

Jeff: If you're not in the forum yet as well, make sure you [go 00:00:04]. Log in to members.profitacademy.com. Of course, click on the forum link. We've got a brand new forum. We just redid it actually. I don't know why. Sorry. If you access the forum here, there is ... Look at this. Thousands of discussions and comments going on. Look at this. There is a 243 discussions in "Opt-in page reviews" with over a thousand comments in there as well.

If you want to give ... look that up, after the call you can certainly post in there, and we'll be happy to do that. We'll be happy to look at it for you. If you want me take a look at it live now and give you some loving critique, I'll be more than happy to do so.

Sharon's asking me about optimized press 2 for a theme. Sharon, I noticed an amazing theme, I have never used it though. Angela is asking me about media buy in. Angela, I've got no idea. You might want to check with Fred. If you're a part of Fred's course, you may want to ask him in his private Facebook group on one of his webinars. I have never done any media buy in myself yet. [Asai asking 00:01:11] me how to say a proper greeting in Japanese, I probably couldn't do it. I left it to you then. Or that's just konichiwa. I don't know.

Anyways, actually Angela has a question. Then I'll go ahead to Michael's. "I have a list of about a 150 emails from a weigh loss webinar, what's the best way to build that?" What do you mean build that, Angela? Do you mean to add on to it? Do you mean add more subscribers? I really don't want to be sarcastic, Angela, but that's what we teach in Profit Academy. Have you gone through the whole course yet? Because if you go through the training here, research, and niches, promoting launches, module 4 is all about traffic from many, many different sources. Facebook, Free Traffic, Solo Ads, Clickonomy, et cetera. The quickest way is probably going to be Solo Ads, but it'll be there. Again, no sarcasm implied, but that's a pretty basic question.

Congratulations on getting that 150. That's amazing. You could easily build thousands a day if you actually did that. You said you did that and got an ad about 8,000 clicks, but ... 8,000 clicks. I'm curious. How much did you spend, Angela? Michael and the others we'll get to you, guys, in a minute. Thank you for your patience. This is becoming interesting. You used about 8,000 clicks from Clickonomy?

You got 8,000 clicks from a Facebook ad. Angela, can I see your opt-in page? Angela, really, Facebook's a whole lot a [inaudible 00:03:01]. It's harder. You're going to be able to get cheap traffic as you sign up. If you really get 8,000 clicks to your ad for a 100 bucks. That's actually really, really good. Facebook as well is cold traffic, so it's not going to convert as well, but if you don't mind, Angela, I would like to look at your opt-in page.

If you got 8,000 clicks even from Facebook, if they were targeted, you should have been able to get a lot of ... There's quite a lot of opt-ins out of that. If you don't mind ... It was an affiliate product. Was it your product or you're trying to sell? Could you give me a link? I am seeing some other great questions coming in, folks. Thank you so much Sharon and Mike and the others. We'll get to you, guys, in a few minutes once again.

This is one of those, I'll say, fun opportunities where we could find out where somebody went wrong, and hopefully give them the guidance to correct that. Angela is digging up that link right. Angela, if you haven't yet, again for everybody before you spend a single dollar on traffic, the number one recommendation I could give you myself is to make sure you have one of the coaches or some other students or another marketer take a look at your opt-in page, and again that's where the opt-in page, where you can really come in handy.

Of course, we can do that on this Q&A webinars live, or you can make a post on the forum and get a response within a couple of hours possibly. Anyways, while she is digging that up, I'm going to take a look at a few other questions. If you guys don't mind, and I'll get back to Angela in a moment. Yeah, the [inaudible 00:04:55] wants us to recover. Yeah, me, too. [inaudible 00:04:57] about three hours. Approximately maybe about two hours. Media buy-in, I don't know that one. Michael's landing page, we'll get back to that. More landing pages, nice.

Lorna was asking about Vault gold, Vault bronze, and Vault silver. You know what, Lorna? I don't have that information handy, unfortunately, but you can probably contact support for information on that. If you email support at [dssminds.com 00:05:25], they will have that for you. I am not certain of the prices, unfortunately. Although, the Vault gold one, there's a Caribbean trip coming up in September, which looks fun. If you guys feel like going to Caribbean in September for a pretty nice resort, that's going to be awesome as well. Of course, on top of that, you get world class training from [inaudible 00:05:48] myself, and other amazing coaches and speakers.

Anyway, let's see if Angela found that yet. Angela is still digging for that. Let's go ahead and scroll back up and we'll get back to her in a few.

Optimize prize. Michael's squeeze page. Just a minute, Michael. Thanks for sharing that. That's a long one. I think we looked at it before, didn't we? I like that start now. Let me see here. Obviously, I'm not full screen right now. Looks like ... Oops, hold on. Let me check something out real quick. Look, it looks like it is responsive to a point. Obviously right now my monitor, my browser is not full screen right now. Michael, I wish I very much enjoy how it looks, but it bores me

immediately, and the reason is it's just way, way, way too much content. It's too much to read. It makes me have to work to find out what I'm getting.

What I would even do is just shorten it significantly. Take out both headlines and just have bullet points, three or four bullet points right here. Let's see here. Three Killer Ways to Get Permanent Traffic For Free. What's permanent traffic? Is it someone who's going to visit my site and stay there for years and years? I really don't know what that is. I wouldn't even go just with this as the headline or even a shorter version of that.

Your free audio series reveals three traffic sources. Man, I would try to shorten this a bit. As for the content down here, I do like that you have the bullet points, but they're a bit too long.

Now let's see if I can shorten those somehow. Let's see. The secret strategies. I don't want to spend the next 15 minutes going, doing a copywriting critique, but I would simply try to shorten these, make it a bit shorter and easier to read. Maybe the secret strategy used by celebrities, authors, and politicians, or even you can say the secret strategies celebrities, authors, and politicians use to blow your mind. Something like that. Play with different words. The secret strategies used by celebrities, or even the secret celebrities used by celebrities and politicians that will blow your minds. That's shorter and sweet. Try to keep every bullet point down to one, to one line only.

Let's see. The number one best use of your time to get in front of the tens of thousands of your target market. Maybe my number one trick to quickly get to tens of thousands of ... You're going to go and try to shorten it if that makes any sense. I think if you get each bullet point down just one line, that multiple lines, I think that would help significantly.

