

6/10/2015 Profit Academy Q&A Webinar with Joyanne Sloan

Joanne: Steve is asking about the value of the business e-mail address. In other words, `steve@steveswebsite.com` versus having one that's via a free site such as Hotmail.com, Yahoo.com, or Gmail.com. Steve there's a big conversation around e-mail and so forth, one thing that I will say is that, I recently read an article and if I can find it maybe I'll send that out to the group later, but essentially I read this e-mail recently that came across my desk and it was talking about this very subject.

What they were saying is that, if you use a Gmail type account, which I actually currently still do this, but I'm going to make the switch after reading this article, to one that's my domain name it actually can help, when you're working through an e-mail service provider such as GetResponse, AWeber, what have you, it can actually help validate your domain to use a domain specific e-mail address.

Trust is everything online and sometimes you may have done a Google search and you may have seen a green checkbox next to the search results. That's showing a site that's been validated and is deemed trustworthy by Google and they tend to send more traffic to sources that they trust. There's such a thing called e-mail reputation and you can actually build up a great deal of good e-mail reputation or conversely you can build a poor e-mail reputation. You do that by not playing by the rules, by spamming people or just sending them too much e-mail, not respecting proper boundaries or good e-mail etiquette. You can actually have your e-mail address be gray listed or black listed, which means that you're considered on a naughty no-no list and that will affect deliver-ability.

That's why it's so important that you use an e-mail service provider and rather than trying to do bulk e-mailing, which you really can't do effectively through your own e-mail accounts. Conversely please don't do the following when it comes to e-mail. I had somebody that I know recently use a device that they found where they could suck out all of the contacts that they've ever made through their Gmail account. They exported them, then they imported them into an AWeber account, and I never opted in to that guy's list, now he's somebody I happen to know through my podcasting community, but he did that and he kept sending me all this stuff that I didn't have time to read nor did I have interest in reading.

This is why it's so important to let people voluntarily add themselves to your list. It's just not worth it, because if you hit a certain threshold, and it's a small threshold it's under 5% of your recipients who hit the report spam button, you

can then impact your ability to reach that other 95%. So do everything within your power to make a good e-mail reputation and keep it, because reaching people through e-mail it's just, actually I found this slide yesterday that I had collected, I'm just going to go a little bit more on this tangent about e-mail.

I found a slide I had collected, because I'm super interested in things like statistics, numbers and what converses, so forth and literally the amount of conversion made through sales via using e-mail as a delivery of that marketing message was four times higher than social media. It was more than organic search traffic, it was more than paid search traffic, it was at least double every other form of delivery of that marketing message.

Rick: Why is that? I got some ideas, but it is very important there's no doubt about it. But do you got any ideas as to why you think that's the reason?

Joanne: I believe it's because when people are in their inbox that's their inner sanctum, seriously. That's one of the very first things you check every morning. You know you all do that, I do it, you do it, you need- because really your inbox kind of informs your day. You don't have every minute of your day scheduled, but you see what priorities are and what balls you need to hit back in other people's courts based on what's on your inbox. When you are in somebody's inbox you have them as a captive audience. That's why it's so important to have compelling subject lines.

Rick: It's like we hate telemarketers because the phone rings and even if we recognized it, whether they don't answer the phone, we didn't ask for that interruption, but e-mail we ask for it. You turn on your inbox and up pops something you recognize and as you said, "Oh yeah I'm going to check mine, I'm going to check mine." Now going back to a domain versus a generic Gmail account, I see a domain name attached to an e-mail address I realize, "Hey okay that's somebody who's telling me who they are. That's not somebody hiding somewhere. I like that person. I keep them, I open their mail all the time, they keep coming back."

It's like, it's the nearest thing to word of mouth. I'm not talking to you, but that's what it becomes. It's the most reliable, I trust it once, I'll trust it again, and of course, maybe, I'll tell ten people and the next thing you know 500 people know about it. Good e-mail is still a use- and the stupid thing about it, when you think about it, it's still the most simple form of communication on the web. There's no brain involved, no real hard technology, don't need any sophisticated power to do it.

Joanne: Right, and you know what? There's nobody on this call, including me, that did not end up in Profit Academy without receiving e-mail about it first. I bet you

dollars to donuts there's no one here who didn't first get an e-mail with some of Anik's content, his amazing free videos that he does and provides to us to teach us that came by an e-mail. It's what you're saying Rick it's that it's permission based. When things are based on permission and you're respecting somebody's will then you have that possibility to start relationship versus the old school way which is all based on interruption and repetition and ubiquity right?

McDonalds can be ubiquitous, meaning they're kind of everywhere all the time, because they have tons of money. We don't have tons of money.

Rick: And we don't expect anything miraculous from McDonalds anyway so it's their [crosstalk 00:06:57], but I'll say this, I have been working with Anik and his crew for almost eight years, and I don't know how many of their lists I'm on inadvertently one way or the other, but I'm in the position to say that I get an e-mail from them just about everything. I don't read a lot of them because I'm doing this as opposed to in the training side to things itself, but their e-mails don't annoy me and there are a lot of e-mails that come from others do that I don't even want to open anymore. For eight years they've been sending out stuff that I will read and I know what's coming I'm involved in these things, so it says tons when you deliver good content. I like you when you're saying your doing your radio show, your podcast, your developing your content, your developing a reputation for being worth listening to.

Once you got that up there, I hate to say it, but then you can sell snowballs to Eskimos. That's what's it about.

