

Rick: Welcome everybody if you're in the right place because you're here to see Jeff Lenney standing on a pier in the beautiful blue Caribbean with his lovely wife and a stolen boat in the background. You won't be disappointed. He will also take questions, solve your problems, and perhaps with a little bit of luck, you too will be successful. You have to keep in mind that internet marketing is not a hobby. You don't just pick it up on Tuesday morning and say, "Well, by Wednesday afternoon, I'll be an expert and I'll be rich and famous, and then I won't do anything anymore" or "I'll just take an hour here, an hour there, and then by the end of next month, I'll buy an island."

This is a very, very ... how would you say ... structured approach to making money. You have to pay attention to what you're doing. You have to follow the instructions. You have to listen to the people who are trying to help you. Fortunately for you guys, we bring people on who, like Jeff, do this as a regular daytime daily business. Jeff, as a matter of fact, all day long helps people survive the Internet by being number one on page one of Google. His specialty there is SEO and Internet marketing does not work without some aspect of SEO. Then he goes home and his wife feeds him lovely minerals, meals and he drinks oddball beers from, I don't know, monks from Patagonia, or something else like that, or Antarctica.

Jeff: [Inaudible 00:01:24].

Rick: Belgian beers, yes. Then he devotes his time to actually making more money in the evenings doing what he's teaching you guys how to do. It very, very, very, very much behooves you to pay attention. As they used to say, when E.F. Hutton talks, people listen; when Jeff talks, you listen, because this is where you come to get the good stuff. We won't say what the good stuff is, but it's legal. No. Anyway, type your questions into the box and Jeff will do his best to answer them. Take a look at things from your perspective and see if we can bring a little relief into your otherwise frustrating times.

It's been a while Jeff, I hope you've been enjoying yourself staying out of trouble down there in California where the sun always shines ...

Jeff: Mostly.

Rick: ... And snow blowers are an endangered species. I mean, do you actually own a sweater?

Jeff: What's snow?

Rick: Yeah.

Jeff: What is this snow you speak of?

Rick: Yeah, yeah, yeah. Thanks a lot. Thanks a lot. Just what we wanted to hear. Yeah, yeah. Those of us who have shaken off the snow and now I am in severe pain because I have to dig up all the crap that died over the winter and plant a bunch of junk, fix crap because someone else who is in charge of my daily living says, "Oh, wouldn't it be nice if you had this stuff here?" Yes, okay, I would love that stuff and that's eight and a half hours worth of work. At the end of the day, I have blisters, my back is killing me, and the dogs are looking at me like I'm nuts. Then I want to hide in the basement and drink beer so that's enough out of me.

Anyway, you guys type your questions in the box as they say and let Jeff take it over and hopefully he will make your life better. It's all yours buddy.

Jeff: Awesome, Rick, thank you so much, man. I really appreciate the introduction.

It's weird, guys, for the past two launches of Profit Academy which, of course, for both [inaudible 00:03:20] with Anik's list only, I was used to doing every single webinar a few times a week and this is my first time doing one in a month, so I'm used to everyone knowing me. I hope you guys all know me by now. I see a lot of names. I saw that Sam already on there, I saw Ryan and Michelle. They're both awesome. I see a lot of familiar names as well.

Anyways, if you do not know me, my name is Jeff. Of course, I'm pretty active in the Profit Academy forums. I've been a coach and working with Anik's for about two and a half years or so now. In fact, I think this August will be three years because I enjoy teaching people. Just to give you an example, I made probably close to \$150,000 in the month of March in about a two week period alone. I'm here because I enjoy teaching people what I do and I do it pretty well. I'm not here because I need to get paid a few bucks to do a webinar or whatever. When I teach you guys something, it's because it works, not because in theory it should work or it sounds like a good idea. I'm showing you guys exactly what I do and it does work, I promise you.

Having said that, I want to make sure you guys can hear me okay. If you don't mind, give me a quick shout out. Let me know where you're from. I haven't done that in a while, my "Where are you from?" shout out. Of course, I already saw Ryan and Michelle from beautiful Lake Tahoe. We got Mindy from PA. We got Nomer from Florida. We got Oregon, Denver, Boston, Australia, Florida, again, California, jeez, all over the place, Saudi Arabia, wow, Hawaii, Boston, San Diego. Hey, Newport Beach, my neighbors. Beautiful. Singapore, I love Singapore. In fact, last year, my picture up here was a picture of me in front of the lion statue in Singapore pretending I spilt water into the water there. I love Singapore. Awesome, beautiful country, city, state, island.

Anyways, of course, my name is Jeff Lenney. I am from beautiful Irvine, California which is in South Orange County about 7 or so miles from the beach and, yeah, we're going to have some fun tonight. Just to be clear as to what we're doing tonight, this is a standard Q&A type of session, but I do want to encourage you, guys, before we get started here ... let me ... Hold on ... Accessed the wrong ... Let me close down. This is the wrong page. The Profit Academy forum. Many of you guys are on there, but quite a few of you are not. If you're not yet on there and if I'm not able to get to your question tonight, and I promise you it's nothing personal, we've just got a lot of questions coming through.

If you go to members.profitacademy.com and get signed in, if you click on forum right here, this nice, big, green button on the top, it's going to take you to a quick video, which I please encourage you to watch. This shows you the rules for the forum. Then you can click, of course, on the bottom to access the forum. Look at this, guys: 1,800 topics; 11,000 posts; 700 topics; 5,000 posts. I mean this is very, very, very active. In fact, there are 766 active members; 3000 topics, 20,000 posts and 2,000 members overall. We've currently got 29 users online as well. It's not something that we get to every couple of days or every week or two. It's something that's ridiculously active by both coaches like myself, Dave, Zen, and of course, Anik's team, and even my fellow students are doing pretty well. They'll be able to share their success and help you guys out.

