

Tom: Okay, let's get started here. I'm going to try to answer your questions as best I can. Dave and Jen were the first ones in here and they say, "Good day. Just started." Good day to you, Dave and Jen. "I just started this a minute ago and saw my face briefly, a technical glitch. Ha, ha. Good morning, sir."

It's 5 AM over here anyway. Yeah. We were having all kinds of issues. "I'm glad I shaved so that you could see me with a shaved face today." Okay, let's see here. Katherine says, "Take your time. You'll get it right." Absolutely, Katherine. Maybe I'll get it right anyway. Let's see here.

Yvonne is asking, "Tom, would you please recommend a couple of great autoblogging plugins." The one I use is called Autoblog, believe it or not. Where did I find that out? Let's see if I can go to my website here. I'll have to get back to you and tell you where that is. It takes me a while to figure out where some of these plugins come from because once I install them I lose track of them.

I don't really pay much attention to them, but it's called Autoblog. I find it awesome because I follow about 40 different websites to curate posts for this website I have right now on my screen. That's my main authority website and I pull 16 pieces of content into this site every day. Fresh content.

I follow about 40 sites and it's really awesome because all I do is once I set it up once, I just go in once a day in my pending file in the back office to this website I find all that content. I hope that helps you, Yvonne. If not, shoot me a Facebook message and I'll be glad to look it up and give you the length for it, but I don't have it right at my fingertips.

Leslie is saying, "Hi, Tom." Hi, Leslie. Augusto. Hi, Augusto. Let's see here. Emmanuel is asking, "Hi, Tom. Facebook question. I do not understand the stats really well. The post in my ad has 5,322 actions, but how do I know how many bought? I'm checking ClickBank and nothing." If that's the indicator, ClickBank is telling you, Emmanuel, that you don't have any sales.

I don't actually track my stats for conversions through Facebook. I use Facebook to drive traffic to an authority website. Then, once I get [inaudible 00:02:24] to a blog post, unless I get them there, then I send them off to a landing page. The landing page I normally run my pages. If you've heard me before, I like LeadPages. That's who I use. I have been for about a year now. Over a year, actually.

I track my conversions through my own sales page. That's when people are actually purchasing. I track the sales that way. Then, I track the traffic through my LeadPage counter, if you will. They actually track how many people hit my landing page. I also have a Facebook tracking pixel on that landing page.

I can go in and do a count of how many people actually landed on the page for Facebook and I compare that to my Google Analytics. Google Analytics tracking pixel on the landing page as well. I'm actually taking a variety of sources of tracking and I then extrapolate the data and come up with what I believe to be the most accurate number of people to hit my page to begin with, and then I look to see how many people converted if it's a conversion page for an email address.

Then, I run my numbers that way and I pull my email addresses in through my autoresponder, which I use Infusionsoft. I'm giving you a roundabout diatribe here, Emmanuel, of how I actually track my traffic, but that's how I do it. Let me see if I can summarize.

What I do is when I set up a landing page, is that I set up first of all a tracking pixel from Facebook and I put on that landing page. I do that tracking pixel from Facebook on every page I build, whether it be a landing page or if it be a page from my Tom Hitchens website that you're looking at here. I actually put that Facebook tracking pixel in the header so that every page is visited. If someone has a Facebook account, then Facebook allows me to create a custom audience to pull them in.

Back to the tracking, if I have a landing page that I'm sending them to, I'm definitely going to put a Google Analytics tracking pixel on that landing page. I rely on that. Now, you could use a third party tracking pixel from somebody else and you could track it that way, but I've always found pretty good analytics from Google. I use Google Analytics. I'm naturally going to try to put their tracking pixel on every landing page I build. Now I know what my gross traffic is.

Once I see what the traffic is, then I'm going to look to see how many email addresses populated my database into my autoresponder and then I do the math. If I had 1,000 visitors and I had 700 people opt in, now I have a 70% conversion rate. Now, when they go off from the landing page to a sales page, I'm going to also have a separate tracking pixel from Google on that sales page.

I set it up just like a brand new page in Google. I go in and I set up a brand new page and set up a separate tracking pixel just for that individual sales page. Now I can see how many people left my landing page and went to my sales page. Now I have that number. Then, I see how many people actually convert by buying and now I do the math just like I did on my landing page.

If I had 1,000 people hit and 700 ... It's never going to be 700. If I had 100 people purchase, then I have a 10% conversion rate of people that actually landed on the page and then bought. It's just a matter of how you set it up. I use Google. I

would recommend either Google and/or Google and a third party application for tracking all of your pages and then simply do the math that way.

I don't track them through Facebook. I hope that answers your question, Emmanuel. Hi, Shawntee. Nice to see you again here. Augusto is saying, "I noticed the form format was modified. Now I can't find my questions and answers that I was getting from Profit Academy. Can you kindly navigate and show me how to search either for my name or my website?" Now, I don't want to take the time to do that because we'll get into ... Augusto, do this for me if you would. Send me a private message on Facebook. You can find me at Tom Hitchens Community on Facebook.

I'll be able to walk you through that way. I don't want to take the time to start getting into the form thing. That's more of just the thing of trying to find questions. I'd rather just focus on things that help you build your business today. Some of these other technical things I'd rather handle offline if you don't mind. Okay. Let's see here.

Everyone can hear me. Yes, you can hear me great. Let's see. Ron [inaudible 00:07:12] ... "See you in Vegas." Okay, good. Looking forward to that. I hope all of you are going to make Vegas or as many of you as we can. Let's see here. Yvonne is saying my voice is very clear. I went out and spent all this money on a Yeti microphone so I could give you a richer sound and now I'm talking off my computer and you can hear me just as fine. Isn't that crazy?

Let's see here. Here's a question from Danny saying, "When do we know how to start our own products? So far I've made some sales on the thank you page, but nothing from emails yet." That's a great question, Danny. Those are the questions I want to answer here for all of you today. Okay. The products should be decided upon as soon as you do your research on your niche.

I actually do that research for my product at the same time that I'm researching for my niche and I'll tell you why. There's a number of different levels to this question and answer. First of all, if I'm researching for a niche, I want to make sure that it's monetizable. [inaudible 00:08:17] one the very beginning stages of our training.

