

Dave: We'll jump in here. Go ahead and type those questions in and we'll get to them. I've seen some people that look like they were there in Vegas. Tim, thank you for the comments there, glad you enjoyed the presentation, despite of a couple of technical difficulties at the beginning there but I appreciate that. I see Sam there. Sam, how's it going? Also from North Carolina. Let's jump into ... Michelle and Ron, yes. I don't think I met you guys. I know you guys are working with Jeff, glad you guys came out.

I would just kind of briefly reading over Keith's question. It looks like he's left and I think I see what the issue is here. Here's his question. He says, "Is there a shopping cart you can recommend? I sell my own products on my WordPress site and PayPal doesn't work very well. I need to be able to redirect someone to my upsell after they finished purchasing a product. I send subscribers from the opt-in page to my TripWire." Of course, you guys know Tripwire. It's a low end product. "When someone purchases right now, they are taken to receipt page. I can't take them from the receipt page to my upsell." What has happened is that Keith is unaware of a field you can fill out in PayPal that tells you where to direct people. You have a choice to send people to any page of your choosing after the transaction. It just looks like he hasn't, or he's unaware that option is available.

You can control where they go. Keith can set up his upsell page or any page he wants after the product and you'll see that right after the transaction. If you don't fill in that information in PayPal, then PayPal will send them directly to their own default seat page. I think that's really what the issue is there. I think, Keith, maybe you'll hear this a little bit later but just go ahead and look for that when you create your order button. I don't know if it's called, you have to click on maybe one of the other plus buttons or options there. You'll find it. If you click through all the options you'll see it as far as where to send them.

This one is, "Do you have one business structure with all websites under the entity or do you set up a separate business for each website?" If every part of that business is in the same niche, just put it under one brand. That's fine. If one doesn't have anything to do with the other I'd probably separate them. For instance, if you're setting up your blog, my blog is kind of like my brand. It's my name, I put content on it, that sort of thing, and all the content is related to the niche. If you want to establish a brand in another niche you really need to set up a separate website for that. I hope that make sense.

Tim says, "I'm motivated to get my own product launched now after being in Vegas." I don't know if you've been through Phase 2 yet but I think our next, Tiff is going to be talking a lot about product creation, too. It's on it set in Vegas. Just keep in mind, when you create your first product, this is something we mentioned in Vegas is keep it simple. This was a brief conversation we had. I don't know if we had this, I can't remember, but there was a conversation

between some of us there that, I don't know if this was on stage or not, but keep your first product short and inexpensive. Don't feel like you have to create a whole blown eBook your first time out. That's intimidating. You think, "Man, I've got to create this big course." It's like this big cloud hanging over your head. You're thinking, "How am I going to do that?"

What you do is create something simple. Make it good information. Make your own Tripwire product so to speak, as it's called, so your own low hanging fruit product. That's easy for people to get because it's inexpensive. It's a low entry point. It could be a twenty-page report or it could be a few screen capture videos, a few how-to steps. Something simple, and I did say this on stage: When you create a product, make it one problem, one solution if you can. Don't try to be all things to all people. Find one problem in a niche, one solution for it. Make it affordable for your first product.

Kay, a good question, she says, "Will any recording from the live event be put on the PA page?" I hadn't had a chance to jump into the forum and answer some of the questions asking about that, but the answer is yes. It's going to take us a little bit. As you can imagine, three days of recordings we have to get that from the AV Company. When we get those back, we have to do some editing, that sort of thing, some customization, and then we'll get it in there. Give us a little time to do that, but we'll keep you updated just as soon as they're available, you bet we'll go ahead and make those available to you. However, we will have the PowerPoints available sooner than later. We'll probably have those in just a couple of days and we'll let you know where those are going to be. That's easy. You don't have to do any editing. Those are what they are. Thanks for the comment there, I appreciate that, and glad you enjoyed the presentation there.

Catherine, let's see what you've got here. Question on creating LeadPages, it says, "I'm hearing a lot of banter about getting response having a LeadPage option, and then LeadPage is trumping that quality. Is it to my advantage to have both or is GetResponse enough?" LeadPages, their designs are tailored to us as marketers. GetResponse templates are all kind of what I call corporate templates. You have to do some editing. You pretty much have to get rid of what they have done and create your own. I've seen people do that, but LeadPages is ... I just have to repeat what I said there. They're marketers for marketers, if you want to put it that way. All the templates are already there. The designs that they have put in place are what we would normally do if we were to create them from scratch if we had the skills to do so. I mean, perfectly fine to use Get Response as your auto-responder. They are integrated with LeadPages so between the two you should have it covered. LeadPages is always updating. They do a lot of testing on their pages so they always see what's converting best. You can always sort by the highest converting pages in LeadPages as well. Hopefully that answers your question a little bit to help you make up your mind there.