.. To the forum if you haven't yet. I saw a few questions on there that will be really a whole lesson plan that I might not be able to go over on this webinar, but it will be a great discussion for the forum. Anyways, having said that, it sounds like you guys are doing okay. Let me get started. I'm going to scroll to the top here. Okay, now, Jamie is asking about penny clicks and a good budget for that. It's either Jay-mie or Hay-mie. I'm going to go with Jay-mie. Jamie, I don't know. I'm not a paid traffic kind of guy. In fact, the only paid traffic I've ever done is Facebook and I really do more search engine optimization and, of course, list building, which is why I'm here. If you're a member of Fred Lamb's course, you should be able to ask that in Fred's private Facebook group. If you're not, you can probably make a post in the forum here under Questions for Coaches and some of our paid traffic people will do their best to help you out with that. Keep that in mind.

Okay, Mindy, Mindy, Mindy, Mindy, your question is a bit long. Mindy is asking about how to find a good affiliate offer. Mindy, let me get back to that one maybe. Hold on a second here. I'm not seeing a lot of questions coming through yet, Mindy, so you might be in luck. Are you still with us? ... Refer Mindy to the forum for help with that question because it's a bit involving, but basically, Mindy is a bit behind. Mindy, there's nothing wrong with that. I am pleased Mindy, in fact. All of you, keep in mind, this is not a race to the finish. Yes, we're structuring things by week because we want to keep people with a certain flow.

We don't want people jumping ahead. If it takes you a few months, if it takes you even a year or so, as long as you're still taking action and actively working towards your online business, we're going to help you out still. We're going to help you out next month, we're going to help you out next year. You're going to be members for life, so please keep that in mind.

Having said that, please understand it's not a race, so do not get stressed if you feel like you're behind. As long as you're not quitting and you're not giving up, as long as you are actually working at your own pace, that is what I recommend. I don't want to see you guys stressing out or rushing to try to catch up and missing some important steps. Anyways, Mindy is trying to find a good affiliate offer and she is in the personal development niche. Mindy, maybe you're being a bit too picky, I hate to say. Let me go to the ClickBank marketplace here. We're going to ClickBank.com and I'm going to click on marketplace. There's actually quite a few good affiliate offers for personal development within the marketplace here. In fact, a few there I like a lot.

If you guys don't know, of course, you go to the marketplace. On the bottom-left here, we're going to click on the arrow to expand self-help. Generally speaking, those are either under, let's see, motivational or success. We're going to try success here and take a look at a few offers. Again, guys, I'm answering one question now. I will scroll down and get to your question shortly so please bear with me here. Anyways, we are now in this self-help success category and these products are sorted by the most popular products, meaning probably what's new and what's hot. You got Thought Elevators which is by Mark Ling, believe it or not. You got the Millionaire Brain which is an amazing product by my friend Winter [Falco 00:10:27].

This one here, Gravity Manifestation, is an amazing product as well. Mind Secrets I don't know much about, but if you look at the gravity on this, and that should not be the only thing you look at, but the higher the gravity, the more popular the product. What gravity essentially means is there's at least one affiliate ... If there's a 135 gravity, for example, that means there's a 135 affiliates making at least one sale per month. I mean you could have one affiliate making 35 sales. You can have 20 affiliates making one sale each. You can have another two affiliates making 3,000 sales. It doesn't tell us how many sales are made, just how many people are actively making sales of that product.

When you get in these more obscure niches and less known niches like Chicken Coop Plans and goats ... There's pygmy goat products. I'm not even kidding. Even if you find less gravity, but in that case, you want to take a look at the sales page and ask yourself, "Would I buy this?" In some niches, low gravity is not necessarily a bad thing. It is just an indicator of what's more popular. Yeah, Mindy, I'll tell you though. Personally, I've had success promoting Millionaire

Brain. I've promoted Gravity Manifestation. I've promoted Thought Elevators as well. There's a few others, The Abundance Code. Something else you can even do is you can go to Google, my best friend being an SEO guy. You have to forgive my loud keyboard. I've got a ridiculously loud mechanical keyboard. It's an amazing keyboard, it's just not quiet.

I did a search for a personal development and affiliate program. Take a look at these guys. You guys know Mindvalley, right? You know Brian Tracy? These are people that deny have products on ClickBank, but you can simply do a search and you can find a whole bunch of things. If you want to go further, you can search for different gurus names: Bob Proctor affiliate program, Anthony Robbins affiliate program, etcetera.

Now, I hope, Mindy is still on. She asked her question, but she's not responding at all. Mindy, I hope you're on live. It looks like you are, but if not, I hope you catch this on the replay. Yeah, that's what I would do. I would look at the product itself. I would take a look at the actual sales page. If it's a video, it's going to convert better, and I paused this by the way so it's not playing live, and I'm going to watch the first maybe one to three minutes of the video. I'm going to ask myself, "What are my initial thoughts? Does this impress me? Would I buy this?" That's a really good way to go about doing it. Then something else you can even do is if you want to test the product out for yourself without buying it, you often can get free access, but I do want to remind you, guys, of karma. What comes around ... Make sure if you are ... promoting that product, make sure you're not just trying to get it just for the sake of getting it. Make sure you do plan on promoting that product if you like it.

I would go ahead and check out the affiliate page here and I would simply find a contact and email address or a contact form. Here we are, Mark Ling, or you can email Daniel Toh, his partner, and say, "Hey, my name is Jeff. I'm an affiliate. My squeeze page is mindexcuse.com and I was really hoping to get access to your product so I can do a proper review and recommendation for my list." That's all it takes. Ridiculously simple. I've been getting access to products for years because, of course, I am going to go ahead and do a promotion of those.

