

Profit Academy Coaching Support #21

Rick: Welcome everyone. It is as you expect it to be. The ProfitAcademy coaching support program. This is episode twenty-one. Episode. It's not a documentary or a sitcom, but it is a continuing series. As you know, we bring you people who know what they're talking about because this is how they make their living. That smiling face wearing a tie. My God. Who wears ties anymore? It's where we were auditioning for a government job when you took that photo?

Zana: I was.

Rick: I figured as much. An assistant to an assistant of an under secretary somebody else somewhere.

Zana: I was actually applying for a human resources manager. I got it.

Rick: Really? That would ... If you showed up in a t-shirt, a pair of dockers and no socks and a pair of moccasins, they probably wouldn't hire you in any government position. Dealing with human resources. They might make you a representative to some place somewhere overseas where appoint you an under secretary of defense. They wouldn't let you manage people. Anyway.

Those of you the few of you and there would only be a few who don't know who Zain is. The most interesting aspect of Zain's presence here is that basically, You know me Zana. I'm always short on memory. Long on thoughts on the subject.

About eighteen what? How long have you been in the States now? Two years? Three?

Zana: No actually. I've been seven years almost ...

Rick: Seven years?

Zana: Since two thousand seven.

Rick: That's right I'm sorry. It's not even two years that you been doing internet marketing, right?

Zana: Correct.

Rick: Less than eighteen months. I like Norma Jene. Norma Jene, wow. There's a name from my path. She liked your picture with the dog better. I agree, Norma. As a dog person. Well I can't say I'm a dog person. My wife owns two dogs and I look after them. The nice thing about dogs is you can wander around anywhere and talk to a dog and no one thinks you're insane. Without a dog, they'll come and take you away. Put the dog picture up next time. We're not auditioning

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somebody to I don't know. A Gallup poll. Anything like that. Chunky says you look handsome. Maybe you got an offer after this show, Zain. I'm not going to ... This isn't Match dot com. That's a different affiliate marketing system.

Anywho. As I was trying to say as something complementary, Zain didn't know anything about internet marketing eighteen months ago. Now he's teaching you. He's being very successful in the interim. He went from this or the internet, and how do I turn it on, to this is how I make my living by generating traffic. By building a list. By marketing and developing products. That's pretty strong recommendation. I think that anybody who's been around Onyx programs for any length of time knows that he doesn't waste his time with people who don't know what they're doing. This is kind of something that he's really focused on the last wildest. Bring in people who are not reading it out of a book. It ain't internet marketing for dummies. This is people teaching you what they do on a daily basis. Their experiences translating to your potential.

I underline the word potential for success because there can never be guarantees. Anybody who guarantees that you will make a million dollars by pushing a button should be arrested. If they haven't been, then put their name into somewhere and have them shot. It's just not feasible to make money that fast doing nothing. You have to work. You have to study. You have to know what you're doing. You have to pay attention. Sometimes you have to wait. You have to keep going. You have to take action. It doesn't happen overnight.

Unlike old age and your hair falling out, both of which have happened to me, it does tend to happen overnight. At least, I didn't recognize it until it was done. Anywho.

I am shutting the hell up because you're hear to ask Zain questions. Hopefully get the answers that will make your success come a little faster. Zain, take it away by all means. Throw something out there. Give us some words of wisdom. In fact, why don't you start this off by telling us. There's a loaded question. What was your first great huge, I wish I'd never done that, mistake in internet marketing? We won't ask about your personal life, but internet marketing. Where you went, "Oh my God, why did I do that?"

Zana: Well, there were multiple moments like this one. Thank you. Thank you Rick, for the amazing introduction. I always look forward for your introductions. They are quite colorful. I really love them. When it comes to the number, I would consider it the number one mistake I did in internet marketing.

I was so excited to actually send ... my first email to a list to a freshly built list. It was two thousand people at the time. I was so excited to send them my first message telling them about my blog. Which is shown right here [inaudible

00:05:08] dot com. It was the first blog message that I actually created. The number one mistake I did. I didn't put the link for the blog. I sent the emails to two thousand people telling them and raving about my brand new blog post and how excited I am. I got about forty messages from people saying, "Well Zain, we are glad that you are excited for your blog, but we didn't get a blog. We just got a letter telling us about a blog." I felt like a fool. There I am. Telling them about my expertise in blogging and this and that and I forgot to give them the link.

That was the number one mistake that I will never forget, which is always, always, always test your email messages.

Rick: That's kind of like sending an [crosstalk 00:06:01] invitation to a party and forgetting to tell people when and where it is.

Zana: Exactly. That's when I actually learned how to test a message before it goes live to my list. I use GetResponse so there is a test message you can send yourself a test message. It comes to your email. Always click on all the links because you never know. Sometimes you change the links and with one of we recommend putting two, three links in the email and for whatever reason, the last link you for some reason deleted an O or an M. It's such an such dot c o and it just takes them to some weird site. Hopefully not a spam site but you never know. Always always always check your messages before you send them because you don't want to look unprofessional and get people were very supportive. It just ... It looks unprofessional when forty people tell you like, "Oh by the way, we didn't even get your message but kudos for you doing this."