John says, "Who would you go to outsource and what would you prioritize to do yourself versus outsource? My problem is finding my full time job takes up so much in time." John, I understand that one. I worked for a few years part time, probably two to three years just trying to get it all. You never want to jump the gun out of confidence thinking, "I'm going to make this thing work. I'm going to quit my job." It's the only one you see things coming in that are realistic. I'm not saying that you would do that, but, anyway that was my case. It just depends on what you want to outsource. The thing you may want to outsource is technical stuff because I think I'm one of those few people online who actually does their own tech work and I learned it from scratch.

When I first came on and I was going to have this big event, the major big event I was going to do and did do that actually allowed me to quit my job, I hooked up with a guy that I had met online and he was kind of in the same boat. I think he may have had a little bit more experience than me. I'm sure he did at the time by a couple years. I saw he had websites up and things that obviously looked like he knew what he was doing as far as the technical side of business. What I wanted to do was partner with him because it looked like that really shortened the time to launch and get things done without me having to go through that learning curve. After I talked to him to my shock and surprise he was outsourcing all of that. He didn't know how to do any of it. I just kind of figured out I'm just going to learn it myself, and I just learned by doing, screwing up, making errors, and figuring out. Maybe I have that type of mind and inquisitive, I just want to know how things tick and then I open it up and look at the parts and screw around with it and move things around and see what happens.

For instance, in HTML, I open up an HTML editor, these are called WYSIWYG editors, what you see is what you get, the acronym. It's like typing in Word. What you see as you type, any changes you make you see them immediately, but if you hit that code tab it looks like a foreign language. What I would do is type in something, make a change and then pull up that code tab and see what the code appeared. That was a lot of back and forth to learn then, but these days, these videos galore and courses you can take to teach you all that kind of stuff even for free online. Just G search it or hashtag G search it. Anyway, it kind of depends on what you want to do. If you have some skills, you already know some things, take time to do those yourself. If there's things you know that are going to take a long time, a huge learning curve and something you don't have the experience doing, outsource that kind of stuff.

I know in Vegas, Andrew Lance talked about some outsourcing. Hopefully you were able to see that to get some really proven ideas as to where to go. I think Andrew and I both mentioned fiber.com for a lot of stuff, oDesk being others. There's a whole list. One that may not have been mentioned, depending on what you need, if it's marketing stuff I like to go into the Warrior forum and look at the

"for hire" section. That's an internet marketing forum, mostly people who are in the internet marketing niche, but there are various people in various niches and it's all about marketing. There are a lot of people who would do things regardless of what niche you're in and that needs to be done in that arena so that's a good resource.

Suzanne, let's see what you've got here for us. "It's great to see all the coaches on stage even though I couldn't be there. I don't know if you can help me but I have a program ready. I tried to load Profits Theme for one week, three different hosting companies helping you. They all want more money or just don't have the site setup for something like that so I purchased OptimizePress." Let me back up a minute. I don't know why anybody wanted more money for help with Profits Theme because it is a Theme that you load into WordPress. I'm assuming you loaded WordPress first and then installed Profits Theme and then I think as I show on the videos in the members area there's an activation I think which they give you in advance so you get all that together and then when it comes time to load and you enter that activation then you're ready to go.

Let me see what else you've got here. "I purchased Optimized Press. Do you know if I can install that onto a subdomain?" Yes, you can as long as you install WordPress on the subdomain. "I'm having trouble using FileZilla to even find my subdomain, triple check my password, et cetera." If you're in FTP which is FileZilla, it's the brand of the FTP software, you go into public_html and then you find the folder whatever you name that folder as your subdomain. If its johndoe.com and you created a folder within public_html called "go" and then be john ... you look for the folder named "go".

Are you having trouble getting in with FileZilla? When you bring up your FTP you'll type in the ... let's see here, we have got enough files in here. Right up here at the top, host, it's just going to be your domain name. You don't even have to type in http, no, I don't want updates right now, thank you. Write johndoe.com, user name and pass is going to be what your hosting company gave you so it's not a separate user and pass for just FTP. Whatever the user and pass they gave you to access you're hosting account on line which would be cPanel. That's what you put here. The port will automatically be filled in. It should show up this 21 and then you put in the domain name like that, user pass, it quick connect and it should upload.

Then just remember to look on the left hand side when you do, you want to click into the directory which is your root domain. That looks like it's going to have an underscore, just like that. Once you open this up, the public HTML, that's where all your files and folders and directories are going to be located. Hopefully that gives a little bit of help getting in there. But as far as installing either

OptimizePress or Profits Theme you just have to have WordPress installed first and if your hosting company has cPanel then that's going to be super simple.

You've probably watched the videos in the member's area, now Julianne has the whole thing on WordPress in the bonus section, the last module. You just might want to check out if you have it by it's usually Softaculous or Fantastico, the then cPanel just a couple of filling a few blanks tell you or you tell the software where you want it installed. Typically there's an option that says if you only want it installed in your primary domain, if your primary is johndoe.com, then it says, then leave as is, leave this next field blank. However, if you want it to be installed in the subfolder then you type that in in the next one. Field one is your domain, next one now is you could type in the subdomain.

