

Rick: Happy Wed-nes-day unless you're on the far side of the dateline, and I'm not sure what that means, whether it's Tuesday, or last March. If you are, but if you are in the right place because you expect to have your questions answered, then welcome to the show. It is our weekly Q&A with this week's selection is Tom Hitchins and Sean May. Major Tom has been one of those people who not that long ago didn't know what the Internet was and thought it was a wind up toy, and now he's not only successful, he's teaching you how to succeed. Sean comes to us from the brilliant background in many area and as you can see he has the Sean May Official, as opposed to the Sean May Unofficial Facebook page. You can look him up on that. Both of these gentlemen have a great deal of credibility in terms of how to do what they teach you how to do, and how to answer the questions.

In the unlikely event that you pose a question that neither of them can answer, and sometimes those are more long the lines of things that would go to customer service then they will, I'm afraid, they'll tell you, "I'm sorry. I can't help you," and maybe you should drop a line to someone else. If you're not paying attention in the past, this is number 18, we've had 17 others to this point. They are recorded. They end up somewhere for your further perusal when you have time if aren't able to finish the show today. If you're here stick through it because it's worth it, it's worth the wait for these gentlemen, and it's worth it to listen to them, and we thank them for taking their time. Gentleman, you lost the coin toss I believe Tom, so we're looking at your screen.

I don't know. Did Sean pay off somebody so he's going to answer questions, or he paid off somebody so he's not going to answer questions and just type into the box. Have you figured it out yet?

Tom: Sean's carrying my water today so he always does anyway so [crosstalk 00:01:48].

Rick: Oh, dear. I won't touch that one.

Tom: Anyway. He's backing me up Rick for those in [betterland 00:01:57] that's what that means. Okay?

Rick: Yeah. I'll leave that one alone for future generations to ponder. I'll shut the hell up. As always, thank you very much Gentlemen for taking the time and the trouble to do this. You guys are in for some good stuff. It's all yours guys.

Tom: Well, hey listen. Dave and [Jenner's 00:02:14] saying, "'Good day Rick, so you've got to say 'Hello Rick,' and then 'Hey Rick,'" Let's see. What's this one say here? "Hey Rick. You're on fire today." Yes. Elaine, he is. Always. Hi Sean. How are you?

Profit Academy Coaching Support #18

Sean: Good. How you doing Tom?

Tom: All right then. For those of you who don't know us. I guess you've been under a rock. Maybe you just started doing Profit Academy yesterday. We've been doing Profit Academy Sean, you and me for how long now? Jesus. It's been ... Seems like when we first got contacted to put some material together for the program it was months, and months, and months ago. Five, six months ago. I feel like I've been doing this since I was 18. How about you?

Sean: It does. Yeah. It feels like I've been doing this for a while, which is good. Seen a lot of people learning the ropes right along with us. It's been a lot of fun. Yeah, December, or January, I don't even know at this point either.

Tom: Well, I want you to type in any questions you have in the question box, in the chat box for us so we can try to answer them as best we can. Our purpose here to day as Rick said, and Sean, is to try to answer any questions you have, maybe help guide you in the right direction as best we know how to do. Sean and I have been doing this a little while. Like Rick said I just started about 15 months ago now I guess Sean, I started. I knew what the Internet was. I'm not quite as bad as Rick tries to make me out to be. Never am, but I was using the Internet. I was using email, and I had web pages up, but that was about it. How about you?

Sean: Yeah, I started ... I mean started specifically on this in January of 2014 with original Inbox Blueprint and learned the ropes. I had some background in having a social media site as well at that time I was co-founder of. I learned more of the operations, some of the background behind it, but this was completely new starting last year and beginning.

Tom: You started right about the same time I did. My idea of social media was watching Mark Zuckerberg ring the bell at the New York Stock Exchange. I had no Facebook page. I had no clue. Didn't want to. Didn't want to have a Facebook page, and then I went through Inbox Blueprint and realized what a dummy I was, so I setup my first Facebook page February ... Valentine's Day. February 14, 2014.

Sean: Wow [on us 00:04:46]. You have the exact day.

Tom: Yeah I do. I remember it because after going through some of the material I realized how I needed to get with it, and that's where the people were on Facebook. Up to that point ... I really still not enamored with Facebook. It's a tool for me. It's not necessarily a vocation. I know a lot of people are addicted to the thing. I'm not. I use it as a tool for my business. I'm really not interested in sharing when I did my laundry with the world, so I decided to stay off of that platform, but maybe I'm showing my age a little bit. I know that many people do,

they worship at the alter of the great Facebook, and you know what? It's not a bad thing if you're trying to make money. How about it?

Sean: Yeah. I'm the same way. I don't think I share anything really personally, but it can be a fantastic tool using Facebook for running campaigns, for running ads, and if you're looking at search engine optimization using social signals and things like that. Pretty amazing tool for sure.

Tom: Yep. Let me get started here Sean. I'll send one over to you. I'll lob a volley in your direction. Elaine is asking when first setting up a blog would you suggest already having a number of posts published, and if so, how many?

Sean: Yeah, it is a good question. I don't think there's a perfect answer, but I would always say having it look like it is more professional the better. When you are starting a blog, before driving your email list to it, and start driving Facebook traffic to it wherever you're driving to it, it's better to have more information there than less. It looks a little bit more professional, so if you have a couple posts already up and running, the foundation built, I think that's a good thing to have in a ways. Really consistently creating more content for it. If you want to send people there, and send traffic there it's really good to have everything. I see another quick comment on there. It says, "And to delete the 'Hello World' sample post and pages." Absolutely. To get everything cleaned up and to make sure everything looks as professional as possible. That's my thought process on there.