Joanne: It's true, because then you have a receptive audience so it does come from offering value first which goes in to Steve's next question, which is he gets tired of seeing an offer that's e-mailed to him everyday. "Do we really want to send out our initial e-mail series out everyday for a week?" Here's the difference Steve, the difference is your initial set of e-mails isn't going to be based on promotion. Your first, I would say, five messages in the auto-responder series should only be about relationship building, only. Don't even get in to even approaching asking them for something, because you haven't established that trust and credibility yet upon which to make that sales request.

They've got to know, like, and trust you enough to even listen to your product recommendations whether it's your product or an affiliate product or what have you, maybe at message seven or eight you might start tiptoeing in to that direction of making, putting in affiliate link, but honestly you don't need to ask them five times over for the same one. If they haven't bitten once or twice I would respect that no and move forward.

"Greetings John, Ron and Michelle, everyone saying hello. Any suggestions on what options are available if Facebook has banned you for life?" That's a good question. I haven't actually personally dealt with that. Half of the way that I ever learn anything is because I Google it. I'm going to show you a little Google trick. This is something that almost nobody knows. The extent to which you can hone in on your search skills is the extent to which you will save time and be more efficient online. Let me just show you the difference between a traditional search and what I would call, maybe, a smart or more strategic way to search.

If we were to put in that key phrase it would say, I just might say, "Solution to being," shoot, sorry hit that caps-lock, "banned from Facebook." Okay. Now if I hit enter ... so how to recover, okay. Right there, there's an article. Now obviously not everybody can know everything about every subject and I know a lot, but I don't know everything. I'm going to go ahead and I'm going to chat this out to the group. If anybody's interested, you don't want to be banned obviously, that's to be avoided, the way to do that is actually taking the time to read through their terms of service in terms of when you advertise on Facebook. There's that, there's that article. There's actually a video you can watch. That's kind of a traditional search right?

What I would call a smart search is, here's one how to prevent it, so prevention is your best mechanism, is putting something in quotes. What happens when you put something in quotes is that it only searches those exact words, those exact characters, okay I'm going to say, "Banned from Facebook." I'm going to click on that. Opps it took away my quotes. Let me just do this again and I'm going to put it in quotes and what that says is, "Okay Google, only look for those exact key words in that exact combination." In other words, no different words, no different sequence. When I put in the straight search, what that does is that returns the best results based on Google's algorithm of any of those keywords in that search term that matched.

Here's another one, "Is there any recourse?" Now this one goes directly to Facebook, so I'm going to trust them as a pretty good source for answering the question about what the recourse is. Again, I'm not going to get in to that right now, but that's how I want to recommend that you actually start looking for things, is inside of quotes. Very few people know how to do that trick, but it does really make a difference to the relevance of your results. It's going to be a lot fewer results. That was 59,000, oh sorry, 5,950 results versus 75,600,000 results, because again it's matching each one of those words. Okay, so I hope that answered your question.

Let me pop this out again ... Sorry I've got to expand this questions window. Here we go. Okay, I think it's Noel is asking about a manage word per site with GoDaddy. So you don't have a C panel. It's a big deal to transfer it over to a C

panel, most instruction on Profit Academy describes how to do things using C panel in other words FTP etc. Honestly, my business Noel, we deal with Word Press development all day everyday and we really don't work with the C panel. I just always access everything through the Word Press Administrative dashboard and I don't deal with the C panel. I'm not sure why the instruction there is to be working through C Panel.

FTP can be difficult for a lot of people unless they're technical doing FTP transfer, which stands for File Transfer Protocol, for anybody who cares. Feel free to reach out to me directly, if you need more help with that, but if I were you I would just simply get used to working with the Word Press dashboard as it exists unless there's something you cannot accomplish through that dashboard, which would then necessitate having access to the control panel.

"Okay, my question is about Word Press. You mentioned make sure the theme has featured headlines. I don't know what featured headlines you can give us an example of and also example of a custom menu." Okay so, I don't remember saying a featured headline in that exact term. Let's just go to the Word Press Theme directory because I'm not sure that's even a phrase that you can filter out for ... okay. So Word Press Themes. The functionality that we're talking about here is how to narrow down the huge number of free Word Press Themes that are available there. You'll see that the first page load are all the featured ones. I don't know, if they get some kind of compensation for putting these in front of you, but what we want to do here is click on this feature filter. I also go through how to use this tool in the module 13 of Profit Academy which I did which shows you how from start to finish create your own Word Press site.

You talked about ... featured headlines, just kind of going back there, featured headlines, yeah. I think what I said is to do a featured image header or featured images, either one of those. That means that you can customize basically the area. Let's just check this here and then what you do is apply filters. It doesn't say search it says apply filters. What that basically says is, let's just look at this one for an example, this area here is what's called the header. That means that you can tell it, "I want a different image than this," let's go to preview, I want to replace this image of these mushrooms with my own image. In other words, it could be a picture of you, your product, a desired outcome for anybody who's looking at working with you, whatever that is that's the featured header or custom header.

A custom menu, let me go back here and show you this as well. So custom menu is here, boom, okay? Basically a custom menu allows you to create your own menu. When you're in Word Press, anytime that you create a new page, just click on this one as an example. Anytime you create a new page it automatically, Word Press, will put that in your main menu area here along the top. Here is

what we call a parent page and this is a sub-page or also called a child page. Now if you were to add a page about say terms of use or terms of service or privacy policy. What's going to happen is all those pages are going to then start populating in your navigation area.