What do you think, Michael? Any thoughts, opinions, feedback on that? Try to shorten them. This one's great here because it's one line. It's easy to read. I would just say ... and Rick, what do you think about the two headlines? Drop one and shorten it.

Rick: I agree with you. It creates a bit of a conflict. You've got ... like what am I reading here? You might just a thought, the color scheme, you've got three ... two colors technically. Black and white are not colors. If you want attention-grabbing, then put the red on top. That jumps out at you a little more. That might be about it. Like you said, cut down the text. You don't need to use beautifully structured syntax. All you need are verbs and nouns. Buy this, learn this, win this, get some kind of stuff. That's what punches people's interest.

Jeff: I will tell you, Michael. This really does interest me. I love the angle about celebrities and stuff. Shorten it. Make each of these bullet points only one across at number four. I'll sign up for that. Looks great. I'm going to get and cut this telephone completely. Use this one. Try to find a shorter version of this one.

Now, so audio series. I'll be honest with you, audio series is a bit of a turn off to me. I don't want to have to go and listen. What you might even want to do is get that transcribed or, I'm sorry, not ... get that typed as well as audio. You can get a video if you like as well, but I would take out a bit about the audio and just simply give people both text and audio so they can choose. They're going to be blown away. Oh my gosh! I was expecting an ebook, I got MP3 as well. This can be a bit more work for that promise. You're going to have a lot of people like myself, they really wouldn't want to spend time listening when they can do scan through to read this stuff.

If I have to listen to, if it's 15 or 20-minute audio, I want to scan through and learn that [inaudible 00:10:38] in three or four minutes. You do PDF, for example, and after the audio as a bonus included as well. Because myself, I do love the idea you have, but I wouldn't really opt-in for a free audio. That's not my thing. I'd rather just be able to read and learn it right away. PDFs 80 pages long. Wow.

If you have an audio that covers that same data, that's awesome. 80 pages though, that's ... I'll almost be concerned that'd be too much information. It might be a course in itself. Michael, what you can even do, man, and every one else, I'll get back to you, Angela as well, 80 pages. How many words? There's got to be thousands of words. You can even use that as your upsell. You could give your number one traffic trick. Use one of the methods, use the first method, for example. We covered it at Profit Academy Live this week. Give people the first method for free. If you want to learn about this other two amazing methods, I've got this 80-page PDF, this however long audio file, I'm going to go ahead and give you for only \$7. It's going to change your life. Go ahead and download it now for just \$7. There's a 30-day moneyback guarantee, no questions asked.

That's my thoughts on that. I think that's almost too much information, and I think if you have that much is awesome, but I would simply make that into a whole course. Just give people your number one trick and make it sound amazing. Then again, you can also try both methods, and you can still try to give people the audio and the PDF. You can try both methods and see what works better for you.

What do you, guys, think? Other Profit Academy people? What is your [inaudible 00:12:26] we should call you guys Profiteers. He's right. We've got Mbox Blueprint with the mboxers. I think Profiteers would be amazing. I don't know.

Maybe it's [inaudible 00:12:34] I have no idea, but anyways, Michael, my pleasure, man. My pleasure. Happy to help out.

Angela, were you able to find that squeeze page that you talked about, that you were having the traffic issues with?

The wellness ... That's not even your page. Angela, yeah. I'm really confused that you send 8000 clicks to a page that's not yours with no opt-in, without getting that traffic. Angela, you [inaudible 00:13:10] going to really, really be hard to simply make a sale by sending traffic directly to an offer. You always want to get a free offer first and get people in your backend.

Guys, basically, what Angela did was she was talking about something else. She just wasn't too clear on it. The 8000 clicks were not to her squeeze page. They were to this page right here and some with an affiliate link. That might have been your issue, Angela. I think I don't really know who you would even target for kidney disease. That would be something you have to research like crazy. [inaudible 00:13:41] friend's course you may be asking who you would target and the phone. They can probably give you some advice on that.

By all means, I know Facebook. I'm not an expert of it, but that would be your problem. Try to get traffic to your opt-in. I know everyone's excited and wants to generate income, but really the whole idea is you want to go ahead and generate, build that list. Your list is how you're going to make money. My list is how I made \$12,000 bucks last week on one promotion. My list is how I made over \$100,000 in the month of March, and yet did pretty damned good in April as well. You have to keep that in mind. I would make sure you do that. Anyways, Angela, since I was working with you, and thank you, Karen, for your kind words. I really, really appreciate that.

I don't know about the certificates from Profit Academy Live, Karen. You might have to check with support on that as well to get that. I'm just a coach. I don't have access to a lot of company information, unfortunately. They just tell me where they need me, when they need me a week or two before that. I don't really know about the pricing for the coaching or the certificate information, for example.

Anyways, scroll back. I want to find Angela's opt-in page. She did give me. Give me a second here.

Angela, this is yours, right? Just to be clear. It's too distracting. It's distracting. You've got the background that changes every time. Each of the images I like, but honestly, Angela, you can even test this just with black text and a plain white background. This is a real pixelated image. It's blurry. It's hard to read. These are

not bright. They don't pop out like they should be. They get [inspired 00:15:40] to register, but it stands out the most. I would just simply use one image, make sure it's brighter because these are all really, really dull. That's probably why it's not converting. Use one ridiculously, nice, beautiful clear, high clarity background image or just use none at all.

Let's take a look at the text though. Feeling the pressure to get sexy for summer? Yes, Angela, yes, I am. Of course, I'm not a female. I am assuming you are talking to females. Join the seven days smoothie detox that has women get their sexy back. I actually like that a lot. Complete with free recipes, shopping lists, meal plans and more. Angela, I actually really, really, really like this content. I love the idea here.

Rick: I think ... Jeff?

Jeff: Yeah.

Rick: Put this "Join the Seven Days Smoothie Detox" line as the headline. It punches. "Join the Seven Days Smoothie Detox That Has Women Getting Their Sexy Back."

Jeff: I like that, too.

Rick: As the top line. Getting your sexy back.