Tom: You know when I start a new Facebook page, or a new blog site, I'll put several posts on to let people see what type of content I'm doing, and I don't really drive traffic until I get a few posts on that website. I like to have the first page filled in. If you have a template that has 15 slots for posts, I hate to see empty slots on a Facebook ... Or on a blog page. That looks unprofessional and incomplete before you start driving traffic. You may want to at least ... Whatever your template is setup to do. If it's set to handle 10 posts, put 10 posts on there so you at least have a full page, and then you know what happens too is that it pushes out all of your widgets so that your page looks nice. If you have incomplete content on a new template, sometimes your widgets are all messed up.

They don't line up properly until you get all of the slots filled with content. It's always good to do that. Make yourself look like you're not some kind of a ... Just started yesterday. When it comes to the Facebook page, I'll put 4 or 5 posts on a Facebook page and then I'll start running traffic to it in the form of a Like ad campaign. Even 4 posts. Why? If you're new people know it. They can see in the timeline when you started your site. You don't have to load up 100 posts before you start running traffic. You can put 4 or 5 and start running the Like campaign and then keep adding posts to it if you want to after that. The content page I

think I would always fill out first. Make sure you get some good content on there. Put your best stuff on there.

Get that front page looking great with the type of content that you'd be proud to have someone come back and look at. I always take the attitude too Sean that when I put some content on my page, I want to make sure that my page looks great so that if someone's going to look at my page, only once and make an impression of what that page is all about, I want to make sure that they get a "Wow" in their head before they leave my page, that way they'll hopefully come back.

Sean: Yeah. I completely agree. That's what the online market, and online world. Attention is always the most valuable commodity, so you have to command that attention and really show that you are an authority, and that you have great stuff so it does bring people back. I completely agree with that. Always putting your best content up first so they can see it, and it does have that "Wow" factor.

Tom: This one says, "Hi Guys." Hi John. "With solo ads is it wise to pick a list strictly in your niche, or can you pick a list in a complementary niche. For instance, say your niche is beauty. Can you do a solo ad targeting weight loss niche list because hasn't the beauty list already been hit with beauty offers so many times, whereas weight loss would have, but you would think, 'Are they still interested in beauty offers?'" I'll start with that one. I wouldn't run traffic from a different niche to a solo ad landing page on something different unless I knew that they were also interested in that subject. I would quiz the person selling the solo ad to me, and tell them what my subject is, and what my niche is, and my landing page is all about and get their opinion.

No one knows their list better than they do. If they think that beauty will play as well as weight loss, then I would consider running weight loss as a sample. You know, I sure wouldn't want a lot of traffic until I tested it, and you're going to hear from the test master over here. No one tests more than he does. Until you know for sure, you don't have proof of concept, so don't spend money for 1,000 click solo ad until you know that you've actually tested that list against that subject before you actually run it. I probably would go out to Facebook and run a small campaign for \$5 a day for a few days before I would even go to a solo ad and test a brand new landing page on a list that's been untested for me.

I want to see how the conversion is on the page to begin with, make sure that it's optimized properly, and that you know it will work to an audience based on weight loss, or based on beauty. Whatever your subject is on the landing page. Then once you know that it converts pretty well then you can check with the person that owns that ... Who's going to run that solo ad for you and see what they think about it. Then again, run small amounts of traffic.

Sean: Yeah, I don't think I could have said it better myself. If you're sending it to a complimentary niche, you don't always know if it's actually That list is going to be responsive to that new niche. I think part of the question is saying, "Well, if they've already been hit over, and over with beauty offers," but if you look at it that way, they've told you exactly what they're interested in. Even though they've been hit with those kind of offers time and time again, that's exactly what they've said they're interested in, so you don't want to think that you know better what they need, or that they'll need weight loss even though they were interested in beauty. This can go for any type of complimentary niche if it's general personal development, and then going into health and wellness, or finances. Things like that.

You exactly ... Like you said Tom, you want to make sure before you ever really spend that money too because that's the great thing about solo ads is you can get such highly targeted traffic so you want to really stick ... Use the benefits of a solo ad for that high targeting.

Tom: Absolutely. Here's one Sean. Amira's asking, "How do we control the timings people receive blog posts and emails depending on time zones?" He said, "I post for my time zone, but other people would receive the post at different times and not the optimal time. Any ideas?"

Sean: Yeah. It depend what type of autoresponder you're using. I know GetResponse has what's called Time Travel, and what that allows you to do is you select the Time Travel on, and then if you say, "I want it to be sent out to 8:00 am," then it'll actually send it to 8:00 am local time zone, so everybody will get it at that optimum 8:00 am, or 3:00 pm, or whenever you have found with your list what that optimum time is. That makes it really quick and easy. I know other autorepsnders don't have as easy as a time. You can still do workarounds. I haven't used AWeber. [Sendling 00:13:45], I'm not sure if they've added that feature. Do you know Tom?

Tom: I don't, and I'm not even familiar with Aweber. I never used it. I know I used to use GetResponse so what you're saying is what I used to love. I moved to Infusionsoft since last summer and they don't have that, and I really don't like it. I think it's a great thing that you can send your emails at a certain time. It's really a certain consideration on your autoresponder, but I'm sorry I'm not familiar with [Sendling 00:14:11]. I haven't used-

Sean: Yeah, I used Sendling, and I've looked around. I'll have to ask. Jacqueline said Sendling does not have the Time Travel aspect. Thank you Jacqueline for verifying on that. Yeah, if you are not using GetResponse then there is a way, it just takes a lot of time and effort of ... You actually separate each time zone out, and then you have it send out to 8:00 am. Noel says Aweber does have Time

Travel now, so Aweber and GetResponse seem to have the Time Travel aspect. Then you'd have to separate into specific categories based on the time zone and then tell the autoresponder to send to this list at 8:00 am their time zone this list. It's not a very easy thing without using GetResponse, or Aweber with that Time Travel aspect.