Okay, Mindy is here, wonderful. Mindy, I can't help you with any errors you're getting. I'm sorry. You might have to contact their support for that. If they don't get back to you, you can either buy the product yourself or you maybe just might want to try something else. I'll tell you guys what though, ever since I started recommending The Millionaire Brain, that one has been promoted a lot by our affiliates and they're doing pretty well with it, I would be careful about using that one though because even though it's making a ton of sales, it's being promoted by a lot of Profit Academy students and it's being set up on a lot of thank you pages. Maybe check out Thought Elevators, check out maybe some of those

programs when Googled for Mindvalley or Brian Tracy or Bob Proctor, for example. You do some sleuthing around and see if you can find something yourself that is something maybe under the radar. It might not be as easy to find as these products right here. Hope that makes sense.

Anyways, let me take a sip of my "water" for about a second here. Yeah, so I heard the ice clinking around in my glass before I mention that. All right, let's see here. Let me scroll down, look at the comments here, give me a second, please. Michael is asking how to best segment ... Actually Jen is asking real quick about Microsoft Expression and to edit done for you opt-in pages and what do I suggest for a Mac. Jen, I hate to say but if you can't tell I'm using Windows, I know nothing about the Mac. Although, Rick, I believe is a bit of a Mac guy. Rick, do you by chance have any ...

Rick: You want to a free one.

Jeff: Yeah, please.

Rick: Okay, couple of possible suggestions. One that's been around for a long time in its own boat is KompoZer. Let me throw that in the box.

Jeff: Oh, yeah.

Rick: K-O-M-P-O-Zed-E-R.

Jeff: There we are, KompoZer.

Rick: Yeah.

Jeff: Dot ...

Rick: Dot net. Now, they've got a Mac version.

Jeff: Beautiful.

Rick: That's a pretty good one. Now, you want a, what they call a WYSIWYG, so that's what you're looking for. Google has one but I have opinions on Google's tools. You're free to choose whether or not if you want. Hard to say.

Jeff: Thank you, Rick. You want to-

Rick: Try that one and see what you think.

Jeff: Thanks, man. I forgot, I actually use KompoZer myself right here on my Windows PC and I love it.

Rick: They've got it for Linux, Mac, and Windows, so that's good thing about it.

Jeff: Yeah. Thank you, Rick. I also gave you guys a clickable link in the chat box so you can check it out if you want. Just do me a favor, if you want to click on it, go ahead and download it, but make sure you keep it closed and pay attention to the webinar here. We have some awesome just coming through. Okay, Michael is asking about list segmentation. How do you best segment your list? Michael, that's a great question.

Personally, for an auto-responder I use AWeber so I'm not sure how it works with Sendlane or GetResponse. Let's say, for example, I've got my main Internet marketing list via jefflenney.com and if I want to maybe segment people that are interested specifically in email marketing. What I would do is I would build a separate opt-in page with an amazing super duper free offer, just like we teach you guys, and I would have people opt in to that list from my main list. Now, with AWeber, there's an option to unsubscribe that person from my main list and subscribe them to my email marketing list. That's one way you can do that.

It's going to keep your list smaller. It's going to keep your open rates higher as well because you're going to be able to target people with more specific offer. I can have multiple lists on search engine optimization, email marketing, making money online in general, Facebook advertising. If I segment my list and get people on the list that really suits their main interest, I'm going to get much higher click-through rates and, of course, much, much better profits as well which is nice. Great question, Michael.

Let's see here. Vi is asking a product question. Great question, by the way. Vi is asking, what are the best affiliate tools we should be developing for affiliate to help promote our frontend products. That's a great question. Let me look at Profit Academy, for example. See, if I can pull up their affiliate page. Hold on a second. One second, please. Profit ... There we are, profitacademyjv.com, my dad. This is a bit of an [inaudible 00:19:11] close. Let me try something else. Buildmylist.com/jv. I'm trying to find an example of a product. Hold on a second. Buildmylistjv.com ... Okay, here we are. Build My List is a product by my friend Jimmy coming out later this month and it's about email marketing. By the way, for you Profit Academy members, you do not need to buy this. You don't get it for free. It's not Anik's, but you've learned everything in Profit Academy.

Build My List, he is giving you, guys ... Let me scroll down. Obviously want to give prizes away. I'm trying to see if he's got the ... Here we are ... JV tools. See, what he is going to be giving you, guys, is pre-written emails, number one. That's the

most important thing, pre-written emails that people on your list can use to promote your particular product. A lot of other people will also do things you don't see out here like the generate graphics, for example. Let me try to find a good example. Hold on a second here. Let me go to Millionaire Brain affiliate page, because Build My List is not yet live. I'll try to find something that's currently active.

Here we are. So Build My List. I'm sorry, this is the Millionaire Brain. He's got different graphics available that you can download. Some people will even do keyword research and niche research to give you information about how to promote. Of course, everyone is going to have a pre-written emails you can use like this one here and some people will even give you pre-written blog email. Really, that's a great, great question. What I would recommend you do, Vi, is you can go through some of the products you like a lot and see what they're doing. I'm going to look. You got a bunch of emails here. We've got graphics. You got a few re-brandable reports you can download to give away for free to promote this.

Then it's really up to you, but at the minimum, I would say try to have a few graphics generated and really try to write in between three and even ten pre-written emails that people can use to promote your product. That's probably the best thing you can do because people can simply log in to your affiliate area, copy and paste the email then promote that way. Really, the more you give your affiliates, the more promoting for you they're going to do. Just make sure you've got an awesome sales page that converts.