Jeff: I like that as well. Or even test both. You make this right here your headline, and then "Join now and get inside access to free recipes, etcetera," and then it also ends with what I would do is don't even request the name, just ask for the email address only. You're going to get more opt-ins that way.

Now if you have this set up [inaudible 00:16:55] later get response or aweber, there's going to be a field in there where, of course, you have to insert the information you're going to be requesting. I would change it through your autoresponder to only ask for the email address, and then change it here. As Rick said, if you maybe try to test in this as your top line, you need to try to find one nice solid background image, or just a plain white background. I think that's going to be great. Or you can even use the beach background. Everyone uses it. I use a beach background in a lot of my stuff like this right here for example, and that works for a lot of stuff. It's beautiful. It's clear. You see the difference here?

When you get yours, looks, I guess, like you put some time and thought into it, but also I don't know what this [megaphone 00:17:36] thing is. I would invest in [inaudible 00:17:40] or invest in lead pages, invest in something where you can have your own custom domain instead of made with megaphone, which is a link people can click on to leave. They can click on that and never even have to opt in

to your page. This list looks free. Even though it looks nice, it looks free, and it looks like you didn't take the time to actually build it out, but you just used a free, cheap website builder.

Again, in TUJ3K34E.megaf.com, would you rather have that or getyoursexyback.com or sexysmoothiediet? There are sexysmoothiedetox.com. You get the idea, but try to find something brandable you can use for the domain name instead, but I really do like the direction you're going here.

Beautiful, Angela. Thank you for sharing that. Try that out. Angela, promise me something before you send any more traffic to this, make sure you go post in the forum or ask [inaudible 00:18:39] one of this. You've got a great idea. I'm not even kidding. I love this idea. I'm sure there's a lot of money behind this idea. There's definitely a lot of potential. I [inaudible 00:18:51] change that stuff first, but thank you for sharing. I really appreciate that. Really nice done. Nicely done, and thank you for being brave in sharing, Angela.

Let's go back up and [inaudible 00:19:03] some other people that were asking about that stuff. Give me a moment. Let's see here. Michael, I already looked at his. Joe, how are you doing, man? Joe. He said he's not converting very well about 45%. Joe, that's actually not bad, man. 45% is not bad, but let's see what the offer is. Now Joe, this right here, you're going to have to be targeting very specific people. If you're talking to newbies to internet marketing, they're not going to care. They don't know or care what sales copy is. This is a bit more of an advanced topic. You're going to be wanting to target people that have a specific interest in copywriting. You're going to be wanting to target marketers that are already writing their copy.

I would say, having said that, 45% is damn good. That's a lot better than I would have expected.

Rick: Jeff?

Jeff: Yes.

Rick: What do you think about ... Just my opinion from what I do. There's a lack of continuity between the image and the subject. It's like tuning in the weather channel and seeing an ad. There's an ice cream sundae.

Jeff: This is mine right here.

Rick: What I'm saying, free gift guide to meditation. That's ethereal thought based. This is sales copy, and that's a whole different direction than sitting on a beach.

Jeff: I would actually disagree, Rick. I myself, I'm actually a big fan of beach backgrounds because it looks peaceful. However, Joe, you can also try and test other things. You could have, again, a simple plain white background which might work amazingly well. I would even say you could try some copy or a pen next to paper with words on it, but that'd be too distracting. I think you've copywrite in some images. That's really all I can think of, pictures of words and pens and ... I think that might be tough. This is what I'm thinking. This stuff right here, which might make for a real distracting background. I would say myself, Joe, and Rick. You said with Joe, what's that you have, plain white or do you have a beach or something else? You said you had another one, but it converted to worse. What Joe said was he had that but it converted to worse. I'm not sure what that is he's referring to, so we'll give him a moment to respond.

He's looking for the other link. Thank you. What was the background real quick if you can give me a quick answer, Joe. Was it plain white? You found it. No, that's not him.

Diana, thank you very much. We'll get to yours after Joe's. You, guys, are awesome. Thank you again for sharing.

Joe's looking for the other link. If you, guys, don't mind, I will give Joe a few moments here to find that one. I haven't even read the content yet. I do like the headline I'm seeing here. I'm just going on the initial looks so far, tapping into the power of psychology and selling words for the ultimate copywriting guy, a strategy. I do like that. Actually, I do like that a lot. No bonus. 170 ... actually I really like that content, Joe. If you guys take a look what Joe has, he's got his headline here with the orange background. He's got the sub-headline. Everything is separated. It looks different so it's easy to read all of it without getting bored.

I was right. Beautiful. Joe have the image of a writing on paper with a pen. Joe, try a plain white background, see how that converts. Obviously, we have to have maybe make a light gray color for this box here, or you can maybe try just plain white. One of mine, let me see one of mine. I think I have plain white in this. I might have changed it. No, I changed it actually. This is lead page. I had plain white before though. It works pretty well. It's always important to be testing. Here's one of mine for a Kindle course. Obviously I got books in the background. It's not quite a Kindle, of course. I just thought it looked, it's a cool picture I thought. I tested this before against pictures of Kindle stacked up, and a library and just plain white, and this actually worked better for that. It's important to test it out.

Anyways, let me take a look at Joe's thank you page real quick. Then I'm going to go ahead and get on some other ones, but Joe, try the plain white background if that's going to work.

Joe, obviously, you guys can't hear Joe talking. I don't believe so because the audio is going into my headphones. Joe, I'm going to be as nice as possible. Try to review the video with a bit more energy. You look great. You look professional. You got the nice background behind you there, but, "Hey, this is Joe here!" Unless that's not your personality, but try to have a bit more personality at least for your introduction before you get into the rest of the content, but I do like how this looks, but your introduction bores me.

I said that the nicest way possible. Please don't hate me or try to kill me at the next live event, but I like this a lot. I do like this. 2:49 for the backend offer. Buck 95 for that.

It's a very different approach to what we usually do. You're giving people multiple options. I would even just try, again, you can do what we do or you can have it redirect to an offer you think people might like. Because really, if you're selling something on copywriting, yeah, you're giving people high converting squeeze pages, but what if they're writing sales copy, and then our main squeeze pages. What if they're trying to real real compelling books for Kindle, then I don't need squeeze pages. It can be related, and some people might be interested in that, but it's not really directly related. I would try to give people something direct on copywriting. I like that idea by the way. That's really good.

