

Rick: Welcome everyone, it is, as you know, the coaching support Q&A session. Tonight it's your favorite, Jeff Lenny, who knows everything, sees everything, does everything and is also an official hammock tester on the weekends. Anyway, we need you to put your questions in the box because, otherwise we're just sitting here in the dark hoping for something to happen. That's very important. Remember guys, there's no such thing as a dumb ... Well I have to codify that, there are some dumb questions that can be asked, like, standing at the bottom of an escalator and looking up and going, "I wonder which way this one goes?" That's kind of a dumb question.

Jeff Lenny: That is true.

Rick: Yeah. Anything you want to start off with Jeff? Highlights of your career, reminiscences of Las Vegas? Did you come home with enough money to buy a new Ferrari?

Jeff Lenny: A new Ferrari? No, I'm working on the BMW M5, but maybe next year.

Rick: Is that what you want?

Jeff Lenny: No, I do want one, but it's not practical. I'm probably going to get ... Next year I'm probably going to get a new three series or the new four series.

Rick: I was going to say, if you're going to buy something and you really want to enjoy it, I would go with the M3. The M5 was ... We don't get them here like you get them in Europe, but for all around practicality and for ... Don't buy the high, super, extra package with the flat paint that you can't wash.

Jeff Lenny: I think that paint looks amazing, but it's hard to wash.

Rick: You can't wash it. Get a bird dropping on it, or anything else, you can't do anything with it. No, the M3 is still in a league of it's own.

Jeff Lenny: Oh yeah, I know it is. I'm going to get an M3 or maybe an M4, but again that's not for another year. In case you don't know, everyone here doesn't know, my wife is pregnant, so we just...

Rick: Buy the five door version. You get a station wagon version.

Jeff Lenny: I can get the Mercedes AMG station wagon, it's like 130 grand though, which is kind of pricey.

Rick: Actually, AMG makes a very useful, I don't know if you can buy it here, the 430, can you get the Mercedes 435? The four door all wheel drive sort of semi-hatchback thing?

Jeff Lenny: The new one, yeah. I've seen that on Jurassic park. We're keeping people waiting too long. Sorry guys, I can talk cars all day long.

Rick: Anyway, we've got a questions. How do you keep the word press page file from appearing at the top of your page? Well Jeff, answer that questions and take it from here, it's all yours.

Jeff Lenny: Yeah, sorry guys, I could talk cars all day long. Sorry Rick, I'm still debating between M4 and M3, I do like the four door M3 but the two door M4 looks amazing. Anyway, moving on. All right guys, how you doing? This is Jeff of course, most of you guys know me by now. If you don't, I'm Jeff, I've been working in the [inaudible 00:02:44] now just under three years doing these webinars and coaching. Traveling the world and being an all around awesome guy. Hey, Michelle and Ron, how are you guys doing? I see Tim, I see Michelle and Ron, I see John. Feel free to say hi and let me know where you're from. You guys always know I like to hear where you guys are from even though I know most of your names already.

Good questions coming in, great to hear my voice, oh thank you. Either Michelle and or Ron who's typing that. All right, we've got Miquette from Vanuatu, how do you pronounce that Rick? V-A-N ... Vanuatu South Pacific? We've got Eugene, Oregon, we've got Ecuador. Nicholas, how you doing man? I met Nicholas in Vegas, he gave me some amazing chocolates, which were some of the best in the world.

Rick: I think it's pronounced Vanuatu.

Jeff Lenny: I would have never have gotten that right.

Rick: Either that or Sheboygan, I'm not sure.

Jeff Lenny: You pronounced it right, good job Rick. We've got the queen city of Charlotte, Ral from Malaysia, Lynnette from Sydney. Or it could be a Sydney from Lynnette. Not sure. Just kidding Lynnette. We've got somebody from the strange country of In. Very private island, country, city state. We've got Guatemala. We've got Glaucastr UK. We've got Atlanta. We've got Angela from hot-lanta.

All right guys, I am Jeff and I am from beautiful and sunny south Orange county California from the boring but beautiful city of Irvine. So, anyways guys, [inaudible 00:04:24] step out of the way. What kind of car do you guys like? No,

I'm kidding. Let me take a look at some of the questions here. John's asking, in word press, how do you keep the WP file page name from appearing at the top of your page?

Now John, I'm assuming you mean, for example right here. This says profit accounting forum? Do you mean that instead it's showing the page name instead it might say PA.profitacademy.com, on your sites for example? Is that kind of what you mean? Actually, in this set, I don't think it's word press profit academy is word press, but just as an example, that's your title tag. Do you mean that spot right there?

Anyways, that's more of really a search engine optimization question. So do you want to remove it or do you want to add it? Basically, let me do a quick SEL 101, hold on a second here. You want to remove it, okay. You can't, you can't remove that. You want to keep it up there. You want to have the tabs there so people know where they're clicking to. If you want to change the name of it, you can change the name, for example ... We're not going to do too much [inaudible 00:05:46] John, sorry, I wish I could. That's coming up in a couple of weeks with page one engine, but for now, we're about profit academy.

What you can do though, is that there's a plug in you can install ... Well, there's a few plugins. I use one called platinum SEO. Platinum SEO ... John, can you show me your site if you don't mind? There's a couple of Johns on here by the way. John C. Would you mind giving me a link to a page you're talking about so I can see what you mean? You're saying when you go to a page on my set, the word press file name is at the top. What do you mean file name? Like wordpress.zip? When you say file name, that's really throwing me off.

If you look at mine, on my review here for page one engine, for example, if you look at the title tag up top, it says page one engine bonus and I set it to say that. I set it to say whatever I wanted and I was able to do that via the SEO plugin. While I'm waiting for John to scroll down and ... Okay, let me take a look a John's page real quick here. Guys, you've got some other awesome questions, we'll get to those in a minutes, I'm just not quite certain what John means.