Tom: Okay. Jacqueline is asking here was there ever a point ... It's a great question. I love this. "Was there ever a point, either one of you, when you were consumed with confusion and fear?" Absolutely, and then I bought a computer. I'd be consumed with fear. I have to laugh at it because what else can we do Jacqueline? Yeah, I sure have been. More confusion than fear. Jacqueline's saying, "I made 1 sale so far with this. I need to get with it. I feel stuck this week. Is there any tips on how to move through this drag of a feeling." You know what you need to do? Jacqueline you need to make some friends. Get on the forum and talk to people and let them help you [inaudible 00:15:47] some of your rough spots because having a friend to hold your hand through the process helps a lot.

I know Sean and I have spent a lot of time talking to each other when we first got started about the process, and we helped each other through things. I wouldn't say that I was actually shuttering with fear, but I sure was not overwhelmed, but really realizing how far behind I was, and it made me feel ... I went through the emotions. I felt dumb, I felt angry at myself for letting myself get so far behind, and there was a lot of things ... In fact things today that I still struggle with technically. I don't quite understand things, but you know, the more you do this, and the more friends you have where you can bounce ideas off of each other, it makes that journey so much easier, and it eliminates the fear because then you work with each other, and you can struggle together, but it's a whole lot easier if you have somebody by your side to help.

That's the first thing I would say. Second thing. You made 1 sale with this so far. You know what? You're ahead about 95% of the people that I've met in online marketing that have tried, and struggled and done a poor job of it, and they haven't made any sales. You made a sale. That's proof of concept isn't it? You've actually put up a landing page, you sent somebody to a page that had an offer on it, and they bought. Now figure out how to make it better. Optimize. Go out and look at your landing page, look at your offers. I'm probably thinking it's your offer, because if you have a decent offer on your thank you page, and you get someone to opt in, they shouldn't take you that many people to look at your offer before they purchase.

Look at the price of the offer that you're offering for sale. Maybe you're asking too much. Too much meaning of a higher price than maybe you should be asking for when you're getting started. I always like to advise people when they're

brand new. Sean you and I have talked about this too. To actually start with a lower priced item that way then you get more people converting. You get more people buying. That's what you're after. Converting leads into sales. Then once you get them to buy from you, that continued proof of concept makes you get excited not fearful. Then you want more, and you want better, and you want to make your page improve, and you want more conversions on your opt-in pages, and more sales on your thank you page.

That's the process that is a natural part of learning how to do online marketing Jacqueline, and we all struggle through it. Don't think you're alone. You're not. Every single one of us listening here today, and going through this process went through the same fears, and the same frustrations, and the same anguish. It's all part of the learning curve. This is brand new. I don't care if you're a 40 year veteran of sales like I am, or you have the background, and the experience, and the knowledge and exposure to social media and all the platforms that Sean has, we still are learning something new and we're not good at it. We're not. We suck at it. No other way to put it. How about it Sean? We put up a landing page and it converts at 15% and we're excited that we got conversions until we realize 15%, yeah, that's not very good.

Then you go back to work. You look at what is your copy, you look at how does the page look to people. Did we make a mistake. I know from talking to Sean, we've laughed about this ourselves, at the point we're at now where we're actually coaching. We have an opportunity to look at your landing pages, and all of your collateral material that you send to us ... Your lead magnets that you're sending out to people when they optin, and they're really pretty bad. When we think about it, it looks just like ours did when we started, so we don't have a franchise on brilliance when it comes to online marketing. We're not an Anik Singal. We don't claim to be. We know that we're brand new to this too when you consider Anik has got 14 years to our 15 months, but we're a lot better along then we were a year ago because we kept at it.

We kept practicing, we kept experimenting, we kept getting help from other people. I would recommend Jacqueline get a friend. Get some friends that can help you with this, and go to these live events. This Inbox ... I'm sorry. This Profit Academy Live in Vegas is a perfect time to do that. Three days of shoulder to shoulder networking with a thousand people. You're going to walk away with a 100 business cards, and more power to you. Now you'll never be afraid again because these people will be there for you just like you'll be there for them. How about it Sean?

Sean: Definitely. I still get confused at times, and still there is even a little bit of fear every now and then. Even though I know that my pages convert in general at a certain level, and I buy a 10,000 click package or something, it's still a fearful,

"Oh, what if this doesn't work?" It's hilarious, but I think it's human nature. I think more of it's just ... Especially when I'm learning something new. When I'm learning a different type of advertising, or when I'm trying, Tom like you were saying, trying a tripwire instead of going with a Clickbank product, and launching my own products and see how they'll perform. Trying out my first sales copy, or doing my first webinar. Things like that. As long as you keep pushing forward, and try one thing at a time.

Know you're going to mess up sometimes. I've messed up so many times. I've lost a lot of money. For technical issues sometimes it was my own fault. Sometimes it was out of my control. It's a part of the business. I definitely think like you were saying Tom too that knowing that you're not you're own little island. That there are all of us. Everyone here on this call, everyone in Profit Academy, we're all on the same path. We all have similar goals. Everyone might have a different intention with what they want to create with their business, but we all want to be successful at this. We all want to learn something new, and we want to help other people, and we want to create a very successful business.

I know that was one thing when I got started last January is I felt like I was on my own little island and I was the only one thinking about doing this, and that type of thing. It was great. Kind of in that level of making those connections. Exactly, as you're saying going to the live event. That was huge because after that sent emails back and forth and we talked on a couple things about my optin page, about different ideas and throwing that around, and that's a huge way to keep moving forward.