You should make sure that you pick a niche that has the ability to generate money from it and that's so true. If you're checking out your niche, you should be also looking to see what people are talking about and what they're looking to buy and the things that they're reacting to that are being offered to them for sale.

Meaning, let's take the craft niche, for instance. If I'm doing my research on the crafts niche and I'm looking to see if crafts is a good niche to get into, which we all know it really is. People who buy crafts are spending tons of money. That's why they have department stores set up just for people that are into crafts. That's a no brainer.

Then, if you wanted to decide what sub-niche of crafting do I want to get into? Do I want to get into quilting or painting or what do I want to do? Crochet? What I do is I go to various pages on Facebook. I'll do that. Let me go to Facebook here. Oh, let's see. What could I go to? I'm just going to go to Facebook just directly. When I get into my Facebook account ... Let's see if I can get logged in here.

I had my computer all set up and then I rebooted because I was having trouble with my sound. Okay. What I'll do is I'm going to go here in this little search box up here and I'm going to type in crafts and I'm going to see what comes up. Okay. Now, what drops down here shows me pages where I can see where various pages that are very popular on crafts are going to give me something to click on.

Here's one that's got over 2,000,000 likes. I'm going to click on that and see what they're all about. When I'm into this page, I'm going to scroll down and see what types of crafts these people were talking about. When I look in on the timeline here I like to see what they're saying. I like to see what posts their liking and sharing. That's an indicator to me what they're actually liking. I scroll down and hopefully ... Here's one. 3,516 people liked that. 92 shares.

That's a good indicator. They're talking about this awesome jewelry and here it is. Nice jewelry. Awesome. I'm going to look to see what that jewelry is all about and then I'm going to maybe go into Google or maybe I'll go to Amazon or I'll go to some site that will show me jewelry. I'll dig down and find out how I can look into more items that are just like the necklaces. People like necklaces, apparently so.

I'm going to then click on this page, maybe, and go to the actual website and see what type of jewelry they're selling or they're crafting or constructing or promoting. That's how I do it. I basically look to see the posts that have the more likes, the more shares, the more comments. That gives me an idea then of what the audience is talking about.

Here's one. This is really not giving me a lot about crafts I was looking for. I'll go back and I'll type in crafts again. Let's go back to the page here. I'm going to type in crafts. I could do this for hours. I just go down from page to page to page and I look to see what different types of crafts sites are telling me.

Here's one that's got 638,000 likes. That's good. I'm going to find an audience that is interested and whatever is on this page, obviously, [inaudible 00:12:00]. I'm going to scroll around and I'm going to see what they have. Here's one site, one post that had 43 posters. One has 30. I'm looking at the shares. I'm looking for comments.

When I see things that people are going crazy over, one post will have a lot more content and a lot more reaction and a lot more sharing and a lot more commenting than other posts. Those are the posts that I'm going to stop at. Here's one here. I love this. What's this all about? Trend alert. A retro look at embroidery. Okay. Maybe embroidery is something to look at.

Then, what I'll do is I'll go to Facebook and I'll type in embroidery and I see what pops down and I'm tapping into embroidery, a specific subcategory of crafts. Here's one with 233,000 likes. If I can find a page that has hundreds of thousands of likes and I can find several pages like that, that's a good indicator that is a good topic.

People are really into embroidery. I don't have to guess. I'm going to let the social media sites tell me what people are interested in. Here, I'm going to then look to see what posts they're more interested in by looking at the shares. As I do that, they're telling me what they like. They're telling me what they buy. That helps me pick my product.

That's a long winded answer to say that if you're doing your research for a niche, you should also be at the same time looking for the product that you want to buy. Now, the question was, "How do I know when it's time to actually pick my product?" You do it when you're picking your niche, Danny.

If you find a niche and you're beginning to research that niche and you can't find a lot of people that are talking about things and making comments like, "Wow. I like this," or "I love this," or you just can't find a lot of likes on particular posts, maybe that's not a good niche. You need to find something I've just shown you here where you can actually dig down into pages and see what people like.

Another thing to do is to go to a place called Magazines.com when you're doing your niche. You'll also be able to find products that way. The quick answer is you pick your product while you're picking your niche. While you're doing that, you're tapping into knowing exactly what tripwire you want to set up in your sales funnel, right? Remember me talking about that before?

The tripwire is the first item that you sell them after they opt into your list. That tripwire should be a low cost item. Go to Magazines.com and type in crafts and see what magazines you can find based on crafts. I always like to do that. Let me

type in crafts just to get it started here and see what magazines are on crafts. Then, I look to see what's on the front covers of these magazines.

That will tell me what's trending. See? Here's quilting. Here's watercolor. Here's stitching. Here's woodcarving. I'm going to look at these various magazines and see what these little sub-headlines are selling. They're putting their best stuff on the magazine covers. They want you to buy the magazine. They're basically telling you what is trending.

I'm getting the ideas that number one, this is a pretty good niche to get into and number two, I'm going to find it right at the top. I'm going to sort by bestsellers. Now, right there I sorted the magazines. Watercolor popped up again. There's that jewelry again, okay? Now you're getting the idea that if you have a good niche, while you're researching you're going to find a good product. I hope that answers the question for you, Danny.

"Is that autoblog?" Yes, it is autoblog. Julie was asking. That was that plugin for WordPress. Let's see. Murphy is asking, "Should we start with solo ads or Facebook ads or both?" I start with Facebook ads, Murphy. I'll tell you why. It's cheaper. I would rather spend \$20 over three or four days on a \$5 a day budget with Facebook to test my sales funnel to find out if it doesn't work before I spend 3 or \$400 on solo ads to find out my sales funnel doesn't work. Does that make any sense to you?

If you are into setting up an online business, you should be very familiar or at least get very familiar with Facebook advertising. That's always the first place I go because I can a \$5 day budget. Remember I said earlier that I set up a Facebook tracking pixel on every page I set up. Now you can do custom audiences. That's the term, custom audience.

Go into Facebook. Read about it. You'll find that by putting a Facebook tracking pixel on your landing page and on your website and any website or webpage that you have, any landing page that you have, any sales page that you have, put a tracking pixel. That means that anytime anyone lands on any one of those pages and if they have a Facebook account, Facebook will allow you then to go into your ads manager and actually create a custom audience based on people that you're tracking from your tracking pixel.