Okay, romance method, why he lies, part two? Okay, what part did you want to remove? The whole thing, or just the romance method portion or what exactly? That's what it should do. That's what people are going to see on Google and that's also going to let people know when they're browsing different tabs, what page they're on. So that's good that you have that there. What exactly, did you want to remove?

The why he lies part two? Okay, well that's the name of your page. You don't want to remove that. I'll tell you why, if someone goes to the romance method,

the main home page, and just says the romance method, you don't want every single page to stay the same. That's actually good that you keep that there. You don't want to have duplicate title ties on your site. Google will actually penalize you for that [inaudible 00:07:56] it's good to have that, I promise it is.

Again, for example, helpful products, you don't want every sing title just to say the romance method. That's not going to tell people what that page is about and it's going to go to zero information for the search engines. This is there for a reason, that is there to help you out. So I do recommend you keep that up there. I use it myself on every single site I build because it's going to help me get traffic. It's going to show people what my site is about, etc. I hope that's okay, but I really do recommend keeping it up there. I promise people will look for that and it will help with your conversions.

Beautiful John, no problem. Okay, John seems okay with my answer, so I'm going to go with that. I'm going to assume he's happy and move on, but thank you John. Great questions by the.

All right, who wants to go back to Vegas, yeah? So do I. I'm going to go next month again. The joys of living in southern California. Okay, John is asking about tracking pixels to a word press page. John, what do you want to track exactly? Do you want to track downloads, do you want to track ... That's really a whole other lesson in itself, I don't know what you want to track. If you want to track conversions, you would need to set up Google analytics and set up a conversion pixel and set up some conversions in Google analytics, that would take me a few hours to explain. My best recommendation, if you want to simply track your traffic and see where it's going to and from ... That was John, okay. I would just recommend learning Google analytics and learning conversion tracking.

You can modify word press, you can add pixels wherever you want. Again, guys we're not really teaching a word press lesson here, but I'm going to answer this one because I'm a nice guy. Well I'm going to answer it very, very vaguely that is. On any post you have, you're able to go in and modify the html. So let me go again to my page one engine bonus here. If you click on text right here, you can modify the html. So if it's an html tracking code or pixel, you can add it somewhere in here.

If they want you to add it into the header of the site, for example, you would need to go to appearance and go to editor and we want to add it maybe in the header, for example. So if you want to add the tracking pixel to your header, you would add it before the end of the head, before the body starts I believe. So you probably want to add it right here before the end of the head to have the pixels site wide. Again, that's really a bit more advanced to be honest than what we're teaching here. If you're like John C, you're welcome to post it on the proper

[inaudible 00:10:51] forum and we can see if we can get you some help in there for that. That's really a couple hours worth of lessons of stuff we're really not covering in too much detail. You should be able to go into the editor here if you're not, you can always pay an outsourcer to do it for you. Again, to add something to the header, you would simply click on appearance, editor, click on header and do this.

Guys, for the rest of you, this is a bit more advanced so don't worry about it. Unless you want to learn it, then Google it. Thank you so much, he's okay with that. John, my pleasure, I'm more than happy to help out. Great questions.

All right, Jason is asking about the best free traffic scores. You know, Jason, the thing with traffic is, you're either going to pay for it with money or you're going to pay for it with time. I'm a huge fan of YouTube because you can make a video talking about something. Let's say, for example, you're promoting a product on how to lose weight. You might do some key word research and you might find that people search a lot for how to lose weight in my thigh, how to lose weight in my face. You might do a video, or outsource a video that talks about simply how you can lose weight in that part of your body. Which is really, honestly, just dieting, and working out.

You can have a link from your video to your squeeze page that talks about losing weight. If you go to the profit accountability training though, there's a ton of stuff on paid and free traffic. There's stuff on Facebook, there's forums, there's other methods, there's more traffic sources. I'd recommend going through there Jason G. You're going to find a ton of stuff on there. It really is informative as well.

Anyway, guys, let me go back and scroll up. I hope that helps. I'm going to go from the top down. Let's see people's names, give me a moment here, I'm trying to catch up. Oh thank you. Perchant mentioned a joint ... I created a Facebook page to answer questions on word press. Let me see if I can find that if Perchant gave that to me. Hold on.

Perchant, if you don't mind, can you post a link to Joanne's Facebook page? So I can drop the link in here please? Thank you very much. If you guys don't know, Joanne, she was the lady, our first female coach at profit academy live. She also did the module right here. Module 13, creating a blog, which is a bonus training that really talks about everything word press a-z. I'll get back to Perchant's in a moment here. I'm going to try and go from the top down. Perchant thank you, if you can drop that for us, that'd be awesome. If not, I'll email Joanne myself and we'll try to get that for you guys by the next one.

All right, give me a second here. Hey Dave and Jan, how you guys doing? Or Dave and Jen that is. How do I do a decent header? How do I approach 99 design's? Sean is asking about a header and Sean, honestly, for a header, you'll notice myself, I'm a bit lazy with my header. I just simply use my name because this is my own site, jefflenny.com. You can go to 99designs.com, it's going to cost you 500 bucks to get a header done and they look amazing, but honestly, what I would do is just simply go to fiver.com and try to find someone who does a style you like. For example, graphic design, you can probably find logo design. Let's see, header, header, header. Let's try website header.

I love fiver though because you can get stuff for pretty cheap. Best quality stuff in the world. You're probably going to get a better looking header from 99 designs, but it's going to cost you a ton more. If you look at these, you're going to find some pretty good quality stuff that's going to look better than most people expect or want to use when they're building their own websites. You've got people here. This person Rudy, is fat, apparently they're not shy. Rudy is fat will do a header for you for five bucks. These look good, these look a lot better than what I can do. I really cannot do a header, so if you want something as simple as this, you can just go to fiver.com and just do a search for header design, and you're going to find plenty of stuff on there.