Jane's asking how to make the button clickable. Jane, you don't. Actually what you do is you just make the entire image clickable and, again, they're going to give those to you. My pleasure, Vi, so don't worry about that. You can have graphics designed on Fivrr for pretty cheap as well. If you don't know how to make the whole image clickable on your affiliate page, I really suggest learning that. You can do a Google search for clickable images HTML code and it's something you can do pretty easily with either HTML or WordPress.

Let me go back up to the top here. I'm going to try to go in order for the questions. These are great, by the way. Do we still have a forum to get likes for our new Facebook pages, by Deborah? Deborah, I'm not sure what you mean. I never saw a forum dedicated to that. I'm sorry. Jamie is asking is it okay to do a solo ad through a complimentary niche seller because my niche is not on Clickonomy or other sites? Jamie, it depends on your list. I mean, if you're going to do something similar, for example, you might promote a weight loss product to a female dating list. You can go with the angle that ... Obviously, it's not necessarily true, but you can go with the whole get fit and feel good and look good angle with that. They're similar, yeah, but I knew when I promote a product

on how to build your own chicken coops to my list on dating or email marketing, no, absolutely not, so. If it's similar demographics and similar interests, you can tie it together, yes, but, I mean, again I would not promote healthy eating to my email marketing list or I wouldn't promote my personal developments offer to people wanting to, I don't know, raise pygmy goats, as an example.

Prashant is asking about the members for life aspect of Profit Academy. Yeah, Prashant, we're actually re-launching Profit Academy again in October of this year, October of 2015, and we'll be doing the whole training all over again, but even in the meantime, we are going to have the forum 100% open and active and you can even go back anytime you want to re-watch the training videos. We're not going to be doing webinars forever like this one, but I know we're doing them in May and possibly June as well. Again, you can always go to the forum as well, and again, there's people active on there right now. There's a post on there every few minutes it seems, almost. That's a great question.

Bonnie, Bonnie, that's actually a pretty common question. Bonnie actually approaches Profit Academy a few months ago and she feels like she's behind and she's not been able to get anything done. She knows she need to set aside time to focus on this so she can get going. Do I have tips for getting the ball rolling? Bonnie, obviously my tips are just do it. Simply put, just do it. If you want to go to the forum, for example, if you go to the Profit Academy community in "Where do I start first?" right here, there's a bunch of people in your exact same predicament wanting to understand the best way to get going.

If you get lost, Bonnie, and anyone, you can always make a new post. I'm stuck, and tell us where you are, who you are, where you're at, what you've done and what you're stuck with and I promise, you're going to get a ton of help. You're really going to get a lot more handholding on the forum than with any on these webinars because we can take more time to type or to call the answer on the forums for you. We can analyze your offer, your squeeze page. We can help you out. Literally, you're going to get a lot of help on there, so make sure you check out the forum if you haven't yet, and that goes for you, Bonnie, and for all of you.

Steve's asking, "What strategy do I use to make \$150,000 a month?" Steve, it's called Profit Academy. It's called building my list. I made a good portion of that money from my email list. Honestly, everything that you're learning in Profit Academy, that's about 80% of what I did, but I mean, yeah, it was certainly a nice paycheck and, yeah, I've got more of those coming. Yeah, it's nice.

Hey, enough about that. That's all I did. You can make just not that much money, you can make even more money with your own list and with your own products and make sure, you guys, don't just get stuck lingering on Phase 1. Make sure

you get into Phase 2, make sure you get into product creation. If you guys don't know Dr. Ted Morter, he's one of our former students. He was on these webinars, just like you guys were, last year. I remember talking to Ted on the webinars, answering his questions. When I met him in Vegas last year at Inbox Blueprint Live because Profit Academy launched then but it wasn't public yet. He was both Inbox Blueprint and a Profit Academy member. I met Ted when he was a student still and he had his own products that he learned how to build with this exact same training we give you guys in Phase 2.

The thing, I thought, what was coolest about Ted's product was he's built a list of 5 or 10 thousand people from people that did not buy his product. When people go to his sales page, if they decide to leave and not buy, he's got an exit pop-up. It says, "Hey wait, before you go, let me give you this amazing free offer that will teach you ABC." He's built that list for free of 10,000 people and that's only one of his lists. He's been able to monetize that list, he's been able to make sales of his product to that list, as well as other products to that list as well, which is pretty fantastic. That was a great question, though, Steve.

Really, everything we're teaching you in Profit Academy, I'm not just pulling your chain, that's exactly what I'm doing and it's exactly what you can do yourself as well, but you know what? Don't set your goal to be a \$150,000 a month. Set your goal first for maybe a 100 bucks a month, 500 bucks a month, a 1,000 bucks a month. I promise, that's going to be much more achievable and you're not going to drive yourself crazy when you don't reach that goal right away because it does take some time. I've seen people get that within a few months. It just depends on how much drive you have.

Anyways, moving on down here. I've already answered that question. I'm looking at questions from 20 minutes ago, so bear with me here. Jamie's asking a great question. How do you explain what solo ad is to blogs who don't know? Jamie, the phrase solo ad is really only mainly used within the Internet marketing and personal development niches. I would ask someone if they would be willing to sell me an email to their list promoting my product or my squeeze page. Starts at, "Hey now, my name is Jeff. I really love your forum on widgets and I think it's great. Now, I'm just curious if you have an email list and if I will be able to promote or if I will be able to pay you a few bucks to promote my web page here about widgets to your widget page." It's simple. It sounds silly but it works.