That was a mistake I will never forget. I always ...

Rick: It's a simple mistake but it's easy to make. That's the problem.

Zana: Definitely.

Rick: There are so many small things that can be overlooked by experts and amateurs alike. You sort of see the big picture. You know what you're doing. The enthusiasm is flowing. Then like punctuation, a comma in the wrong place, can have somebody declaring war if they're not careful. Paying attention to the details, the little things. That's what will see you through to making ... Not only being successful, but feeling good about it. Some mistakes are inevitable. Actually, I shouldn't say this out loud too much, but sometimes a little mistake is good for the soul. It's good for the crowd to think of you as human. You have to be very careful.

Now guys, this is where you come with your questions. This is where you come to ask for advice. We have somebody here who knows what he's doing, so by all

means, take advantage of that. I think right now I'd like to ask the crowd a question. If they wouldn't mind and we're not going to repeat the specifics of anybody out there unless they agreed to have us do that. Anybody out there has made let's make it a little more adventuresome.

Has anybody made fifty dollars? From internet marketing yet. Have you done something that's returned fifty dollars? I'm not talking about net after expenses, because there will be some costs. Have you seen a revenue that's fifty bucks or more? Put something in the box. Tell us. We'd really like to see. Actually, it's kind of nice to be able to judge the success of somebody. Okay, we're getting some responses.

Zana: We sure are. I have made my first hundred dollar.

Rick: Expected much more. Well, we all expect more. It's getting somewhere. It's a start.

Zana: Exactly, it's a start. Guys, my first dollar wasn't even a dollar. It was I believe like seven or seventy cents. I sold a downsale for a product that was initially seven dollars and I sold the downsale of it which is two bucks. I got my cut which was seventy cents. That was the first time I made money. It wasn't even a full dollar. That seventy cents I still get it every month because it's a referring for some membership site. Every month I see that seventy cent come to my ClickBank account. It feels amazing because that was the first time I made money when I was actually started doing internet marketing for almost eight months. I didn't even make a single penny. Then when I made that first seventy cents, I was on fire.

Take it with pride. When you make your first dollar, it's really important because that just shows you that this works. With a little persistent and a little hard work, you will make a hundred, a thousand, ten thousand, and more. I promise. It will happen if you stick with it.

Rick: Never dismiss what you might consider not ... Should we say, your best effort. Something that's not your best effort or something you think, "Well, I'm going to give it a try but I'm not optimistic," or, "I'm going to do this because I should do something." The most famous example of why that something you should never do. There's a play called "The Mouse-Trap" written by a very famous woman, Agatha Christie, who passed away a number of years ago. It's the longest running production. Meaning that it has run nonstop since I believe it's nineteen fifty-five. It's a long time this play has been running in various places around the world.

The first time I saw it, it was the longest continual running theatrical production in the same theater in London. Then, it had been playing for twenty years.

Anyway, Agatha Cristie thought it wasn't much of an effort but she decided to make a gesture. She gave the royalties to a nephew who was recently born or very young and said, "Oh to hell with it. It's not going to make any money. I'll give it to him and everybody will think I'm being generous. Ha ha ha ha."

Everyday, since then, this kid gets checks coming in from all over the world for doing nothing. Anytime the curtain goes up, he gets a percentage of the gate.

Zana: Wow.

Rick: You never know where something small or something you don't think much of could take you. Anyway, that's enough of me. Nobody showed up to hear me talk. Take it away, Zain. We've got questions there.

Zana: Awesome. Well guys, you know the drill. Ask all the questions that you have in mind. We'll answer as many of them as we can and as time permits. Let me decide first through this. I have a question from Leslie. Hi Leslie. "Should I send testing? Should I send to people who are not in my contact? I have been sending to family members as I test but they are all in my contacts so their computers think my emails are safe."

Leslie, I am not sure that I understand your question but I believe you are referring back to my comment when I said, "Always test your emails." What I meant by testing is every other responder, at least the ones that I am aware of, they give you the ability to send a test email to yourself before you send it out to the public. That's what I meant by testing. Whatever service you are using, I would recommend that you will go and ask them, "How can you send yourself a test email?" I usually get response and it's under messages, send test message, and I receive a test message to my inbox. I'll check it out, read it, make sure everything is correct, click on the links, make sure everything is working perfectly. Then I click send to my entire list. That's what I was meaning by testing.

If my answer didn't answer your question, please ask again and I will happily take a look at it.

I want to congratulate all the people who made their first dollar. First twenty, first hundred and first seventy cents. Awesome! Somebody made seventy cents too. With that, I will go to the next question.