Click on the bottom. Click this one here, you mean? What do you mean add to cart? No? Click on the demo. Here we are. Ah, there we are. That's a different one I'm assuming now.

I'm confused. We're looking at losing weight now. We were on copywriting before. We're looking at two different offers now?

The very bottom. Hold on. No, thank you. Show me something else. Hold on. [inaudible 00:25:51] I see what you mean. I didn't even see that, I'm sorry. Joe, honestly, I didn't even see that link. What I would do is have one offer only. Again, I know you've got this video kind of tailored to what you're talking about there. I do like the idea, but I would try just giving people one package. Maybe give people both items. We pause that. Give people both items for 6.99, for example, and then you can make this a bit shorter so they can see the offer, and they can see the no, thank you in that cell because they have to scroll all the way down to see this. I didn't know I have that option. I wouldn't have scrolled down to read the whole thing because those offers didn't interest me.

No problem at all, man, no problem at all. If you want to redo those and make a post on the forum, you can certainly tag me on that, or you can [inaudible 00:26:46]. I'm not the one doing the next one of these. Obviously, we've got other coaches now besides myself doing this, but if you might want to tag me on

the forum, once you have made those changes, let me know that [inaudible 00:26:55]. Remind me. I'd [inaudible 00:26:56] this for you on the Q&A webinar.

Beautiful. Anyways, Joe, if you don't mind, I'm going to go ahead and take a look at a few other people's, but again, thank you for sharing that. I love the idea as you got here. I think this certainly could be improved, but you definitely have the right idea. Thank you very much, Joe.

Let's see. What next. My pleasure. Happy to help out, man.

Give me a moment here. Sharon. "I'm happy. Are you?" I love that. Give me a second, please. I think I've seen this before. "Free meditation Audio. Relax Now and Melt Away Stress."

I'll be honest, Sharon. It's a bit too vague. People love meditation audios, but you want to ... I would maybe change the headline, even make it a bit longer and correlate both this. "Download my free meditation audio and melt away the stress in less than ten minutes. You want to flip this more on the results.

Again, I love the example we had at Profit Academy Live. If you watch it over there, someone said, when you want to sell people weight loss products, you don't say, "You're going to do 100 push ups and 100 sit ups, and then you're going to go ahead and diet like crazy." You focus on the results. You focus on the six-pack abs. You focus on the [inaudible 00:28:30], the chiseled abs or the sexy shoulders. You focus on the results.

I'm trying to think there's probably a better way here. I like this. You're telling people what they're going to be learning, but you can probably incorporate this. Download this simple audio that works. Again, I'm not the best copywriter. This is something you probably spend half an hour in trying to rewrite for you, as simple as it is.

What I would do, Sharon, I don't want to take too much time. Let's try to focus more on the results people will be getting, and then again if you want to make a post on the forum so that I can take a look at it. You can tag me under courses Jeff. Let's see. "Free Meditation Audio. Relax Now and Melt Away Stress." This is one I would really have to think on. All that you do that, Sharon, since it's your page, of course.

I love the idea. I think people love audios, but you want to focus on the the [strength 00:29:28]. You want to focus on their state of mind. You want to focus on how they're going to feel afterwards. Don't tell them what they're going to do with five minutes and how they're going to get a simple audio, but tell ... I hope that helps. I don't see you talking. Optimize 54%. Really nice, Sharon, really nice.

You could make it better, Sharon. Honestly. Tell you what, try changing that around a bit since this is a lead page you can do that easily. Try making another page for AB testing that focuses more on the length and what they're going to be learning.

It focuses on their state of being. Their state of mind they're going to be in once they get access to this. I'm trying to test that one and then I know if that converse better or worse, or even before you test it, let me know. You could ping me, you could tag me on the forum. I'll be happy to take a look at it for you. I would try to maybe also get at least three bullet points. I would change the whole thing. Change the headline. You can even use this. I don't know.

Rick, do you have any immediate thoughts on this one by chance?

Rick: The only thing I could suggest is maybe pump up the what you're going to get, like you say. Maybe put, "Relax. Get happy." Or something. I like the image. It's got the association with some yogi somewhere, mumbling things to meditate on.

Jeff: That's a good image.

Rick: Obviously, it sounds like it's working pretty good if it's sitting in those numbers, and a 54% they've actually just set up and have you teach me. That's really good. Maybe change the title color, that's all. Maybe just, white is okay.

Jeff: [inaudible 00:31:19] if this is something if it was mine, I would sit there and play with it, and leave pages for one or two hours and try different colors for the text, try different headlines, or maybe try to get a third bullet point. Again, don't tell them they are going to be using five minutes. Just focus on the results. You can even test that compared to this one, 54% less is really good though. That really is good and you should be proud of that. Congratulations on that. It's quite a challenge.

Rick: I don't think you need more texts. Really you've given these people, there's your result: Most important five minutes of your day, use this and improve your day. You may increase the font size. Make it little easier to read for old people like me. That's about it. Looks pretty good.

Jeff: Let me say it again. Everyone has different ideas. Sharon, it's up to you. I would say focus on the results. Obviously, it's converting well. You're all set and congratulations. I bet you can get at least 60 or 65% though. People love meditations. I would try a separate page, where you can test it, where you just focus on the results and you can test it against this one to see which converts better. That's what I would do. I would try two or three variations. Yeah, not a problem.

Anyways, thank you, Sharon for sharing. Thank you for sharing. I like that. All right. You're [inaudible 00:32:43]. Never mind. [inaudible 00:32:44] he says all right. Let's see if I have any other. Just give me a moment here. I'm just pulling back up. Laura, how are you doing, Laura? Laura has got one here she wants me to take a look at. If you don't mind Sharon, I'm going to move on. Start building your list and you got a video that shows your page? Hold on. Spring is here. Give me a second. I'm watching this here. I'll be honest, Sharon. You got the music. You got the rainbow introduction. I hate to say this, it's going to bore a lot of people, and they're probably going to leave pretty quickly.