Tom: You're right and you've helped me a lot with testing. You've tested more things than I have. We'll be having a sandwich at lunch someplace and you'll be talking about something you've run out there, and that alone will make me hundreds of dollars simply because I didn't think to test something like you just did. That's the great thing about having a friend that you can actually talk to, or friends that you can talk to about this. I like to spend time on this subject Sean because I know many people, most people that are going through this process are feeling the same emotions that we do when we go through it, and that is a business killer. That's a future killer for you because you'll get an attitude and you'll think, "Oh. No one's going to help me." I read some of the comments on the forums every once in a while and I hear people that are really complaining.

In fact, I see them on questions here once in a while on these webinars. They're frustrated. "Why aren't you answering my question?" "No one's going to help me." Come on. Calm down. This is ridiculous. You're going to let someone steal your dream if you get this attitude and you can't snap out of it. This is new. There's a learning curve to it, and yes there's a lot of people that took this course, and we've done a lot of these Q&As, these webinars to try and answer

questions. I know that many people on the forum are trying to help each other out. You need to lay back, and find a friend, get some help, and keep plugging away. The material is there on Profit Academy. I know that you don't get it. I know that many of you are frustrated because you can't seem to figure it out.

I feel you, but don't give up. If I gave up, and Sean gave up we wouldn't be here talking to you. I'm making a lot of money doing this. I know Sean is too. It's a year later. It took us a while to figure this out. I didn't make any money at all until late spring, early summer. I was learning, and experimenting, and practicing, and now really doing. Then when I started to do I was bumping my head up against the wall. I wasn't doing it very well at all. Until you get through that process, and I call it the Bozo cycle. I'm sorry, I do. We're all Bozos. We make these stupid mistakes. Until you make the mistake you're not going to learn, but once you get through that. It's like a new puppy. Eventually that puppy grows into a beautiful dog. A beautiful animal.

It just takes time. You can't expect it as fast as some of you are expecting it. This is a learning curve. Take your time. Work it. Eventually you will find yourself 2, 3 years from now making a ton of money online and happy that you didn't quit, so don't let somebody steal your dream.

Sean: That always reminds me of one of my favorite quotes. I forget who said it but, "It takes 15 years to become an overnight success."

Tom: Perfect. That's great.

Sean: The next question I was seeing is kind of more specific. "I was buying clicks from Clickonomy from a solo ad seller and they said a 20% conversion rate on an optin page, and this niche is the women's weight loss niche, is a good one. Is that so?" In my opinion, anything below 60%, a conversion rate, I am working hard to make sure it's at least over 60%, so 20% I would never be happy with that. That's more I believe ... Of course it could be your optin page, it could be that it's not a highly targeted list, but I have seen the women's weight loss niche with people I've worked with get 80% conversion rate, so 20% is not a good one in my opinion whatsoever.

Tom: I hate to see people buy solo ads that are proving they have a terrible converting landing page Sean. I really think that ... Excuse me. I'm trying to get over a sinus infection here. I would really suggest all of you go into Profit Academy and look at some of these modules talking about Facebook advertising and start your advertising there to test your pages. On a \$5 a day budget you can find out that you have a 20% converting landing page before you spend \$350 on a solo ad to find out the same thing. Use your head folks. This is a business. If you just started a business would you throw \$10,000 into something that was unproven to you,

or would you take a nibble at it for maybe \$100. Think about what you're doing. Test your materials first.

Test your landing page, test your autoresponder, make sure that you're autoresponder is going out. I can tell you from personal experiences, if you don't test it'll cost you so much more. Believe it or not I sent ... Without following my own advice about this time last year, Anik had sent out a new launch, and I was all hot under the color. I was ready to go. I was excited. I had built a landing page around this launch and I was going to send it out to my list and was really excited to sell some of Anik's products as an affiliate. I fired it. I sent out my email, and I was all proud until I found out I wasn't getting any conversion. Then I found out I sent out the wrong affiliate link on my email. Never tested it. My own mentor. I sent out a launch on the very first day of his launch, and never tested my link.

Sean laughs because that's all you can do. There's nothing else you can do. You can't pull that email back. I never tested it. Now why would I do that? Why would you send out a solo ad from somebody? Is that the only place that you think you can find traffic? If you are thinking that way then you haven't gone through the Profit Academy materials. We show you how to get traffic from all kinds of sites. Social media sites. Here's a question Sean that's talking about that. It says, "Should your Facebook and blog page always be different posts as far as the content, and would you repeat the same post on both places?" Well that is a great question Brenda and it ties into what we're talking about here about testing your materials. Testing your pages.

You should have the same ... This is my opinion. You should have an authority website. You should have a central hub of your business and that should be your website. My strategy, and you could chose to do a different strategy, maybe Sean has a different opinion on this, but I like to drive all of my traffic to a WordPress type website. I'm using social media as the spokes connecting to that hub. I use my social media as my fly catchers. I'm looking for flies. I'm looking to catch leads. I use the same content on my Facebook page because you're asking that Brenda, as I do on my website because when you click on that content on my Facebook page, it's taking you back to my blog page. That's my strategy. You can have a different strategy.

You can post content that they could read, or videos that they could see on Facebook, but I don't want to have to drive sales funnels from multiple platforms. I like to do it from one place, so I use my main WordPress website as my hub on the wheel, and then I send my spokes out in all kinds of directions. Facebook is a spoke, Pinterest a spoke, Google Plus a spoke. A landing page, or a sales funnel a spoke. All of these different things are driving traffic back to my website where I can then monetize from there. You know Facebook loves that. If you run an ad from Facebook to a landing page, Facebook is not necessarily

going to optimize traffic to that page like they would if they have a nice content page on your website and ran an ad to there, and then from that blog post you could have all kinds of sales funnels and links that could be clicked on to go to your landing page as a monetize from that blog post, or from that website.