Anyways folks, I hope that helps with that questions. Let me see if I can catch up here with the others. All right, Joanne's Facebook page. I'm trying to really answer relevant questions about profit academy, not stuff that will take us a whole other direction like STL stuff. If you're asking a question about a website of STL stuff and I'm ignoring it, it's nothing personal, it's just not something we're covering in profit academy and I don't want to have to explain something without being able to finish it or recommend some training at least.

All right, moving on down. Angela mentioned you can add a word press plug in for different tracking pixels. For Facebook, or even bing or Google pixels, etc. it's not something I've done too much myself to be honest with you. Believe it or not guys, I do not know everything. I just pretend to. Pixels is something I haven't really done a whole lot with. When I have needed them done, I've either just learned it myself on the fly, or I paid someone from fiver or odesk to do it for me for 5 or 10 bucks.

Kat, from Australia. The question's about getting your Facebook ad account disabled. That is a tough one. The ad was approved, the ad violated terms and conditions. You know, Katherine, Facebook is a bit tough. I too have had ads approved before. What happens is, Kat, if you're on Facebook long enough, you're going to get to a point where you're ads get auto approved. Your first couple of ads, their going to have to go through and do it manually. What that means is that you have 24-48 hour wait while they approve your ad. After that,

they might put you in an auto approve cue. Which means your ads get approved in 5-10 minutes. It doesn't mean your ads were compliant, and in compliance with their terms and conditions, it just means they're going to give you that trust and approve your ad quickly. It saves their team from having to approved 25,000 ads per minute.

What happens, is if they review your ads, and they find that they're not according to Facebook TLS or TNC terms and conditions, they're going to ban your account. I've had it happen before myself. Unfortunately, all you can do is create another ads account. Now, the nice thing is, let's say you are using ... Hold on a second. Let's say you are using a Facebook page. This is a separate Facebook account I made just for ads right here. You're able to actually add your ... This is not my main account. This is an account I made just for ads. I've got a new ad account on this line and you can actually add the other account as a manager of your page.

So, let's say, for example, my Jeff Lenny page right here. Actually, wrong one, hold on a second. Give me a second here I don't go on this account all that often. Here we are, my Jeff Lenny page. This is my main marketing page. From this account I'm not able to ads because that account got banned. You can add another Facebook account as an admin to this. This is my page, I can add any one of you or myself on another account, hint, hint, to be a manager or an admin on that account. On that account, they or me, can post ads. They don't care about the IP address, they just care about a unique credit card. So that's one thing you can do Kat. You would basically have to create a brand new account for ads unfortunately.

Facebook, it's their business, they are for profit, they do have the right to ban your account if they like. If they already denied your appeal, there's unfortunately, not much you can do about that. Perchant, word press live training. Hold on. Okay, thank you Perchant.

Let me give you guys a link real quick for Joanne. Check the link, I'll give you guys a clickable link for this. This is Joanne's Facebook page. It's on word press training and apparently Perchant says she's pretty quick about responding to questions that people ask. For example, right here, here's Perchant. Right here. Thank you Perchant. She is awesome in person, but she's apparently pretty quick to respond as well. If you guys do have any word press questions, do me a favor and feel free to sign up for that page right now. Like it. Just don't browse it and play around with it please, I want you guys to pay attention. You guys pay good money to be here.

Anyways, Perchant, thank you for sharing that, I really appreciate that. Katherine I don't see your responding to my Facebook chats so I hope that means it is

sufficient. Anna's asking if you should ask for unique clicks only when you buy clicks. That'd be funny. That'd be nice if you could Anna. There's no way that could be guaranteed. If I'm going to send my list link to your page, it might take two or three times of seeing it before they sign up. Honestly, that's unrealistic and if you do ask someone that, they might not take you seriously. Remember, you're just looking at clicks, if you get more unique clicks that is better, but it does take people two or three times of seeing your page before they sign up for it.

I hope that helps. All right. Hey Steve, how you doing? I just saw Steve said, "hi Jeff" 10 minutes ago so I said hi back. All right, I'm back to questions from about 10 minutes ago now let's take a look here. Vladimir. I met a lot of people in Vegas by the way, so if I don't remember you, it's nothing personal. I promise. I was pretty swamped the whole time I was there, I was surrounded by people and it was fun. I actually lost my voice pretty much the day after I got back for about a week. It was good times. Really good times. I was non stop talking, I didn't really have any down time. The down time I did have, I made sure I enjoyed.

Anyways, let's see here. I'm working product using [inaudible 00:22:18]. Okay Vladimir is asking while he's using [inaudible 00:22:24], which is a great tool, I use it myself. What would you need for developing videos speaking in the camera? Vladimir, what do you mean? Do you just mean practicing speaking into the camera? What I use myself, I recommend getting a good quality of microphone for one. I use a mike called the blue yeti. You can get the regular blue yeti right here. It goes on sale sometimes for 90 bucks or 80 bucks. You don't need to get the pro, you don't need to get the anything fancy. The pro, you probably won't need. The pro is only if you're doing really professional audio. The pro here is 250. You don't need that. You don't need the pro.

That's something that I don't even need. This is the mike I use and I'm talking on right now. It's a nice piece of desk candy, it looks beautiful. It's a nice size, old school looking mike. I've been using this mike for years doing these webinars and what Rick has told me is, this microphone and the pro microphone are probably as high quality as you're going to get, before you start spending thousands of dollars on microphones. It's plug in play USB. I can simply plug it into my PC or my laptop and it works without any software installations. I recommend doing this. If you're going to be talking from your web camera, make sure you get a high quality high def webcam.

Something you can do if you want to be fun ... Let's see, iPhone, camera, mount, tripod. You can get iPhone tripods for your iPhone. I've used these before and you can even film yourself. I use my iPhone 6 all the times for videos. I turn on the lights around me, I use it for videos in my car, videos while I'm traveling,

videos ... it looks casual. It doesn't look like it's professionally developed, and you're going to get more conversions that way. As if you're walking along the beach talking about your product, for example, as opposed to sitting in a suit and tie in front of a computer screen. Each has their own uses.