If I type in "go" and that next one is going to install WordPress in that and then you just look for that. Actually when you log in too, if you try to log in to your WordPress after installation, it's going to be that forward slash your subdomain name forward slash WP-admin. When you install WordPress it gives you this so you really have to commit that at the memory. As soon as you install it, it will tell you the final page. Here is where you log in. I just copy and paste all that information and save it, or usually there's also a final step where you can look toward the bottom of that process. It says fill in your email address, if you want to send to you in an email. I like to do that too sometimes.

Will Sendlane have opt-in page similar to LeadPages. They have opt-in pages now, Ahmir. In fact Jimmy in Vegas was saying, or actually because developers are saying many more templates are coming. They're working on them right now, really attractive templates. Many are in there now, but more are coming.

John says, "I really got a lot out of your Vegas presentation." Thank you John, I appreciate that.

All right, Steve, let's see, "The product I'm working on is meditation audio. There's lot of them out there, some with brain entrainment, some without, some with music, some without, and also what form is best." I'm not a meditation guy but I did order someone recently all for five believe it or not and I just got some feedback from her, the person who did it saying that some people ... She set me an example, I had this, it's like beta is what it's called. It's like beta music and then there's another term for another style of music. There's like music and then there's sound. There's a couple of different things she suggested or there's like, there's soft acoustic guitar or sometimes there's nature sound. If it were me, I'll just search and see what others are doing just to get a feel for what sort of the app there, G search it, as I like to say, go to Google and check it out.

I like what she sent me, like I say I was doing it from somebody else. I didn't know much about it. She had sent me something which she did for somebody else. It was just kind of that nice little tone and the little sound in the background, and that work really well with her voice but, I'm not the expert in meditations but I would just see what others are doing. I did look on YouTube as well, you might find some meditations there.

"Dave, if advertising in Facebook, is Fiber a good place to get your image add creative?" I haven't use Fiber for add creation but I would certainly search there for sure. I would also, just like I said in the other questions, if you want to see what others are doing and maybe you've already done that. I don't know. Let's see what kind of adds other people are creating so then you can go on Fiber and then search, and if you see others are doing it see if they're creating similar adds. But just to type in create add, or excuse me create Facebook add in Fiber and see what others were doing, that sure I would go there if they can create some, surely there's someone there who could do it for you.

Keith is back. He says, "I don't think it phrase my question right on my website, when someone purchases a product they're taken to a receipt page that has a link. The link says return to website." This is what someone ask Click, that's true, to go to your upsell. "Is there a cart that can automatically redirect someone to my upsell after they purchase? Yes, there is. I'm just trying to think of one that maybe comes to mind. If you type in to Google and see what kind of cart systems come up, transaction carts, I see it just went blank on a couple of the head in mind but yes, there are systems out there that do that. As a matter of fact there are some that were designed, I was just going to say designed for internet marketing products but it's designed for any products, it's just that internet marketing related products tend to have migrated to these systems

You can use something like JVZoo.com, WarriorPlus.com. I was going to say Infusionsoft but I hate recommending them because I think they're really expensive and most people call them "confusionsoft" probably not for the beginner that's for sure. Anyway, I wouldn't recommend them because other people who have used them over the years and just say it was quite a bit of a pain. Anyway, there's a couple real quick ones for you, JVZoo and WarriorPlus, you can setup downsells, upsells. They can integrate with your autoresponder and capture them, capture buyers on the list, they work with PayPal.

They also will allow you to have your affiliate program built in into the same cart and many will do the tracking for you if you can have an affiliate program that's not where it's going to be built in. They can also instantly pay some of your affiliates as well. You don't have to worry about really having to pay them. The system does it for you. If there's a refund it automatically deducts it from the affiliates account, checkout those two. That's something that can get you

started. Again, you don't have to be internet marketing related products to use them but that's a couple that come to mind.

Suzanne says "I was using my WP password not the other."

What server do you recommend for WordPress? By server, Peg, I'm thinking you're meaning which hosting company. Most, any are going to have that as an option. Most any hosting account will host WordPress for you. The thing that we looked for however, is something that has, or hosting account that has cPanel or version of cPanel, because with cPanel like I say it has those two, three click steps for getting WordPress installed like I said Softaculous or Fantastico were the two that come to mind. I think that's the only two that are used very commonly in a hosting account so when you log in you go to your cPanel and you look under software and then you go look for something that says WordPress and then you'll see what are those two names.

"I have the old Linux server with GoDaddy and I'm moving to cPanel, should you shed some lighting on? I sure have FileZilla which is installed but still not opening." John, what am I shedding light on, I don't understand ... You're moving to cPanel? If you can clarify John I'll see if I can answer that. I'm not sure what you're asking me, I'm sorry about that.