We have a question from Jay. He's asking, "Someone moved a lot of periods and forgot all the other punctuation marks in emails slash blogs. Good or bad advice?" I honestly don't understand what that means. Always use punctuation and always use the periods or hyphens when appropriate. It's important to make sure that people understand what you are trying to say. Sometimes, as Rick mentioned, if you delete a period or a hyphen, it might alter the entire sentence. There is a Facebook page that I love. It's called Grammarly. They make really funny posts about grammar and punctuation. Sometimes we tend to forget so they made a little post. It says, "Let's eat grandma." Then underneath it, it said, "A comma can change the entire sentence." What they were trying to say is "Let's eat," comma, "grandma." They were asking their grandma to eat but when they deleted the punctuation, it became, "Let's eat our grandma." Always use punctuation and make sure that it works because you don't want to alter the sentence.

Murphy, "Zain, can you elaborate on the cost of starting my advertising on Facebook?" Sure Murphy. With Facebook, it's actually very, very easy because they allow you to start advertising with a dollar. With as little as a dollar. However, every time I try to advertise with Facebook I always set it up for a minimum of five to ten dollars. For at least three or four days because that's when the actual ad is shown to enough number of people. Then you will get a very good idea of gauging if the ad was successful or not. Now with Facebook, it's all about targeting. You need to make sure that you are actually serving your ad to the right audience because Facebook is huge. You don't want to just serve your ad to anybody. You want to serve it to the people who are most inclined to respond to your ad.

I will refer you back to module number one. Tom did a fantastic job showing you how to use Facebook to do market research. Whichever niche you're in, I would recommend that you go and watch that video again. I'm sure you've watched it already. Just do a refresher. Then go and find pages. Find interests about your niche. Then when you go and create your Facebook ad, you put these interests in there. That will ensure that your ad is served to the right people. That's the number one area that I would like you to focus on. Then start with five to ten dollars a day.

Five on the safe side for at least two or three days to see how your ad is performing.

Pat says, "Zain, I am at the point of buying emails." I hope you are not buying emails. I hope you mean you're buying your solo ad. Buying emails is not legal. You never buy emails. You just buy a solo ad where somebody sends an email on your behalf and then people join your list. She's asking, "I'm in the survival niche and saw your email for sale." Again, I correct you. It is a solo ad. It is not a sale

for emails. "I would like to talk with you offline." Sure. Definitely, Pat. Let's connect offline and I will definitely help you with your solo ad. Yes guys, I do have a survival niche that I am active in. Just to give a disclaimer, I do only two solo ads a month for my survival niche. I keep them engaged with other things and I don't want you to disturb their focus with too many solo ads.

If I say "yes" or "no," please don't go and take it personally. It's just the way that it worked out for the time being. Definitely Pat, let's connect on that offline.

Let me take a look and see if I find other questions. Leslie is saying, "Yes, I do test myself to ..." That's a very good practice, Leslie. She's referring back to the email testing before sending it to the public.

We have another good question about the infrastructure necessary for building a website. From Sumon. Sumon, the module number thirteen actually covers how to build a blog. A blog is actually used interchangeably as a website. You really don't need a website on its own. You just need a blog that is your website. Like my website right now, it's [inaudible 00:19:05] dot com. It's actually a WordPress blog. It has all the components of a website. It has a homepage. It has multiple categories. It has a privacy policy. Term of use. This same blog, which is [inaudible 00:19:20] dot com, is what I use when I try to apply for networks. These are places where you apply to promote network offers.

If you are hung up on the idea of building a website, you really don't have to worry about that. Just watch module number thirteen. Joe Ann did a fantastic job. She's actually a WordPress ... WordPress. I personally hire her on multiple times when I need ... a WordPress expert to go and do the things that I don't have the expertise to do. She did a fantastic job to show anybody who have never used WordPress on how to utilize it to create their own websites.

That's the easiest and the fastest way to do it. Don't worry about the website part. Just create a blog. Build it up. It would work perfectly for you. I hope that helps.

We have a question from Myria. I hope I said your name right. "Should I open a new Facebook account to do to don't use my personal account for safety issues?" Myria, when you create a Facebook, you're not creating a Facebook account. You're creating a Facebook page. That you are using for business. Even though everything is linked to your personal account, no one knows that you own that page unless you publicly say it out loud. However, there is another solution if you're worried about that. You can create a Facebook business account. I believe it's business dot Facebook dot com. When you create a Facebook account for business, than everything is tied into that account. That

could be a way to go if you're worried about your personal. Other than that, I would not worry about creating a fresh Facebook account.

All my Facebook pages are connected to my Facebook account. I use Facebook heavily everyday. I am in the transition of using Facebook for business because Facebook business account gives you more leverage and more ability to manage multiple campaigns and multiple things. I don't want to confuse you with that. For right now, you are fine using your personal account. There are no worries about that.

Margaret is asking, "Hello Zain. Do you personally always purchase and test affiliate products before first before you recommend them to your audience?" Margaret, it depends on the offer. If I know the person or if there are a lot of sales happening in the niche, so I'm just going to use ClickBank as an example. If I go to ClickBank and I see there are lots of sales happening. The gravity's high. There are lots of ... There are lots of clicks going on. Also, ninety-nine percent of people who have products, you can actually contact them and say, "Hey, do you have a JV blog so I can check your product so to make sure that I sell it?"