Anyways, let me move down here. Okay, Mindy was talking about the error on that product. I already answered that. Carl has lost the instructions to get things set up. Carl, you're going to have to forgive me. I don't understand your question. I mean, Profit Academy is literally a step-by-step what you need to do and the instructions you have to set up are right here: Module 1, 2, 3, 4, 5 and 6. If you're stuck, Carl, make sure you just go through the training here. Even if you

check out the 30-day challenge as well ... Let me take a look at this. Hold on. Actually, those were pre-recorded, those were webinars. I'm sorry, though it should be in the training area as a recording. Let's take a look at training webinars. Yeah, though, Carl, just make sure you go through the training videos here. I mean, that is literally everything you need step by step to do.

All right, how are we doing time-wise? It's 6:30, okay. All right. Well, thank you, Sophia. I appreciate that. Sophia likes that I went into more detail on Mindy's question. I appreciate that. Thank you so much. I try to teach by example, so thank you, I appreciate that.

Okay, I don't think I can pronounce this name but it starts with an A, last name Muhammad. How do you know what to offer in a thank you page? I don't want to be sarcastic and I'm not going to be, but that is something that we cover in the training. If we go to Module 1 in the Thank You page, we go into that 100%. Do me a favor, A. I'll just call you A because I don't want to butcher your name pronunciation. Go ahead and re-watch the Thank You page training if you have not yet. If you're still stuck, please go ahead and, again, check out the Profit Academy forum because you're going to be able to get help 24/7 on there. If you're not able to find something yourself, you should be able to. The training really does cover that. We find hundreds of other students that had been able to find their own thank you page offers, so make sure you go through this training here and I think that should help you out quite a bit.

Let's see here. Sophia is asking what do I use to test opt-in pages. Traffic. I use live traffic, Sophia. Usually if I'm going to test an opt-in page, I'm going to probably test it with a solo ad first. I'm going to use maybe a smaller amount of people. I'll going to maybe pay for a 100 clicks or 200 clicks. Now, because I know what I'm doing, just like you guys do now, I'm able to have a pretty good idea if my page is going to convert or not. One thing you can do, though, Sophia, and this is a great question, we started this sub-forum when Profit Academy first launched. If you go to that forum.profitacademy, if you look right here, guys. Let me just have some fun here. Hold on one second, please.

I love using my highlighter here. If you look right here under Profit Academy Community, we've got a sub-forum here named opt-in page review. We're going to go ahead and make that official with some red underlines as well and we'll circle it and point a little red arrow towards it so you can't miss it. It looks more orange, doesn't it? Yeah, if you want to go ahead and check out that forum right here, if you're able to post a link to your opt-in page, Sophia, and anybody ... And look at this, guys. Look at this. There's tons of things on here. In fact, I'll be answering this myself once I'm off the webinar, after I take my dog to the dog park here in Orange County.

Look, you've got tons of posts on here and people are getting the help that they need. Look at this: 15 responses, 3 responses, and again, I'm going to be in there in a couple of hours myself, but you've got both coaches and other members offering feedback. That's me, that handsome guy right there. That's me. If you're not sure if your opt-in page is going to convert and if you don't want to pay for traffic yet, Sophia, please, please, please check out the forum. I know that's my go-to answer. It's not a way of me not helping you, but it's just a way of you being able to take advantage of the training and of our awesome community. I would check that out first.

Roy is asking what would be a super duper gift for married women. I'm in the relationship advice niche. Roy, that's up to you. Now, what do you think? It's your niche, you should know more about it than I do, although disclaimer, I'm also in that niche so maybe I know more than you, but Roy, I want you to learn this by yourself. I want you to be able to do this on your own. What you want to do is you want to find out what people are searching for. What's your offer? Are you trying to tell people how to have a better marriage, how to save their marriage? I don't know what your offer is. If you're targeting married women, yeah, I would do an opt-in, maybe 10 Romantic Things You Can Do for Your Husband or 7 Things You Could Be Saying ... I don't know. I'm just on the fly here, but you do some research. Play around Google and see what people are doing and try to come up with your own better version of it.

Hold on one second, please. I might have an idea. I need to look up a resource on the other monitor. Hold on one second, please. Let's see here. Give me just a moment, I'm looking at my other monitor. I'm trying to find a particular resource to share with you, guys, because I forgot the name of it. All right, where is it at? Where is it at? There we are, BuzzSumo. There we are. All right, guys. I'm going to show you this, but do me a favor. I know you're going to be tempted, but please do not play with this right now, okay? Do not play with this now. I want you guys to pay attention, but grab your iPhone, grab your Android, and grab your smartphone and take a picture or just write this down. It's BuzzSumo.com.

What BuzzSumo is going to do is you can type in your keywords. For example, relationship tips for ... Actually you said it was for married women. For wives. It's going to show you different articles that generated the most Facebook likes, the most social shares. You can take these, make your own example. Look at this, look at this: 52 Romantic Things You Should Do. You can make your own version, 21 Romantic Things You Can Do. Ten Habits of Happy Couples. Five Tips for ... Any of these can be excellent ideas for a freebie, for a free report, or even your main product. Again that's BuzzSumo, B-U-Z-Z, Sumo.com and you can type in any keyword in there.

Let's try law of attraction as an example. Look at this, 3 Signs Your Higher Self Gives You Every Day; 7 Signs The Law of Attraction is Working for You; Law of Attraction 101: How to Manifest Money. I'm liking that one. Five Things You Must Know About Your Mind. It shows you how many Facebook shares it have, how many LinkedIn shares, etcetera. This is a really, really, really great place to find out, Roy, what people are talking about. Isn't that cool? I've got like freaking 30 people saying they love that resource and I love it.