It's all a matter of understanding how the social media platforms react to advertisements, and traffic. When you get comfortable with running your posts from, for instance, Facebook because that's what Brenda's asking about, from Facebook to your blog site, then start experimenting with Like ads. Run a Like campaign to get more traffic to your Facebook page. Then after that experiment, then start running post engagement ads on posts that are very popular on Facebook, and you can tell that by running your tracking software through your website so that someone clicks on one of your Facebook posts and it goes to your WordPress site. You know from watching your traffic in Analytics that you had a very highly interested post that people were reacting to, then take that post and run a Facebook engagement ad where you're actually driving traffic back to your WordPress site.

I wouldn't necessarily, unless you want to run some campaigns on Facebook to drive people to a landing page. Sean may have a different opinion to that. You really need to have a strategy about how you're going to run your traffic. There's nothing wrong with running the same traffic. I do it all the time from my WordPress site onto my Facebook page on to Pinterest because I'm looking for those clicks to go right back to my site where all my sales funnels are waiting for me. Sean what do you say to that?

Sean: Yeah. It actually leads right into another question I see from Noel, or Noel, I apologize if I'm mispronouncing your name but it is, "If you're driving traffic from Facebook either organic or an ad is it better to send them directly to your website, or to an optin page?" There's definitely many different thought processes in how you can use that. One other thing for Brenda's question was should I have the same content? Well on Facebook let's say you have 1,000 word blog post. You won't be able to write that entire 1,000 word blog post on a Facebook post, so you're driving them to actually ... You intrigue them with the Facebook post to go to your blog. It is the same content, but it's just a little teaser on Facebook. It's really just a tool, like we were mentioning before, social media.

It's really a tool that you can leverage to drive them to where you really want people to go and what actions you want them to take. That's why you're using a Facebook to drive them. Depending on what type of ad you're doing for either driving them to an optin page, or to great content, if you're doing a re-direct campaign where you are pretty much tagging those people that go ... You're driving traffic from Facebook to content, you want to make sure that you have a

cookie on your site so it tags those people so you can then run a re-direct campaign after the fact. It's the same with an optin page, but it's a little different method, so it really depends on what campaign you're trying to run when you're using Facebook as that tool to leverage to get them to optin to your different funnels that you have.

Tom: Absolutely. Great stuff Sean. Someone's asking here too, "My 10 day old autoresponder sequence only has 13.5% open rate and 2.5% click rate. Should I be worried?"

Sean: In my opinion, in the first 10 days what's going to happen with your autoresponder sequence is you're going to start with a much higher open rate and click rate, and then over time it will drop down. If you are the best copywriter out there, you write the best subject lines. You're such an authority that you can do it, and I'm not saying ... I know I'm not. I'm not that good a copywriter. My open rates and click rates go down. With that open rate, a 13.5% open rate, and a 2.5% click rate over a 10 day autoresponder sequence, that is a little low in my opinion. What I normally see is of course the first message in your autoresponder sequence that is giving them the free gift. It's the link taking them to the free report, or the audios, or videos, or whatever your free gift is.

That's going to be a really high open rate. You should see anywhere between 60% and 90% is what I normally see with mine. The click rate is also very high. It's 40% to 70% click rate on that first one, and then it drops down maybe on the next message to a 50% open rate, and maybe a 25-30% click rate. Then the next message it maybe goes down to a 40% open rate and a 20% click rate. What I've seen is it stabilizes for a little bit. Maybe around a 20-30% open rate, and a 15-20% click rate. Somewhere in that range. Those are the ranges that from my experience that I'm seeing with your opening rates and click through rates through a 10 day autoresponder. On average you'll see about a 30-40% open rate, and a 20-30% click rate.

Now that might be a little high for some people, but I would say that's at least a range for the first 10 days of an autoresponder if you're writing really good subject lines, and you're really building the relationship with good content. You're taking the time to really connect with your list. With my list currently since I haven't cleaned it up in a while, and my list a lot of people have been on there a year now, I am getting on average right around that 10-13% open rate with a 2 to 3 to 4% click rate average. After time, yeah, that's what you're going to see if you don't keep cleaning up your list, removing contacts that haven't opened in a while. That's what I'm currently seeing, but that's after people have been on my list for a year now that you'll see those lower open rates and click rates.

What I would do is I would go in, I would see which messages ... Where you see a big drop off in the open rates and click rates. Go through, look at all your analytics, look at your data, because it's all there right for you in your autoresponder. It'll tell you what the open rates and click rates are. Make sure you go in there and see is there a huge drop off from the first message to the second one. If there's a message that you either need to change the subject line on, or if you need to change the actual email itself. If you're nothing but promoting, or something, that will definitely decrease your open rates and click rates. If you're just promoting affiliate products and things like that. You do want to take all those into account of why that open rate and click rate's a little bit low for a 10 day autoresponder sequence.

Tom: All great stuff Sean. Awesome numbers. Here's something for all of you listening. If you want to give your autoresponder the best chance it has to get good click rates and even continue to get numbers close to what Sean has, which are phenomenal, 2 things you need to do I found. First thing you need to do a better job on researching your niche and coming up with a message that is actually interesting to the people that you're approaching on your advertisements. If you're sending emails out to people that are now interested in that, they may have opted in to get a free item from you, but maybe they're tuned out because the message you continue to send to them is not what they're very interested in.

Maybe that's a great lead magnet that you had, a great freebie that you were giving away in your landing page and they had to have it, but then they're not interested in the message so they're not tuned in to you. The second thing I would do, and I've talked about this a lot in webinars I've done in the past, you need to do a welcome series. You need to welcome your people. You need to give them a reason to know you. If people don't know you, they're not going to open your emails. If they don't like you, they're certainly not going to buy from you. This is a salesman talking now because first thing I want to do if I'm going to pitch you, is that I'm going to bond with you. If I can't get that bonding done properly, my pitch is a waste of time.