I believe you go to the actual offer and go to the bottom of each offer. One second. Let's do it live. If you go to the actual offer ... for a specific product ... then you should be able to see ClickBank dot com. You could actually contact the seller or the buyer. Not the buyer. The seller of the offer. See if they will give you access to their website. That way you can actually check their actual offer. Affiliate sites. Like. See this is a launch. See right here they have their emails. You could actually contact the seller and you say, "Hey guys, do you have a JV login that I can choose that I can use to actually check your offer?"

You can explain to them and say you have a list of two, three thousand whatever the number. What you are trying to do. A lot of them will actually give you access. Now if you are really, really interested in the offer you can always buy it under your affiliate link. At least, you are making some money out of it. That's just my thought on it. I don't buy every offer. I just choose my offers very, very, very carefully. That also enables me to just vouch for the offer by knowing the person or knowing the gravity. I hope this helps, Margaret.

Nebissa. Nebissa Mejide. That sounds Arabic. "I have written four children books. I do not know how I can put them in a funnel. What do you suggest?" Nebissa, when we talk about funnels, it's putting everything that you have actually in a way so you can present it to the public. I believe phase two explains exactly how you do create your funnel. It could take me up to two, three hours just to explain and how to do funneling. I would refer you back to phase two inside the members area which actually shows you how to create your video salesletter.

Using the easy tools. How to actually put your product either on ClickBank or on your website. Start to drive traffic towards it.

It sounds complicated but in reality it's really not that complicated. You can create a funnel in ten, fifteen minutes if you have all the components ready. I created multiple funnels just using ClickBank. Not ClickBank. LinkPages. LinkPages actually allow you to create a sales funnel. What I create is I create a LinkPage which is a free gift that I give to people. Then once somebody opt-in, instead of giving them a sales offer to an affiliate, I send them to something that I created. When they buy, all the money comes to me instead of me paying an affiliate or getting an affiliate commission.

I know it's a short answer, Nebissa. I would love for you to actually go and review the module because I believe it's module seven all the way through eleven. It shows you exactly how to do phase two. It's a very long process. I need you to take a look at that.

Pat has a question. He said, "Hi Zain. My Facebook ad was disallowed." I thought you meant disabled. "How can I find what was wrong with it?" You will never find out what was wrong with it. Sad, but true. Facebook have their own ways of determining what is considered not acceptable. I always recommend people to actually read the term of service. The guideline for Facebook advertisement. If you are not sure how that works, just go and type, "Facebook ad policies." I actually favorite it because a lot of people always ask how does it work?

See right here. They revise it every month because Facebook now is a huge company and they are publicly traded. A lot of people have their eyes on Facebook. They want to make sure that everything that is advertised on Facebook is actually good to go. Read this and make sure that you know what you're doing before you actually advertise with Facebook. I know there is another tool that Facebook is using right now. I want to bring to your attention. It's called Watch Web Of Trust. See, the Web of Trust is a new tool that Facebook implemented when they use it for advertisement. If you see these circles, the yellow, green and red. When something is red and you are actually advertising a link that is red, Facebook will immediately flag your account.

Make sure that you have this actual deal. The Web of Trust. Enabled on your Chrome. I personally use Chrome and recommend that everybody use it because it's a fantastic browser. See every time you go to a website, so right here we're on Facebook, you see it's green. There are other websites that are marked as red. LinkPages as an instance. The actual main domain is yellow but the squeeze pages created by people are actually in red because a lot of people are promoting things. Even though they are not spam, people have the ability to rate a site. When somebody doesn't like an opt-in page, they go and say it's spam. If

you are using LinkPages or other ways to create your product, make sure that you are compliant before you advertise it on Facebook.

These are things that are happening on Facebook right now. Other than that, if you have the ability to get a Facebook rep. Go to go dot I believe it's Facebook advertising support. You can actually get somebody from Facebook to be your representative. They do have a twenty-five dollar minimum for advertisement per day for at least a month. If you look at the big picture, if you do buy solo ads, you are paying a dollar a click for a click. Maybe I did the math twenty-five dollar a day for a month. That fifteen hundred dollars. It's worth the investment and you will have a Facebook representative that will actually work with you to create your Facebook advertising campaigns.

They will sit with you. They will take a look at your account. They'll make sure that everything you have is compliant. Now if you are ... If you know what you're doing, or at least you invested in some programs like Fred Land's program. He did a fantastic job. I've been using Facebook for a long time. I actually bought his program because I've been waiting on him to release his brain to the world. I'm so excited I did.

He did explain how to do Facebook advertising. Facebook advertisement is huge. You have to invest either time or money to learn it. One way or the other, I would recommend that you know what to do with Facebook. Then use it for advertisement. When you are compliant with Facebook advertisement, you can spend as much as you want or as little as you want. Once you see how effective Facebook can be, it is the second thing I use after solo ads. I use Facebook whenever I need to test a page or just drive tons of traffic to a page, I always use Facebook. It's the second best after solo ads, in my opinion.