Juliet, this question is regarding setting up my website and get response, "I had a domain name so I had a domain with Google so I have to get an authorization code from the registrar so I requested the code but they have to send some release to Bluehost." Juliet, I got to say I have no idea what that is. A domain with Google? I don't know how long ... you're asking how long it takes and can you go ahead without ... honestly, I have no idea what that is and why it need a code for ... yes, I'm confused about that one, sorry Juliet.

All right, Carolyn says, "We're building a full WordPress website, when we create our one-page landing page should it be a page within our full website or should it be a one-page website using a subdomain WordPress attached to it." If you have a theme or a plug in that creates that page for you then you can just use that as a full page because anytime you create a page in WordPress it creates its own unique URL, its own link. What I think of a full page being created as a landing page in WordPress that's what I think of [inaudible 00:23:49], a theme that creates it like Profits Theme or OptimizePress or some other theme or a plugin that creates landing pages for you. Typically that just involves, just like setting up a regular page, just get the plug in takes over the control and that page allows you to use a template or something. There's a setting that allows you to choose any page that you've created on your WordPress site and make it the main page that is seen whenever lands on your domain as well. Have you seen that setting Carolyn? I'll look for them today in just a second.

Tim is saying, "If you have several subscribers on your list that are not responsive it would be better to do what Jimmy Kim said about list cleaning or are there ways to engage those subscribers like having a survey et cetera?" Yes, two parts to that answer is first, Jimmy was saying if they haven't responded, and I think it was at 60 days or 90 days, there was a period of time if they haven't answered or excuse me, haven't opened an email in 90 days chances are they're not going to do it for 91 days or for the 92nd day. In the meantime, sure, I would, before you do that, absolutely it's a good point, try to reengage them if you can in some way. I would recommend that first. First step, try to see if you can get them involved. It may be worth the last ditch effort is to see but again, it depends on when you attempt to make that reengaged attempt because if it's already been 60 days or so our chances are it really doesn't matter at that point. You may try to do some reengaged- less than 60, but that's a good point to making effort first if not then go ahead and clean it out.

Steve is saying, "Yes, I've got an AT2022." You're cool, I love mine. I think Steve is talking about, I mentioned my AT2020 because in my presentation talking about creating audio and recommend a couple of mikes and this is the one that I used. There's one called the Nessie out there, N-E-S-S-I-E from a company called Blue which is also the same maker as Yeti microphone which is also popular. It has a built-in screen on it. You don't have to purchase that separately, it's all built-in and it's on a nice tall stand and it looks like Nessie, like the neck of the Nessie monster. I think that's what they call it that but, anyway, we could talk tech but I guess we have to go on.

"Canva is pretty good for making your own images." Julianne suggests this. Canva, C-A-N-V-A? I've never heard of that one. That's worth looking up then.

"Can you advertise in one state at a time like Facebook?" I'm not sure what that means. Can you advertise in one state at a time or one state at a time like Facebook? One state at a time? Maris you might want to clarify that, I'm not sure what you're asking there.

There is another one, "Are we going to have a copy of Las Vegas video?" I answered that a little bit earlier, that's coming, [inaudible 00:27:19] book the last day, that's not good. That's coming, give us a little time for the replays. The PowerPoints are coming in the next couple of days.

Yes, John, 1ShoppingCart. Thank you. That was on the tip [inaudible 00:27:34] I couldn't get it that earlier for a cart, 1ShoppingCart, that is when you could look into, a lot of people use that for sure.

"On the raw food chef and a juice coach and have domains for each, these subjects are so close, it is best to still have two separate sites for raw food and

juice?" It's related, yes. "If so if I have to link my blog post back and forth for example, what readers have both my websites up simultaneously anyway, is that marketing data- is it that marketing data will be easier to record?" I got to go back over that one. You have domains for each one, for a raw food and one for juice. Is it best to still have two separate sites? I guess it depends on what goal is for your site, I mean what's on your site.

I would almost think that you'd have a landing page on the one that's the primary subject or topic of expertise. For example, maybe you start with something on raw food and then in your email communications you can bring them into or introduce them to the juicing. Does that make sense? I think it's going to be easier to have a single starting point, one that is, the primary brand or the primary entry point is for does that goes, something that get them into your funnel and then since it's related you'll just have the one site to get people into your funnel and then you can introduce them to the similar item or other similar items.

John's clarifying this. "GoDaddy had their own proprietary server and they are now offering cPanel and they have to migrate WP to cPanel." John, I got to take ... I've never been a fan of GoDaddy for hosting at all. I actually tried to work on a site for a guy who wants with GoDaddy, I could not stand. I don't know, what are these ... Here's the thing, GoDaddy is a domain registered for a first and foremost hosting isn't really there, I mean they added it, it's a service but it's not really their thing. It's just my opinion. When you talk about GoDaddy in hosting, I cringe, first of all.