Again, not that it's a bad. It's a great video, but you want to get right into your offer right away without making people wait 14, 15, 18 seconds before you start getting in to what you're offering. There's a question about the email list. What I would do is start right away. I'll take out the music. I hate to say, even maybe change the rainbow, it doesn't really have any ... Rainbows are happy, which is great, but I don't know. I think the rainbow idea could be used for more of a happier thing maybe even a [depression 00:34:06] list. I don't know. I wouldn't use that for email marketing.

I'll even just try something plain and white. Plain and white background. Then for the video, again, you're making people wait 18 seconds before you get to the offer. You can remove the video completely. I don't know. They don't have to watch it, but I would remove the video completely or change it, because people aren't going to watch it. If they do click play, they're going to be watching the video waiting, and just close it.

Unless you want to put yourself a fiber model on there, talking right away, "Hey, this is Laura Dale. Is your email list an et cetera, et cetera?" Anyways, let me take a look at the content here. Of course, I have to scroll down to see the opt-in box. Full screen, I don't, which is cool. Let's see here. Start building your list. I probably wouldn't like the other one. Again, Laura. Nothing against you. I'm just playing the devil's advocate and give you any hesitation that maybe a possible member might see or sign up to.

Not that anything's wrong with rainbow or anything. Let's take a look at this. You download your ... Start building your list. Some people don't know what a list here. I wouldn't even start with something like the money is in the list. I don't know. I haven't even read the rest of this. Download your free pdf. It will explain to you how start the email marketing list. That's really vague. [inaudible 00:35:35] highest achieving email marketers Jimmy Kim. Learn how to send an email online like an internet marketer and create your own successful email marketing business.

That's good. You give the basic idea, but that's again what you're going to be learning, not what they're going to get. It's not going to be end results. Jimmy's product is about how you can make up to 300 a day pretty quickly. I would maybe do something like: Learn how to quickly scale up to \$300 a day with the power of email marketing. I would try, again, focus more on the results. Or you can even make a start building your list, you can make the headline: \$300 a day, question mark. That's going to be like, "What? No way. I got to read this for myself." Try focusing more on the results, not on what they're learning.

Again, this is very basic. If I want to learn how to do email marketing, I'll just Google it. You want to show them, you want to give them an angle, something they're going to learn that they can't just Google, if that makes sense. It's great. You mentioned Jimmy, which is great. You want it to be just about Jimmy or about yourself. Obviously, you opt-in, you get the free book by Jimmy.

This is a tough one. Again, Laura, and my pleasure. I'm really happy to help out and that you like the ideas here. Again, I would change the background, change the video completely. Either could be yourself or a spokesperson from fiber though, it makes a bit they talk like they're trying to sell you something because some of them have that salesman voice, which would not work and it's going to turn people off. Make sure it's more than natural, the office type environment, "Hey there."

Thank you everyone for your kind words. I'm really glad this is helping you out. I hate to say, Laura. You probably put a lot of time or money into that video. I would say scrap that video, because again, if people are watching this, they're going to be waiting and waiting. They're probably not going to be waiting this long waiting to see what happens. They're going to close it.

Rick: You also have the issue of various devices fussing around with videos. People with wifi connections and stuff. They're not interested in waiting for something to start playing.

Jeff: It's true.

Rick: You want to get hit. You got two, three seconds for people to jump up and down on you and go, "I love this!"

Jeff: Then, like you said, waiting is bad enough, but if the device, it's not compatible with mobile app, it's even worse.

Rick: Yeah, exactly. Just remove the video, we're going to call the action at the beginning. Again, I don't even stay with the rainbow. This is more targeting even females. Not that anything's wrong with that, but with email marketing, you're

going to be targeting everybody. I would make it more of a gender neutral type background. Again, rainbows are great, but it's not something most guys are going to look at and they'll suddenly be attracted to it, if that makes sense. It's great. It's very pretty background, it's just not really related at all to email marketing. I really can't see the correlation there.

She's got more of them to it well. I think Laura is a fan of rainbows. Nothing wrong with that. Yeah, Laura, what do you think? Try to focus more on the results as opposed to just ... Again, I'll use another example, I'm not going to tell people, "Download this free guide that will teach you how to lose weight." That's really boring. I could learn how to lose weight on my own or online, but, "Download this free guide and find out how I lost 7 pounds in 7 days without dieting, without changing my diet, or working out." I'm going to get 80% opt-in with the right audience, because I'm focusing on the results.

7 pounds in 7 days without dieting or working out? Yes, sign me up now. It's free? Yes, please, here take my email address. Makes sense? Try to focus in on the results instead. You got a great idea. You got a really high-converting product here, but I think you can do a lot better, Laura. What do you say, Laura? I challenge you to update that this week, and make a post in the forum and tag me at it, so I could take a look at it for you? Beautiful. Laura said sure. Laura accepting my challenge. Laura, you got it. I'm going to say you got until Friday. I'm being more than enough generous. You can actually do it tonight if you want, but I'm going to give you until Friday.

When you're done, make a post on the forum, make sure you tag me at it, so I get notification that you made that post and I'll take a look at it for you. If you don't mind, remind me which one it was. Remind me it was the rainbow one. How to tag someone? That's actually really easy. Hold on. I'll show you guys right now. If you want to get my attention on the forum or anybody. I'm going to of to opt-in page review. I'm going to make a new discussion and my discussion title, "Please review my page" yada yada yada at symbol Jeff, and then you click on my name right there, because that is my name, my name is Jeff.

Even though it's not shown up as a link right there, if you click on preview, see it's going to be linked in to me. I'm going to get notified right here that someone's wanted my attention. Make a post, remind me that it was ... Actually, Rick, if you don't mind, can you respond to John via text? Let him know the audio is fine, it might be issue on his end?

Jeff: Yeah.

Rick: Thank you, sir. Appreciate it. We have one person that can't hear. Laura, try it out. I want to see what you can do with this. You got the right idea, minus the

rainbows, nothing personal. I think you can do a lot better. In fact Laura, for a motivation, the product I made 12,000 bucks on last week was actually Jimmy has built my list. It was directed to my Paypal account, very nice money. It was actually nice spending money in Vegas this weekend. I've got a motivation for you. I'll give that up. Let me know when it's done via the forum please. Thank you so much. I want to see you being next. Anyways, Laura it happens.