Now that's not desirable, because you're generally only limited to about eight slots or so depending on how many words you use for the page title. You can't really fit more than that, so what happens is unless it hits the first line full it then starts generating a second line of pages and that you can't control either, unless you have the ability to add a custom menu or you find a plug-in that adds a custom menu functionality.

In a custom menu, let me just show you on my own site, I'll just log in here real fast, because I want to show you rather than tell you. With a custom menu there's something really cool that you can do with that and that is that you can combine pages with post. Now I'm not going to get into telling you the difference between pages and post, but you do need to learn that and that's in I think the first or second video. Actually, no I'm sorry, it might be in the last video in module 13, but you do need to know the difference between pages and post.

Let me just go down here and show you under Appearance and Menus what I'm talking about. Okay so here is my menu structure. Here are all the pages that I have available. I can say view all or I can search from all the different pages. Then what I would do is I would drag them in to place. So I would say just click and, sorry, no it doesn't work the same as, I misspoke. You would click that, what's going on here? Pages, view all, okay, sorry I was looking at it in different way. Let's just say I wanted to add my official contest rules to my main menu, I would check it off and then I would say add to menu. You see that little timer going off and you don't see really any change, that's because it added it down here at the bottom. Now I can click and drag it in to position.

I might want to put it as a sub-page, see how I indent that? Under my contact. Now I don't want to because I don't want to, but what I could do is I'm going to go ahead and delete this. Actually it's not deleting the pages, just simply removing it from the menu. What I can do here in the custom menu is I can actually add my post that I do things under, so let me just show you here. So anytime you post an article, which is like something fresh and new inside Word Press, it doesn't go as a page, because pages are more evergreen content. It would go in in the form of a post and those posts have to be added to a category.

Let's say I wanted to somebody to be able to see all of my Podcast episodes from my main menu. I would click this category and I would say add to menu. Now again it's going to go down to the bottom and I would click and drag that in

place. I would probably want to put that under here. Now I'm just going to leave that there so you can see the difference. So let's go ahead, now that menu saves automatically you noticed that? I didn't save it, it just saves automatically. Don't waste your time going up and down saying, "Where in the hell is the save button?" Because it's not there. Let me just show you, if I visit ... oh, you know what? Did I misspeak? Hold on just a second. I wonder if that was being obscured, if I misspoke about that. Let me go back here and redo that. Okay categories-

Rick: Can I make a stupid observation?

Joanne: Yes.

Rick: Yeah you did have a save menu button at the bottom there. I think you might [crosstalk 00:22:09]

Joanne: Okay it was there. Yeah it was there and I couldn't see it, but sometimes there's only really one area and I was getting it confused. There's one area where you don't have a save button and that's in the widgets.

Rick: Yes.

Joanne: And you're doing your side bar. I'm sorry I confuse the two of them. Okay let's just say we're going to put Podcasting. I'm going to add that there. Sorry, see there it is, boom, there's my save button. I had the questions box from GoToMeeting obscuring it, so my bad, so I'm going to go here, I'll just drag it under contact for this demonstration. Okay, save, how about that? Even people who do this all the time, we screw up. So now that's save, I'm going to go ahead and visit the site. Now if I were to go and actually click on any one of these pages, it would go to that fixed page, but if I go here and I choose Podcasting this now asks the Content Management portion of Word Press to go in and display anything that I have under that category. I don't know why that's coming in as Questions and Answers, but it is. Oh it's the category questions about, okay, I have a Q and A thing in here and one of my Q and A categories is podcasting.

Let me just show you another way, I done a different category like this ... see for example all my Podcasts episodes, it then basically creates an overview of any post that I had added to this category in reverse chronological order such that the newest is on top of the oldest and increasingly older. Again, it just shows that everything that was in that particular category and then if you had more than one there would be an older and newer entries and so forth, here's the older entries.

The other nice thing about custom menus is that you can create links in here. So let's say you had an Amazon bookstore. Okay, let's say you had something for sale, you can put books as the name of the page. Here would actually be an outbound link to your Amazon page. Let me just show you how you would do that ... Okay, move that out. First of all might want to take that category out, remove it. Okay now what I could do is I could say, "I want to do a custom link." I would put it Amazon.com whatever your thing is blah, blah, blah, and I would say, "Bookstore." Add to menu, save menu. I know I'm spending a little bit longer answering these questions folks but the feedback that I've always had from past Q and A questions is that you always appreciate me actually just showing you.

So there it is, there's the bookstore. Now again this isn't going to go to any page on my site, it's going to be an outbound link. Obviously I made up a [garlbidygook 00:25:39] link there, but it's still goes to Amazon, just to demonstrate how that works. Opps. I closed out my own site, let me go back there and get that out of there. You really do want to have total control over your menus and who sees what. If you don't have a theme, you already committed and developed your site under a team that does not support custom menus, you should go to the Word Press plug-in directory and search for a plug-in that would allow you to add that functionality.

I'm going to go ahead and remove that. Alright, let me jump back to questions ... Okay Steve asked, "How hard is it to build my own site using Word Press?" Steve I always like to threaten to slap people who say Word Press is really easy with a wet noodle. There is a learning curve. I'm just going to do a shameless plug for my module 13. The thing is I have been building with Word Press for 10 years. What I did basically in that module is I condensed pretty much 10 years of experience into two hours. I didn't include any fluff, I didn't include anything that you didn't need to know, and that wouldn't make a difference or save you time.