That's called retargeting. I can go in and set up a retargeted ad, Murphy. Actually, if you've landed on one of my pages, that tells me what page you're interested in because I know what tracking pixel shows up. I can sort by that. Now, if you show up on my crafts or my watercolor landing page and didn't opt in, guess what I'm going to do now? I'm going to go out and create a custom

audience of all the people that landed on my pages having to do with watercolor or crafting.

Now I can run ads. When you're just lollygagging around on Facebook one day, you'll be seeing my ad on the right column. You'll see it show up and you're going to click on it, probably, because you were already interested in watercolors. That's why you ended up on my landing page originally. What I'm saying to you, Murphy, is that it drives down the cost of your impressions, the cost of your ad. Okay?

Over time, you should be able to get people to click on an ad for you for less than five cents a click. Now, when you send them to a content piece having to do with watercolors, they're probably very interested in that ad and they're very interested in that content piece. I'll give you this as a tip. Don't ever set up a Facebook ad and drive traffic to a landing page.

Facebook hates that. They don't like that. They want you to set up an ad and drive it to content, blog post, or any type of a content page. Do that and you'll never get in trouble with Facebook on running advertisements. They'll never shut your account down. Then, what you do is if you set up a \$5 a day budget on Facebook, you could literally test the sales funnel over three or four days and see if the sales funnel works for only \$20. That's my way to go.

Start with Facebook ads. I think if you master that and then learn how to do it with Pinterest and all of your other social media sites that's a lot cheaper than running solo ads. Now, I do run solo ads, Murphy, and I run the solo ads through sales funnels that have already been tested on Facebook. That's part of what I call my scale process.

If I've tested and optimized the sales funnel and I know that it's converting well, then I'll go out and run more traffic from as many different sites as I can, or many different sources, I should say, as I can. Facebook being one and then I'll buy a solo ad from somebody for 1,000 clicks because I now know that my sales funnel converts.

I hope that answers the question for you, Murphy. Keep it simple. Keep it cheap. Start to test everything that way and then scale everything from there. Okay. Ron is asking what WordPress plugin can I recommend to create an optim, squeeze page, and a thank you page?" I would do that through OptimizePress, Ron. I wouldn't do it necessarily through a plugin. That's just me.

Other people joining in ... Sloan, for instance, who did a wonderful teaching webinar for all of you last Wednesday. I was listening to that. It was just incredible. She would maybe have a better response to that, but I'm sort of a

simple guy. I create my optim pages, my squeeze page and thank you pages and my sales pages all through the applications I'm used to, which is either OptimizePress or LeadPages.

You use what's comfortable for you. You can do it through WordPress and I know Julie Ann would have a better answer for you than I would on that, specifically talking about WordPress. I just don't have any experience by running and building pages through WordPress, other than building a blog page. I build blog pages in my own pages in my own WordPress website after someone had set that site up for me.

I don't necessarily run landing pages directly from a WordPress plugin. I hope that helps, Ron, at least. If not, then you might want to send a message out to Julie Ann and she might be able to give you a better answer to that. Okay? Let's see. ClickBank. Question here from Stephen. "ClickBank now tracks traffic and sales on my stats." Yeah, you're right. ClickBank does. That's another source, Stephen.

I would use that in addition to Google, in addition to LeadPages or whatever your third party applicator is. Use as many tracking sources as you can and then extrapolate the data and then average it. That'll give you a good indicator as to what traffic you're getting. Okay? Let's see. Stephen is clarifying here by saying, "Your stats are below the product under stats under Gravity." Yeah. Thank you, Stephen. I appreciate that. Okay.

Augusto is asking, "How do I add those simples of Facebook, Twitter, Pinterest, et cetera attached to my website pages or optim?" That's a good question, too. It depends on the application that you're using to build your page. If you're doing it from WordPress, WordPress has a ton of different plugins that you can use to add those indicators to your blog page, into your landing page. Just go out and look to see what's available.

If you want to, just go to Google and type in WordPress plugins for Facebook. What comes up you'll have a variety. I'm sure there's tons of them out there. It depends on the theme that I'm using in WordPress as to what actually works best with my theme. I normally just go to my website person. I have a webmaster that actually builds my pages for me when I'm doing larger websites.

I will find what WordPress plugin works best with the theme that I chose. I definitely would make sure that it's theme centric, Augusto. Let's see. Neiko is saying, "Hi, Tom. How many page views have you gotten in a month and how much can you earn with Google?" Let see if I can try to understand what you're asking me, Neiko. Not sure I understand the question, my friend. I'm sorry. I'm going to move on here.

Laura is asking, "Hi, Tom. Is it okay to ask a seller [inaudible 00:23:17] or any other email solo ad service where they're getting their traffic from?" That's a requirement, Laura. You absolutely must do that. I want to know where they got their traffic from and I want to know what their list responds to. That is a great point that you bring up here, Laura. I'm glad you asked the question.

You must ask the party or the party that you're buying or considering buying a solo ad from, where they got their traffic. What their list responds to I guess is the word I'm trying to get out. What do they best respond to? I do that before I ever decide to buy Clickonomy or any solo ad from anybody from any source. I want to know where they got the traffic. I want to know what giveaways their traffic responds to better.

That helps me then build a landing page specifically for that traffic or that solo ad. Laura goes on to ask here, "Would they be flattered that we ask?" Oh, yeah. I think so because they know their lists better than anybody, right? The fact that you're asking tells them that you are a deep thinker and that you are going to send deep content to their lists. I can speak for myself.

I used to sell a lot of solo ads. I really don't anymore, but at the time that I was when people would come to me and they just asked me to run a landing page to my list, they told me right away. Just because they didn't ask me what my list was all about, that they really weren't going to be delivering good content to my list. I seldom would run a solo ad for that person if they just sent me their page and said, "Here is the page I want you to run to it and how much are you going to charge me for running traffic to my landing page?"

I don't like that. As a solo ad seller, I want to know if you're engaged with the content you're creating. That way I know that when I put my name on your product and your landing page, which is essentially what I'm doing when I'm sending the ad out to somebody, I want to know that you're going to be sending them good content, that my endorsement is not going to be wasted.