If you don't mind, I'm going to go ahead and move on and take a look at the next person's, but thank you so much for sharing. Thank you for being able to accept my advice. I feel like I was being too critical, but I'm not here to be nice, I'm here to help you succeed and help you find the success you're looking for. You all paid a lot of money to be here, and I would love it to see every single one of you as the next success story on stage. With myself and on and with other coaches. Wonderful. Thank you so much for being open to that.

Anyways, having said that, I already looked at Angela's. Ybrahim, three squeeze pages. Ybrahim, I'll pick the top one only. I want to be able to look at other people's. We probably got about 12 minutes left or so. [inaudible 00:42:43] while we can and go over an hour, they want us to keep it fairly within an hour, so I can go over by a few minutes. "Simply put what most diets accomplished in two to three months. This program does it in just 21 days."

I like the angle, but I would maybe even change it around. With the rest, "Free report reveals how our system can make you sharp in less than 21 days". What do you mean sharp? Smarter? I'm not sure what you mean by "make you sharp in 21 days". Then you're talking about weight loss. When I say sharp in the US, that means you're well-dressed. You're sharp, you look great. You're well-dressed. That's really more having to do with your outfit like if I wear a nice suit, someone might say, "Wow, Jeff. You're looking sharp."

Jeff: Or smart.

Rick: Or smart, yeah. "You're looking smart." It's more of a UK and Canada thing, I believe. Yeah, looking smart, looking sharp, that's more for how you are dressed. You might say making you looking great. I would change that made a bit. Let me take a look at the rest here. "With our system you can 12 to 23 pound reduction in body weight. With our system, you can 2-4 inches in your waistline." You see a problem there? It's great that you have those bullet points there, but this really does not lead into making sense with us.

"With our system, you'll learn how you can achieve 12 to 23 pound loss with our ... Learn how you can 2 to 4 inches, how you can drop 2 to 3 sizes." Make sure you add the ... What would that be? A pronoun? I don't even know what that would be, but make sure you have those words in front of it. I haven't taken high

school English in a very long time. I don't know if it's a verb or a pronoun, or what, but hey, add it there. "With our system, you can drop 12 to 2 to 3 pounds. You can lose 2 to 4 inches. You can drop 2 to 3 dress sizes. Increase muscle tone. Decrease cellulite."

I would even maybe shorten that to maybe five. Remove a few of them. Yeah, sure, that's right, Lynette. Thank you, Lynette. Sharp also means immensely. Sharp can mean [inaudible 00:45:17] as well. That's a good point, Lynette. I'd say change.

Jeff: I don't know how to say this gently, but-

Rick: I'm trying to be nice. [inaudible 00:45:24]

Jeff: I'm waiting for it to say, "It will make my dog like me." There's just too many things it's doing. They mean lose weight, shrink your waistline, get more muscle, get rid of cellulite, be happier and bounce good, bit my skin. There's just so much this is suggesting you could do. I think it's over the top in terms of what it's offering and that might tend to make people go, "Oh really?"

Rick: That's true.

Jeff: I don't know. It's just the way it's coming across. Maybe I'm wrong.

Rick: Reunite the Koreans, peace in the Middle East. I don't know. Actually, I saw someone. They had one about a month ago, where they said ... I forgot, but it looks pretty much everything in the world. Learn how to be successful. How to look great. How to be wealthy. How to have a nice house. I forgot what it was but it was ridiculous. This is a great start, Ybrahim, and I hope I'm saying your name correctly, but it's almost a bit too much. I would again sharp to how ... even take away both headlines. Just have one headline.

Remove this one here and maybe just, "Free Report reveals how you can be fit and fabulous in 21 days," or, "Free Report reveals the secrets to ..." I love the idea you have here, but it's just too much. People are going to get bored and stop reading it. Let's see, The 3-week Diet. I like the book cover. Full proof, science based diet, guaranteed [inaudible 00:46:58] 12 to 23 pounds of stubborn fat in just 21 days. I do like that. Actually I like that a lot. Get instant access to this Free Report to get this free, scientific based report. There's really a lot of stuff you can do.

Again, I love the fact that you've taken the action in such a big way, but this is really that could be improve though. Ybrahim, what are your thoughts? Are we making sense? Are we giving you some stuff to go off of here? Excuse me.

Wonderful. Again, I would try to shorten it a bit, because right now, it's just a bit too long. Maybe remove a few things, you have just got too much. It's our pleasure. My pleasure. Rick, thank you as well for that.

Try to shorten this a bit. Try to have this close to the top, because you're going to have less information here. If you want us to take a look at it again next week, that's fine. Either remove this top blue bar here, just have your headline start right here. I really do like this idea, I just don't know how to properly word that. Play with it a bit, Ybrahim. Again, like I showed the previous person, if you want to tag me on the forum, I'll be more than happy to look.

In fact, I would highly recommend to any of you to do that. I'm only one person, you might find that Rick ... If you guys see that Rick and I both have different ideas. Sometimes we agree. Many times we don't. Again, it's nice to get multiple people's feedback, or it's nice to get feedback from multiple persons, so you can take the best of those and find out what's going to work better for you.

Ybrahim, as well, I would love to see you active in the forum if you're not. You can simply make a post in the forum and ask us to review that for you. We'll be more than happy to. Just [inaudible 00:48:47] one at a time. Not all three or once. [inaudible 00:48:51] people given advice for each one on the same forum post, which might be a bit overbearing.

All right, guys. Let me go ahead and take a look at a few more of this. Ybrahim, thank you so much for sharing. I appreciate that.

Jeff: We understand. It takes a lot of guts to put your page up there and have a couple of, well, an expert and an idiot like me give your their view.

Rick: That really does. Rick, don't put yourself down.

Jeff: Now, I like this. This really to me is continuity incarnate.

Rick: This is beautiful.

Jeff: Yeah I like it.

Rick: [inaudible 00:49:31] do it. I'm signing up now. "Free Report details 10 dangers of hidden sugar." What's a hidden sugar? Let's find out. "You will be shocked to see how much sugar you are eating. Learn how to read labels and keep you and your family healthy and thriving." This is great, Deanna. Let me ask you, how's the opt-in rate for this one so far? Look at this, guys. This is a very ... You cannot get more relevant than this background.