There's a lot of resources out online to learn how to build Word Press. You could spend all day on YouTube, but the thing is I did this specific to what an internet marketer needs. In other words, I included resources there for example how to find free images without spending money on stock photography. I included a way to learn how to add those images or banner ads to your side bar so that you could promote an affiliate product and monetize your site sooner than later. Just go to that, you've already paid for that, it's there. If you just follow those instructions you will end up with a site, in fact you know what right now she gave me permission to do this and I'm going to go back to Facebook and I want to show you, this is so perfect. I want to show you what another Profit Academy student did using module 13. This is just awesome.

Okay and she's in here, here she is. I asked her if I could use her endorsement, because she basically wrote to me and said, "I can't believe it I did it. I did it. Thanks to you and the videos were awesome," I thought I just pulled that up ... reduce that down, okay. Sorry it was being again hidden by the question panel. Let me go up here. I hope she doesn't mind my doing this in the live session here, but she just built an awesome site. Here it is. Look at this folks, this is one of your fellow students. Did she not do a completely beautiful job? She just got the module out, she followed the instructions, she's got her social media integrated here, she's got a search bar right at the top where she needs it. It's clear, it's clean, it's easy to navigate, she has her about page right in the position I told her to put it next to the home page. My hats off to you Anna.

I want you guys to just see what is possible for somebody who had no previous Word Press skills.

Rick: Visually that's right on the money.

Joanne: Is it?

Rick: It really hit, well you know as well as I do how it works. Who looks where, why, and when and what's distracting. There's nothing distracting about the background to keep you from wondering what's going on in the foreground. That image I like because it's natural. It doesn't promote or dissuade from anything, but it makes you stop and think trees in the forest is a natural thing and the colors [inaudible 00:30:13] I, like you said that's somebody who paid attention in this class.

Joanne: Yeah and she followed the last part of module 13 and she built a graphic for her sidebar. She added a little click here so both of the images are clickable and the click here button and when I did that, oh look she even used the slide in. Yay. Anyway, when I click that, boom it went straight to LeadPages and she did it so that the link was targeted to open in a new window. That's the best practice for generating links is you always tell it, "Open this link in a new window," Why? Because if I don't want to [inaudible 00:30:51] page, boom, her site is still open. Anyway I want to should out that she did it and so can you. I hope that just case in point, that you can accomplish it ... Sorry folks I'm having to toggle back and forth between questions and answers.

"So do I really need my site up before I start using my domain name as my e-mail address?" No. Not necessarily. You can usually get your free e-mail that corresponds to your domain name through big companies like GoDaddy or Blue Host that usually include a business related e-mails when you buy your domain hosting or sorry, your website hosting, actually even if you just have the domain name registered through them, but one thing is that if people start seeing the

@yourwebsite.com they may think and start trying to go there. It makes sense to get your site up as soon as you can.

"Good to have you again with us, I have a question. If an affiliate offer doesn't have any banner to promote their product, can I create one and put it on my Word Press site with a link to the affiliate offer or do I need to get permission of the product owner. Thank you." Maryann great question and yeah not every affiliate product or producer makes it easy for you by giving you all of the graphics and so forth that you need. One thing I want to show you here is that every Word Press theme is a little bit different right? Just probably as a reflection of the people who make them. So in your sidebar, you've only got so much space and that again that is dictated by the code that underlies your site. Unless you know how to do custom coding or you go to a source and hire somebody to do that, you just need to work within what's defined here.

The problem is as a lay person you don't always know how to figure this out. So here's a great little tool, if you can see this on my desktop. This is a little tool I use constantly. It's called Jing, J-I-N-G. If you Google Jingproject.com or just Jing Project. It would bring you to result and you can actually download this. Watch what happens if I click capture? I'm going to go in this space and basically I can do a little measurement here and I can figure out roughly how big my sidebar is and how big my images need to be. In this case it's telling me that its roughly 310 pixels wide by 215 pixels high. Now let's say you have no interest and no talent in learning how to do anything graphic, that's fine. You can go on Fiver and you can have somebody built that for you.

Otherwise, you can just know that space and if you have a simple Paint or any other simple photo editing program you could go in and put some text over an image that you find. I'm going to show you one other thing that I also demonstrate in my videos which going to Google and instead of doing a traditional keyword search, we're going to go ahead and we're going to pop up over here to the images, see that? Now let's say you were doing something about, I don't know, supplements. Let's say you were in the health niche. I would say [inaudible 00:34:48] the supplements today, but Google can. Alright, now what you see here is pretty much all the images that Google has indexed from all different kinds of sites. Now here's the cool thing I want to show you. This may be exciting for you, I know it was- I'm nerdy this way, but it was exciting for me the first time I figured it out.

If you go here under search tools, we're going to go search tools and then we're going to say, "Usage rights." Now what we're going to do is we're going to filter out all these results to ones that allow us for a reuse with modification. Now we don't want to say non-commercial because obviously we're using it for commercial purposes. That's kind of obvious. In other words folks here are

images that are essentially copyright free that you can take directly from Google without upsetting anyone, without infringing on anybody's intellectual property and so forth. This is beautiful. What if you were doing something like this? Pixabay, great site. Something like this, there's one from Flickr. So you can click here and you can either right-click. I'm on a PC, so I right-click where you could copy it on your Mac, I guess it's a control C. Anyway you just save image as and then you can reduce that down to the size you need, push your text over it and potentially link that to the affiliate product.