I'd much rather go to somebody like Bluehost or Hostgators, I recommend something like that but ... I'm not really sure what's going on or why you have to migrate WordPress to cPanel instead of- or why they should do that for you. This seems easier. I don't know, if you've got a lot of sites to establish right now it's pretty ... let me take that best. I want to say it's difficult to move into another host but many times when you migrate to another host that's maybe going to be a little bit user-friendly, they will move your files for you, some will do it for free. Actually the hosting company I have right now is D9 hosting, the number of D and the letter 9, they move it all for me a few years back. That's where all my stuff is right now.

I just got a fellow marketer, a friend of a friend that started that so I jumped over and ... I don't have any problems with him but everything seems to be good to go but like I say that's probably something we look into if it's not a big ordeal but like I say some people will be moving for it, it's probably worth getting away from GoDaddy altogether in my opinion.

“My domain name is a dot com, so in order to get into cPanel I have to get my domain name unlock and that is what it’s causing the hold up.” Yes, I’m not sure why the domain is locked to begin with. I guess that’s what I don’t understand. When I purchased the domain name, I go to my hosting company and I get my DNS settings. I go to my domain registrar, for example Namecheap where I purchased that and enter two fields because DNS is coming to two lines, two strings and numbers and letter whatever. Post it and that tells that registrar to- We’re going to send this domain, all the glorious stuff it does in the background and point it to your domain name.” That’s your hosting company it usually takes about 24 hours and then it’s unlocked.

I’m guessing that’s’ what you mean when you say, when it’s unlocked that it’s in that propagation time period, usually it’s 24 hours if you got the DNS information correct, and all that.

Tiff?

Tiff: Yes, this is one of those things. I’ve had it happen in its way because like you and I say buy your domains from one place and your service from somewhere else. Some of these domains and hosting services will basically kidnap your domain name. In other words they will not allow you to redirect it to another hosting company without going through a bunch of rigmarole including sending in documentations, sometimes even paper documentation and half a day by the blood test to say who you are that you got approval, that you’re the rightful owner et cetera. It can take ... I’ve had people whether it’s taking up to 10 days to get the new hosting company authorized to allow the domain the point to it because the other hosting company won’t release it. They won’t change the DNS on it when you’re stuck with the ... That I think that’s what she’s talking about, and that’s ...

Dave: I guess that makes senses. I have never experienced that.

Tiff: They said it’s sleazy trick that some of them do because they don’t want to lose your business and so when you try that you go in and say, “I’m changing from Acme hosting to Bob’s hosting, and Bob says “Sure, fine just point your gun to us, you go to Acme and you can’t read, point the Acme hosting because they control your domain and your hosting service,” that’s why I always and I think a lot of people always say get your hosting someplace else that you get from where you get your domain name like Namecheap. I’m like you I get them all from NameCheap.

Dave: That makes sense then if that’s really what’s going on there. I just haven’t experience that so I can’t give you an answer on that. If that’s what’s happening, sorry that that’s going on, I know that’s a real pain in the ...

Margo answered a question earlier and she's saying "Yes, you can do one state at a time with Facebook." I'm not sure what that means but it looks like Margo has the answer for whoever asked that questioned earlier.

Marias says "I have a store in Ashville, North Carolina and I want to advertise a landing page there. I have six doors but I maybe get my customer in my store by Facebook just in that state." Yes, but I believe you can really get down to just people in that location, geographical area, and Facebook, so I don't see why you couldn't identify that audience there in that area. By the way I love Ashville, I went to school there and live there for several years, Blue Ridge Mountains. The last place I live, the Blue Ridge Mountains is right behind me in a valley and you can hear the wind come through at night. It's really nice. I love Ashville.

Carol looks like [led 00:35:22] up a questions so since I've answered a few in between I'm not sure if this is slowing up with the other, if I can keep up, let me see. We're going to have the blog as the home page in line with- that is possible if you have blog post related to specific pages show up in that page or is that thing related? You can have the blog as the home page so not a landing page. "Is it possible to have blog post related to specific pages show up?" Your blog, your pages are going to show up as most recent. I think this is what you're asking. I mean your blog post are going to show up most recent, the most recent. The last one you wrote is going to be the first one that shows up when people land on your page. I don't think you could control the order or what shows up where. I maybe again, I apologize Carol, if I'm misunderstanding the question there but I remember I was talking about setting a specific page to your home page if you want it. Sorry, if I can't get some clarity on that one.

"How can you create a business email?" You can do that within your hosting company when you pull up cPanel you'll see or create a new email. Give me just one second, let me see if I can pull mine up. I'm going to pause the screen here. It's really simple to do, I mean super simple. I'm going to see if I can get my cPanel up here just a second. I can get logged in. You should be able to see my screen, everyone see that? All right, just a second here, right up here at the top where it says mail, you go to email accounts. Type the first part of the email you want and the domain you want to attach that too, why do I have that. I have a lot of domains. They're not all there anymore, but I've had a lot ... right here, you just type in if you want, this is ... I already have this one. Whatever you want you just type it here. It's the first part of our email address. Type it here, if you want a support address, support address type support and then choose your domain from the dropdown box, do the password and confirm and click create account, and it's done.