If I send garbage to my lists and I'm talking garbage, the stuff that ... You know what I mean by garbage. The landing pages are just horrible. The autoresponder is terrible. The emails are horrible. The freebie is just not good. That's garbage and it's just not going to get responded to very well. That's a reflection on me with my list. They're thinking hey, Tom, you sent me this garbage and now I'm just not going to open your emails anymore.

Great questions here. Hope that answers it for you, Laura. Next one here is from Leslie. She saying, "Can you remind two things to ask solo ad sellers?" Yeah, like we just talked about is where did you get the traffic from? Then, the second thing is what did they respond well to? I would tell them what you're thinking of

running. Here's a landing page I'm putting together that I'm running in the [inaudible 00:26:09] niche, for instance. I see that you're selling solo ads. You have a [inaudible 00:26:13] list. Would they respond well to this page?

"Here's my giveaway. Here's my freebie that I'm going to be offering them through the landing pages. Do you think this is good content or would you make any suggestions on how to improve it so that your lists would respond better to it, because you know your lists. I don't." These are questions you definitely want to ask anyone you're going to consider buying a solo ad from.

Irma here is asking here if we can talk about tripwires again. Sure, Irma. I can talk about tripwires. In fact, I think I may have a graphic here. Yeah, here it is. I just happened to be looking at it a little while ago. Tripwires, right? The landing page over here. The old school, I call it. You build a landing page and then you think, what do I want to sell on my thank you page? This is a total waste of time.

This is what I do and I call it my Fast-Back ROI Strategy. Return on Investment. I want to get my money back on my ad cost as quickly as possible. Irma, when you are thinking about spending money on an ad, the first thing you want to be thinking about is what can I do to get my money back as fast as I can? That's the first thing. Don't be thinking about profit. Just think about getting the money back. Become financially whole again.

You do that by offering what I call tripwires and I spoke to that earlier in the answer I was giving to the question, "When is it time to decide on your product?" Remember? We talked about deciding on a niche and a product. I'm going to do that. Here's the product and I set that up first. Once I set that up, then I build my landing page and my tripwires. These tripwires are easy because all you do is take little pieces of that product and split it up and give it to them in a tripwire right here.

That's your thank you page right here. Tripwire #1. They opt in. Why? Because they were interested in this product. Perfect. Now that they opted in, you send them some free content that you offered on your landing page. You know what that content is? It's about this stuff. It's about what your product is all about. Then, I sell them something which is a part of this.

I want to give them a little taste. What I do when I coach people I use an analogy and I'm going to use that right here. It might be helpful for all of you on this subject because this is critical between you making money and losing money on your ads. I know that many of you are losing money. If you're using the separate thing right here, you're losing money because you're sending them to a ClickBank offer for \$50, somebody that doesn't know you, and you're asking them to spend \$50 right off the bat. That's just a bad strategy.

As a result, you get very low sale conversions and you are just not making enough money back from what you spend on ads. That's why I call this a money loser. It's just not the way to go. This is the way to go. If you start with a good product, take a piece of that product and let's think of the analogy like a watermelon. Okay? If I had a watermelon stand, I could put these beautiful green watermelons on the stand and have them all stacked up. You know what a watermelon looks like, but what really is the key to you wanting to buy my watermelon?

It's the taste of it, right? I'm going to take one of those watermelons and I'm going to cut it up. I'm going to have one watermelon cut in half and I'm going to have the other half cut up into smaller pieces, maybe quarter size pieces. Then, I'm going to take one watermelon and I'm going to cut it up into little bite size chunks. I'm going to put it on a plate with a little sign that says, "Free. Take one."

Now, if you walked by my stand you're going to see the juicy watermelon and you're going to pick up one of those pieces and you're going to taste it. Wow. You know what that is? That was the landing page. That little piece that you picked up was a piece of my watermelon. You see if you think of it that way how it helps you get the idea of how to build your sales funnel after you build your product?

My product is my watermelon. Now that I want to sell a watermelon I'm going to think about how do I sell it? You see, that's why it goes this way. The arrow is pointing to the left. You pick your product first and then you figure out how you're going to sell your product. Then, you splinter up that watermelon into little pieces and then you like the taste. You stop, you look at my watermelon, and you're talking to me now.

I say, "Would you like to buy a quarter watermelon? I'm only selling a quarter of a watermelon for a dollar." "Yeah, sure." That's your tripwire. Now, why did they want to spend a dollar? Because they tasted it. They liked it. After you're reaching in your pocket for that dollar, I'm going to say to you, "My watermelon normally is \$6.95, but I'll sell you half a watermelon for \$2." "Yeah, okay."

That's your second tripwire. I got you to taste for nothing. I got you to buy something for a buck, I got you to buy something for \$2, and then as you're reaching for the other dollar I'm going to say, "Like I said, I normally sell these watermelons for \$6.95. You liked it, right? Obviously, you did. Why don't I just sell you the whole watermelon? I'll just cut it in half. I'll sell you the whole watermelon for \$3." "Yeah, sure."

Now, they reach in and they pull out one more dollar out of their pocket or their purse and now you've got a sale because you've worked a tripwire process.

You've splintered up your product. That's how it works here. I hope that explains it to you. Keep it simple. Keep it cheap. You want to turn your leads into buyers. That will get your money back. Now you make your profit in your tripwire #2 and in your main product. That's how you do it.

That's the smart salesperson's way of getting your money back. That's why I call it the Fast-Back ROI Strategy. Okay? Leslie's asking here ... Let's see. She's making a comment I sound the same. Okay, good. I'm glad, Leslie. Macs are wonderful machines. I guess I should have just saved my money and just bought another Mac instead of a microphone to go with it. Katherine is saying, "Anik sent out a mass email about changes on the new PA website. All the passwords and so on remain the same." Yes, I'm sure they would. It's just the change in the structure.

Chante is saying, "I don't see your screen." Chante, I'm sharing it. [inaudible 00:32:25] I don't know. Maybe that's an old comment here and not so. I'm not sure. Let's see. Leslie is asking do you ever ship your own physical product myself? I do. Here's how I do it, Leslie. I do. I actually fill boxes myself if I'm starting off on a brand new product, because I only buy a few of those and I didn't want to spend the money to send it to a fulfillment house.