So really the sky is the limit. As long as you can find the keyword and again you just go search tools, and then here that was usage rights, let me back up one. Search tools, usage rights, that's where you need to be looking. That's like a super hot tip because I don't want any of you spending five and six dollars or more per image that you need. Again, that can save you money from having somebody on Fiver do it for you as well.

Let me drag the questions back up. Okay bank, okay. Okay John, you're welcome and you have a question. You're working on your product in the personal development niche. "I've selected click bank as my payment and affiliate management platform. Now I'm torn between investing on creating a video sales letter for the launch or going the webinar launch way. What is your opinion and advice?" Okay well those are very much apples and oranges, great question though. Here's what my initial thought is about that. Video sales letters clearly they work, but ultimately it's you making a sales pitch to an audience that you had to get to that sales letter in the first place, that video whether you do that with Facebook ad campaign or Clickonomy, it doesn't really matter. The thing is that you're in a position to have to acquire those eyeballs to convert a certain percentage of them through your video.

However, if you're going to go with the webinar launch route, there's a couple different ways to approach that. One, yes you can use the same traffic generation method in terms of getting people to that webinar, but also one thing that might be less expensive is for you to go online and start researching other people who are leaders in your niche. In other words, they have an existing list and you know that. You can see they have a lot of Facebook fans go to their fan page, what have you, and then approach them for an affiliate or joint venture type of relationship in which you can then intersect with their existing audience.

Now there's a very, very big qualitative difference here. One is that if you just go strictly advertising that traffic is not always the warmest traffic. They don't really know you and they don't really have trust established with you yet. They don't necessarily regard you as an authority on your subject matter versus if you go with somebody who is maybe co-hosting a webinar with you. It's very different.

It's like a conversation and I've done this before where I've asked people just to step in and kind of co-present with me. Largely it was me, but they would field questions from the audience and it was much more of a dialogue. It was much more interesting and dynamic than just a one way pitch where you're deer in the headlights and try to make yourself sound smooth, but that the bigger advantage to you of the second approach is that you're basically having an implicit endorsement that your material is worthwhile. What I would do is try to set up even a mock webinar presentation, maybe you've never done it before and offer that as a recorded video to somebody and say, "Here's what it's like and so forth."

I also heard another great piece of advice which is in terms of finding affiliates. Don't tell me the percentage of the commission that you're willing to split with them for any of the sales that they help you generate because it's essentially, yes you would be giving up a portion of the proceeds, but you're also not expending any money whatsoever in getting people to your presentation right? But don't tell them the percentage you're going to share them. Actually tell them how much they're going to earn. This was one of the things actually that I learned at Profit Academy. Tell them how much they're going to learn, I'm sorry, earn from each sale. In other words, if they have 1,000 people that they bring to the webinar, then what are their earnings per attendee. I hope that answers your question.

Good question here, "Is it still safe to send Facebook ad traffic to an opt-in only page or is it preferred method now to send it to a post within opt-in option available?" Brian, the secondary, the latter is true. Basically Facebook doesn't like it if you're sending ad traffic to somewhere where they have no other way to get out of the page other than to leave it or opt-in. They really prefer and actually, this is one of the areas in which you can get account banned from, is just trying to send it to a LeadPage only. So that's again, go back and use module 13 to create a Word Press site for yourself if you don't have the resources to hire somebody to do that. Get that regular page going because Facebook much prefers to send ad traffic to that.

Yes, there's a question here. "Will you be able to listen to a replay?" Always, these are always recorded. That's what Rick is here for, he's got a gazillion dollars of equipment running in the background to make this all available to you in the Profit Academy members area.

Hey, here's a great one. Anna says, "Thanks for your great training." I made her first \$17 yesterday and she feels like a millionaire. She says, as I mentioned to you earlier through Facebook, her website is up and running, she's the one who's website I just showed you. I'm so excited that you actually made your first dollars. "I would love, like to add a quiz where people can click the answers,

submit them to me and get a reply with the results. Do you know which plug-in which can be used for this with my Word Press website? and what do you recommend to track if people are coming in to the site and if they're clicking products we offer?"

Those are two questions. The first one is, I can't think of a quiz type of thing off hand, again go to the Word Press, remember before I showed you the theme directory? Now you want to go in to the Word Press plug-in directory. You can just type things in. Now there are certainly paid options out there that would perform this function you're describing, which would something be like Survey Monkey, but you don't necessarily need to pay for that. Let's just say a survey, I'm going to call it that rather than a quiz. Okay, here's one Word Press Survey and Quiz tool. Again, always look at these in terms of how many active installs, this one has 4,000 people who are actively have this installed on their website versus 10,000. This one's got three and a half stars versus three stars of users and also look at how recently it was updated. This one is updated very recently, this one has been 11 months.

We're right now running Word Press version 4.2.2 this one is shown to be compatible up to version 3.9.6. So just because they don't show that they're compatible to the most recent version of Word Press doesn't mean that they're not stable plug-ins. It's just something to kind of pay attention to. Let's just say, let's check out this one. You can start reading up exactly what the features are, again I show you this in module 13. If you feel like it, you can install it. There's some screenshots, a lot of times there are screen shots of what the back-end looks like, the administrative bit. This you can just see there's some multiple choice options and so forth. That's a good one.

Your second question has to do with whether or not people are clicking on your products that you're offering. That's where you need to be running Google analytics. It's free to set up the Google analytics account and there is another corresponding thing that I'll show you. So go to Google analytics and you can say get started here. You can just read up all about it and get your account that way. Generally what happens is that once you create an account and you tell it, "Okay here's my Word Press website link and so forth," if I want to start tracking all the activity in there, it will then generate a piece of code that you need to add to your website and that code gets loaded every time somebody loads any page on your website.