Jeff: Have you done any testing realigning or reordering your points? Because they're all really good, and I think that the first thing you want to say is, "The Dangers of Hidden Sugar," because everybody [crosstalk 00:50:06]

Rick: I was thinking that's about it. Laura, what you can even do ... I'm sorry it's Deanna. Remove the Free Report bit, start with this right here. Then for this right here, instead of "What's your email?" make it say "Your best email address." Then instead of "Get instant access" try "download now". I know that Alex Becker was saying, he was telling me that the best button that works on all of his squeeze pages is "Download Now".

I use that on most of mine. Change that to maybe "Your best email address" and then "Download Now". Maybe try removing this completely. I like it a lot. I'd say it's a B+ right now. If you make those few minor changes, you're going to have a A+ squeeze page here. Again, you want to test this. How was this built? Was this html or was it lead pages? How was this done exactly? [inaudible 00:51:09] okay, it's great. Look at this guys. This is a [inaudible 00:51:12] link page, it makes amazing pages.

Yeah, Deanna, I'm just going to give you that. It's obvious not a huge amount of changes to be made, but I would go ahead and simply try those, and I think you're going to find that it works a bit better for you once you do go live with it. Again, if you want to I'll still look at it in the forum, Deanna, then by all means, let us know.

Anyways, if you folks don't mind and thank you Deanna for sharing, I'm going to look at a couple more. We got Pierre's. Pierro, comosova. "Imagine being in total control of your body shape. 7 proven secrets to losing weight. Free today. Download now." We got the pop-up right there. I almost want to say it's too busy, but I like it. The only problem I see is when I'm looking at it like this, the copywrite goes over the free button there. If I go full screen, it's fine. Obviously, you finally get a responsive page. Let me see how that looks if I resize it. Oops. It says response. You can't really help that I guess. If it's full screen, I'm sure it will be fine.

"Being in total control of your body shape. 7 proven secrets to losing weight." I would even take away "free today" and just make it say "free". Something about it. I don't like something about it. I can't quite nail it. I like the picture. You got both males and females. They don't look like super models, which is good. I've seen some other persons look ridiculously perfect. These folks look more average, just fairly fit. "Being in total control of your body shape. 7 proven secrets to losing weight."

Change that line a little bit. "Download our free 7 proven secrets to losing weight." I would even maybe do a time frame. "Losing the weight you want in 21 days", or, "7 proven secrets to lose 7 pounds in 7 days." Of course, I don't know what your reports talks about exactly, but if you can, I would try to maybe squeeze in a timeline to that. Make it sound easy, "The 7 proven secrets to losing weight day without changing in your diet." Of course, you want to be the honest and truthful in talking about what the product is going to teach them.

Again, I'm not a pro-copywriter. Rick, what are your thoughts on this?

Jeff: I'm, like you, I'm looking at it and the smaller images are distraction. You, "I want to read what's on them," and any time you skew text images, you tend to distract whatever it is you're trying to highlight. You get the 24.95 value free down there, hidden behind something. It's like you forgot to take this off. This is recycled, I don't know.

Rick: That's just the [crosstalk 00:54:22]

Jeff: It's a little too much. Yeah, you're going full screen remember. When you go on a full screen, you're on a big monitor. Most of the world is not watching on big monitors now. The percentage has dropped. Everybody is on mobile devices or [inaudible 00:54:35]. As much as I hate, you go to make sure your stuff work on them. I just find those little thumbnail images with the text on them to be a little distracting.

Rick: See, I almost didn't mind them at first because it fills in the wide space a little bit. You're right that you can try removing those completely. Try removing those or move the 24 value button and see how that looks. Then again Rick, what are your thoughts on the copy itself? It's simple but it's almost ... I like it. It's focusing on the results. [inaudible 00:55:09] to the mind from the, "Imagine being in total control of your body shape". What if you put, "Imagine having the body you wanted?"

Jeff: I don't know. I'm torn. I like just the "imagine" all by itself because it sets the stage for imagination like now you're thinking about what? Oh yeah, fixing myself to look good. Everybody can imagine that. Getting it done is the issue. I like the way it triggers this thought process. I've been drinking, so who knows? All in, I think the text is pretty comprehensive. It covers the points you want, how much more do you want to tell people to get them to click Download Now?

Rick: That's a good point. Again, different ideas, Pierre. I don't really see [inaudible 00:56:03]. I hope you are there or you watch this on a replay if you're no longer on the webinar with us. Yes, it's a a very, very good start. Maybe try to remove the images, remove the 24 value free thing. It's a bit distracting.

Jeff: If I was going to be really picky, I'd say that the semi-transparent block for the text over top of the guy at first glance looks like he's doing something semi-rude, but that's just if you thought about a second or so.

Rick: That's true. He's just measuring himself if he's a 30-inch waste. Somebody was asking about the privacy policy. There is nothing there. It's up to you guys if you want to create one. You would have to link to a privacy policy on a self-hosting page. Let's see. Pierre is not responding. Hopefully, Pierre you'll watch this on a replay if you're not listening to us now. Great effort. There's only a few things I would change.

Lorna, what was your question on tracking? I don't believe I saw that one. I'm sorry. Excuse me. If you don't mind restating that please. I appreciate that. Pierre is here. Pierre, I hope that helps you out. I'm going to move on to Lorna's question if I'm able to because I don't know a whole lot about tracking. Link tracking. What's that really popular one? I don't really use any link trackers. I know I should be. You can use use Bitly. That's what I use a lot. It's free. B-I-T-L-Y dot community. You can simply sign into your account and you can create a custom link with Bitly here. I'll show you how that works.

I've already got an account. Let's see if I can sign into it. I don't know my password, so I'm not going to reset that now. Basically, you would simply ... add your url right here for free, click on shorten, and then you'll be able to view the stats, of course, once you sign in, you'll be able to view the stats and see what was clicked on. Then, of course, I could certainly give people this link right here. Again, there's going to be a stats button right here. Once you log in, you can go back and view that. It's going to show you how much traffic you got, et cetera.