Some other people might disagree but that's my opinion on Facebook. I hope this helps you, Pat. I am sorry that they disallowed your account. I know they're ... If you are interested in creating another account, you have to actually shut your entire Facebook account. You have to disable it and create a new Facebook account. That will give you access to a new ... ad account. It's not recommended but that's another way of doing it.

You have to use a different credit card. If you actually chose that route, then I would definitely recommend that you link up with Facebook to get a partner. They will help you set everything correctly because you don't want to get disabled twice on Facebook. Then you will lose access to the platform and it's really important to be able to advertise on Facebook.

Margaret is asking, "With your Facebook ads, how much do you spend on average per lead?" Margaret, it depends on the niche. Each niche has a different

number. Also, right now, you cannot know the number per lead because you do not have a product. You do not know, actually, how much a lead is worth to you. They talk about the average per lead and this and that when people have products. It makes sense because you know every time you spend a dollar, you get like two dollars in return. A lead is worth a buck.

If you don't have a product then you are under the mercy of finding a good affiliate offer. Finding this and that. We shoot for at least fifty cent return on investment per subscriber. It's just a ballpark number. It's not set in stone. It could vary up to a dollar or two. It could be lower than fifty cents. I hope right now you are at stage two right now. You will have a product soon. In the training there are multiple ways that shows you how to calculate how much a lead is worth to you. Once you know that number, then you can actually start to work on optimizing your cost per lead on average. To make sure you are staying under a certain number to make sure that you're making profit.

If that, it's nearly impossible.

Leslie. "I send all my emails to my family for proof reading." That's fantastic. That's actually a very good idea because sometimes we ask people because we wrote the email. We tested the email. We become somehow blind to the language in the email or to the copy. If you have a partner or a family member or a friend who would just take a quick look at it, it would be beneficial and helpful. Great job, Leslie.

Pat is asking, "My domain is from GoDaddy dot com but I am using site grant for hosting. I cannot get emails set up. Who do I speak with?" If you are using ... You mean, your email set up with your hosting company? Then you would need to contact your hosting company. They'll be the ones who will help you with setting up an email. I actually use GoDaddy for everything. I know other people, they recommend that you have a domain with a person. Hosting with another. I just use GoDaddy for everything. If you are using site ground, call them, see how they can help you in setting up an email. Make sure that they show you how to access the email. It happens a lot of times people set up an email but they don't know how to get into it.

Contact site ground. See what they can do. Hopefully that they'll have an answer for you.

We have a question from Diane. "I found very few products and services on ClickBank with a gravity of fifty or above. Is there another source? I cannot find anything that seems to convert well and pay well." Well Diane, I wonder which niche you are in. Regardless of the niche, you don't need every product to be above fifty gravity to actually sell it. I sometimes sell products that have actually

lower gravity because everybody's promoting the higher gravity products. If you are asking about other resources or other places to find products, the best place is to actually Google. Google "affiliate products" and between two brackets, put your niche. Then "plus affiliate products" and that ... Like let's go to Google. Let's say you are in ... weight ... loss ... plus ...

See actually. Google did it for me. Plus affiliate program. That'll actually show you all these offers. Sometimes you just go to the offer itself and see once you go to the bottom of it, see if they have an actual affiliate link or an affiliate area where you can sign up. It can be time consuming because you have to actually look at these things to make sure that you're finding an offer that's ... interesting to you.

Right here it's from OfferVault. OfferVault is another place to find offers. However, ninety-nine percent of OfferVault's offers are cost per lead. What they call CPL. It's not an actual product, it's you are selling the percentage to get some money back. If you send them to like the fresh diet, and they have to opt-in and become a lead of FreshDiet dot com then you will get a payout of nine bucks for that lead. OfferVault is another one.

I know I did an entire session. Let me go to Profit Academy. I did an entire session on ... Oops. Let me login to Profit Academy because I did an entire session how to find affiliate products. It was during the virtual weekend. I am not sure where it's at. At the moment, the site is not accepting my password so I apologize for that. Just go to the virtual weekend and look for my session where I did on affiliate marketing. You will find plenty of resources. I went through it extensively for about an hour and a half. Showing you exactly how to find affiliate offers in whichever niche you are in. I hope this will help you in the interim.

We have another question from Sherrin. Hi Sherrin. "What is the different between a website or a blog?" Well Sherrin, I believe I already answered that earlier. I will just go to another question and help other people with a question that we didn't answer yet.

We have a very interesting question. Somebody's asking, "How long should I wait before changing a niche if I am not making any progress with it?" In my opinion, if you actually followed these tips where it actually ... There were four answers. Four questions. Is a niche profitable? Are there multiple offers in the niche? Are there people in the niche known to buy? There was a fourth component. I don't have it on top of my head. If you did the market research at the beginning, then you should've chose a niche that is ... at least, active in the market right now. Don't feel disappointed because sometime we as human being, me included, we get interested in a specific subject that might not be very popular.