You'll never listen to me. Isn't that the same thing as them not opening your email? How do you bond? Well, tell them about yourself. I see this comment. Sean I'm sure you do the same thing too when you're coaching people like I am. I see these emails from all of you that are the very first email ... You heard what Sean said. He gets his largest open rate and click through rate on his first email he sends out. That means you have 1 chance to make a good first impression, and your blowing it by sending out an email that says, "Hey, here's the thing that you wanted. Thanks for opting in. Bye." Why would you waste all that valuable real estate.

Give them a message that makes sense. On my welcome email that I send out to somebody the moment they opt into my list, I tell them who I am, why I have an authority on that subject, why they need to listen to me. I basically tell who I am in about a 3 line sentence paragraph on my email. I recorded a personal video for them. I give them some great content in the form of a link to go get. I tell them, "This is who I am and what I'm all about," and if they haven't watched the video, I tell them a little bit about it in the email. Then I send them a link to my web page that talks about white listing my email because I want make sure that they get my email to begin with. Your open rates could be affected because your emails are popping into their spam folder, or their junk folder. I do everything I can to put my best foot forward.

Think about it this way. If you were inviting someone that you wanted to make an impression on, you're inviting them over to dinner, would you go buy a Happy Meal and sit there in your pajamas when they walk in the door? Or would you meet them at the door, have a little gift for them, bring them in, have a nice cocktail. You have the table set, the candles are lit. You have that great duck recipe of yours that was passed down from Grandma, and you knock it dead, and then you kill it with coffee, and a great desert, and then you have great conversation, and then you walk them to the door and hand them a little gift as they walk out the door. Now which do you think would be the best first impression? Do you think maybe if you gave them that good first impression they might be looking forward to your second, and third, and fourth email?

There are things that you can be doing, all of you that I see you're not doing it. Even after I say all of this, you'll still not go back to that first email and give them a nice welcome. You've got to put your best foot forward. You've got to get them to bond with you, and that will definitely affect your open rates. Sean what else do you have there?

Sean: I have good questions. Very specific. "Is 8:00 am better, or 3:00 pm better to send out your emails to get the best open rate?" The question is probably neither. Why do I say that? I'm only saying that because it depends on your list. I cannot give you the answer on is 8:00 am better, or 3:00 pm better. 8:00 am might be the best on a Monday morning for your list. 3:00 pm might be the best for Tuesday, or Thursday, or Wednesday. 10:00 pm Saturday evening might be the best for you to send out your list. You have to test with you list. You have to see what gets you the best response with your list. I have tried many, many different things, and each day is actually a little bit different. Over time, depending on what day of the week it is, I send out at a very different time.

You have to take that time. You have to be willing to try new things. If you say, "Okay. I'm going to send out at 2:00 am in the morning to my list, what is my open rate and click rate?" "What is my overall response rate?" It might be

horrible. So now you know. Don't send out at 2:00 am. Yeah, there are best practices where the general consensus is if you're going to send out messages, send them out at 8:00 am and 3:00 pm to your list. If you can at their local time zone, definitely do it at 8:00 am and 3:00 pm, but that's a very general thing, and you should never just take something that we say, or take something that you've heard online as the golden rule. You always want to take this time ... This is your business. This is what's going to be bringing you money.

If you don't know exactly what your business is doing and what's best for your business then you're really doing yourself a disfavor on that end. You want to take time. Of course, you can start sending out at 8:00 am, and 3:00 pm, and that could be your first test. Send it out every day of the week, and then the next week then send it out at 9:00 am and 4:00 pm and see if there's any difference, or 8:30. Really go through and take time to test those things because I have really greatly increased my overall response rate, meaning my open rates and click rates, by taking that time and running different times and campaigns like that to see what works the best for my list. There's really no perfect answer, but that's what I have seen.

Tom: There's a question here about whether we should actually drive all the traffic to our blog posts Sean for content and offers, or should we do it just through emails. I mix it up. I want to keep my list and my audience confused as to what to expect next from me. I want to mix it up. I don't want to become predictable. I love marketing through emails, but I don't send an offer every day on every email. I mix it up. I give them a little bit of content, I give them an offer to go directly to a website, then I take a day off. One day I'll offer something that's all content. I'll drive it back to my blog post. Every blog post that I do, I'm always going to have little Easter eggs in there that they can click on to go to various landing pages, or optin to get some new information based on the content that they're reading on that blog post.

While they're on my blog post, they happen to look over in the right column and there's a sales funnel banner ad that they can click on to get some free stuff. I'm a marketer. You are too if you try to make money online. Mix it up. Don't do the same things everyday, or all the time, but sell through your blog posts, sell through your emails, sell through everything that you do, but if you do it in a way that creates value first that will develop trust, and that will develop a loyal audience. Value. I heard it told not long ago that we're actually in the value business, not in the monetization business, and that's absolutely true. If you are first thinking about making money it will show. Your transparent. People will see right through you. They'll know that all you're into is making money.

Every time you send out an email, they're looking at your name on their email box before they ever click to open it and they're thinking, "Oh, there's that Tom

Hitchins guy again. He's just selling me stuff." Have you ever thought that? I know have. Maybe I'm lazy and haven't unsubscribed yet, I am certainly tuned off from this person sending me emails in my inbox because I know what they're all about, but if I get content from somebody it is always different, and it's interesting and I can't wait to open the next email, that is value. There's a marketer, because that marketer is invariably going to send me something, whether it be a blog post, or a link to go to a landing page, or a webinar they're doing. Something of value, but I know that I'm going to learn something even though I know that ultimately there's going to be a pitch somewhere in there.