It can be a little tricky to do that, so there's a plug-in that I want you to see, actually I don't want to search Word Press, I want to search the plug-ins. It's called Google- oh look at that. I love it when Google remembers my stuff. It's called Google Analyticator. It says here, "Easily view your Google analytics in real

time stats inside of Word Press." So really nice, it allows you to integrate your code into your website and go from there. I'll leave that up.

Okay I got to read this. [inaudible 00:47:11] says, "Hi Joanne, you got me in to Word Press. I was afraid of it before, now I love it. Thank you." Well you're welcome, I love it too. It was scary for me at first, but that was a long time ago and now I'm fearless. I can build anything because the thing is, if your site doesn't do what you want it to do, there are 30,000 plug-ins. 30,000 plug-ins largely their free. Some of them are paid and generally the ones that are paid that I found, they're worth paying for. The other day, I was building, I was up against a deadline, and I was building somebody's site and they needed this slider, where it rotates images and good Lord I stayed up until two in the morning. I tried five different slider plug-ins, none of them was performing the way that I needed to. Finally I was like, "God what is my time worth?" And I popped down the 20 bucks and I bought this slider thing that was God's gift.

I researched it online, everybody was recommending it and that was for a good reason. If you find a premium plug-in, don't be afraid to spend the money on it, because it will save our sanity. Anyway I'm so glad that you're feeling more and more confident as you use Word Press, because it truly is the vehicle for driving revenue to your online business. What I want to say on the heels of that is that, while it's a powerful vehicle, it won't go anywhere if you don't put fuel in that vehicle. Don't let it just sit in the garage because you don't add any new content. It is not like you build it and then you set it and forget it. The whole power of Word Press is for adding new content consistently and I mean as consistently as possible, even everyday.

Even doing it two or three times a week will put you far ahead of most everybody else. Okay but you do have a question. "I have Facebook advertising directed at LeadPages opt-in pages where I use the LeadPages plug-in in Word Press to integrate." Okay so what he's talking about here is that there's actually a plug-in made by LeadPages where you can add LeadPages straight to your website. Let me just show you this because I have it. Typically when you're inside of the Word Press dashboard and you want to add a new page or a new post, up under here you would say new page, post, what have you, but you can see now that I have this plug-in installed I have option here for a LeadPage and if I were to click that, I would have a chance to add in one of the LeadPages that I had created.

Again, things like that it just literally will replace your whole site with your LeadPage. Now you don't need to do that. If your site is slow site or has a lot of heavy graphics and load slowly, I would recommend that you consider just leaving it on LeadPages because their servers are very fast and people like fast loading pages. Anyway enough about what that is. "I'm wondering if instead I

can direct to a landing at my Word Press blog site and have my opt-ins on the side. What do you suggest?" I do suggest you do that. That's just, we talked about it before, but at some point Facebook will probably totally bring the hammer down on anybody that's just trying to go straight from a Facebook ad over to a LeadPage only.

"Thank you Joanne as you recommended a theme for us dot net is good for buying themes. I couldn't find the filter features to check the filters that I want. Could you please show us how to do that?" This is a good question Arianna, because what you're- you're actually kind of mixed apples and oranges here. Theme Forest, let's just bring that up, theme Forest is a source for premium themes. In other words, not free themes. Premiums themes are ones that you would pay for and they tend to be anywhere from \$8 up to \$100. The price's vary. They have lots of different themes, there are other content management systems out there. Word Press just happens to be the big dog, but there are other ones such Joomla, so they have Word Press specific themes, but it's not the same thing as the Word Press theme directory, which is where that feature filter is. If you were to go in here and look at the Word Press theme from theme Forest, you're not going to find that feature filter, see all of these are 48 bucks a whack.

Again, I talk about the advantages of premium themes versus free themes in module 13. If you want that feature filter, go ahead and go back to Word Press theme directory. Okay ... "My hosting company suggested that I specify an expiration date at least one week in the future for the following on my website, JPEG, JPEG PNG, CSS files. My website was slow while working in the dashboard. Is there a way to add expiration dates through the Word Press dashboard?" Great question Caroline I've honestly never heard of this before. I don't ever set files to expire. I don't know, I mean what- again what I would do is, I would either go and Google your question here. I would literally take your text, "Is there a way to add expiration dates through the Word Press dashboard," and Google that and see what you come up with.

The other way that you might go about it is to go to the Word Press plug-in directory and type in expiration dates as keywords and see if anything comes back, but I think that one of the things I'm going to recommend here to you is one called [W3Cache 00:53:42]. Okay, so caching is like a cache where you would store things. It comes from that French word cache, to hide. In caching basically takes a lot of the files and stores them in a place where they don't have to load every time. That's the simplest way to describe it. They don't have to load each and every time there's a new session on your website.

So [W3totalcache 00:54:12] is one that you might want to take a look at and it says, "Easy web performance optimization using caching for browser, page

object, database," so all this, if you're a regular person who doesn't speak Klingon probably makes no sense, don't worry about it, basically I'm recommending it because this is a well respected plug-in. Look here almost a million installs, that wasn't by accident. Almost a million installs because it helps speed up your page load times, which is what they're calling performance optimization.