Okay, [Arnaz 00:37:37]. Thank you very much, Arnaz. Arnaz told me how to pronounce his name. Arnaz. That's much easier than I would imagine, so I like that. How much do you have to pay for BuzzSumo? It's free. They might have a paid membership. Okay, yeah, they do. It looks like ... I don't know what it costs but I mean you can do some searches for free in there easily. If you do want to go to BuzzSumo Pro, they're going to give you quite a bit more. I don't have the pro version myself but 100 bucks a month, 179 bucks a month so it's not cheap but the free version should help you get a few pretty good ideas without paying a dime. I hope that helps.

Oh, there we are. Thank you, Lydia. You can get a 14-day free trial on BuzzSumo. Again, guys, I can imagine half of you already going there and playing with this. Make sure you minimize it. What's funny, when I said that, GoToWebinar shows us an audience view as to how many people are paying attention based on mouse movement on the webinar screen, etcetera, and the minute I called you guys out, it went up from 88 to about 97% that very second, which is funny. For the rest of you not paying attention to the webinar, on BuzzSumo, cut it out. Come back to the webinar. Just went up 3%. I love it. Feels like I'm watching you, doesn't it? I'm not, don't worry.

Anyways, see ... Augusto, I'll get to your question in just a moment. I want to try to go in order here. Ah, Manuela! Manuela just left. Manuela, you left the very second I was going to answer your question, but this is a good one. Manuela said the photo on her opt-in page loads too slowly. How can she optimize it to load quicker? Manuela, there's a website I use called CompressNow.com. All you do is upload an image. You drag the bar over, compress, and re-download. Now, of course, you do want to make sure that it still looks good once it's compressed because the quality certainly could be a lot lesser. Let me compress this image of Anik's picture here, Anik's face. Let's see how that looks. Compress test.

It's a bit blurry. If this were a background image on my squeeze page, it might be a bit too blurry. If it's smaller, it looks fine, though. If you're using a ridiculously high def image, try reducing by maybe by 1/3 or by half and see how that looks full screen. Your page should load that much quicker. That's CompressNow.com. Let me drop you guys a quick link in the chat box for that as well. There you are. Hope that helps.

Okay, Alex. Do I need a websites to sell in the ClickBank affiliate products to sell? No, Alex, no. You do not need a website. I mean, I guess, you need a squeeze page at the very minimum, but that's what list building is about. I don't have to have a web page. I can simply have an email list with only one squeeze page and promote products of people from that niche.

Okay, Augusto is asking how do you attach a gift using your own website, not Dropbox. That's easy. Let me log in. You can do it via a couple of ways. You can go through your website's control panel or your hosting control panel. What I do, though, is I use an FTP program called FileZilla. Let me type that down real quick. Hold on one second, please. Where's my chat box? Hold on. There we are. FileZilla. With FileZilla, I'm going to go ahead and do a quick connect. You simply log in. In fact, Rick, do me a favor, please? I'll make sure you hear this.

Rick: What would you like me to do?

Jeff: About 15 seconds ago, I flashed a password for about half a second for a website that does not belong to me.

Rick: Email me \$479.57 and I'll take it out.

Jeff: If you can blow that for the replay, I'd appreciate it.

Rick: Okay.

Jeff: It was a pop-up on the very top right here only for about half a second.

Rick: Yeah, I know where. I saw it.

Jeff: Great. Thanks man. You're the best! All right, so anyways, I'm going to log in off screen. Hold on one second, please. I know I forgot I changed my ... Okay, there we are. Okay, I think I should be logged in now. Jeff Lenney. Okay, I'm logged in to my server, my final server for JeffLenney.com, my main website. Where you want to go? Make a note of this or you can pay someone to do it for you but you want to go to public HTML. Don't go anywhere else, ignore everything else. Look for public_html and click on that. All you would simply do is drag your file into here.

Now just to be clear, I've got a bunch of subdomains you'll see here: Womanly Woes, WM Recorder, many I haven't used in a while. If I were to upload something to Womanly Woes, for example, and I wanted it to be available there, I would need to go into Womanly Woes and upload the file in here. Other than that, though, all you have to do is drag a file. Seems like it's off. Hold on one second. I'm going to pull this back up screen just for a minute here. It looks

different than I'm used to. Give me a second, please. It's funny. Normally, I see my files in here. Public_html. That's weird. Admin backup. Just a minute, please. Okay, anyways, all you would do is you would take your file and you would drag it into public_html. Let's say my freebie was named Report, right? Right here. This is my report. The file extension is .zip, so it's Reports.zip. All I would do is I would literally just drag this. I'm not going to do it now, but I will just drag this into public_html and let go. What that would do then is that would make my download available at JeffLenney.com/Reports.zip. That's all you do.

If that's a bit too confusing for you, you can also go through the file manager in your hosting account. You can always do a quick Google search as to how that works. Augusto, my pleasure, man. Happy to help out. I mean, for example, through HostMonster, which is my web hosting company, you would just look for file manager and you can upload the file similarly there. That's FileZilla like Godzilla. FileZilla with an A. Awesome, man. Happy to help out. Happy to help out. I'll take another sip of this drink here.

All right, any suggestions? Vladimir. Any suggestions for emails I send in not landing in junk file. Let's see. I don't know. I mean, if you're sending from Gmail or Yahoo, for example, I don't know if you are, I would try and change into your domain. For example, when you get emails from me, it actually comes from Jeff@JeffLenney.com. It doesn't come from either Jeff@gmail.com or even at JeffLenney@yahoo.com. That's one thing you could change. My pleasure, Vladimir. My pleasure. I'll just call you Vlad, is that okay? You sound like a Vlad. That's probably your cool nickname, right? No, I would just try and make sure you're using your main domain name.

