

Rick: Okay, everybody. It is our Q&A session, coaching support for your entertainment and edification and education. Hopefully you will learn something useful. Every time we do one of these things, we bring people on who are experts at what they do because this is how they make their living. That's very important to keep in mind because if you're taking advice from someone about how to make money on the internet and they read a book and during the day they're a landscape gardener and they don't do this for a living, then you're really not getting functional information. Sean is actually kind of unique in the sense that ... About what, a year and a bit ago Sean, you had no idea what this was all about and now you are an expert.

Sean: I would not call myself an expert but that is true. I had no idea what I was doing before last January.

Rick: Well, that's pretty strong recommendation to go from, "Oh look, I learned about the internet [inaudible 00:00:55] and now I am an expert teaching everybody." The reason I'm mocking it but I'm not that's a substantial achievement in it and of itself but it's also an indication to people out there that listen, if you pay attention, if you do your homework, eat your vegetables then get the right kind of advice from people who know what they're doing and care that they try to give you good information, you have a shot at the title too, you don't know. You could be up here next year because that's how Sean got here. That's a pretty significant achievement. I applaud you for that.

We are recording these as we always do. They'll be at the member's area, wherever that might be. I'm sorry but I don't actually know. You can refer to these. I suggest as they always do that you do go back and watch these things when you have issues because you never know a question may have been asked several times in the past and you just didn't catch it or maybe you weren't here for it, it might be a very useful piece of information, hiding somewhere deep in one of these training videos. On that note, Sean, I'll shut the hell up. It's all yours. Take it away.

Sean: All right. Thanks so much, Rick. Thanks for the kind words as well. Yeah, my name is Sean May. I've done a couple of these before. Usually, there's two of us on these question and answer sessions but they kind of switched over to just one of us, so you'll just have to kind of hear my thoughts on all of your questions that you have. Hello Michelle, hello Augusto, thanks so much for writing in there and well Sylvia as well. Yeah just make sure that any questions that you have write into the question box there on the right side of your screen. Hello Jacqueline and we will get this rolling and I'll try to answer as many questions as possible. I just have this page up in the background. It's a little bit of information about me if you haven't been on any of the sessions or you haven't gone through some of the modules of where I've put some of this information.

I did just start January of last year. I really went full-time in August. I was just kind of learning the ropes and play around with it between January and August of last year, really went full-time, where I quit my day job last August and made sure that I made it work. That was kind of my back against the wall. I had to make this work for me, so I kind of cut all ties and there is no retreat. I wanted to make sure that I learned all the ins and outs, made a ton of mistakes when I was getting going. Didn't know exactly what I was doing on a lot of things and still don't but I tested a ton of different things. That's kind of why I have been able to keep moving forward is just because I test everything. I love split testing. I love seeing different subject lines, what works the best, opt-in pages, different types of campaigns, things like that. Enough about that, if you want to follow me on Facebook and connect there, I'd be happy to connect with you and if you send me a message, I'll try to respond as quickly as possible. Then if you want to take a look at just couple of things I'm doing, just to get ideas, not to just increase the size of my list, but really for more educational, feel free to look at some of my sites and the way that I run things and hop on my list to see some of my information in just the way I send out messages. Hopefully that will be useful for you.

All right, so let's hop into these questions. The first question is from Amir and it says, how do you set up a two-step opt-in form from AWeber embedded on your site? With two step opt-in forms, you have to have service where things like LeadPages or if you are creating your own or HTML, a two-stepped opt-on form, it's in the code. LeadPages makes it very easy. Sendlane also has a two-step opt-in form process now with AWeber. I have never used AWeber before, so I'm not sure how you actually would create it on AWeber just because I haven't done it myself. Lot of those systems actually host the opt-in page on their own servers, which you actually normally want to host them on their servers, just so you don't have to worry about any downtime or anything if your hosting goes down for a period of time. It's normally through a template that you would do a two-stepped opt-in form. The only difference between a two-stepped opt-in form and a one-step is where on a one-step, when you go to that opt-in page, you see the email address where you enter your email address right there right away, where two-stepped in, it's just a little box. I always recommend using two step opt-in forms just because you're getting people to take a little micro action, a micro commitment, so if they click the button and say "Yes, I want to get it," they're much more likely to then put in their email address after the fact, so you do you want to go with the two-stepped opt-in form.

Apologize, I can't tell you exactly how to do with AWeber, but all these sites normally have instructional or tutorial videos on how to do that. Hi Thea, hi Leslie, thanks so much for the kind words everybody. How is this niche a super smoothie recipes? This is a kind of larger question of when you're looking at

niches, I've heard a lot of people when they get into a niche, they immediately like, "Well should I get into a different niche, this doesn't seem to be the easiest" or they don't know the main question of if a niche is good for them or not. I just want to go over more of what makes a good niche. With this one, super smoothie recipes, it really plays into the larger niche of health and wellness because recipes and being healthy, having a healthy lifestyle, I would go into the larger niche just because you can't talk about just smoothie recipes every single day and people will be continually be interested. You could do one recipe a day and that could kind of be like at the end of each message that you send out. You could add in a recipe and that would be a cool little way to be unique in the market is you have a lot of information, but then the recipe of the day would just be kind of your signature or kind of things that stand out.