"Okay, what are the advantages to optimized Press? Does it allow me to integrate my opt-in pages on my Word Press blog?" Yes. "Would it be a good alternative to leave pages to keep start-up cost low?" To do a side by side comparison, yes optimized press and LeadPages, they kind of do similar things, in terms of creating landing pages or sales pages or webinar pages, what have you. I would say the main difference is that with optimized press, you're paying one time. I use it as a, let me go over here, I use it here as a plug-in. There's a page builder element to it, it's about \$97 versus paying like 40 or 50 or 60 dollars a month for LeadPages where you're paying all the time.

They are different. I find that with optimized press I have more creative control than using the LeadPages templates. A lot of the LeadPages templates basically, you know you can add and kind of customize what you want in that space or for that picture, but the elements are basically the elements. I just feel like with this one, you can start with a blank page totally or you can go and use some of their templates here and then start customizing them. This could be a good alternative for you again, if you don't want to have recurring monthly fees.

Sorry, [inaudible 00:56:31] here just a second. Talking a blue streak today everyone, you got great questions. "I have a website that I created originally with Front Page then migrated to Microsoft Expression Web, so have some understanding of web design, but had no exposure to Word Press until now. I really appreciate your detailed instructions. Thanks so much." Oh, sorry I thought that was a question.

Yes thank you. "I have domain name and hosting with Hostgator that I have not developed. What is your advice to switch to Word Press or continue with Hostgator?" Great I love this question Doris, because the thing is you don't need to switch over to Word Press. What you will do is you will actually install the Word Press software inside of Hostgator. Hostgator is just basically the hosting company, I'm just going to go here and is saying installing Word Press on Hostgator and here's a link right here. If any of you are using Hostgator or interested in that, I'll go ahead and I'll chat that out to the group. Chat and around here. I don't know what I'm doing Rick. Every time I hover back over it it wants to collapse the chat again.

Rick: You forgot to put a nickel in the meter.

Joanne: No I got it, I got it working. So anyway the point is that you know basically Hostgator is going to rent you a little space on their big server for a small fee every month. They're going to do all the maintenance on that server and they're going to do all the backups. They're going to do all that, take that headache off of your plate. In your server space that you're renting, you're going to install Word Press and inside Word Press you're going to be building webpages, you're going to be adding image files and all that stuff will be hosted there, but you don't switch from Hostgator to Word Press and the reason being is, that is possible, but that would mean switching from Hostgator to WordPress.com. Only WordPress.com actually host your site for you.

You do not want WordPress.com, I'm not going to go in to all the reasons why, but you will be installing WordPress.org and it's really important that you know that there is a difference between the two and that you have to have WordPress.org which means you have to have your own hosting set up. I like it through a company like this.

Thomas says, "This is great. I've never use- I've used Jing forever and never thought to use it as a measuring tool." Yeah and the other cool thing about Jing too is that you can capture things as a video as well. One of the nice things that I like to do with it is sometimes I'll make little videos, see here it says capture video and you can do up to a 5 minute video for free. I might tell somebody something about their site or what's going on and send them that little video file rather than typing up a super long e-mail.

The other nice thing about Jing is that once you capture it you can go in and you can add some text to it and you can say, "Please move this up," and say, "I really want the position to be up here and so forth," so I'm going ahead and hit cancel. That's a couple of different ways I like to use Jing.

"What's the best place to get paid Word Press templates?" Again, I'm going to refer back to module 13, because I think it's in the second video. I go in to how to do proper theme selection, which is a really important step. You don't want to do this, what I would call the shampoo method, which is like a teenage girl browsing the drug store smelling all the pretty smelling shampoos. It's not about how it smells, it's not about how it looks, it's about how it functions and whether it does the job and so I show you very clearly what to look for and what functionality you need. So it's not form as much as it is function, because that's the hard part to change right? Lots of times you can go and add new pictures, add new color, and custom headers and all that stuff, but you can't change the underlying functionality of what your website does or doesn't do for you.

So in that video I actually show you, there's one article I give you a link to that says something like the top ten places to get free Word Press themes and then

also in there are included premium themes. As I've said many times I will give a shameless plug to Elegant Themes, that's who I pretty much use exclusively. They have a special feature called the E panel which is their play on the C panel. I love that it gives you pretty much total control over your website without you having to know how to do any advance coding. Elegant Themes has a quarter million customers and they deserve that. They do an awesome job.

"Are plug-ins updated automatically or is this a manual process?" Kate, great question. They tend, there's an option usually when you first set-up your Word Press installation to automatically update plug-ins and automatically update Word Press when new versions arrive. I do not recommend that you do that. With the hosting company I use they do automatically update Word Press and that's fine, but one of the reasons why I don't set my plug-ins to automatically update and I prefer just to do them manually is because sometimes a new version of Word Press might conflict with an old version of a plug-in. Usually what I like to do is wait until a new version of Word Press has been out for several weeks or couple months and then I'll go back in and maybe update my plug-ins one at a time to keep them relatively new.

Let me just show you, get out of that page builder. Let me just show you what I'm talking about here. I've been so busy lately that I've probably been remiss in updating my plug-ins. See I have 14, this is not, I'm to recommending this. I'm just laughing at myself that I have 14 things that need to be updated. I could go over to this setting here, update available, and then from there I would just look at them, and also one of the things that you can see is usually what details have been changed, so you can see what are they actually changing with this update.

I could just say, "Update now," ... okay Akismet, I want to update now. Akismet is one that comes with your site pre-installed and you absolutely need to have that because it catches spam comments. That's just how you would update them manually.