There's also a way to forward that account. First of all when you use password in here, this is going to allow you to log on through your hosting company using

that password and your email address to get your email online through your hosting company, but you can also use a forwarder, let me see if I can see that right quick. If you use a forwarder you can send that if you have a Gmail address for example. You can come in here and, I don't want to show all of that so ... use a forwarding, in fact, if you use Hostgator whoever, Bluehost, it doesn't matter. The host uses- they have a ton of tutorials. I will show you how to use that function so I won't go through it here but I have a plenty of instructional tutorials to show which I had to do. It's up to you to [inaudible 00:39:09] but it's simple. If you have a Gmail account, we'll tell you not to use it for your Gmail account or email account in general as your firm address to help your inbox delivery so you want a business email on it from field. That's how you set it up, but if you don't want to log in to check it so you can always forward it using that forwarder feature to your Gmail account, and then you just check your Gmail account and it's going to not only get your Gmail email but also your business email as well.

Let me find my place, we can have it here with questions, where, give me just a second. We get that one. We talked about that one. Sorry guys, just a second. We talked about Ashville. Here we go, the number D and the letter 9, yes, that's right. D9, I actually think it maybe D9hosting.com. Julia it's saying- Ricky, that's exactly what it is. What you were describing is what happened to it sounds like. Maybe I suggest a ban in that just go fill out with Bluehost and the registrar is GoDaddy, which would be fine Julia. That's a much better combination.

It says "If I have my domain name at GoDaddy, and will you Sendlane for hosting?" Sendlane is not a hosting company Steve. That has been such a misconception. I don't know where it came from but this seems to be puffing up all the time. Sendlane is not a hosting company, they're an autoresponder company. They will put the sites you create with their landing page builder on their own server for you, we probably say they'll host the pages that you create using their builder but you can't upload any of your sites to theirs. Hopefully that clears that up and makes sense. I'm thinking maybe that's where you thought that. Let me just look over this again, if I have my domain name at GoDaddy and when you send neighbor hosting I won't have any problems with Godaddy holding my domain name hosted.

You can get your domain through GoDaddy, get your hosting elsewhere, get the DNS from hosting, go back into your GoDaddy account, fill in the fields with that DNS information, and then that will send it to your hosting company.

Karen, thanks for giving us the steps there without me logging into my blog to get them. Earlier I talked about you can make any page on your blog, the first page that's seen, the static page when someone calls up your domain and you do that by going ... when you pull up your dashboard you go to appearance, customize and then I think it's the other top, you select static front page and

then you use a dropdown. You'll take the little circle next to that and then in the dropdown chose the page you want to appear as the first page people see when they come into your domain.

Charlotte is saying "What do I have to think about when driving traffic to my internet marketing list using Facebook ads?" As I understand driving traffic directly to an opt-in page so they can get your account shutdown, Tom says, "That drive your traffic to your blog website, but how do you set that up so people opt-in to your list instead of getting distracted."

You can put an opt-in, for instance you put it in your sidebar, that's one way to do it. I'm mixing this on, excuse me, on stage in Vegas so there are ways to do that. You can use a widget, you can grab the opt-in form code from your autoresponder, put it in a text widget and when you go into widget by the way you can click and drag widgets over to your sidebar and then you can have a little headline at the top of call-to-action, getting them to subscribe, so anytime regardless of the page or post that people land on that sidebar is always going to be there and that opt-in form is always going to be there as well. You could have a call-to-action at the end of that content saying opt-in to get your free report or whatever it is that you're giving away for the email address, and just tell them jump over the sidebar and get it. Or there's actually a way you can put opt-in forms in the post itself like at the end. I don't know if Facebook has a problem with that because you are giving content first. There are actually little plugins that will allow you to do that.

Welly Mulia, is that the same guy that does the profits team that I talked about inside the members area, the same guy that owns Profits Theme owns a little plugin that makes really nice opt-in forms, a really pretty opt-in forms that you can put. Now you can do a lot of things with it and make it appear at certain places and maybe I think you're going to scroll, you'll put it in the post, on the sidebar, Subscriber Magnet I think it's called. Anyway that's the way to do it. Maybe that gets the ideas running for you Charlotte as far as a way to make that happen.

Back to forwarding your domain name email to Gmail and your reply doesn't show Gmail or domain email. You can choose whichever you want. Just when you go to reply you can chose your business email as the from if you open that. Hopefully that answers the question. John is saying, "Earlier, I said you can forward your business email to your Gmail, but what if you respond from Gmail." You can respond from the business address as well, so it should work both ways, it shouldn't be a problem.

