have yourselves a good day and we will see everyone on the next go around and on that note folks we are out of here.

Joanne: Me too.

Nick: Thanks bye, bye.