"Do you recommend using both Wanguard and Wordfriends to protect your site and should we use Clef. Clef came with when I downloaded Word Press." I'm not familiar with Clef, so I can't answer that, but I use both Wordfriends and Wanguard separately, I'm sorry, together. They do two different things. So Wordfriends is great, you can see it here. I've got both Wanguard and Wordfriends.

Wordfriends basically helps couple of different ways, it will also help you with optimizing the performance of your site in terms of it being fast, which is a nice add-on side benefit, but also it will help monitor if basically people are trying to hack in to your site. You can see here, you can scan it, your site, and see what kind of activity is going on. It will actually e-mail you if somebody is consistently

trying to get in to your admin account. You can block countries like, some country that's problematic or something like that. You can look up people by their IP address about who's trying to get in to your site versus Vanguard.

Vanguard slows down people who are trying to make fake registrations on your site. This will happen a lot of times because they're called [sploggers 01:06:02] for people who are spam bloggers. They want to create a back link in order to drive more search engine traffic to their own site. So they are complementary plug-in set, you should use both of.

"Web hosting do you use and why?" Steve I use DreamHost. DreamHost, I don't necessarily recommend them to other people and here's the main reason. They don't have someone to call. Someone just recommended them to me years ago. I've often thought about moving my sites away to GoDaddy or something else, because sometimes you just really need a person to talk with, a live body no matter if it's the middle of the night or whatever and you encounter a problem and you don't want to wait until their chat room opens. I have found GoDaddy and a lot of people will, they'll poo poo GoDaddy, but I've really not had bad experiences with them over many, many years and many client sites. They really go above and beyond to help and DreamHost you got to search through help forums and it's just more cumbersome to work with, but ultimately at the end of the day, DreamHost has always been reliable, they have good uptime and I just haven't really had a problem so it didn't persuade me too much to switch. So I hope that answers your question.

Okay folks, I think that's pretty much all of the questions, "What auto-responder do you use?" I use GetResponse. Everyone you're welcome, you've been so sweet with all of your comments. It gets me all fired up to get all the feedback from you that you're learning and you're encouraged and you're going to move forward with your development of our business. I want that freedom for you and I just really thank you for your intellect and great questions and sharing a contribution today.

Rick do you want to close this out for the afternoon?

Rick: What's your preference, are you feeling warm and fuzzy or you want to go somewhere and jump in to a cold drink?

Joanne: Oh I'm always warm and fuzzy on Q and A calls.

Rick: It's your call. If you've got time and they've got questions I don't like to be the ogre.

Joanne: I've pretty much exhausted the questions that were in the question box so-

Rick: I noticed that you ignored my question on how to grow hair, so you know thanks for that.

Joanne: There's a plug-in for that.

Rick: Oh God. Oh that's good and you didn't even know that was going to happen did you? Wow zing, that's a good one. Even Dell agrees with that one. That's three points. No I got to say most of the time I just sit here and wait for somebody to say it's time to leave, but no listenig to this and listening to the questions and reading them as they're coming through and how you're giving these folks the answers. Guys read the modules, watch the videos, pay attention, do your homework, but Joanne really does give you the inside track on how to do this properly, so what she tells you is worth its weight in gold and ten times its weight in bites or bits or whatever your measuring the internet with these days. [Anyhoo 01:09:22] did a great job and that's, somebody says their loving Word Press, guys you would be amazed to know how many of the great big fortune 500 companies are using Word Press or derivatives their of. It is pretty much the most powerful platform on the planet for website stuff and it just keeps going and going and going.

As Joanne says, no it's not as easy slapping a wet noodle on the wall, but I'll tell you compared to what it was like when it first came out Joanne?

Joanne: Oh yeah, totally different.

Rick: Yeah, now even I couldn't do it. Anyway guys we'll get this up in the members area, wherever that might be, as soon as we can. We'll see you on the next go round. I don't know Joanne what your next schedule the appearance on our show is, but hopefully it will be soon. It's always worth it.

Joanne: Yeah, I don't think I'm going to be back this month. I think the other coaches are handling the other sessions this month [crosstalk 01:10:17]

Rick: So you got the rest of the month off? Oh well you and your kids can go somewhere.

Joanne: I wish.

Rick: I got to say that working at home has some advantages but also some major disadvantages and one is that people don't think your time is important because you're always at home. So they just interrupt you any old damn time they want, so for those of you who are pursuing the work at home ethic, build an office with a lock on the door.

Joanne: That's precisely what we're doing this summer. We've got this crappy old shed that's attached to the side of our little cottage and we're going to turn it- we're going to rip it down and we're going to turn it in to home office with a lock on it so my kids don't constantly interrupt.

Rick: Oh yeah, oh yeah, definitely. I have that and oh everything is separate down here, I even make my own coffee, got my own fridge and everything, otherwise it would just be constant interruptions. It's great but it can be a bit distracting at times because people do tend to think, "Well you're always at home, so you're really not doing anything," and you try to explain, "Listen 18 hours a day, I'm down here banging my head against the wall making this crap work." It takes a while folks. Hopefully those of you who are pursuing that ethic, this time next year will be building your own office in the backyard or buying a house with an office. Dell says he's in a coffee shop. Well that works too I suppose. I make my own coffee. Anyway guys, thanks for tuning in and Joanne thank you so much always a pleasure.

Joanne: Thank you, my pleasure.

Rick: Stay out of trouble everybody. We'll see you on the next go around.