You want to be in a niche where you can keep talking about a bunch of different information. You keep giving value and you can mix it up a little bit more, so you don't want to target yourself into too specific of a niche, where you really don't have anything to talk about. If there's not enough products that you can promote that's going to limit you on how you can monetize your sites. You would want to go into a niche where you can monetize your site very easily. There's new products coming into the market all the time and you can just give a ton of value. I hope that was helpful.

There's another question here from Larry, any hints on product selection using Amazon as an idea generator? Amazon can be a great tool for product ideas, so the way amazon is really being used is it's telling you what the top products are that are selling currently. You would want to go in and see what the top 50 items are selling in your niche. If you know exactly what people are already buying that gives you the idea of what you can sell. Of course with Amazon, it is physical products. Of course they have books as well, so you could go on and see what the top selling books are or Kindle books in your niche as well. That's really how you use Amazon as an idea generator is the market is already telling you exactly what you want to sell. You want to go in and there's a selection in Amazon that'll say exactly what the top 50 products are, top 100 products. Just go through and see if there is a common theme between each of the products that you're seeing are actually the top sellers. That will give you the ideas of what's really selling in your market, so you don't kind of have to recreate the wheel.

All right, here's another question for Rock, I'm reluctant to share affiliate products for personal development with my, for some reason now the questions, I can't read the entire questions. Rick are you still there, I'm having a problem with the questions again.

Rick: That's interesting, so what is it, frozen?

Profit Academy Coaching Support #20

- Sean: It's frozen yeah.
- Rick: Let me see here, well your mouse is moving, so I don't understand, you're not seeing the questions or there's not scrolling, what's happening?
- Sean: It's not scrolling down, so as the questions are coming, I'm stuck on just the couple of questions.
- Rick: Okay, normally it has [inaudible 00:10:15] titles and the question thing, oh no, you can't, you're on a Mac. I'm sorry, you don't have any choices to what they appear. I don't know what to suggest unless you want me to read the questions to you because if it's not working, I mean we can try disconnecting and reconnecting and see what happens. Do you want to give that a shot?
- Sean: Let's give that a quick shot and hopefully that will fix and I'll hop right back into the webinar.
- Rick: Okay, wait one minute, see what happens.
- Sean: All right, [inaudible 00:10:48].
- Rick: Okay, so you're no longer presenter, now let's see if we can make you presenter again. Now you got the pop-up that you are now presenter?
- Sean: Mm-hmm (affirmative).
- Rick: Okay and [inaudible 00:11:09] is the questions doing anything?
- Sean: No still frozen on the questions.
- Rick: There's a scroll bar on the, do you have it out in the middle of the screen, now you cannot make the scrollbar go up and down?
- Sean: Correct.
- Rick: I don't know. Where did you leave off?
- Sean: The next one is for Rock, I am reluctant to share affiliate products for personal development, but then it gets cut off.
- Rick: Okay, well I'm reluctant to share affiliate products for personal development when my own product is a course, what is your advice?

- Sean: I guess I'm not quite exactly sure on this question, so I'm not reluctant to share affiliate products for personal development when my own is a course. May be that you don't want to help your competition out and then try to get your own product out there, if that's the case ... Oh I see something down here, most of the products I want to promote are online courses, however I am reluctant, of course it's getting cut off again.
- Rick: You were able to see the rest of the question, there are two questions, so you could scroll down to see that?
- Sean: No, it's large enough but it won't let me actually see the rest of the question and once it's past that my box isn't large enough to see any more questions below that. That's the last one I actually see on my screen.
- Rick: Most of the products I want to promote are online courses, however, I'm reluctant to share affiliate products that are courses when my own product will be a course. Wouldn't this hinder my product sales if I do this? Is that's as far as you can go?
- Sean: Okay yeah, if the question is longer than a certain amount, then I can't see the rest of the question either is one of the problems.
- Rick: Okay, I'm not sure, if you click on the question itself?
- Sean: It gives me one of those error sounds.
- Rick: All right, so you don't see the full question. Oh well, I wish I had an excellent answer for this, but I don't, so anyway.
- Sean: Sorry guys for all the technical issues. I think it's just my computer. That's a good question on that because when you're promoting other products, if you're promoting a product that's exactly like your own product, you my kind of cannibalize yourself. Usually, your product is going to be slightly different than any of the other affiliate products in the market. In the meantime, you want to promote other affiliate products to see how your list responds to it. You want to see what they're talking about, what's good about that product, what's not so good and pretty much if you can improve upon other people's products, then that will give you a leg up as well. Even if you promote another product that's similar to your own, even if you promote it, give it a little bit of time. Give it may be a week, two weeks, a month and then you can promote your product and because it is from your voice, you can promote it differently and it is unique to the market. There might be a couple people that do purchase one product and then they won't purchase your own product, but in general I've really never seen where you would ever hurt yourself unless you promote really products that

aren't very high value and then you try promoting your own.