If I email you from Jeff@mindexcuse.com or Jeff@JeffLenney.com, that's a lot less likely chance of spam happening from a domain name like that. Google is going to recognize that and that's going to be less likely, less chances of that being in the spam folder. It's still happening? Okay. Vladimir, who is your auto responder? Is it Sendlane or GetResponse or AWeber or someone else? I mean because that's a tough one. Okay, it's GetResponse. Okay. I use AWeber myself and Sendlane. With GetResponse, I know that you do a spam score when you log in. let me see if I can log in, hold on.

See, I actually do have an account. I only have the demo, though. I just had it for 30 days so I can do free videos on it. Spell that correctly. Yeah, it doesn't matter. I don't use it anyways. Yeah, that's tough that that's happening just with Gmail. Vladimir, what you can do is I would maybe check with GetResponse Support because if that's a known issue, I guarantee you, a couple of thousand other people have already let them know and they're looking into it. Okay, my pleasure. Wonderful.

Then if that's not something they can help you with, I think they might have a few answers for you, but again, you can always check on our forum. Now again, we're not GetResponse Support, but if GetResponse cannot help you, we are, of course, email marketers and there might be someone that can maybe give you some advice on that. That's a tough one though.

Down here. Okay, I remember this question got answered. Ed. Ed was asking about the web editor. Ed, that's called KompoZer and Rick dropped it in the chat box at 6:16 PM Pacific Time, but it's KompoZer with a K. Let me write that again, hold on a second. It's Kompozer.net. If you check the chat box, you can copy and paste it from there and that works amazingly well for both Windows and Mac. Hey, look, I'm actually catching up live now. This is awesome.

Mar, I hope I pronounced your name correctly. How do you protect your products after you gave the link for the download, not being available public for everybody? That's a bit tough, Mar. Unless you want to hire a programmer to set up custom log-ins and custom tracking of each person's download, which is a bit expensive. I mean, you're going to find no matter who you are, your product's always going to be copied and shared, unfortunately. That's something that's a bit beyond my expertise, but I know it gets pretty expensive. For the most part, I think it's just a chance that people take, knowing their product is going to be shared.

What I've seen some people do is they will hire people to ... They'll send them Google Alerts for that product with the phrase black hat, because people will share those products on black hat forums. Then what they'll do is they'll have a lawyer or they'll send themselves or they even have an outsourcer, they'll email that black hat website a take-down notice, a D- ... Was it DMCA, DCMA? A take-down notice legally requesting the take-down of that product. I think it's DMCA but you can find templates for that online. That way, even if it does get shared, you can have it removed from that site under legal threat ... lawyer, because I really can't give legal advice on that aspect of things but you can do a Google search and you should be able to find things pretty quickly on there.

All right. Oh, I'm actually caught up. This is awesome. It's funny. When we were doing this after the Profit Academy launch, two and a half hours in and we were only done with half of the questions, so it's nice to be able to actually be fairly caught up here.

Augusto's asking, can you give examples for the best way to locate Google advertisements on your website? I don't understand. You just look. I mean, if I go to my website, JeffLenney.com, I just have to look. Okay, here's an ad and I found the ad right there. I know where I placed it. I've got an ad right here as well because that's where I placed it. I'm not really understanding your question

how do you find the Google ads. You simply look and you just make sure you don't click on them yourself.

How do you keep these icons on the edge of the window? I think I did this via a plugin called Shareaholic. Let me write that down, hold on a second. Shareaholic. It is 100% free. It's just a WordPress plugin. This is awesome. Shareaholic, right there. I put it in chat box. I put that in the chat as well.

How do you put an ad on your own blog? Ashanti, we can't really go into full detail on that now but you can just do a quick Google search. All you do is you go to Google AdSense or AdWords, I'm sorry. Google Ad Words, and they'll help you set the ads up for your site. They'll give you the code and everything to do. Do a quick Google search, though, Ashanti, that's really easy to do. It's just not something we can cover now because it's not part of the course. I'm going to close this here.

Oh jeez, mine as well. Peter is asking about my WordPress theme, do I have a favorite. Peter, this is what I use myself. It's called ElegantBiz. Let me see if I have a link for it. Hold on a second. Hold on one second, please. Is there a WordPress for dummies? That's a great question. That's pretty funny, though. That's not WordPress for dummies, but we do have, within Profit Academy, we do have ... where did it go? ... Module number 12 ... Module number 13 is all about creating a blog, including WordPress.

Hold on one second, let me get you that link for that theme I use. It's my favorite WordPress theme. If you check the chat box, Peter and anyone else, I gave you guys a clickable link to the theme I use. It's called ElegantBiz. I think that's 60 bucks. This is what I use when I like. Not that it's the best theme in the world, but I love it. It's what I've been using for about two years on a few of my different sites and I love it. My pleasure! Yeah, there are actually WordPress for Dummies books. As [Garan 00:54:28] mentioned as well and then Terry mentioned Lynda.com, L-Y-N-D-A. Terry, is your last name Swedish? That was my stepfather's last name and my mom's last name. Yeah, be it my stepfather, but. Yeah, my stepdad and his family were from Stockholm. I never did go but I knew two Swedish words for grandmother and grandfather. Farmor and farfar; father is mother and father is father.