Carolyn is trying to clarify a little bit earlier. Let's see, this is what we want to create, "We have five different topics within our niche, how do we segregate

specific post topics to individual pages on our website.” I want to answer this really simply but I don’t know if that’s a simple, that’s what I’m thinking you’re saying here, how do we segregate specific post topics? I don’t know how you segregate topics either, I mean just creating a separate page with a separate topics. You get five different topics, you want different post on different topics so that would be five different posts, and each post create an individual page on a blog. I think that’s all there is. You can use key words to tie them all to specific tags, tag naming a keyword whenever you set up a post. Does that answer your question Carolyn? Otherwise, I’m not sure where you’re going with that, I’m sorry.

Deborah says “I was not able to live event so what’s the live streaming, I found what you’ve shared, some of the most useful info from the event.” Thanks so much, that’s really sweet for you to say. I really appreciate that. I was telling with many of you now that was my first time on stage so it’s great to get some feedback from you and some of the others that really supported me afterwards. That’s awesome, I’m glad you enjoyed that.

Yes, Juliet to respond to Rick, “I’ll wait another couple of days and if it’s not forthcoming by Friday then I’ll go with Bluehost, after all they’re giving a domain for free for one year up.” That’s the situation we want you to avoid Juliet, because what you’re doing is getting your domain name with Bluehost tying it together. You want to do that, you want to get your domain name separately. So go to somebody like name Namecheap. I recommend Namecheap over GoDaddy for numerous reasons. I think Rick and I both have talked about many of these webinars but a person who is spending always go straight to Namecheap. I want to have them to go at GoDaddy, I took them all over to Namecheap. It’s a little bit cheaper, you also get a free privacy for one year if you want that, much, much easier to navigate around their site and get things done especially if you’re new.

Buy your domain separately from your web host, I know it’s just free for one year but you’re only talking about ten bucks. It’s worth a thing to ten bucks than were the hassles down the road or the potential hassle.

Nicholas says, “I’m currently building my products. Can you recommend a merchant account provider that works well with the internet marketers?” All merchant accounts work well with internet marketers. When you say internet marketers do you mean make money online or I’m not sure what you’re really referring to right there. ClickBank is going to be a merchant account, so if you have a product, sell it through ClickBank.

Check to see if your product is an issue with them first, you can read their terms, I don’t know what your specific product is but you can always go there and find

out if there's an issue with your type product, but that's a built in merchant. They had affiliates for you, they pay your affiliates, they pay you and your affiliates, if there's any refunds or charge back, that something happens on the background, they take care all of it. They send you a check or a deposit to your bank account like clockwork every two weeks. The only thing is there's a really bit reprise to pay for all that all in one. This is about 7.5 percent as opposed to 2.9 if you're just going directly through PayPal or the alternative to PayPal called Stripe which is going in popularity.

Catherine is saying, "Karen also applies categories to shorter site post." Yes, categories, I said tags and keywords but you can also use categories. I mean there was something in the back of my mind, I was trying to think what the other thing was, so thanks for that Catherine. Karen, yes, use categories when you're sorting those topics.

You shouldn't have any problems Nicholas, go to ClickBank with the personal development, you should be fine there. Like I said they're an in all in one, it's great to get started with them because they make it easy for you and they've got plenty of instructions on their support page. I think it helps get through as a vendor. Yes, PDFs, videos, audios, anything digital should be fine.

All right, glad that helped. The guys are coming up on an hour, we got a few more minutes. Any last questions in there, any clarification or anything we can help you with before we wrap up today?

I think we went quiet.

Tiff: I guess I'm not going to get any support for trying to get myself named as Dave Letterman's replacement on, okay.

Dave: Yes, man I used to be a big Dave fan for a long time. Let's see, we might have one or two more, John says, "Dave you gave a great presentation in Vegas, I always find myself taking a ton of notes whenever you teach everything." John, I appreciate that. Thank you sir.

"How can I protect my videos for sales so they are not copied?"

Tiff: I'm sorry to laugh but this is the internet, if you can see it, you can copy it. If you can hear it you can copy it.

Dave: Yes, there are savvy people that no matter what you do they can take regardless ...

Tiff: I mean you got to spend a fortune and then you're going to have to put them on disk and go through all kinds of ridiculous encryptions and then some guy like me is going to break it anyway, so there's not much you can do.

Dave: I'll tell you what some people do is if they're giving people access to a page created in WordPress for example. They can put all their product stuff in Amazon S3 and then they use a plug in that kind of encrypts that links but there's always someone who is savvy who could break it. For the most part you can't really worry about it so much. Here's another thing, you can also do this, if you get a Vimeo pro account, this is the upgraded account, you can tell Vimeo pro, I only want this videos to be viewed on X page. That's not 100 percent full proof but that's enough to deter 99 percent of anybody out there who would think about getting them.

Again, some people can figure out how to manipulate things and find out where that [inaudible 00:52:51] but for the most part that's really that all you can do. It's just try to do your best to take a few extra steps that's enough to deter most, anybody out there who would think about getting them. Like I said the people who would do this all the time, they were our tech savvy, and rip off artist, they're going to do it regardless, so you just have to take a few extra steps.