That's just kind of in general list management that you want to take the time to know any products that you are promoting are very high value that you feel very comfortable promoting them to your list. Your list will get a ton of value, they'll see results. They'll get success from those products. I wouldn't worry about that too much, you just might have to give a little bit of time between your own product when you promote it between when you promoted a previous affiliate product. All right, the next one is from Augusto, I have been using opt-ins to get emails and bring people to my website, ah, it's too long of a question Rick, can you finish out the rest of the question for me there?

Rick: Okay this is from Augusto, well actually I don't know if I [inaudible 00:15:44], okay, I've been using opt-ins to get emails and bring people to my website, virtual store of my passions where I sell my children books, I would assume that's children's books and also affiliate material. I have registration forms in each page, which seem to be conflicting with the original email opt-in, since the information that people are putting into that page form is not showing in Sendlane subscription lists. Are you following that one?

Sean: That's definitely more of a technical question. If you're using multiple webform contacts within Sendlane, I would say you'd probably have to reach out to technical support on that one, unless I actually went through your site, it would be too difficult answer, to see why it's causing a conflict there for that. I would reach out to Sendlane technical support and see if they can see what's happening there if it's, it might be a bug, but if it's just maybe. You have to create new web forms for each kind of registration page is my guess.

Rick: Okay now Chelsea is asking, I attempted to buy clicks on Clickonomy and a seller told me that I needed to not use the two-step opt in form, but a one-step. He said it converts better, but I always heard two step is better, so should I change my opt in form to what the seller suggested just to purchase traffic?

Sean: My guess here is that there's just a confusion in wording. I wish they would come up with better names or I need to come up with a better name, so a two-stepped opt-in form is where the option page you see the button and you click the button and then the email popup comes up where they actually enter the information. The difference is a double opt-in process or a confirmation opt-in process. What the solo ads seller is probably talking about is a double confirmation opt-in process, where when someone opts in, they then receive an email where it says, "Please confirm that you want to be subscribed to this email list." You want to change that so it doesn't need that double confirmation, where they put in an email address, then they have to go to their email, click a link and then confirm. It also depends on what country you're from. There are certain countries, I know

Canada, you have to have a double confirmation opt-in process in place just by law or else they will shut you down and you can't do this email marketing process, where like the US you can have a single confirmation, where once they enter in their email address, they're on your list.

If you are in the country that allows the single conformation opt-in process, then I would definitely switch it over because from all my tests from using a double confirmation opt-in to a single conformation, you'll actually reduce your conversions by 60% by using that double confirmation. I believe that's what the solo ad seller is talking about is the double confirmation. You would set up with in your autoresponder. There's a checkbox within Getresponse, Sendlane, I believe it's a check box as well and the same with AWeber. You used to have to go through a full compliance department, have privacy policy pages, but they're actually making it slightly easier. Just depending on if you're using Sendlane or a different autoresponder service, you'll just have to see how to switch it from a confirmation opt-in to just a single opt-in. Hopefully, I was clear on that. I don't like the wording on there because I even confuse myself sometimes.

Rick, do you see the next question.

Rick: You want another one?

Sean: Sure.

Rick: Okay, let me see here. I was checking your site Science of Imagery and your opt-in is embedded on your page, how did you do that? I use LeadPages too. That's from Dennis.

Sean: Okay, yeah with LeadPages, you can embed what's called an opt-in box. Instead of a lead page, it's a lead box. You create a lead box and you go through and it looks like it's just an opt-in, pop-up box, but then once you create the lead box, it then gives you code I believe it's just a JavaScript code that you then embed on to your website. I use WordPress for my main website, so that's where I just put it right on the WordPress page right there. I used that code and then it just puts it in place on my website. I also do use a WordPress plugin. I use a couple of them. One is called the WP Profit Builder that makes it a little bit easier to do that along with InstaBuilder 2.0. You don't have to use those. You can just embed the code right on your WordPress site itself.

Rick: This might be something you want to take a pass on but let's have at it anyway. When researching affiliate marketing programs, I'm often asked to put in my federal tax ID or social security number. I don't have a registered tax ID, but I am concerned about entering my SS number to a site I don't yet trust. You got any advice?

Sean: I was scared about that too when I got started. Pretty much my solution for that was doing a lot of research on the affiliate programs before I ever started applying for them. You will have to put in those numbers, one or the other if you have a company or an LLC or if you're just doing it personally. When you're getting started, you will have to do it if you're going to apply, but do a lot of research just to make sure that they're a very reputable affiliate program. If you know a lot of other people are promoting them, then pretty much that's you'll have to bite the bullet and just enter in that information. That's part of the business because the way they pay they'll need that information for tax purposes as well.