I'm not into box packing, to be quite honest with you. I'm not going to do that too long. I'll do it only in the very beginning if I'm testing a new product to see if it's going to be accepted by my market. I'll set up a sales funnel around that test product and I'll throw some advertising to it and I keep those products at my house. I'll have them shipped right here to me.

I'm not talking more than a few 100, to be honest with you. I want to see if that product is going to sell and if I sell out quickly, my wife and I will be packing boxes. I'll bring over some friends and we'll have a party and we'll pack some boxes and I'll get them out. That'll be the last time I ever see those products because the next time then if that sales funnel is successful, I'm going to send those products directly to a fulfillment house. I pay them to let them pack the boxes to ship them out for me.

Leslie is going on to say here, "I'm not sure sending someone to a company website will work for fulfillment." I don't send them to company websites. I send them to my own website, Leslie, and then I contract with the fulfillment house and I interlink my website with theirs so that when the order comes through, 24 hours a day, 7 days a week, the order automatically hits the fulfillment house's website.

I don't know about it until I see my end of day summary report, believe it or not, and the boxes have already been packed by somebody else. That's the way to go. Leslie is asking, "Or, could I take the orders and put them in myself until I figure

out better?" Yeah. I think I explained that, Leslie. Good luck with that. Augusto is asking about paid advertisement. "I've not yet benefited by putting into my site advertisement where I can get paid where people click on that advertisement. Do I have to pay Google to allow for that or how does it work?"

I create sales funnels on my own website. Let me just show you my site again and see if I can answer the question that way. These little ads you see over here, these banner ads, these are me right there. That's one of my sales funnels, okay? I'm driving traffic from my social media advertisement to my website or a particular blog post, because if I click on any of the blog posts, that right column that I have on my template here on my WordPress website is the same every page you're on.

You see that? It's the same right column. If I run an advertisement from Facebook, for instance, and I'm talking about The Universe is Talking, Are you Listening? I'm going to create an ad around that and I'm going to have that ad when clicked, drop them on this blog page. Now, I know that when I got them on my site, first of all, I've already put a Facebook tracking pixel on it because they hit my authority website and now I know they're interested in something having to do with the universe. Are You Listening to the Universe?

That's a spirituality type interest. I'm going to then send them content having to do with spirituality because I know that that's what they're interested in. On my site I have three main topics that I talk about ... Money, health, and spirituality. Depending on the advertisement that I run to different sites, they're telling me by them clicking on that ad what they're interested ... Money, health, or spirituality.

What I do is now I have them on my list, hopefully, or at least I have a tracking pixel and I know that they're interested in one of these categories because I use a separate pixel for each one of the categories. Then, I'll target market them as I described before using custom audiences and Facebook. I'll give them ads to click to get them to [inaudible 00:36:30]. That's how I'll get them on my list. On my site I have these banner ads and when they click on them, these are all entries [inaudible 00:36:38].

After so many blog posts, I have another banner ad that runs horizontally and so on. I run these banner ads in a lot of my campaigns either through email or I run ads to blog content from social media. That's how I'm actually generating the traffic and that's how I start to get my money that way. Then, Facebook never gets mad at me because I'm never running an ad directly to a landing page. I'm running its content.

The people that are clicking on that and are happy about the content. You know what the content is? It's actually like an infomercial. It's not a 30 second radio ad anymore. This is content that they're reading on a blog site that might take them 5 or 10 minutes to read the post. I'll intersperse some different links in the content itself that they can click on that will pop up a landing page.

If they're looking at something about spirituality, I'll say, "Hey, would you like 5 tips to how to get the universe to give you what you want?" I'll create a sales funnel based on that content that I've run an ad on Facebook about. I hope that helps a little bit, Augusto.

Danny is commenting here. "Hey, Tom. Thanks. I found a niche and sub-niche. I found that they have great customer loyalty, but it seems it's monetized by Amazon affiliates for the physical product. I noticed somewhat of an authority does not give away for sponsors. I don't see them selling any additional products because most of the info is free form where they can go." I would create a digital product they just can't resist, Danny.

If you see that there's a lot of activity there and they're opting in and they're commenting and they're sharing, they're doing things, if you know what the products and the subjects are we're talking about as a sub-niche in that niche itself, then create something digitally that you can offer them through a landing page and through tripwires that they will start to opt in and buy from.

Give them original content. That's an area that would help me focus on what type of product to build, Danny. You're on the right track. Augusto is saying, "I found a doctor who invented a patent method where you end up not having to wear glasses in as short as 10 days. Facebook cancelled that because of an unbelievable processor. Can I promote that through an affiliate?" I think I've already answered that, Augusto. I would never send anything like that to a landing page because Facebook just might shut you down.

What I would do is send them to a blog site talking about the technique that the doctor is using and why it works. Have testimonials on there from some of his patients that are saying, "Shazam! I used this technique and 10 days later I was able to read the newspaper without my glasses." Build a whole content piece around this. You know what that content piece is? It's nothing more than a long form sales letter.

Then, have sales funnel banner ads like I'm showing you on my website that you could put on that content piece that they will then click on. Give them incentive. Give them calls to action. Have things in there like, "Would you like to find out how to do this on your own in 10 days flat? Here are a three tips to do it quick.

Click here." Now, that is something that Facebook will never get angry at because you sent the original traffic to your blog site.

That's how you do it. That keeps you out of trouble. Okay? Murphy is saying, "Yes, thank you." You're welcome, Murphy. Danny is saying, "Tom, I started with Facebook, then solo ads. It turns out solo ads does great on SR, but bad on sales." I also noticed that. The first thing right there, you may offering a product that they're not interested in on that solo list, Danny. You sent them Facebook and then you went to solo ads and it turns out the solo ads does great on SR, but bad on sales.

Offer them content having to do with what they want to buy, using the research methods that I talked to you about earlier here and also, what we talked about in the Profit Academy modules. Danny goes on to say here, "I also noticed my stats. Most traffic ... Almost half are from non-US countries." I get that a lot, too. It depends on the subject that I'm actually talking about and the type of data that I'm actually advertising. Yeah, it could be the reason why you're not getting sales.

What you can do to test that and find out, Danny, is to actually run some stats using custom audiences and Facebook. Target various audiences and seize what they respond to. Do it on a very cheap \$5 a day budget on Facebook and that will help give you the data that you need.