I do love using my blue yeti mike though. I hope that helps. Give me a second here and I'm going to scroll back up. Take a sip of my water, one second please. High quality h2o. And by h2o I mean Guinness. By Guinness I mean beer. The joys of working from home. Perchant gave me the list. Juan is asking about avoiding plagiarism with content curators. You know, Juan, I've got no idea.

I would simply Google that one. That's not something I've ever really looked into. I don't really want to give any advice on that because I'm not qualified to do so. Oh, Laura, thank you. Rick, Laura gave us thanks for sticking around for so long to be of assistance to these fine people. So Laura, my pleasure. I'm sure Rick would say the same if he were in the room. I believe he is out taking a quick well deserved break.

Rick: No, I just didn't want to break in being a polite guy. You covered it nicely, you don't need to hear from me do you? That's very nice of you Laura. While I don't bring anything to the table as far as useful information, it's nice to be remembered.

Jeff Lenny: Well, Rick, you always say that. To be honest guys, Rick is here as our audio video guy. Rick records these webinars, edits the video and audio and makes them look amazing. He's an insanely intelligent guy. He knows web design, he knows copy writing, he knows a lot of things I can only dream of knowing. Even though it's not his job to do so, I always do appreciate the commentary he does add because, while being hilarious, at the same time, it also does [inaudible 00:26:23], so Rick I know you don't have to, but thank you for always chiming in. I really do appreciate it as does everyone else. By the way, Rick, in Vegas, people were asking about you. You might have to come out sometime.

Rick: I can't. I'm not aloud out of the house. So that's my excuse. You too will have come to that point in your relationship, where you're not aloud out of the house.

Jeff Lenny: Hopefully I've got a few more years before that happens. Baby coming in October, so we'll see. Although, I am still going to be able to go to the Caribbean in September. Sorry Rick.

Rick: With your wife?

Jeff Lenny: She is not going because she's a month and a half away from giving birth at that point. So I'll be sure to bring back some nice stuff that she can have.

Rick: I'll make a note to look for your name in the obituaries some time in October.

Jeff Lenny: I actually did get her blessing to go, although, under muffled breath and threat of disembodiment... or dismemberment. Anyways, let's see here. Facebook ad manager. Katherine's asking about directing and using the Facebook ad manager. Katherine, from what Zane said, those cost about 25 bucks a day. If you can afford it, by all means. I've never used on myself. Of course, I've had two accounts already banned. So, take that for what you will. I really can't say based on experience. I know the people that have used them do quite well.

By the way guys, don't be shy. I'm almost caught up on questions here. Oh it's pronounced Juancho, okay, thank you Juancho. I was sort of close. I was saying Juan Cho. Okay, I got it. All right cool. I hope I didn't say juancho because that'd be embarrassing. Being a southern California native I do know how to pronounce most Spanish and Mexican names. That one threw me off. Juancho, okay. Beautiful. I'll get that right next, thank you juancho. Gracias mi amigo. Mi espanol es no mui bueno.

I was close, I didn't quite get it right. Okay. Next time I will. All right, Angela is asking, what do I think about platforms like micath and periscope for live streaming? Angela I think they're great, I did install periscope on my phone while I was at profit academy live. I have not really been able to use it too much yet. I think that it might have some cool features and benefits. For example, I could be walking down the Las Vegas strip and go live on my phone and answer people's questions about the world that's going on behind me.

I think that's great, I haven't really used it myself, but that's something I might play with eventually though. Thank you Leslie for your kind words, I really appreciate that. Jauncho's from the Philippine, sorry about that Juancho, I heard the Spanish influence there. Look at me eating my ... Sorry about that, Juancho from the Philippine, my bad.

Okay, I believe I saw a few people asking for reviews on their websites, which I certainly do not mind doing. If you guys are not active on the forum we'll be happy to look at your pages right now. Let's see, V wants me to take a look. Hi V, I believe I saw your ... Sorry about that I live off of a main street in Irvine. Anyways, V I believe I actually saw your page on the forum and posted a response. I think you've got some fitness guy on here. Yeah.

I saw this yesterday, this looks amazing. In fact, I think I responded V, so make sure you check your page, your post on the profit academy forum. This looks great. I don't know who this is, I don't know if that's your business partner or what, but this looks great. Congratulations by the way. Guys, V has gone on to create their actual full complete product in the click bank market place. The only

thing I would recommend, V, is that eventually you try to get a video sales letter once you have the budget for that because that is going to convert a lot better.

This is great, I read through the copy yesterday. It looks amazing, it reads amazing. You've got a lot of really good points on here for selling. You've got, I'm assuming your partner, Paul, business partner I'm guessing. He's got the authority having been on TV. This guy's been on Melbourne 7 news. Instantly that's going to boost his authority. Now he's someone that's been on TV so he's gotta have some authority, otherwise they wouldn't use him.

That's my only suggestion for not having reviewed the whole thing. I would suggest trying to get a video sales letter when you can. It looks amazing, I'm not going to go through the whole thing now. This is great though. You've got the quotes, you've got the reviews, you've got the testimonials. This has every single positive point for making sales, so good job on that. My only suggestion is minor for now. Try to get a video sales letter some other time. This looks great though.

Was this a word press site V? I don't know if it's word press or not. If I had to guess, I would guess that it's word press, probably optimized press or some site builder. Even if this is not word press guys, you can build sites exactly like this using word press. I'm going to say it doesn't matter because you can do this anyways. This looks amazing though V, so nicely done.