Rick: Okay, this one, kind of complex, "Okay Sean, I'm in holistic weight loss with mind-body connections, I am not getting good affiliate products to promote, I am creating my own. I put on the thank you page, my mini training on breathing, right to lose weight as a trip wire number one. I'm creating tripwire number two, but relying on my products, [inaudible 00:22:46] limits what I can promote. Can you brainstorm some ideas I can promote for them. I have created a big video trading using yoga poses. I will promote it when I begin to talk about exercises, but I will need more products to promote for monetization." Sounds like one of these Catch-22 things.

Sean: Yeah, absolutely. You're limited by the affiliate products that are out there and how well they relate to your niche that you're working in. Weight loss with mind-body connection and holistic weight loss in a mind-body connection, I don't know if there's going to be a perfect affiliate product out there. You might have to just kind of, there's other products beyond ClickBank for sure. I can't guarantee that you'll find one that is just perfect with your niche. You can always try and what I would do is when I recommend a product, I would tell them exactly what they can pull out of a product, what value they can get from it. Even though it's not kind of perfect mind-body connection, you can say, "Okay, this product is just amazing for doing this, it's amazing for the mind-body connection, this one is great for holistic weight loss, this one is good for weight loss if you really focus in on these modules."

Without creating your own entire product, what you can do is you can kind of add bonuses to products that are already out there. Hey, if anyone on my list purchases this product because I really enjoy the holistic mind body connection of it, I'm going to give you pretty much that free tripwire offer along with the product that you're promoting. Not only will it probably get you more sales as adding in that bonus but then you're adding more value on every sale that you do and every product that you're promoting. It's kind of a win-win situation. Of course it's more effort and more work for you to add in all those bonuses, but it's a great way to not only be able to promote more products, but every time you

know that the people on your list when they do purchase, they're going to get more value. Then, it's more in line with your niche.

Rick: Okay, which is the best option, first make opt in pages and sell other people's products and test market or directly start selling my own products to use the time to bring people to my website?

Sean: If you already have your products created, you have all the sales and marketing material made for them, then when you're building up your list, then yeah definitely go after and sell your own products and see how well they convert. See what the market is responding to them. The one thing that I just don't want you to do is because I catch myself doing this all the time is I have an idea. I start creating a product and months later it's 95% done and I haven't launched it yet. I'm working on the sales marketing or the video sales letter or something like that and then it gets pushed farther, farther into the future, where I could have been making a lot of money, learning a lot of stuff about what my list really responds to in the meantime. I would definitely still go with selling affiliate products at first just as you're learning, but if you have your products 100% up and ready to go, then definitely use your email list to promote your own products because then you're making 100% of the commission instead of just your affiliate commission.

Rick: Okay, here's an interesting one. My niche is retirement, retirement planning. In ClickBank, there are very few products that are directly related for example a Social Security Guide, but these have very low gravity, 2 for the Social Security Guide. Would you suggest to stick to products that are highly relevant even though they have low gravity or rather experiment with other products in related issues, which are less relevant but have much higher gravity. As an example, The Millionaire's Brain?

Sean: Okay, great question. On this one because there's a lot going with that so some of my answer about selling your own products or adding in a bonus to other people's products, I think plays into this. You wouldn't want to go into a completely different niche because depending on the people on your list, if they said they were interested in opting in for retirement or retirement planning and then you promote Millionaire's Brain, which is really about a mindset and using meditations and things like that, they were looking for very concrete answers of how do I setup my retirement, how do I setup my estate, things like that, where Millionaire's Brain won't talk about anything like that. I know there's a lot of products in like personal finance though, so you could look more at just how to set up more personal finance and then add in a bonus about retirement planning.

If you can fill in the gaps of where the current products that are in the market

where it really relates to more of at least in this example retirement planning, then you can not only promote those products but then add that extra value. Then, your customers will really get an added benefit. When you do promote products, they'll know that you're giving them that added value and if there are any things missing from it, then you're helping them out and they'll get all the information that they really need.

Rick: Now this is one of those ones where somebody is taking what they heard from another coach and asking your thoughts on it. I don't know how you feel about that. Here we Tom Hitchens created a phase one funnel as follows, a two-stage opt-in followed by the first page of less than \$10, then a second page of less than \$20 and then the last page as the main offer of \$47. This helps to recover the cost of investment quickly. Do you use this model? How can I get this same model implemented in Sendlane or where can I go to get this? I'm not sure how that plays out with Sendlane at all?