Maybe just take it take a look at the same subject, and instead of using it in specific go a little broader. I will use an example of somebody that I helped. They were in the health and wellness niche. They were focused on acne for no not acne. Something for kids. It was only for kids. It was ... some skin condition for does your kid, does your child have this skin condition if they are age three to nine? It was very specific. You immediately took everybody who has a child that is older than three or younger than three out of the equation. You limited yourself to this.

I recommended to that person to actually use skin care in general so they can have everybody under the umbrella and then once they established themselves in the skin care. They have a [inaudible 00:42:12] with the people, then they can say, "Hey, we have this specific offer for parents with kids from age three to so and so that they have this specific skin condition. We have this product to help you with.'

Maybe you went to narrow or maybe you went to broad. Just do the check again. Do the market research again and if it's really not working, and you are not able to find anybody in the market who is making it working, then maybe it's time to move on. Onic is actually a very good example. When he first started he was I'm sure everybody have heard this story. He was so excited about like classroom and how to study for college students. We know that college students are broke. Not that many of them will go and buy a course on how to study to get better grades. He actually talks about it publicly. Sometimes we choose a niche that we're passionate about but for some reason it's not working.

Do the market research again and hopefully you will land on another niche that is more productive for you and helps you move forward and get out of the niche that is not so active.

Gloria is asking, "If I submit a video to different video platforms, how would I track the links? How would I know what platform is working or not?" Gloria, the only platform that I know for videos. I know there are tons of platforms, but I honestly don't know how they work. I use YouTube for uploading my video because YouTube is the largest video platform out there. That's one way to do it. Now if you are talking about link tracking in specific, then you can use any of the link tracking softwares like HyperLink, ClickMagic, ClickMeter. All these are services where you can actually track a link to see which link is working with which platform.

If you can elaborate on your question or if you can post about it on the forum where I can have a little bit more background to understand what you mean by it. Then I would be able to give you a better answer maybe.

Somebody is asking, "What's a JV ... What does a JV login mean?" JV is a joint venture and a lot of these products out there. They have a joint venture login for people for affiliates where they can actually login to see their product. That's what I meant by a JV login.

Let me scroll down to find more questions. I have ... We have a question from Shaunty. She's asking, "Zain, I have a question about a website name. I was researching three years back that the word yoga lessons was being searched a lot so I bought a website called yogalessons dot us and used it for blogging. I have my main site yoga for jalapenos dot com. My blog is still under yoga lessons dot us. I don't see any benefit in this. Not sure if the word is searched a lot still. What would you advise? Does Google give me benefits for using a website name with a highly searched word or should I have both blogs and the main site in one place?"

Shaunty, I would advise you to actually go back to AdWords and do the search again to see if people are searching for that specific keyword. Really, sometimes you really don't need the actual keyword in the website. I know they say it's very important, but if you have your article with the correct keywords and you [inaudible 00:46:31] for that keyword than an article is more important than actually having the main yoga lessons dot us.

Also, dot us is not a very good ... domain ending because everybody thinks in dot com. Not that many people think, "Oh, let me find the yoga lessons dot us." I know there is a way to actually if you want, you can combine both blogs under one name. Yoga for jalapenos and yoga lessons. I honestly don't know the technicalities behind it. I know there is a way to link the two. Do an AdWord search to see if people are actually still looking for yoga lessons. If they are then maybe try to combine both and write multiple articles about yoga lessons [inaudible 00:47:28]. Yoga lessons inside your blog. That could help with that ... issue in specific.

I see some repeated questions I believe people thought I would never get the chance to answer them. Maybe that's why. We have a question from ... I swear to God I just answered that question about the video. "I'm having a issue accessing the ProfitAcademy website." From Roberto. Well Roberto, I just ran into the same issue myself right now because I actually wanted to login into the site to show you ... to show one of the students where was the video was at. Maybe it's an issue with the system. I'll certainly contact the team after this session to see if there's something that they can do to help you and everybody to log back into the site.

Mohammed is asking, "How can I take advantage from the option to be an affiliate and to drive those new customers to my list?" Well Mohammed, if you

want to be an affiliate for somebody, you will not be able to have new customers because you are selling somebody else's product. Now if you are asking if you want to be the owner of a product and people to be an affiliate to your product, then you can list it on your ClickBank. People then can advertise it. Before you do that, I would recommend if you have your own product to actually do some testing. Maybe run a few solo ads to your offer to make sure that your offer converts before you approach people or before you put it in ClickBank. People won't probably [inaudible 00:49:22] it's hot.

Some testing is important at the beginning. Especially with solo ads because solo ads is what's considered as a hot lead. Somebody interested in a specific niche is on a list and you are sending them a product. That's the best and the fastest way to test. Once you test it, you can put it on your ClickBank. You can actually contact the solo ad sellers and tell them, "Hey guys, I bought a few solo ads from you and I'm converting very well and my offer's converting very, very well and so would you be interested in being an affiliate and I'll pay you seventy-five percent and you just run as many clicks as you can to my site?"