I'm not afraid of making a pitch as a salesperson, and you shouldn't be either. Your people are opting into your list to get good content and they also want offers. They want to know what's on the market. They want to know new things. Are they opting into your list to find out how to make good paleo recipes? Would you be a cad if you sent them something having to do with buying a recipe book as a result? Of course not. They're probably going to buy it. I have people writing me saying, "Tom I want to opt into your list because I want to find out how you do things, but also do you have your affiliate link for this such and such a product because I want to reward you for giving me all the great content you're giving me?" I take that as an extreme compliment because I didn't pitch these people.

They're seeking me out to return the favor to actually buy something. They know they're going to buy anyway, but they want to buy it from me because they appreciate the fact that I gave them good value. That's way I try to approach my business. I'm in the value business, and so are you. If you give them value and blog posts, don't be afraid to give them an offer. If you're writing great content in emails, don't be afraid to offer there too. On your website have banner ads everywhere, but don't make it cheesy sales pitches. Give them good stuff that they can optin and look at and maybe even consider buying. That's why they opted in with you, and that's why they stay on your list.

Sean: That's awesome Tom. I think that's probably one of the best things that anyone in this business can hear because you have to realize that every subscriber on your list is a human being. We're all smart enough to know what a sales, like a really cheesy pitch looks like, or if you're sending out the same stuff that everyone else is sending out, why would you really follow 1 person over another if everyone was exactly the same. You want to be different. You want to bring that value, because most people are not bringing that value to their list of subscribers. What they're doing is, they are exactly like Tom said, [money forward 00:48:07], and that was the perfect way to say it, so thank you Tom on that. I love hearing that stated that way because we really are in the value business.

Tom: Absolutely. Here's a clarification question Sean. Ed's asking, "I've been going slow to make sure I properly absorb the process. To date I have my business structure completed, and in the process of starting up my websites, and have already developed 2 freebies, plus another one under development. I believe I'm ready to start looking at an autoresponder, and starting up my landing page, but I want to make sure I haven't overlooked anything. Any suggestions on hot button topics I should do before preceding?" Sean you want to address that one.

Sean: Yeah, I have 2 ways to answer this. Of course everything that we ... All the videos in Profit Academy are step by step exactly how we've done our business. We haven't left out a secret ingredient for you. I think everyone makes it more complicated than it really is. When I am coaching people more 1 on 1, they laugh like, "Is that it? Was that really it? Is my business ready to go?" At least for the fundamental part of it. It really is that simple. If you have your optin page, your thank you page, your autoresponder sequence, you're pretty much ready to go. Of course, at a later date you're going to create a website, an authority site, so you're really adding the value in, but you don't have to worry that we're leaving the magic ingredient out, or that you're missing something, or you still need to absorb more of the process because the only way to be successful in the business is going for it.

Like Tom, like you were saying earlier, you want to be smart in doing that. You don't want to ... Because this is a business you don't want to go crazy, and waste money, and do things without testing, but test each thing. Once you have that up, go to Facebook, spend \$5 on a campaign, if it doesn't work, you've learned something. I've learned so much when things don't work the first time. Now I know that I need to limit those losses, or limit the downside that can happen during those times, but that's actually where I've learned the most.

Tom: Here's a question related to that. Shantae is saying, "I've written emails to my new optin list about my \$7 product in different ways at least 6 times. Only 3 people have purchased. How do I keep chasing behind who haven't bought, or should I leave them alone?" "Shantae, here's a product that I want you to look at. It's \$7. Buy it. Talk to you tomorrow." "Hey Shantae, it's Tom again. Here's that same \$7 product I wanted to offer to you. I really think you should buy it. You ought to go take a look at it now. Talk to you later." "Shantae. It's Wednesday. Here I am again. \$7 product. You haven't bought that yet. How come?" Shantae, isn't that kind of creepy? Think about it. You write emails. We all write emails to people the same as we would talk to them.

If you send somebody an offer to buy something, and they don't buy it, you either failed in the presentation, or they're flat out not interested, so let them alone. Stop asking me. Don't you ask yourself the same question like I do when I look at these emails from people and they keep coming at me with this same

thing. Manifestation Miracle. Oh, please. I've been looking at that for a year now. Stop it. Can we offer something different? Can be be creative? Is there only 1 thing that you can sell for \$7 Shantae? Think of something else. Plan out your campaign, and offer it for a few times during the week, and if they don't buy it, then they're not interested. Take it down and offer something else on the second week. Then the third week offer something else.

If you want to come back to the same offer a month and a half from now, then do it, but don't keep sending it to me because I'm going to unsubscribe. You're turning me off. You're creepy. Think about it. You're standing at a bar someplace, or you're having a sandwich somewhere and this same person keeps coming up and saying, "Oh, will you go out with me? Will you go out with me? Will you go out with me?" Stop it. Stop it. Let me alone. I don't want that thing. You've offered it enough. I've said, "No." You shouldn't get to the point where someone is starting to think that way, because you know what's going to happen is your open rates are going to go down and your subscribes are going to go up, and your list is going to drop in value.

They're not interested in you anymore because all you're doing is sending them that same creepy offer for \$7. Do it creatively. I would recommend that you send them an offer for a few days, but blend it in with content. Not only give them a reason to buy that content, but tell them how it affected you, and how you got some good experiences out of it, and tell a story. Then the next day hit them with an offer and say, "Here. If you were still thinking about that thing that we talked about yesterday, here's a place to go get it," and then move on. Talk about something else the next day, or you could actually give them the series of 5 emails during the week where you talk about that same product, but mix it up. Tell them a story, and then put a link in there that they can go look at that item that you were just talking about, or send them to a blog post that you've written how you've actually used that thing.