Sean: Yeah, Tom does a lot of amazing things with tripwire offers and building up, escalating people up kind of a ladder pretty much if they've purchased a smaller item, it's much more likely that they'll purchase a larger item. You just kind of move them up the ladder until they say no pretty much. It's all about the data. Sometimes it works, sometimes it doesn't. I know Tom has gotten some great results from it. I do not personally do it that way. I do it similar. I do it in a way where I do try to escalate them up, so I try to start out with a smaller offer and then build them up to a larger offer. I don't do the 10, 20, 30. I do kind of more the 7 or 17 to 49 and then build them up to \$100 something like that. It depends on how good the marketing copy is as well how good the products relate to each other things like that. It really depends on that. With Sendlane, Sendlane is just an autoresponder and an opt-in page creator at least that I know of. It can't build out an entire funnel at this time. I don't know if that's something that they're working on.

I use LeadPages to build out funnels like that where you get to create each of the pages. It asks where you want them to be sent at the end of each page. You can also do it with WordPress site. Like I was mentioning before, I use plugins and themes. I like WP Profit Builder or Instapages. There's other products like ClickFunnels out there. There's tons and tons of different services that you can use to build out these types of funnels. It just depends on, if you're using LeadPages already or if you're using something like ClickFunnels or if you have a WordPress site and you want to use something like OptimizePress, there's really endless possibilities. For me, I use LeadPages and I use WP Profit Builder to build all those things out for me.

Rick: Okay, moving right along, is this a good idea, my website is bilingual Spanish and English. I have been duplicating the info in my pages and offering material for

both languages just starting with Facebook to make sure it all works, but no success yet. Should I keep them separated instead, meaning one website in English and one in Spanish or is both in one a good idea?

Sean: To be honest, I really have no idea. What I do with my site, on my blog, I use a plugin called Transposh Translator and it's not a perfect translation of course. It starts in English but then it translates it to about 50 other languages, so depending on wherever that person is looking at my website from, they can select the language of their type depending on their country of origin. It does kind of all the work for me. Some big people in the blogging world, I learned this from Neil Patel that he said that that has actually increased his organic traffic by 40% by just using that plugin by allowing other languages to be translated for all the content on his site. For your exact question, I do not have an answer. I would just kind of be taking a guess on that so I apologize I can't give you a better answer than that.

Rick: Okay, where can we go to copy all the appropriate lingo for privacy policies I presume that customers want to see and where is it a must, for example in the opt-ins, per page or is one per website enough?

Sean: Each of my sites has a privacy policy, a terms of service and pretty much saying that I don't spam. I just go on Google, do a quick search for free privacy policy generator. There's a lot of services out there that make it very easy to create all those pages. They just create the text for you and the right wording that needs to be put on there. Then you just put pretty much your company name, your contact information, any of that. Since I have WordPress site, I just load it up there. If you're using something like LeadPages or Sendlane, I believe you can actually create the pages all on there. I know with LeadPages you can. I believe with Sendlane, they'll allow you to create kind of a blank page or use one of their templates to create privacy policies. You just use the URL there and you put it on your opt-in page, where it's absolutely necessary with some countries when opting in and I'm not a lawyer, so please don't take any of this as legal answers just because you would need to check and do your own research on this, depending on your country and the laws within your country.

If you're selling anything on your site, you have to have all of those pages. If you are collecting email addresses, you need to have a privacy policy on your page and saying that you're not going to spam. You need that no-spam page and the privacy policy page and the terms of service and like refund policies and all those things. You just have to build out once you are selling products from your own page.

Rick: If we give out affiliate products as bonuses, do we have to pay from our own pockets each time someone purchases? I'm not sure exactly which way that goes assuming you're giving away a product that the person isn't paying for.

Sean: Yeah, I'm not quite sure on that. If you're giving away an affiliate product, you would have to either purchase it outright to give it away as a bonus said. Of course, you would have to make sure that whatever they're purchasing originally would be extremely high ticket item. Then, you would have to purchase that product unless you had some connection with the owner of that product that you could give it away just ... Yeah, you never want to give away an affiliate product unless you have full rights to it and even so, even if you purchase it outright, there might be terms of service that kind of going against. You would want to make sure what the owner of that product that you could give it away in that form.

Rick: Now, do I have to have a domain name and website up and running before I can start earning or can I start out just being an affiliate without a website?

Sean: You can definitely start without having a domain name and hosting. You have to have an opt-in page, so if you're using Sendlane and you use their opt-in page creator, you could start your business a 100% with just that. If you're looking at creating a full out business, of course you would want to purchase your own domain and hosting and set up a blog or set up a website, where it's your business or your brand website. To really get started, you don't have to have any of those other components, but you'll learn very quickly that it's very beneficial to not only have your own website, it makes a lot of things easier, but also have like a Facebook page and a Twitter page and a Google+ page and all those things just to really build up the authority and your branding at that point. Don't get overwhelmed by thinking that you have to have everything in place right away. Just built it one piece at a time.

Rick: Bunch of people are asking about that plugin you mentioned that translates things automatically, I don't know, can you drop that into the chat box, is that working for you?

Sean: Chat box is not working for me either. I apologize everybody, it's Transposh WordPress plugin.