It's going to show you real time data. That's a free one. Perfect. Yeah, Lorna, this might be a good one for you. It's going to be free. I can give you some pretty good stuff. There's one free one, there's one paid one. I'm trying to ... Hold on a second. If I see the name, I'll let you know. I'm trying to find particular. There's a particular one I'm thinking about. Bitly was the free one. There's a paid one. When I see the name, I'll know it. Prosperous [inaudible 00:59:12], no. Google Analytics.

Stats Counter is not it, but one person recommended Stats counter. I have not use it, but they have a paid and a free [inaudible 00:59:26] apparently. I'll drop that in the chat box if you want to copy that. Hyper Tracker, that's the one I was thinking about. Hypertracker.com. I just remembered it. Again, I've never use this one myself either, but this is going to show you exactly what you want as well. One of my students is using this, and they love it. I'm just lazy. I don't really track my stats yet like I should be. I do a lot of [inaudible 00:59:50] the wild traffic. I just use Bitly, for example.

Or if I got Clickonomy, I use their tracking software. Thank you, Joe. Joe is recommending Click Magick. That's spelled a bit differently. Clickmagick.com like this. That's a better looking page than Click Tracker or Hyper Tracker. Thank you, Joe, appreciate that. Guys, if you take a look at this is also Click Magick. I gave you guys a clickable link in the chat box for that as well. Thank you, Joe.

Here we are it's 12 bucks a month, 33 bucks a month, 66 bucks a month. You can try it for free. Wonderful. I'm going to read Deanna's question. Dianna comment. I love it. Dianna said, "I am," in upper case letter, "so motivated now. This has been great." That is awesome. I'm really happy that you're pumped by this.

Again, that's the biggest problem I see people are having is they don't take action. In Vegas, I can't tell you guys how many people I met that had been to the Profit Academy training, and they signed up back in February or March, and they don't even have their niche pick, they don't have a squeeze page up. Guys, just do it. Don't think about how great it would be. Just do it. That's really my best advice. Do it and mess up and learn on the way. Then again, if you guys are stuck on the way with more things as well, and Lorna, my pleasure. Joe, thank you again for that feedback on Click Magick.

If you get stuck along the way, really the forum and I keep pushing that, but it's amazing and valuable resource. You're going to be able to get copy; you're going to be able to get coaches and students as well giving you great feedback on your ... This is great. You're going to have multiple people bouncing. Look at this. It's obviously quiet now because Vegas just happened, but here's one with 11 different responses on here from different people. There's myself.

Dave said he didn't like it. I said I did like it. You got people giving different advice here. It's great. Make sure you go to the forum as well. This goes for every single one of you. If you have any questions about any part of the process, my only suggestion to make it easy for us, is make sure you post them on the right place. If you have a question about something [inaudible 01:02:14] module two, post it on module two. If you have just a general question for the coaches, post it there. If you want us to review your opt-in page, post it there.

Then a new feature we have is the Solo Ad Swap. Once you get your solo ad up there, you're going to be able to ... I'm sorry. Once you get your list up there a little bit for example, you can swap with another member, that's just simply those [inaudible 01:02:35] list. You can give each other free traffic and free opt-ins. Wonderful. Meredy, Leslie, my pleasure, guys.

Hey, Dave. I'm going to answer Dave and Jen's questions and we're about 8 minutes over. That's going to be my last question for the night. You guys have been awesome. Thank you. Dave and Jen have about 16,000 in that list, which is

awesome. Congratulations. Now they're changing to a new niche. You don't want to dump your existing list, but you might want to reduce time and focus there. I hate to say it, if you want to keep it active, my pleasure, Steve, thank you very much. If you want to keep active, Dave and Jen, you're going to want to keep sending new traffic to it.

Otherwise, you can let it fizzle out and promote every once in a while. What niche is that, Dave or Jen? I don't know which one of you is there. Both of you. Thank you, Michelle and Ron. I appreciate that. Michelle and Ron said I am exceptional. I truly appreciate that. I met them over the weekend, by the way. Amazing, amazing people. Again, they're some of my coaching students as well. It's really been a pleasure working with them. Guys, in fact, if you can afford to do [inaudible 01:03:46] by the way, the Vault program, the coaching program is phenomenal. You're going to be able to get that one-on-one phone call with one of the coaches for, I believe, 12 weeks for the [inaudible 01:03:56] onr, which is amazing.

Healthy weight loss. Dave and Jen, if you want to make money with that one, you could try selling a few solo ads on Clickonomy, but if you don't want to continue to add new people to the list, so it doesn't get fizzled out by too many solo ads, but that's one thing you could do for a few bucks, but if you don't really want to focus on that one, it really is all you can do. You can either keep adding the subscribers or not.

Laura, not a problem. Not a problem at all, Laura. Thank you. I like that Laura said, "I'm just getting so much into this stuff." Laura, you are not at all being [inaudible 01:04:35]. Don't worry about it. Anyways, folks, I'm going to go get myself some green tea and honey for my throat. It's funny I was talking the whole week, and I woke up this morning like Kermit the frog. Anyways, guys, you've been phenomenal. Thank you, guys, so much for coming on to this session as well.

Thank you, Michael. Thank you, Laura. Thank you, Dave, Jen and Michelle and Ron, Steve, Merede, Lorna, Dianna, Joe, everyone else I missed. You guys have been awesome. I said that 10 times because I mean it. If you are some of the people I've met that have not yet ... If you don't now your niche, if you have not built you squeeze page. I'm going to challenge to get that this week. Thanks, Kermit. Thank you Dave or Jen. Very funny. Kermit the frog here. That sounds horrible. Anyways, I want to challenge those of you that have not started yet to get started.

If you don't know where to start, go to the forum here. There's a whole forum here that says, "Where do I start first?" If you are overwhelmed, you are not

alone. If you have not started, you are not alone, but you're not going to make any money if you don't get started. Keep that mind.

Having said that, guys, it's been a pleasure. Thank you again so much. Have an amazing week. I will see you guys on the forum and hopefully talk to you all very soon. Thank you so much.

Jeff: Thanks, Jeff. Folks, we'll have this up in the member's areas. This is feasible. We'll see you on the next go around, and we are out of here.

Rick: Rick, thank you as always. We'll talk to you guys soon. Goodnight.