All right, Juancho is asking for me to look at his site. Dynamoliving.com. V, nicely done. I applaud you, that is amazing. V's site is one of the first I've seen now that's had the full product completed. Now Juancho, this is actually really nice. This is you [inaudible 00:32:31] website. Okay. Now guys, take a look at this. This is actually really good. The first thing I actually saw, was this call to action right here. The reason is, when people visit a website, they start at the top left and move across. In fact I'm going to draw because I enjoy doing this. They start up here. Access highlighter. They start up here, they move across the top, and then they move down the side.

This is going to be the call to action we're still going to see which is great, so nicely done. That looks amazing. That's a great looking format here. I don't know if I can go through and review the entire site. My initial impression is that it looks professional, I like it a lot. You've got the logo up here which is better than simply text like I have on my own site. Jeff Lenny.

This is silly, this works, this works, but it doesn't look as nice as this. Nicely done on this. My initial thoughts are that it looks professional, it looks like you put a lot of work into it, it looks like you actually know what you're doing. Which is great. I'm not going to go through and read your content, you'll have to forgive

me, but what I would recommend though, is make sure that you space things out. You'll notice right here, you want to have some spaces between those.

Hey we've got an [inaudible 00:33:56] plug in. Nice. I use that myself as well. I'll show you guys a quick example of one of my own post, show you what I mean by that. If you look right here, you'll see that I spaced ... Hold on. Let me pull it up. I forgot I added this plug in to prevent people to look at it without liking it first. Hold on a second. Let's see if I can just like it myself, hold on. Okay, that is weird. It's actually not showing up on Firefox completely.

Oh, that's right, that's the wrong post. I'm sorry, my bad. Let's take a look at this one. Here's a better example. My bad. Okay, if you look at my post right here, you'll see that I spaced things out. I've got lines between every paragraph. I use different headers, I use different colored text, I use different colored links to go elsewhere in my site. I've got different colored headings, I've got images. Again, I space things out because I don't want people to get bored by reading just non stop content.

I try to space things out as much as I can. You'll see I space things out between my paragraphs. I try to space things out. I use bullet points. I use pictures, different colored texts, etc. It makes it easy if people just want to scan through. You can simply scroll through this in about a minute and get a pretty good idea of what I'm talking about. If someone were to read through the entire thing, it's going to be a pleasure to read. It's going to be ... Not that yours is boring, but I would suggest spacing things out. I love how this reads. It reads really nicely.

I would suggest making sure you add at least a space between each paragraph. Try to use bullet points whenever you can. Don't just add them for the sake of adding them, but this does look nice. You've got the call to action. You've got a few done there, nice. So just try to space things out a little bit more. This is definitely a very good start. So nicely done. Seriously, this better than a lot of sites I've seen. Nicely done Juancho. Just try to space things out a little bit and I think you're going to go far with this. I hope that's okay.

I'm not going to spend too much time on that one. All right. My pleasure. Joe, how you doing Joe? Okay, wonderful. V just saw my ... okay, wonderful V. Thank you V. All right let's take a look at Joe. How's it going Joe? Joe P fit for life. I like that. Is that pronounced ... well your name is Joe. You pronounced this Josey? Or Jose, or Joe Z? Is that a nickname? I know your name on here says Joe K. I'm just curious what Jose ... Is that just a play on words on Joseph?

All right, Josephy, my bad. Okay, thank you. This looks great guys, this looks really good. The same thing, you look at this logo here, he's got this nice professional made logo. It's simple, but it's nice, I like it a lot. I'm trying to decide

if I like this or not. I don't hate it. So, I'll say that's okay for now. You've got the header ad up here at the top. That's actually a really good spot to place the ads. So nicely done. What I would also do, is I would recommend changing this ad right here. If it's not to be either text or image. You're going to find that sometimes text ads convert better. So if you have it randomly go back and forth, I think that would be fine. Really, this is relevant to what you're talking about so that's great. Nicely done there.

Guys, look at this title right here. Look at this title. Does that make you want to click on that? Jeffery D Morgan reveals 40 pound weight loss when he lives off a can of tuna fish a day for a movie role. That's going to get my click. All right, you do have text, beautiful. Look at that. How targeted is that? We're talking about tuna fish and right here, the 4 worst fish. I'll give you a free click. The 4 worst fish to eat. Nicely done, I like this a lot.

Source, Huffington post. Now I'm curious, Joe, how are you going to be driving traffic to this because I don't know if you just copied this content, or if it's your own, or what? If you do want to do things, if you do want to get traffic and be a search engine optimization, make sure that you're going to be writing your own content, not just copying other people's content. If you're driving traffic ... Facebook for example, you're fine. Okay, Facebook ads. Great. Beautiful. So, you're fine. Okay.

This is nice, this is really nice. You guys see that he's got multiple ways to monetize. He's got the ad right here, he's got, what I assume is a ... This better be for building your list. I really hope it is, it looks like it. Beautiful. Guys, doing a blog is an insanely powerful way to build your list. In fact, if I could brag a little bit, on my own blog I ad about 25 people per day to my list for free. Just by them visiting my website, which is pretty cool. I closed out prematurely.

This looks good though. I'm curious Joe, how's the response from your traffic? Is your traffic staying on the site for long? Are they interacting with your site? I don't really see a bunch of social shares. It could also be a brand new site though, as well. Okay, only a week so far. It's looking good then, nicely done. I've got nothing to add, this looks great. Actually, I will recommend one thing you change. This plug in here is pretty small. Let me show you what I use myself.

I use one called shareaholic. You can read it right there at the top. It adds these buttons right here they're big invisible. If you give people less options, you're going to find that they're more likely to click. That's actually not even a very impressive amount of shares. They're going to show up a little bit. I do get some shares. There we are. Those are all real by the way, not paid for.

If you give people less options Joe, remove some of these, you'll maybe find that more people click on them. You're going to get more shares that way. So I would just include a Facebook, twitter, Google plus, maybe a Pinterest since you data add images on here.