Rick: Spell that and I'll write it.

Sean: T-R-A-N-S-P-O-S-H Transposh Translator WordPress plugin.

Rick: I will assume that's three words.

Sean: Yeah.

Rick: You guys, Google works for a lots of things this and this is one of them, so put this into Google and see if you can find it. Okay, here's one of these ones where I've read it twice and I'm not sure exactly where it's going, but it does sound like a significant issue or a question. The problem with other affiliate products of holistic weight loss, so we can go on the basis that this person is into the holistic weight loss niche is that if I am not into a heavy workout or I only support plant based diet, something like that then I'll be out of integrity promoting anything other than that even if I am offering my bonuses. Could you [inaudible 00:38:32] for that part?

Sean: Yeah, I think I understand the questions.

Rick: Here's the balance of it. Of course some vegan cookbooks may fit and some motivation tools can fit but how am I to know when I should quit this niche and just go into general holistic fitness? I guess they're talking about, I'm in a very narrow focus part of holistic something or other, when do I get out and go big?

Sean: I'll answer kind of two stages of that question. The first is you have to always feel comfortable promoting things to your list. If you don't feel comfortable for it then when you wake up in the morning, you have that kind of gut-wrenching feeling of, "I don't feel like I'm doing the right thing." You always have to go by your own kind of moral compass with everything you're promoting, with everything you're doing with your business and really look at what type of legacy you want to leave with your business because that's what it will end up being is it will be a legacy business I know with mine even though it's just getting started, I can do this for the rest of my life. I can evolve it and transform it to whatever I want it to be. You want to always think before you act on, does this fit into my mission statement, does this fit into my purpose?

Going back to your question is if there's a product that's good but it's not perfect, then straight up tell when you're promoting it, tell them that, "This is not perfect, but there's just some amazing information, this is what you want to focus on." Then you can even you can even tell them, "I don't agree with this one module and I'm talking about, if I was vegan and having a meat protein diet, you'd say, "I want to add in a different diet plan for you, I think all this other stuff is great, but just kind of forget about their diet plan and just follow this one, it's a 100% free, this is my bonus to you because this is what I really believe in." If you're always running into, there's nothing to promote in a niche. You're always kind of fighting against the current, I it's hard to drive traffic, it's hard to find a way to monetize your site. I think that's then the time to start looking into a broader niche and kind of stepping away from a super specialized niche.

I think that would help you at least learn more and then once you get a larger list and more of a broader market, then you can refocus some of your subscribers that are more interested in that specialized niche. You treat them almost like two separate lists then at that point. You don't want to just completely give up on a niche if you run into trouble right at the beginning, but if after time you're always kind of hitting a wall with it, then I would say it's time to start looking for a slightly different niche.

Rick: Okay, here's something a little more specific about WordPress, under what conditions do you decide to use either LeadPages or OptimizePress?

Sean: That's a difficult question. Even though I use opt-in page creators on my WordPress site, I love LeadPages. I will always use it until something better comes out, but I've tried so many different things. For the split testing capabilities for everything like that I always use it. If I know I'm sending a ton of traffic to something, I like using LeadPages or a different server just because I've had issues with my own hosting because I don't have a dedicated server where I'm paying like thousands of dollars a month to know that if I ramp up to a 100,000 clicks a day that my server would be able to handle it. But I know if I'm using something LeadPages, it won't drop the service because they have dedicated servers that allow them to scale up. I use WordPress for all of my blog posts of course. I mainly use it for my download pages for my free gifts as well. I use it kind of just specifically for different things of when I need kind of more customizable features and I can customize the page to be exactly how I want it for like downloads and things like that and then just my main homepage and things like that.

Rick: I have seen many people giving likes in Facebook to my opt-in message but not actually opting in, mostly due to being afraid of giving their email address. Any suggestions to give them more trust or earn more trust from them, a more expensive giveaway for example, what do you think?

Sean: With Facebook, there's a lot of testing to be done with your campaigns as you're running through them. If you're getting a lot of likes on your ad but you're not getting any opt ins, you'll have to look if the wording is the same and the first thing that comes to mind is if they see that ad, do they know that they're going to an opt-in page. If they don't think they're going to an opt-in page, if it looks like they're taken to content or something that [inaudible 00:43:51] then that's most likely way you would be getting a lower conversion rate, actually once they go to your page. The good thing is if you're getting a bunch of likes on it then that's meaning people are at least interested in that topic, but I think there's just something that's disconnecting between the actual ad itself and what the opt-in page looks like or that they thought that they would have to opt in to receive that free gift.

As a test, you can actually on your ad, find a way to say, “Hey y'all download now or opt-in now to get your free gift,” something like that. I mean using the words opt-in now might now work as well, you might really get a lower conversion rate. I don't know if that goes against directly Facebook's terms of service of saying that they have to opt-in to get something. But you just want to test different things to see why there is that disconnect and try different things.