That's a way to recruit people very quickly. Once you build a relationship with one seller, you can always ask for recommendation. Like, "Hey so and so, I had such a great time with you building my list and [inaudible 00:50:27] in the market who would be interested in doing what I just did." They'll be happy to refer you to other people. That could be a way for you to actually recruit affiliates.

Leslie's asking, "Do you never offer new ClickBank items with no gravity yet, just because it looks great?" If an offer is new to ClickBank than the gravity will suck because just like everything else, you have to start somewhere. If ... you looked at the offer and actually it is brand new, then I would not worry about the gravity. Or if you want to play it safe you can actually just wait until some traffic goes towards the offer. Then you can gauge if it's good or bad.

[inaudible 00:51:25] "What reliable free traffic source would you recommend? How do you find ... How do you find traffic for me? Will you recommend it since it's cheaper?" I believe you are referring to traffic for me as a service? I honestly never used them before so I don't know how they work. I cannot vouch for something I've never used. The number one free traffic source that I use is my own blog. When you actually write your own content and you blog a lot, every time you post a new blog you're actually telling Google, "I am active. Send me visitors." The more your site get indexed and has more content, the more traffic will come your way.

Other sources of free traffic could be forums. I know a lot of people use forums. I personally don't use any of the free traffic methods besides blogging because I

do not have the time to spend on forums answering questions and doing this and that. I just either advertise on Facebook or buy a solo ad or do something. Somebody who might be short on cash but has a lot of time, then they can invest the time by spending the time online being active on forums. Being active on sites. Adding value.

Don't just go to a forum and post your opt-in page all the time. You'll get blocked. If you actually add value and start building yourself within the community, that's why I said. It's time consuming. It might take you a week or two to build a relationship with the forum owner. With the people on the forum. Then start even when you start introducing your material, don't just go blatantly and say, "Oh by the way, here's my opt-in page. Go for it." Add value. Say, "Hey guys, I created this because we talked about this subject so many times. So I created it to help out. Give it a checkout."

Maybe even give it for them for free at the beginning so they know who you are and build a relationship. As I said, I cannot talk about this personally because I don't use a the free forum slash methods. I know Jeff Lenny uses forums a lot and Dave. If you're interested in that, I would definitely ... recommend that you shoot them a message on ... the forum. They are there all the time with me. They might be able to shed some light more on the aspect of using forum and free traffic methods. They used it before. Before even ninety-nine percent of new advertising methods were available. [inaudible 00:54:23] it's just like [inaudible 00:54:25] Google, up until a few years ago, unless you were a huge multi-conglomerate company ... corporate company, you couldn't advertise with them. They are the troopers who know this stuff. Dave and ... Jeff Lenny. They are very trusted resources. I trust them and I recommend you ask them.

Rick, it's nine fifty-five so I'm not sure if we can go over or we'll take last few questions ...

Rick: Sure.

Zana: Then [take it. 00:55:02]

Rick: Put another dime in the meter and take a few more questions.

Zana: Awesome. Excuse me guys, let me scroll down. Goron and Martina is asking, "How can you tell how old a product is on ClickBank?" Actually, that's a very interesting and good question. I've never ... thought about how old an offer is. I honestly don't know the answer to that one. I just go and check on the gravity. If an offer is brand new and everybody on earth is promoting it, then I usually go and sign up to the offer and promote it.

I don't know if ClickBank has ... a way of showing you that. I've never honestly did that, so let's check it out together. Here I am in the market place so I am usually into self help. Let's go to success. See in the sorting, it doesn't show by like date. Always shows you by average or popularity and all these good stuff. Gravity, which is our most important one. This one is ... Well maybe if you go to the bottom and see there. Oops. Is it anyway.

Sometimes at the bottom of the page, they will say their copyrights or they might have the year. It says two thousand twelve to two thousand fifteen so you might know it's from two thousand twelve. If you want to really know maybe you can contact the owners. See right here there's a contact for this specific offer.

As I said, I usually don't pay attention to the age or how old the offer is. Actually since we are right here, I was telling you guys about how to contact an offer. Manager or an offer. A product owner. We went to this product and then we scrolled all the way down to the contact. This is how you can actually get a hold of the owners. Also, some of them, they have affiliate program. Which means you can sign up and you will have an affiliate specific login page. Usually in there they have like glimpses and preroutine emails about specific off the product. You can actually make a very educated guess on that product if you didn't buy it.

As I said, I don't pay attention to the age of the product. Let's try another one. See if they have actually at the bottom.

Male: Hello and welcome to the Mike and Memory website. Most people think that they have a bad memory. Fact is, you have a memory that is ten to twenty times more powerful than you realize. You may be a student who want ...