Nicholas is asking about the plug in for preventing traffic being copied. I think it's called Wpcontent copy protection. That's what I use Nicholas. Look at this, you can't right click on there. You can't right click to view the source, it says its content is protected. You can't right click and save images, you can't go through and copy the content. I do tend to work a lot on my content in reviews, I want to make it hard for people to rip off my stuff.

If you hit control you can view the source. It's not going to work. So people have to be pretty damn good at hacking and web stuff to be able to do that. I'm sure there's ways around it, but I've got no idea. This is going to prevent most people from doing that. My pleasure. All right. Joseph. Nicholas, here you are. You're pointzero.com. So I'm going to take a look at another site. Oh, I think I spelled that wrong. Your point, your life to point, not p, hold on. Sorry about that. Let me just spell point correctly, I'm assuming that's right. P-o-i-n-t.

Let me give you a link. Nicholas, can you give me your site again, it's not ... There we are. Let me give people that link. A lot of people were asking me about that. Hold on one second please. Let me go back to that real quick. I'll write it down for you. That's not what it's called, hold on. WP copy protection. Hold on. If you check the chat box, I just gave you guys the text. You can simply find it if you go to word press. If you click on plug ins on the left side and click on add new.

All I did was search for prevent right click. What's it called again. WP content copier protection. Here it is. It was last updated five days ago. They do update this regularly so it does work with the most recent versions of word press. If you guys want to make a quick note or take a screen shot with your phones, there you are. WP content copy protection. Disclaimer, I've only been using that for about a week. So far, no issues, and no problems.

I hope that helps. Take a sip of this drink here. All right folks. I got to the end of the questions in about 45 minutes here. We certainly did not have to go for a full hour but of course I'd be more than happy to do so. Does anybody have anymore questions, comments, concerns? I'd be more than happy to address any additional questions. Mostly regarding profit academy, I'm not going to give you guys training on key word research for example.

Yeah, sure John. Drop the link to that URL, I'll be happy to take a look at that. All right, Nicholas is asking a question. I'll take a look at those in a second John, thank you. Surveyed my list in the personal develop niche, wealth creation ...

hold on a second here. Okay, Nicholas that's actually a good question. Nicholas said he's researching his project which is in personal development and he actually surveyed his list to find out what they like, which is smart.

Nice thinking. He said their interests were mostly wealth creation and self confidence. Now, he's having a hard time researching Facebook, amazon, and click bank to see if there's profitable products that use that mix of interests. You know Nicholas, the best thing I would recommend, and I do this myself, is simply [inaudible 00:45:46] and take a look. This is my page. Mybigexcuse.com. I simply give people tips on ending their procrastination. I've been able to promote this to many general, personal development niches or lists and I find that they respond to anything I promote that's generally related. I could do [inaudible 00:46:06], I can confidence, I can do making money online. I can do meditations, I can do public speaking, they respond very well to all of it.

While with many niches it's really ideal to narrow down your focus, I found that with personal development, a lot of people just like anything related to that. Wealth creation, self confidence, etc. I'm trying to think how you can combine wealth creation and self confidence. You can simply do one on wealth creation and add an upsale regarding self confidence. That's obviously you'll have to discuss in more detail. I think either of those would be an amazing way to go.

People always want to work on their self confidence. I know I sure do and I'm a public speaker per se, well 2 or 3 times now. People always want more self confidence. Even the most confident people you know still always want to work on their self confidence. So it's a good question, it's a bit of a tough one though. Facebook. I don't know how I would research that because I don't know if people have interest. People who like self confidence. Is there a like for that? That's a bit tough. You're not going to find people on Facebook saying they like self confidence.

I would try to find people that teach self confidence. Maybe Anthony Robins? Is he a big self confidence guy? See I don't know who the big speakers are for self confidence. I would find out who they are. So let's say for example, Anthony Robins is the big self confidence guy. Just for example. People who like Anthony Robins, and Onik Segal. This is one example at least, we can find out people who like both Tony and Onik. That's really minimal. Hold on a second.

I think it's only looking at people on my friends list for some reason which is weird. I've got none because this is not really my real page. That's weird. People who like Tony Robins and, let's try that again, Onik Segal. Okay, I promise you that works, I've done it before for profit academy training. I don't know why that's not working. Let's try this.

Anthony Robins and ... Basically that's what I would do. I would try to combine the searches using Facebook's graph search up here. I know it works in the US, I don't know if that's enabled yet world wide. I think so but I'm not certain though. If you like Nicholas, that's a bit of a tough one that would take a bit longer for me to answer here. If you want you can make a post in the forum and tag me on there and I'll be happy to work with you on there. In fact, all of you guys, if you're not active on the forum, get on there. We've got thousands of members it seems. Thousands of posts. People posting every single day. Both coaches and students as well.

It's worth getting on there so make sure you do. Graph search does work world wide, thank you Nicholas. So I hope that works. Anyways, John wants me to take a look at his eBook cover design. I'd be happy to do so. Is it supposed to be that blurry? I was spelling Anthony wrong. I was spelling Anothony. Thank you, thank you. That's why I was doing it wrong, I was spelling Anthony wrong. I was spelling Anothony. That would make more sense, thank you very much, and it's still not working right. I'm not going to play with that now. It doesn't matter. That does work, I promise though.

Okay, it looks like it's pretty blurry John. I don't know if you made the file size smaller in order to make it load up quicker? I will make it higher quality. I know you wanted a quick loading website, which is very, very important, but you can't even read the text on this side, it's just too blurry and that distracts me. I would try to chalk it up and make it a slightly higher quality image. I do like how it looks though. I do like it a lot. This niche, by the way, I like your domain name. The romancemethod.com, that's really brand that I like a lot. I applaud you on that. The romance guy. Look at you. Very nice. Very nice. I've made a lot of money in that niche. Women tend to be more emotional buyers.