Rick: This one might not be possible or something you want to answer, but I think there's a relevant issue here for people marketing around the world. Can I ask what percentage of your subscribers are US versus the rest of the world and/or what percentage of the US versus the rest of the world are purchasing your products? The reason I'm asking is because I have a very large percentage of my Facebook list from the rest of the world, so non-US. What are your thoughts on US versus everybody else?

Sean: My list I believe is about 64% US currently and then the other countries of course are the UK, Australia, South Africa and India. Those are the other top ones about probably 5% each, may be 10% close for the UK on my list. By far majority of my purchases come from the US, the UK and Australia. Those are my top purchasing countries by far. It all depends. That's just the list that I built, kind of its composition. I've just seen that from my insights I know because in the personal development list, I know what the age range is, I know what the gender is and I know what they're looking for. That's cool when I try to pinpoint a certain target that's who I try to pinpoint. With Facebook of course you can target if you already have a bunch of likes and followers, then you of course don't want to just get rid of them. You want to take care of them, give them value and they'll normally give you value back in purchasing products.

I wouldn't say that one is better than the other just that's kind of my composition. Once you know your data, if you promote a lot to your list and they're all from other countries and no one is purchasing, then you would have to try to start targeting other countries.

Rick: I'm just sort of expanding on that. Is it an obvious conclusion from that that your primary resource for traffic as well as sales is an English-speaking market or primary English-speaking marketplace?

Sean: Yeah I mean I would say probably 98% is an English-speaking market.

Rick: Okay, so if someone is dealing outside of the English-speaking market, then their focus is going to be somewhat different and they may well attract a lot of traffic from, just for argument's sake, a Spanish-speaking market, which is a large market around the world, but of course there are difficulties. For example South

America, you have variations of Spanish, Portuguese and a few other languages down there. Do you think it's a cultural thing outside of the English-speaking marketplaces or is it economics that might reduce effective traffic?

Sean: That's another one that I have no idea because I just have had no experience what it just because I speak a tiny bit of Spanish, but I mean English is definitely my first language and I do all of my messages, my WordPress site is, all my blog posts are in English. Of course, I use that translator for anyone that would want to take a look from other countries. I don't know if it would be the economics or kind of just what that would actually end up being. Of course if your product was for a different culture, a different niche that specifically a different language, then that's who you would have to target. On a general, I don't know what the purchasing statistics would be from other countries or different cultures like that.

Rick: This is the same questioner, she's got a follow up saying her Facebook is English with some Spanish posts. Now I'm going to throw something out here that's I have no factual basis for this other than living in a multicultural environment, where country has more than one official language, there's often a bit of muddying of the waters as to regionally who speaks which one or the other. I'm making this is an observation, where the issue is whether or not I'm going to participate in some official program, where I'm going to recognize the other languages preferences for something, I think a large percentage of people will say, "Well I'm not playing that game, I'm sticking with my own language." Where it comes to spending money on stuff I want, I just want somebody who can explain it in something I understand. Multiple languages in one country, I don't know, what do you think? I would tend to suggest to have different web sites because it tends to annoy people if you have both on one place or she is saying that has English and Spanish posts, maybe it's just me, but I wonder if the audience is going to question your loyalties when they see, "Well, wait a minute, what language are you trying to sell in or are you just trying to carry on, make it simpler for you to have two languages on one website." I don't know, what do you think? You should keep things very separate for that reason because you could offend a large group by putting them in with the other.

Sean: I think it's just how you kind of state it up front. If you're very forthright up front and tell them why you're doing it in two languages and out pretty much come up with your angle for why you're doing in two languages. I think that's perfectly okay to keep it on one site. If people are wondering why there's two languages, then I think you're causing an issue. If there's any question in your subscribers' or your followers' minds of "Hey, this this doesn't make sense." Anytime there's confusion, people usually start losing interest or the response rate goes down and things like that. But if up front, it's something that really plays into having

multiple languages. I think that's perfectly ok to kind of keep it on side and then you're going to have your angle for it and kind of why it's unique that way.

Rick: Well okay, well I'm trying to find another question. It looks like I rather missed some or we've come to point where they can't think of anything else to ask or they're busy thinking up really complicated ones. Here's something ...

Sean: You're still, oh yeah go ahead. I was just laughing up at the very top of the box, the ones that I can still see, it says, "Is Sean May your pet name?" No Sean May is definitely my real name from birth. I don't use a pen name on any of my, at least my lists that I've created so far.

Rick: Hi I'm having difficulty finding suitable ClickBank offers for my niche, which is investing in entrepreneurship. Most to the higher gravity ClickBank offers in business and investing are for binary options or forex trading, which isn't what I'm aiming for. Should I broaden my niche towards more generalized personal development, where there are more offers or sift through low gravity offers for whatever gems there are.

Sean: Maybe I missed at the very beginning of the question, so [inaudible 00:52:25] business?