Here's a question from Kenneth. "I'm confused. Are we not to use landing pages on Facebook?" I think yeah, that's my recommendation, Kenneth. You can do what you want. It's your business, but just put your ear to the ground and listen to all the comments we're hearing from people that are actually getting their Facebook account shut down because Facebook hates the way you're advertising.

They don't like what you're sending people to. I would not use Facebook ads or any social media ads directly connected to a landing page. Send those ads directly to a blog piece or content piece. Facebook will love you for that and they will optimize traffic as a result. They'll give you more clicks. They'll give you more impressions. More people will see your ad.

Give Facebook what they want because Facebook knows what their audience wants. Okay? Stay on the good side of Facebook. Let's see here. Let's see. David. "ElegantThemes?" Yes, absolutely. I believe, David, elegant themes is what Julie Ann recommends you use. Okay? She likes ElegantThemes. She said, "They're very responsive on all devices," and that's one reason why she's recommending we go with that for one of my own websites. I appreciate that, Chante, you're getting a lot from the answers. I'm trying my best.

Let's see. Jay is saying, "Build optim on LeadPages, then something can add it to WordPress." Yeah, that's right. Build your optim pages on LeadPages and then set that up as a separate posted page either on your website or send it up through LeadPages, if you wish. Then, run your traffic to a content piece and then that content piece would have clicks in there, either links, text, or banner ads that would send the traffic to the LeadPage landing page. Okay?

Let's see. Miguel is saying, "Hi, Tom. How do you find out what to improve on with my emails and how then to improve open rates and click-through rates?" We've talked about this a lot on these question and answer webinars. I did one. I think was it two weeks ago with Sean May? He is just an awesome expert of having to do with testing and stats and things like that. Sean convinces me that what I've been doing works because Sean has actually got the hard data for it.

He absolutely says that your open rates and your click-through rates are affected through your emails by the content and the value that you provide to your audience. I've spoken to that to so many different levels here in all these different webinars and so on. Value is the type of business that you should be building. You should be building a value business. If you build value in everything that you do ... As you can see, this is my website.

I put it up here because I'm proud of it, but I use it as an example because this is an authority website. I'm actually an authority on health, money, and spirituality if I know more than you on those three subjects. I put content here that makes me look like, "Wow. Look at this guy. He's just got one subject after the other." It becomes a go-to website and this a value business I'm building.

This is my brand that I'm building. I'm building to show you how to make money and how to improve your health and how to increase your spirituality and tap into it. I give you so much content that you're looking at this site and you're thinking holy cow. Look at this guy. He's just going nuts at content. You keep coming back as a result. Now, when you walk into my list I send you the same content, except now it's through an email. Okay?

Now, when you send great value through emails what do think is going to happen to your open rates? They're going to go up because people are reacting to your email content. That's saying that they're reacting to your website content. Build a value business and then as a secondary nature figure out how to monetize it.

When you build a value business, your customers will recognize that you are a quality type person, a quality business. They want to come back. They will follow you. They will become loyal to your brand. When you send out an email to your list, they will open your email because they know that you're giving them great

content. That's how you drive up your click-through rates and your open rates. I hope that answers the question for you, Miguel.

Let's see. Terry is saying, "Hi, Tom. Is it recommended to have a disclosure in promo emails such as you're receiving this email because ..." Yeah. I think that's a great idea. I think anytime that you can be upfront transparent it shows people that you're not hiding from anything, Terry. It shows that you're an upfront person and that's part of what I'm talking about being a valued business.

I give them a link that they can unsubscribe and I call it manage your subscription because I try to do things in a positive marketing way. Yeah, I recommend that you put a disclosure in there and I think that you tell them that look, "I tried to give you ..." Here's what I would say in a disclosure if you're going to get that detailed about it, Terry.

I'd say, "The Tom Hitchens website is a dedicated, valued business and we do this for you, our audience. If you're interested in the content, we'd love to have you come back and visit as often as possible, but if you find that the content doesn't appeal to you, you can always unsubscribe by clicking right here. Isn't that bold? It sure does say, "Look, we love you, but if you don't like us, go away because we have many people that do like us."

I think people would appreciate that instead of trying to hide from the fact that you're trying to skirt around the law that says you have to put that unsubscribe written on your email. You try make it different colors so it's not noticed. Be bold. Give them content and you'll find that you'll get better open rates and you'll get less likely people that want to unsubscribe.

Paula is asking, "Tom, I'm curious to know when is the right time to ask other businesses and online marketers to JV with you, before you launch your own digital product or after?" You've got to have something to offer them in return. I would definitely say after, wouldn't you? Build something. Build a name for yourself. Create good content. Build a good value business and then show some good open rates and click-through rates and some good sales conversions.

Then, go out to somebody and say, "Hey, would you like to do a joint venture with me?" Here's what I'm getting. I can offer you in return. How's your list offering and how is your list reacting to your content? If you're in a stronger position because you have stats to show that you're running a good business, now you're creating more value for your joint venture, aren't you?

I would run it the same way. Okay. "I want to get a copy of that Fast-Back ROI info graphic?" Okay, let me see. You know what I'll do? I don't think I can do this because I don't have it posted anywhere where I can actually post a link in the

file. I can't just give you a JPEG. You know what I'll do? Anybody that wants to get that, I'll email it back to you. Let me have you simply email me at Tom@TomHitchens.com. That's how you spell my name right there. Tom@TomHitchens.com.

Send me an email and I'll reply with that JPEG to you, okay? Maybe that's the best way to do it because I just wasn't prepared to give that to you today, but thanks for bringing it up, Dave and Jen. Augusto was asking, "Do you bring your Facebook customers using optims to get them to your affiliate products or do you bring them to your website where the the Facebook customer selects what products they want?" Yeah, absolutely the latter, Augusto.

I send all of my Facebook traffic to a page and then I know where I want them to go. I give them these little incentives to click on through my content, in my banner ads, all over the place. I know where I want them to go and I try to make my offers very appealing so that they just can't resist. By the way, I'm redoing my website. You'll see me at Vegas next week with a different website. I'm changing the way above the fold the way it actually works.