Zana: Well he's started talking but when I scrolled all the way to the bottom, it actually showed that this offer is from two thousand twelve. At least the copyright means the offer was created or the offer was in the market at least from two thousand twelve. That doesn't mean that the offer is old or new or this and that. The gravity's actually what tells you if it's good or bad. Right here you can see that the gravity for the offer is not that high. Maybe the offer was not that successful or it wasn't advertised well or ... people were so busy advertising high gravity offers that nobody actually got to advertise this one.

Right now the thought elevator is the hottest offer in the market. Let me actually just ...

Male: [inaudible 00:59:34]

Zana: I paused it. See right here. This copyright two thousand fifteen so this is a brand new offer. Very hot. Then right here this support. You actually click on support.

It'll give you an ability to send them a quick email so you might be able to contact them there, asking for a JV login or something else. If you want affiliate material, you click on the affiliate part. Then you see they give you all the good stuff about how to promote their product.

The person who asked earlier if you go to the video I did doing the virtual weekend, I went through all the things that I just showed you here in detail. I hope that'll help you when you find that message. Now let's take another question.

I'm going to take this question as a last question because it has four components to it. This will be the last one. "My concern you had a blog setup. Two. You had an auto-responder setup. Three you decided on a ClickBank offer to promote. Now before officially publishing your blog site, did you apply for any kind of permit to do so? Is it required by law?"

I honestly don't think there are any permits that you need for a website because you are just building an online business. I am not a legal entity so if you are concerned that things might be different in your country or in your state, I will always recommend that you talk to an expert. Talk to a legal advisor or a small business advisor to see what laws might apply for internet marketing.

In essence, you just set up your campaign. Your auto-responder campaign. You set up an opt-on page and then drive traffic to it. Then you use your ClickBank offer to promote and that's it. As I said, I am not a legal expert so I cannot answer that. I hope you understand. I was hoping that'll be the last question but the answer was very short so I'll take another one.

Peter. Peter is asking, "Hi Zain. Do you use Google Analytics? Have you done any coaching sessions on it previously?" Honestly Peter, the only thing I did with Google Analytics is I put the Google Analytics code on my blog. That was the last time I used Google Analytics. I would love to take credit and say that I did it, but I usually don't take credit for something I didn't do.

I know how to do the AdWords search, but I haven't created any training on it. I ... Sometimes you just have to choose what to focus your effort on and I just didn't get the chance to actually use it in specific. Now that I have Fred Lan's product, which actually talks about Google, I should actually pay more attention to Google to see what's going on there.

No Peter, I haven't talked about it in previous sessions. I always have a but. If you want to learn about anything. You want a quick fix or a quick answer, just go Google it. Google is my best friend. AdWords or how to use Google ... See? Actually it's it tells you what to do. See this one? How to use Google Analytics on

WordPress? This is actually what I looked for at the time. I believe I went to videos. I watched a video on how to create a Google Analytics and grab the code and put it in my WordPress. That is the extent I used Google Analytics myself.

I know there are tons of people, especially people who are into SCO and all that good stuff. They use Google Analytics heavily because it tells you which parts of your website is the hottest. People are clicking on this category in specific or people always like your content that are on the right or on the left. It's very extensive. That's why I said I just didn't get the time to get into the Google Analytics part yet.

Sometimes you have to allocate your time on the most important tasks and the ... I haven't used Google Analytics yet. Actually, that was the last question, believe it or not. I don't know if it was a coincidence or ... not. Before we end the session, I just wanted to make sure that whoever can join us for the Las Vegas event, make sure that you can come. There is a huge line of great speakers. Yours truly, Mr. Zain Baker, is going to be there at the event too.

I would love to meet you all and get the chance to actually chit chat with you. Hey Sam. Sam said he's going there and so me and Sam, we've been talking a lot on the forum and on Facebook. We know eachothers. Whoever is coming to Vegas, we cannot wait to see you on the twenty I believe. The twenty-second. Let me check the calendar.

Twenty-second through the twenty-fourth. Great speakers. Great event. I attended the Las Vegas event twice. I cannot get enough of it. Every year, Onic brings nothing but the best in term of advisors and people who have been doing the business on daily basis and are killing it. Make sure that you sign up and join us live during the live event in Las Vegas. With that, I give the session back to Mr. Rick. He's the awesome man behind the scene who makes all this good stuff work.

Rick: First I got to wind up the hamsters to power the [inaudible 01:06:09] video-matic to turn it into a movie so it'll take a little while. Anyway. Good advice from somebody who obviously preaches what he practices and practices what he preaches. That's always a good sign guys. Thanks of much Zain. We'll have this in the members area as soon as possible. I don't know how soon that will be because my all regular excuses, I send them up the pipe. I don't know what happens to them after that. I don't have access to the members area. I cannot tell you where they are.

Zain might know that but you may have to send him a nickel in the email. Anyway. I'm just checking. I was trying to remember but I forget. I think we're again on ... Wednesday? We might be. Look in your calendar. Check your email.

Look up in the sky for flashing lights. Our next track. I know we have another one this week so we'll see you guys on the next go around. Everybody stay out of trouble. Stay on the black stuff between the trees. We're out.