Tiff: But the only thing that tends to work in your favor is if you brand them, but they called a lower third or above like you see on CBS and all of the bottom right corner of the screen. Putting something on the screen that's there in perpetuity like Joe's video, if you're watching this on Fred Site, this is a stolen video or something. if you want to get rid of it they [inaudible 00:53:28] but that type of branding at least when it's out there, it's a little more complicated to get rid of it without somebody going in and editing and cropping and doing a lot of silly things.

If you want to get into it, there's digital rights management using Windows Media but that's a little more complicated and then it's not playable by everybody, and especially mobile devices, so you got issues to deal with.

Dave: Steve has got a resource here that I've used in the past and this site does some really cool stuff with video. He says that Easy Video Suites, the Easy Video Suite that comes, he's saying there's a video protection element in it. But yes, the thing I like about Easy Video Suite if you work with videos that they allow you to- you can download a little app on your desktop and you can click and drag your video over into it and they will automatically optimize that video for the web so you don't have to put it through some third party tool and it will do that in this process and upload it for you, for example to your S3 account. S3 is great for storage because videos are huge files.

I would recommend using S3 if you can. It's free to get an account there but then it's like pennies per gigabyte as far as bandwidth and data goes. It's pretty inexpensive. The thing about that if you put a video up on your own site and try to stream it from there you're going to bog down the server and it's usually a shared server that's going to be on so it could buffer, it could be slowed to play, but if you put it on S3 you avoid all of that issue so I would recommend doing that, and Easy Video Suite makes it easy because it will integrate connect with your S3 account automatically. It would automatically convert to a web format so extremes that they have in the buffer firsts and all that stuff put it in the right format, so something to think about.

Evelyn says that you mentioned PayPal and another, for payment which is again it's called Stripe. It's like a stripe on a shirt, or Charlie Brown shirt or on a Zebra. Stripe, you can look that up.

Nicholas, "Do you have any idea when we will get the presentations from Profit Academy Live?" That's a couple of days, I would think I've just got kind of got those in my hands today, I'm going to pass it along to the guy who can get that up on the web force or who's going to and we're figure out where that's going to and then let you guys know. It should be in the members area, we'll let you know the members area. I don't know what page it's going to be yet but we do have those so give us a couple of days as far as the replays, that's going to be, that could be a couple of weeks. I just don't know, I'm guessing, total guessing because again, we have to get all these videos back. It's a lot of video for three days and we have to do some edits once we get them back which could take a few more days. Just keep that in mind but we'll let you know as soon as we get that information.

Pat says, "Where do I get S3?" It's Amazon S3, you just pull that up, let's pull that up in here, let's see. I just type in Amazon S3.

Tiff: Once you sign up for it you got to go through a little bit of song and dance to actually use it because of the way they, for want of better words, secure uploading files to it. There's only a limited number of resources you can use to send things to Amazon S3 and you get a really bizarre long security code that you have to use. It's a little trial and error to get it to work.

Dave: There's the Easy Video Suite, here is the ...

Tiff: Is that the [inaudible 00:57:16] calling you?

Dave: That's my daughter calling.

There's the Amazon S3 link, sorry guys that will stop in just a second. I just type in Amazon S3. You can find it, like I said its right there at the top, and then Easy Video Suite there. I think Stripe is just Stripe.com if you want to look at that one, but yes.

Let's see, I think we've covered it. There guys, I think that's it. Hopefully I've been able to clarify some things for you here today, help you move forward get on stock that sort of thing but I really appreciate you guys showing up today so we can get together and go over some things and help you move forward, that's what it's all about, kind of getting step by step, one wrong up the ladder at a time and get you moving forward.

I think the next one is coming up on Monday which I believe is the first, starting a brand new month. I believe that's going to be at 9pm, so guys thanks for showing up. I enjoyed talking to you.

Tiff: Wait a second, we don't have one on ... Are we supposed to have one on the oneth?

Dave: On the oneth?

Tiff: No, we don't.

Dave: We don't have one?

Tiff: We just have one on Wednesday from here on out, so the next one is the three. According to the schedule but then of course I could be reading on the wrong side of my glasses but I think here ... you're in charge you all know better than me.

Dave: So its Wednesday is what you're showing on the schedule right now?

Tiff: Yes, from here on out, here two-four from once upon a time until then its Wednesday.

Dave: Okay, well they'll get the notification correct so just like we do for this one it will be coming up and ...

Tiff: Yes, they get one the day before and an hour before and then I think the day after you'll get yelled out if you didn't show up or something.

Dave: All right, great. Thanks for the clarification then, so it looks like Wednesdays next month instead of Mondays and Wednesdays. If it's different we'll let you know. My daughter is calling she wants me to pick her up.

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Tiff: Well, she wants money, right? Stay out of trouble Dave.

Dave: Exactly. Guys thanks see you next time.

Tiff: Good night everybody.