I'm adding a few more banner ads to this so that I can actually monetize better. If you're following my site you'll be able to see a change in it in about a week. We're actually working on that right now. Leslie loves the watermelon analogy. I'm glad you do, Leslie. It really makes it easy to understand, doesn't it?

Let's see. Kenneth is saying, "This training is really against all that Anik has taught in phase one and phase two." It really isn't, Kenneth. It's really part and parcel. It's my take on it. That's why they ask all the coaches to help teach the students because every one of the coaches brings a different perspective to the game. I'm a marketer. I've been marketing for years.

I learned online marketing last year, okay? I started in early 2014. Anik knows every webinar I do for him. They're all recorded and placed on his website. He invites me to speak at his events. He has me on these question and answer webinars. He asks me opinions about different things from time to time. He knows how I do business. He knows that the way I do business is a little different than the way he does business, but he wants me to give you my perspective.

That's to his credit, in my opinion. He has me, Julie Ann, Dave, Joe, Jeff. All of us we come from different backgrounds and we have different opinions on how to do things. We're all different. That's why he likes to spread us around and have all of us come at you from different angles. We're all talking about the same thing, aren't we? Picking a niche, monetizing it, and getting your money back and making a profit.

Now, what I'm talking about here with this strategy, this is phase two this lower box. That's phase two, except it's just a little bit different. You know why it's taught this way in the beginning? Because if I tried to teach this lower box to you when you're brand new ... Most people are in Profit Academy when they come in. They're brand spanking new. They don't know landing pages from conversion pixels and they're learning straight off the bat to do a landing page because that's how we want to teach it.

It's easier to mentally consume. Then, we want you to put a thank you page up and you put an affiliate offer which is phase one. Phase two is nothing more than this same structure, except you put your own product there. Okay? It's the same thing. What I'm doing is giving you a different perspective. This is the way I do it. This is what makes money for me because I want my money back. I'm an ROI guy.

I don't want to spend \$300 on a solo ad and sell \$50 worth of product as an affiliate because I'm just learning. I did that when I first started. I didn't like it. I'm spending \$300 and getting back \$50. Dah? I'm going to change and I did. I went back to my roots and my roots as a marketer told me get my dollar back first by spending a dollar on an ad. I want it back in my pocket as quick as I can.

I started thinking how can I do that? I started figuring out that I needed to design a product first and then build a funnel backwards, but this is still the same funnel, essentially. Now, Anik doesn't use the term tripwire that much because it's not part of Profit Academy, but tripwire #1 is nothing more than a thank you page. Think of it as a thank you page offer.

Now, do you want that offer on your thank you page to be your own product or someone else's product? That's the only difference between phase one and phase two. Kenneth, it's really the same. I hope that helps. Let's see. Kenneth is also saying, "He said we can start in phase two after we do phase one." Absolutely. For that reason I mentioned, Kenneth, we want you to learn the basics first and I've said it many times in other webinars.

[inaudible 00:53:31] The basics are phase one because you're not having to worry about picking your own product to build here. You've got enough to figure out autoresponders and [inaudible 00:53:41] and landing pages and emails, right? You've got so much to learn. Just figure out how to do a landing page and build a simple thank you page and go find somebody else's product. That's phase one. Yes, we want you to start there.

As quick as you can figure this out, now go to phase two and build it this way. You'll make more money that way. Okay? Let's see here. Just a few more. "Keep losing sound." I'm sorry about that, Scott. I really do apologize. I'm hoping that

the maestro behind the scenes will make me sound as good as he always does, but I do apologize. It's just one of those technical days. Let's see here. Yeah. Roz is asking, "[inaudible 00:54:31] time difference if you just came into the webinar?" The webinar will be posted later on in the Profit Academy website. It always is. They always are.

Roz was asking, "Do you have to create a separate domain name for every ClickBank product you promote?" Oh, no. You keep the same domain name, Roz. In fact, it's good to keep that same domain name because it builds customer loyalty. That's your brand. You just create separate sales funnels. You see on the screen here, this Fast-Back ROI Strategy? That's what you want to do. You want to create your own sales funnel around different products, but you send them to the same domain, just sub-domain names.

One separate domain name for each ... I'm sorry. It's sub-domain name for each sales funnel. Keep it separate that way, okay? Let's see here. "Tom, we love the watermelon example. It's very simple and easily understood." Great, thanks. Ron is asking, "Would you use a down-sell strategy on both tripwire and the complete product not on tripwire?" No. I'm going to sell it just like you see it described here, Ron.

If you do not buy tripwire #1, then yes. Then you go to the down-sell, okay? Only use the down-sell when they refuse your offered product at the time, okay? You could put a down-sell on any page. If they buy trip-wire #1 and refuse tripwire #2, then put the down-sell in tripwire #2. If they buy tripwire #1 and buy tripwire #2 and refuse your product, put the down-sell there. Okay? Let's see. Is it [inaudible 00:56:16] on my WordPress website? I'm not sure.

This site I had it built more custom than anything. Julie Ann Sloan that you heard last week, is helping me with this website. A rebuild. I believe she's going to change the theme for me, but she hasn't yet told me what my theme is going to be because I simply told her what I wanted the site to look like. She's picking a theme that would be best suited to accommodate what I already have on this site without having to totally rebuild it.

I really can't answer that yet, Louisa. Sorry. Let's see. "Where do you find the content to write 20 minutes daily to put it on the blog?" I laugh, John, because anybody that knows me knows that I can stand in front of a camera and talk for an hour and a half non-stop. That's just me. Words come out of my mouth. They just go. I've got a very active mind and it just comes out my mouth. I don't have any problem coming up with content for 20 minutes a day.

You know what I would do, though? I would go out and fix some content that you see on your social websites that are a hot topic of the day and then, get

somebody to help you with your copywriting if you're having trouble. If I took a subject here, let's say this post right here, Natural Alternatives to Harsh Pediatric Drugs. Do you love kids? Are you sick about doctors giving drugs to children and maybe unnecessarily?

Go out and Google a couple subjects on that. Type in some keyword search terms in Google giving drugs to kids or overly medicating children. Come up with some search terms and see what posts you can find on Google and then see what they're writing about, and then pull some curated content from that blog or from that site and write a piece about it. That's how. You can just find content everywhere and then just accumulate the content. I call it curation. Write a blog post about it.