Do a book review, quote unquote, book review on the product. You can say, "You know. I've picked this thing up and I was a little skeptical, and so I actually tried it out, and here's my results. Look what it did for me, so I shared it with some other people," and then by the way you add a little Easter egg between one of the paragraphs and you say, "If you're interested in looking at what I'm talking about, click here." There's a link to your landing page, and then go on and keep talking about it. Continue your book report. Then the next day you could send an email out and say, "You know, I did a whole report on this 1 product that I think you've got to see. It's just awesome. If you haven't looked at it, check it out. Here's the link to the blog post."

Then take a day off. Maybe talk about something else. I've heard people call that, "Cleansing the palate." Change the subject, and then come back to it a few

days later and say, "You know what? People have been asking me about that blog post. Here it is if you haven't seen that yet," and then get off it. Move on. If they haven't bought by that time, they're not interested. I hope that helps you. That's a good question Shantae.

Sean: Another question, or there's a couple questions that are similar, but a lot about Facebook ads like, "What words should I not use?" "Should I only send to an optin page, or will my ads get pulled?" And I really want to direct when you're running any type of advertising you want to know the background. What are the terms of service. Facebook has very specific terms of service and different things like that, so you'll want to read through everything about that because you don't want your account to get banned. Before you ever do run a campaign, see exactly what you can and can't do on that end. Facebook also changes their terms of service with their advertising quite often, so that is something that is on you as the business owner to know exactly ... If you're using someone else's service, you need to know how to do it properly so you'll get the best results with it.

Tom: Absolutely. Sean, you know I think some good advice too for people on Facebook advertising is Facebook loves it when you run an ad and take it to a blog post. That's value. They're always thinking about the end user. They're not concerned as much about the advertising population, and I applaud them for that. They want to make sure that the end user experience is as rich as it could be. If you run an add on Facebook and run it to a landing page, and someone gets offended by that landing page ... Like if you're in the weight loss niche and you put these beautiful people on there, what if someone's 300 lbs and uncomfortable and just uncomfortable as can be about themselves, and they're really self conscious about their weight, they could be offended by that landing page, and they'll complain to Facebook, which is why people get their ads, then ultimately their accounts banned by Facebook.

But if you ran a quality post about how to lose weight, and how to be healthy while you're doing it, and don't be putting pictures of beautiful people necessarily all through that post where it may offend someone that is not as beautiful as the people you're picturing, if you give great content and run those ads to that, and then have some linked content inside that page that goes to a landing page, Facebook loves that, and I can't imagine you getting in trouble with those types of ads. On the page here that I've got here that you may be looking at is an audience page. I want you to look into Facebook Custom Audiences.

It's a great way to run conversion and tracking pixels from Facebook onto your landing pages, and on to your WordPress pages that will allow you, even though you don't collect an email address from somebody, you can actually go out and create an ad campaign based on a custom audience of someone that has already

visited your page, which tells you they're interested in the subject. Then you can target ads to those people so when they're on Facebook, and they're looking around at other people's websites on Facebook, their fan pages, they'll see your ad pop up in the column ads that is targeted to a subject that you knew they were already interested. I encourage you to do that. It will help drive down the cost of your advertising, and it will help get you away from some of those solo ad campaigns, especially when you're testing a new landing page, or something like that.

Sean: Tom I know we're coming up on the hour here, and I saw 2 questions that I thought would be good to close out on. I want to combine them.

Tom: Go ahead.

Sean: One is, "Are men better at online marketing, or do people prefer to listen to men more than women because I don't hear about many successful women in the business?" Also the other question is more about how to be different and how to really become an authority. I wanted to combine these 2 because of course men are not better at online marketing. Women and men have their own perspectives, their own unique talents, and what you're really doing is you're bringing your own uniqueness to your business. Everyone has something, experiences that they've gone through. The more real you can be with your list, the more you really treat your list like you're almost friends. Like real human beings where you're very upfront with them.

Those are the people that I've seen usually have the most success in this business. Of course if you're just branding a business, and it's not personal, it's just a straight business, then that's a different scenario, but I think a lot of us are using a personal name. We're coming across as the authority. We're almost branding ourselves as an authority in the industry. What you want to do is you really want to let your personality show through. It makes it much easier to write the content. Have very real content that comes through because if you're trying to be fake, or use pen names, and try to put on a different personality, unless that's one of your skill sets. At least for me it would be very hard to create a personality. I'm not an actor, or anything like that.

I have to be truthful with the way I write my messages. I have to let my voice shine through, so I think that's the biggest thing. Whether it be men, or women, we can all be extremely successful in this business. You actually see more in more of the personal development market more women than men. At least in my opinion. Of course, you see some of the big names that are men. Bob Proctor, and Joe Vitale, and things like that, but it really just depends. Allowing yourself your uniqueness to shine through.

Profit Academy Coaching Support #18

Tom: Absolutely. Good answer. Somebody's saying ... I've got 1 more here I'm going to answer. "Do you recommend putting \$1, or \$5 trick wires in front of Clickbank offers?" Yeah, you certainly can do that, and I encourage you to do it because then you get people to get their wallet out of their pocket before they actually hit that Clickbank offer, which is usually around \$40 bucks or more, so it's a great idea to do that Kelly. Okay. Sean it is top of the hour here my friends, so I guess we've done our due diligence.

Sean: Yeah, thanks everybody so much for being here for asking questions. I apologize if we didn't get to your question. I tried to get to most of them, but I might have missed a couple of them as they were coming through, so I greatly apologize, but it was great being here with you, and hopefully you got a lot of value out of this.

Tom: Absolutely. Thanks a lot for working with me Sean, and good luck to everybody.

Sean: Thank you Tom. It was great working with you as well.