By the way, John, your picture there is too blurry as well. I would make sure you don't thin your images down to such a small file size that they can't be viewed properly because that's blurry and it really looks unprofessional. So, I would work on that. You can always use a CDN, like a contents delivery network. I know there's free ones and there's paid ones. You'll have to research that yourself. It's not something I could really give you advise on because I only use the free one that's through host monster. I've used the paid one before. I would make sure you focus on your images. Make them crisp and clear. That's going to help you a ton.

The design looks amazing, I love the design. It's a great looking background, it looks professional. Seven amazing steps on how to get a man to love you by the romance guy. [inaudible 00:52:06] it looks great, but the blurriness has got to go there. Other than that, John, it looks amazing. Nice job.

Definitely a very nice start there and my pleasure. My pleasure. All right, let's see here. Lucia. I'll get to you, Nicholas, in a moment. Thank you. When you say this is not your page, how do you ... Oh Lucia, when she asked about my Facebook page, all I did was I created a separate Facebook account with a different email address. That's not the page I use. This is my personal Facebook page right here. All I meant was, this here is not the actual page I use. I just use this to be able to do ads on that other account. That's all. When I said, it's not my page, I did create it, and is mine, but I did create it with another email address and another credit card. Very important.

My pleasure. All right, here we are. Nicholas got me his squeeze page here. Your life two point o. Okay, that makes a lot more sense. Oh it's look like I had it loaded up before. Looks great man, looks great. Here's your three success flood gates holding back your dreams: making excuses, fearing failure, ... You guys, see what he's doing here. Even if you don't read through the whole thing, you're able to scan through here and read his headings here. One thing I would do, it looks to me like these are h2s. I would make these an h3, maybe a bit smaller than this one up here.

Let's see here, and this is some web stuff, pardon me. That's an h2. Making excuses.

Rick: Google will actually, slightly punish you for too many ...

Jeff Lenny: Let me jump in, not for this it won't. Rick, you can do multiple h2s, you only want to have one h1. Multiple h2s is fine, h3s, etc. I just think it looks better from a design perspective, having a slightly smaller one. What I would do also, Nicholas, if you're able to, change this to maybe an h1 tag if you're able to do so. I'm not sure what this stuff is at here, at the end of the URL. I don't know if that's a tracking code you're using or what, but that's kind of distracting. Maybe it's something to do with tracking.

Change this to an h1 if you're able to. If you have to keep that as h2, make those h3s. It's just going to look better in my opinion. Overall, this is great though. Oh, man that's cool. It pops up like that. It's like, hey surprise. That's a great start though man. Really nice start. Again, I would try to make this an h1 tag. This is your blog, I'm not able to click into the post itself. I don't know why you have this hashtag stuff at the end. I would try to remove that if you can.

That might be a bit beyond me, maybe you have a reason for that being there. This looks good though. Really good start. Guys, take a look at this logo, it looks professional, it looks really nice. He's got the about us page, he's got the content page, I've got no idea what this stuff is. Does that show up on your end Nicholas? The hashtag stuff?

Yeah, look into that. I know Nick does web stuff so he'll probably go fix that. I have no idea what that stuff is. Looks great though, nicely done. He's got the call to action right here. One thing you might want to try, is try changing this text here to red. See how that looks. Change that button to orange. You're going to get better sign up rates if that's orange. Even try changing that from sign up now, to download now. When people think they have to sign up for something, it sounds like it's a paid something and they're less likely to do so. Nicely done, you've got the about us page, Google loves that. I would recommend adding a picture of yourself in here, Nicholas.

It's going to make you more real. Contacts page, you've got the form, that's awesome. Seriously man, great job on this. You've got a few things to fix, not a whole lot though. All right folks, I've got time for one, maybe two more questions if I haven't already answered them all. Anybody got anything? Questions, comments, concerns? Want to tell me how awesome I am? Jokes aside, and dumb jokes I know, I take it by the fact that you guys are quiet, that I've done a great job. Thank you Michelle and Ron. Answering your questions. If you do have any questions ... Thank you guys, I was kidding actually. I would encourage you guys to make sure you get on to the forums. It's an amazing resource and you're going to find that we are on there all the time. I'm going to be on there myself tonight after I eat, and maybe have a glass of wine or whiskey or something.

It's a great resource, so make sure you get on there as well. Something else, as well, for those of you guys who went out to profit academy live, would you recommend going to the next live event? Oh yeah, by all means. I would recommend, if you were not able to make it to this live event, make sure you try to attend the next one whenever that is. Steve says yes. I know Ron and Michelle loved it. I see a bunch of yeses here. I don't know when the next one's going to be. I know profit academy ... Thank you. Michelle and Ron said, yes if I am there. Yes I should be. I know profit academy relaunches in October.

It will probably be the next few months after that. I don't know more details about that. By all means, try to get out in person if you can. It's an amazing live event. You can meet Onik, you can meet the awesome coaches, you can meet other students, you can meet your possible future business partner, hey your future wife, you never know. It's amazing to get out there and check it out. Make sure you guys do so. Even myself, I was there networking, I was playing blackjack with multi millionaires. I do pretty damn good, but people that make ten times what I make.

Actually, I did pretty good. The last night I was there, I ended up starting with 200 bucks on blackjack, playing 50 dollar hands. I think I walked away with 950 after two hours. So, good networking, good times, and I made some money

which is cool. Oh yeah, somebody was asking about what I recommended changing the button text to. What I was saying was, change it to download now. Instead of sign up now, you want it to say download now. If you use download now, you'll find you'll get better results that way. So try maybe changing the button or ... Nick, one more thing, try changing the text to red. If it's too distracting, if it stands out too much, or it makes it hard to read the content, you might want to stick with just the blue. I would try changing it to at least like an orange color, maybe with this as well.