Rick: It says that having trouble finding suitable ClickBank offers for the investing and entrepreneurship niche. I am assuming or guessing that a lot of the things that are being offered are related to forex and binary options trading. That's a nasty market to play in if you don't know what you're doing. I guess somebody who's got a niche, suitable products in a niche involving investing and entrepreneurship that doesn't include forex trading, there's not a lot available from ClickBank. That question would be, should I go towards more generalized personal development? I mean not that I know anything about this stuff, but listening to a lot of these things over and over again, it would seem to me that if you're putting yourself out there as an investment or an entrepreneurship expert or giving advice and perhaps offering products, people tuning into that show are going to go, "Wait a minute, I didn't come here for personal development, I came here for investment or entrepreneurship advice," is that kind of what you should avoid, you're mixing the products and people are not going to know what you are doing?

Sean: Yeah I mean there's a couple different thoughts on that. You're absolutely correct Rick. If they came in, if they opted in for something very specific and then you go more personal development then of course you're shooting yourself in the foot and you're not going to get a very good response rate. If the question is more before they get started should they step away from that niche if they're not finding any products, I know in the investment, there's a lot of products that

are more on working with personal finance, entrepreneurial, yeah there may not be many ClickBank offers right away, but I know there's a lot of products out there. I know just in entrepreneurial, I think it's called BuzzSumo. I might completely be off the mark there, but it's about just entrepreneurial spirit and I believe they have affiliate products with them. That would be, you just might have to look outside of ClickBank offers and kind of fill in the gaps with really fun new products that way that are non-ClickBank, the binary and forex options to be a 100% honest. The ones that I've seen, I haven't checked them all, so I know there's some good diamonds in the rough, but a lot of them are straight up scams.

You really really really want to do your homework before you ever promote anything like that because a bunch of them are automated softwares that really I mean, if an automated software was going to make you money in the markets, one person will be using it and never sell it because they would be making so much money from it. There's no such thing as click a button and you're going to be a millionaire, I'm sorry it's just not there. You'll have to look and see what else is available. Do a lot of searches and your homework on Google to see what else is out there, what other affiliate programs are out there, more or just the entrepreneurial. If you really can't find anything, then you might want to switch to kind of a broader market beyond, but I know there's a ton of personal finance products out there.

Rick: Well, we're just coming up on the top of the hour, so let's throw this one out and see what you think. Should we offer different affiliate offers each week at the beginning before we create our own products?

Sean: I mean on the timing when you promote, you can really change up the timing. I mean if you've told your list that on Mondays you're going to send them an offer, Tuesday and Wednesday you're going to send them content and they're really just in the routine. They like that routine, then yeah I would say stick with that routine. What I like to do is I try to warm up the list. I mean I don't always do this. I don't always do it as nicely as I wish I could, just depending on how much time I have to warm up. If I'm doing like a product launch, I really take the time to warm up the list to that type of offer, talking about whatever it is if that's meditations or if it's starting your own business online or things like that. You want you get them in that the right mindset, your subscribers in the right mindset before you start just sending them a straight offer.

Sometimes, I'm all over the place as well though. I say, "Today, I'm just going to send you content on meditations, tomorrow I'm going to send it on law of attraction for at least my personal development list." There's no really set plan of what I'm promoting versus not promoting. Sometimes, it's selling solo ads. There's not a set schedule that I really follow on that end, but if you're building

up campaigns, then you want to take the time to walk them through the campaign and kind of I guess more of a logical order, where you get them excited about a certain topic. Then once they're really excited, you gave them some value, some content, then that's a perfect time add in the promotion and the actual offer.

Rick: Well we've hit the top of the hour. I think it's a good time to say sayonara, farewell, adios and we'll see you on the next go around. I'm sorry Sean you keep having this mysterious problem with your computer. I use both Macs and PCs but I will tell you this that for anything using GoToWebinar, if I've got to sort of manage the side, I prefer the PC side. It's always been a little less functional with Macs. It will catch up there, but your problem I don't understand it all. If I can find out what's causing that I'll let you know. Guys, looking at the schedule, if the schedule is accurate, then I have no way of knowing whether it is or isn't until they tell me otherwise, but it looks like we're back here next Monday and I don't know who is going to be on the panel to solve your questions then. With any luck, we'll all find out before that evening comes around. Look for this in the members' area. Sean as always, very good to work with you. The positive comments, maybe you can't see them but so far everybody's been very very glad to listen to you and appreciates the efforts that you make and the way that you phrase your responses. They're getting good information from you and they like the way that you present it.

Sean: Well thank you, thanks everybody and [inaudible 00:58:57].

Rick: You owe me \$67.49 for that referral. Put that in your floppy drive and send it to me.

Sean: Yeah.

Rick: You guys take it easy. We'll see you in the next go-around, stay out of trouble Sean.

Sean: All right, you too Rick, thanks.

Rick: We're out of here.