If you want to, you can even go out and find five of those posts on Google and see what the commonality is on those five posts and then write a book report on those five posts and post it on your website. There's 20 minutes. Content is so easy. It's just the easiest part of this business. That's why you should definitely build a value business. I'm going to ask just a couple more.

I'm going a little over here because I was late on the webinar today. I want to make sure I give you the time that you deserve. Let's see. Ben is asking, "When are they opted into the blog?" When you have a blog post like this ... I'll just click on this page here. If you click on any blog post you create, you can put links in the text and link it to a landing page. Pick any word in here. Here's one. You see that? Misdiagnosis ADHD.

This is from the author. I actually curated this content from some other website, but if you click on this it will take you to another blog page. The same technique is used. You could put a blog together and then on various keyword phrases, respiratory or complications or asthma. When you make that a link, that link when clicked will go to your landing page.

Hey, how about that? Guess what that landing page is going to be about? Pediatric drugs to kids or how to avoid over medicating children, five tips of how to stop over medicating children. You could build a whole sales funnel around that. It's just endless the supply of content and the ways of doing this. I hope that answers your question.

Okay, let's see. "I set up a 14 day autoresponder for my optim. Would you recommend to throw the 14 emails one every day or would you give them a break in-between? How long of a break?" I like to send five to six emails a day and then I break. Now, Anik says he likes to send his emails every day. It all comes down to what you would test and feel better with. Test it. See what your audience responds better to.

You know what I find too is that if you send an email every day, but you sent them killer content, they don't care if you're sending every day because you're giving them killer content. Now, blend into that content because remember, you're building a value business. Blend into that killer content. It calls to action to go to different places. Have them click on things. That's where you monetize.

That will help tell you whether you should run an unbroken 14 day autoresponder series or break it up. Okay, let's see. "Hey, Tom. How do you get all that content on your website?" It's called curation, Nicholas. Curation, C-u-r-a-t-i-o-n. Go Google that and find out how to curate content. What I'm actually doing is I'm pulling content from HealthyHolisticLiving.com. They're one of my sites that I follow. This website, HealthyHolisticLiving.com.

I actually pull their RSS feed into my autoblog plugin on my WordPress website. Every day this is done automatically for me over 40 different websites. It gives me enough content that I can post 16 fresh pieces of content every day. I write some of my own content and then I also curate from other websites. Most of my content, though, is found from curation.

All these little headlines here will take you directly to websites. That's curated and as are a lot of my content pieces here. You can see [inaudible 01:02:01] curator. See that? We're curating that content. I'll read a blog post every once in a while and then I'll post it and I'll put it up here in the banner so people can see it.

In fact, here's some of my posts. I have one up here right now. Right there. That's my blog post. If you click on that it opens up a tab and it takes you to a post that I wrote. It's my website. I can write whatever I want, but I can also curate. That's how I do it, okay? You can find limitless content out there. Just go to the websites you like, pull their RSS feed into an autoblog or whatever curation WordPress plugin you think is best for your theme.

Then, it will pull the content for you every day and then you just pick what you want to post and you post it. Louise is saying, "The tripwire concept makes so much sense, but what if you're only working on an affiliate marketing and your product is way down the line?" That's a good question. I wouldn't change the strategy. I would just put an affiliate product in here and then I would create maybe some bonus material.

You could do an e-book or something having to do with the subject so that you could produce this on your tripwire #1, sell it for a dollar or two or three or four dollars. That turns it from a lead into a buyer. Now you've got them in your sales funnel and then, up-sell them on another product very similar to what your affiliate product is over here. Okay, Louise? Hope that answers the question.

Let's see. Leslie is asking, "When you send someone from Facebook to a blog, how do you get connected to earning from that blog? Do you just have an ad on that sidebar?" I think I've answered that a couple times here, but I'll take another shot at it, Leslie. You can see that every page I've taken you to on my website I have that right column that is constant. It's static. This is a landing page, okay? It's an entry to a sales funnel.

Every blog post that you send a Facebook ad to, it will have that same content available for them to click on. Then, you can pepper the content inside with links to take them to various pages that you create once they click on it. Okay? I'm going to take one more here and then we're going to wrap this up. Let's see. I'm trying to find someone else I haven't spoken to yet. Anna is saying, "Thanks." You're welcome, Anna.

Let's see. Louise is saying, "Are you advising a startup blog and Facebook page before your optim page goes live?" That's exactly what I'm saying, Louise. Build a blog. Build a Facebook page. Build a valued business. That's your brand. Look, you all can do what you want. It's your business. You're asking me and I'm telling you what I do. I've shown you for an hour what I do. It's right there in front of you.

I built a valued business. If you do what I'm doing, you'll make the money I'm making because that's exactly how I'm doing it. I'm showing you. Do what you want, okay? It's up to you. It's your business. Okay, I lied. I'm going to take one more here. "What platform shopping cart do you use for your products?"

I used to use ... Volusion was my shopping cart because I was selling physical products, Lynn. I since have moved to Infusionsoft. They have a sales page builder inside of Infusionsoft. The reason I went to Infusionsoft is because it's very robust. It gives me my content relationship management system where I can manage all of my contacts after they've purchased or even when they just opt into my list.

I can send my emails from there. I can create products and list those products in Infusionsoft and then create my own sales pages. I sell them from my own platform now. I have my own merchant account. I have a PayPal account. I put all of those links and functionality on my sales pages built inside of Infusionsoft.

Then, I put my HTML header on that page which is nothing more than pictures of my products, my sales videos, everything that I want to build on in my sales page. You can build these sales pages by using LeadPages or any other OptimizePress or any application out there that you can find to go to sales page. You do need to have a platform and that's what Lynn is asking me about.

I do my own platforms and my sales pages using my own merchant account or my PayPal account. I usually don't have a problem with that. Okay, listen. I'm going to wrap this up because we've gone long here only because I was late. I apologize for the sound and all the technical issues, but it's a thrill to talk to all of you again.

I hope you got an awful lot out of that. Please send me an email. Tom@TomHitchens.com and I'll send you this graphic that I just showed you here. If you're going to Vegas I'll see you there. I'll be speaking there and I look forward to meeting all of you and good luck.