Okay, I'm going to take one more questions from Roberta, who is asking very nicely, about clickonomy. If you guys have any clickonomy questions, by the way, you're more than welcome to contact their support desk. I forgot, I've got like 800 bucks in there. I've got to buy some traffic. What do I have in there right now? Yeah, 760 bucks, I've got to buy traffic with that. Anyways, what you're asking about Roberta, is it was asking for the email creative. That's going to be what people are going to mail on your behalf. So let's say I buy traffic from Ping right here, actually let's say I buy traffic from Matt. He's a little more affordable than Ping. He's asking for the email creative.

That's going to be the email, that people are going to send on your behalf. For example, it's going to be the email. If I'm going to email my list, to check out your squeeze page, it's going to be the email that I'm going to send my list. It's going to be, hey guys, check out my friend Roberta's free book on how to get traffic over night, blah, blah, blah. That's all that is. You're going to want to use a text file, or a word file, or an rtf file. Let me see if I can find an example, hold on one second. This is one example of what I've used from mind excuse. This is my email creative I've used before. I get the subject, I get my content, I tell where the link should be. So, Roberta, that's all that is.

That's just going to be the email, that you're going to have the person send on your behalf. I am in a good mood, so I am going to take one more questions from Jabari since he did say please. That is going to be my very, very last question. He's asking me to take a look at his page. Hey, wow, you really have to ask me? This looks really, really, ... Let me go full screen here for a second. I can't go full screen for too long because the replay will be weird looking. Jabari, this looks amazing. Right away. Yeah, you said your friend Sonya built this. This looks amazing, it really does. What I would do, is I would take away a few things. Remove these social media buttons. You want to give people only one place to click.

Nowhere else. This is an amazing page though, seriously. So, remove these buttons. Again, it's nice that people can share your stuff, which is awesome, but you want people to click on one thing and one thing only. Claim your spot now, it starts in 2 hours, you've got the countdown timer. This looks amazing. I would

maybe, if you can, take away the last name option. Even the first name ... I guess leave the first name. If you can't remove the last name option, that's fine, if the webinar requires it, no worries, that's going to be fine there as well. You know, I would almost suggest removing this stuff completely down here, but then you're not really able to talk about what the offer's about. So that's a tough one.

Generally speaking, I like to keep people, myself. I don't want you to be able to scroll down, past the first page on my own pages. So I want you to be able to click this and not go anywhere further, but you've got the option to scroll down here where you do give more information. I'm a bit conflicted here. This might actually work pretty well. You have the additional call to action at the bottom here, so you can sign up still. I actually don't like that font size, it's too small. It looks too insignificant. What I would recommend doing is trying to shorten these two big ones a little bit. Maybe use a font size 16 or something a tiny bit bigger than this right here.

Rick, what are your thoughts from a design perspective? If you don't mind.

Rick: Well I go along with you and I think a significant issue is you're asking people to come to see a webinar. You don't want to pitch too much on this, you want to give them a tease. I would maybe pump up the headline, rapid credit repair building. It's red. Maybe give it 50 percent increase in that font size, a little larger. Like you said, I'd take out, you've got a lot in there, who's Sonya Booker, they can go and look for her. Register free. The top line says an awful lot, so either reduce what you've got below your first claim your spot button or take it out all together. Other than that, I think it's really doing well, it's very professional. It looks like something for an executive kind of function. It does not look [crosstalk 01:05:05].

Jeff Lenny: It does. I don't know if Sonya is real or fake, I'm assuming she might be your pen name, I don't know. It's a webinar, so I don't think you as Jabari, can pull off being Sonya. Maybe you can? That's impressive. This looks great. She's real. Beautiful. Actually, she's very beautiful too, that's great though. I like this, I would sign up for this but my credit's amazing. How about this, let me challenge you to do this. Remove this stuff completely down here. Period. Use this in your email for your solo ad. Hey guys, my friend Sonya's got this amazing free webinar coming up. You can sign up for free, it's on Thursday the 18th of June. In this webinar, you're going to learn this, this, this, and this. Click below to sign up now. Boom. They click on it, they land here. I think even if this is all you saw ... I don't know her, I already trust her immensely.

It's a professional looking picture. The page looks nice. It doesn't look untrustworthy. It doesn't look like a fake smile. I trust this immensely. I recommend using the person who made this page for you for life. They really did

an amazing job. In fact, I really do applaud this. No joking, this is an amazing page. So, try that, remove these social icons here completely, just remove the stuff down here below completely, only have the one button. Maybe just use some of this on your swipe file email. You know like I have my email, where I tell people what they're going to be getting. Like this. You could tell people about what they're going to be getting on your own email for example.

That looks great though. I hope that works, seriously, nicely done. You're going to go far with this, I can tell already. You guys that is why, this is a lesson for all of you, the first impression makes a huge difference. I don't even know Sonya, I know nothing about her or Jabari, but this page looks professional and I don't know why, I just trust it immensely already. Nicely done.

Having said that folks, that is going to be my last question for the night. I'm going to grab myself some dinner with the lovely wife. I don't think I'm doing another one of these this month. I might be later on, but either way, make sure you guys come back next Monday for another amazing, awesome, coach. If you have any questions I was not able to answer, I think I got to everybody, do not be afraid to go to the profit academy forum. I think you're going to like it.

Oh yeah, somebody was asking, last thing, about the word press theme I use for this. It's called elegant biz but it's no longer being sold unfortunately. I don't know why it was a paid theme. I don't know why they're no longer selling it. So yeah, sorry about that. I just saw that question now. Elegant biz, b-l-z, but it's no longer being sold.

Anyways, folks, having said that, thank you so much. You have been awesome. Thank you for the great feedback and the questions. It was a pleasure as always. I will talk to you guys, hopefully, very soon. Thank you very much.

Rick: We'll get it up as soon as we can. Everybody have a good time, we'll see you on the next go around. Jeff, I hope we're with you again as soon as possible, because it's always worth staying up late for. Goodnight everybody.

Jeff Lenny: Thank you so much Rick. Take care everybody