Anyways, let's see. Can I write down the name of my WordPress theme? I gave you a clickable link to it, but it's called ElegantBiz 2.0 and if you check the chat box, again, I'll give that to you one more time. Awesome. There we are. Beautiful. Hey guys! Let's see here. Okay, another question. Hold on. Oh, it says it's closed. You know what, I can't help you then if it's closed. I actually have no idea why they closed that theme. It was open a few weeks ago. Why did they close it? That's ridiculous. It's the best theme I've ever used. I don't know why

they closed it. I'm sorry. That's the only paid theme I've used in the past couple of years, so yeah, I'm sorry guys. You might have to do some searching on your own for different WordPress-type themes. That sucks, I'm sorry. Ah, that was tasty.

Okay, folks, we're down to about the last couple of minutes here. My dog is staring at me saying, "Dad, take me to the dog park." I'm going to have to let you guys go, do a hard stop in about five or six, in about three to five minutes here or so. Okay, Augusto is asking a question about his Facebook page. Augusto, that's a bit more advanced than we have time to go into now. Again, if you want to check the Profit Academy forum out, we'd be more than happy to take a look at it in there. If you just go to Questions for Coaches and make a post in there, just make sure you give us the link to it, and we'd be more than happy to check it out. That's a bit of a tough one though. Actually, thank you, Jane. Jane says so many from the forum recommended the Frontier theme. Let's take a look at it.

Frontier WordPress theme. It looks like it might be free. Hey, look at that. Nice! That's pretty, I like that. Let's take a look at the preview, see how it looks live. Hey, that's not bad. I like that. Thank you, Jane. Let me give you guys a clickable link to this as well. This is a free WordPress theme called the Frontier theme. I've never used myself but Jane ... I thought it was Jane. Yeah, Jane mentioned somebody from the forum recommended it.

Suzanne is asking how I scribble on the desktop. Suzanne, that's actually part of GoToWebinar. I wish I can do that with Paint but it's just part of GoToWebinar. Yeah, it's nothing that ... Yeah, sorry. That's just GoToWebinar.

Anyways folks, we're about out of time here but I want to say thank you guys for hanging out with us tonight. It's been an awesome session. By the way, how many of you guys are going to Vegas? What is it, about two and a half weeks? November the 22nd, right? You guys going to Vegas for Profit Academy Live? Jane, Jenny, I see a bunch of yeses. Vladimir, Alwyn, I think I'm pronouncing that right. Oh my gosh, yeah. It looks like most of you are going. That's awesome. I'll be there so make sure you say hi if you can spot me. Yeah, it's going to be a lot of fun, guys. It'll be a lot of fun. It's going to be a lot of fun. I believe Friday starts at 6 PM so you've got time to fly in or drive in that day. Yeah, it should be a lot of fun.

Oh, yeah, if you guys want to share rooms, there's actually people in the forum discussing that. Somebody asked about that. I'm going to go to this. If you go to mark your calendars Profit Academy, we still have a list that is May 1st through 3rd, which is the wrong dates, of course, but you can look in here for people talking about room shares. People looking for ladies for room shares. You can make a post yourself looking for a guy, for example. I'm actually flying out for

once. I'm in Southern California so it's about a three-hour drive, assuming I do 90 the whole way, which I usually do. I'm actually flying out for once, which is a nice change. It's good to sit and relax and have a beer on the flight and, yeah, not drive for once.

Anyways, folks, having said that, for those of you that cannot make it, I think we'll probably be doing one again next year, if you can't make it this year. Make sure you try and set aside some time and ready to make that trip. Seriously, guys, I mean Inbox Blueprint Live last year was phenomenal. Even though I'm a coach, I've still learned a lot myself. I was up there in the front row taking notes. In fact, if you guys saw the Profit Academy pre-launch webinars, well, I was on the Google Hangout. I wasn't making this up. I mentioned on the Hangout that I used a particular technique I learned at Inbox Blueprint Live from Jeff Johnson to make over \$30,000 in one day. I'm not kidding, I learned of that trick from Jeff Johnson at Inbox Blueprint Live last year. I wasn't just saying that for hype or to impress you guys; 100% true.

No matter who you are, there's always someone you can learn from. Anik got his mentors. Anik's mentors like Bob Proctor have their mentors. No matter who you are, there's always someone that knows more than you and that someone is where you want to be, so yeah, make sure you go out there and try to network. They really do say that if you increase ... What's the phrase? Increase your network and increase your net worth. Hundred percent true. I fully believe that. My testimony of when I started networking with more people, yeah, such as Anik even and some other Internet marketers, when I was just a newbie starting out, I really started to increase my net worth significantly.

Anyways, folks, having said that, you guys have been wonderful. I think I got to every question. If I was not able to, though, of course, we're doing this every week for the month, I believe. You can always go to the Profit Academy forum as well. Other than that, folks, have a wonderful, wonderful evening and rest of the week. I will not be doing another one of these webinars myself until Monday the 25th, which is actually the day after Vegas. I'll be doing Mondays after Vegas. I'm actually doing that because I'm the closest to Las Vegas from any of the other coaches that are going, so.

Having said that, guys, I hope to meet all of you guys in Vegas. Please be sure to say hi. I'll probably be in a suit. I won't be doing the usual hat and polo shirt thing. I'll be a bit sharper this time so make sure you say hi. I believe Anik is going to be introducing the coaches on stage anyways, so look for me and please say hi. I would love to meet you guys and shake your hands. Again, have a wonderful week. Do not be shy about saying hi at Profit Academy Live. Do not be shy about posting in the forum and I'll talk to you, guys, soon. Thank you so much.

Profit Academy Coaching Support #19

Rick: Take care, everyone. We'll see you on the next go around. Thanks again, Jeff.

Jeff: Rick, thank you so much. My pleasure.

Rick: Put a C-note down on the pass line for me. Have a good time in Vegas. Good night everybody.

Jeff: Take care, Rick. Thank you again. Take care, guys. Good night.