

Tom: Hi everybody. How are you? Good to talk to you again. Last time, I was able to address all of you. I was in Las Vegas speaking with Annik at the live event. It was an awful lot of fun. By the way, that brings something in mind I wanted to mention to all of you that may be had seen me there or were attending. Better yet, I promise to send some email replies back to you. Believe it or not, I'm still working through them. I got a ton of them. Good for all of you for sending the emails to me. I have promised myself that I will finish them up this week. I promise. If you haven't yet heard from me and you did send me an email, don't give up the ship. I hope that it's still rather relevant. I will certainly do my best to answer it. I've been knocking them out as I had the time and as quick as I could get through them so thanks for your patience on that.

We just go down through the list here and by the way, just type your questions you may have for me in the box and I will do the best I can to answer them. Hopefully, it won't be too many that I can't answer everyone. I'd like to do that. Hello to Ron and Michelle. Hi there Ron, Michelle, good to see you here on ... You're a mainstay in Profit Academy. Hi Anne from Quakertown. My wife is from Allentown right up the road. I used to study martial arts where my instructor who had a school in Bethlehem, Allentown and Quakertown, so I know the area very well.

There used to be a restaurant that burnt down on 309 years ago. I used to like to frequent that. It was a lobster place. We're talking 1970's folks so I'm dating myself but that place burnt down, ripped to the ground, but I do remember Quakertown. It's very nice area. Let's see, greetings from [Ghana 00:01:46]. Hi Humphrey, nice to see you here. Let's see, thank you Leslie. "Welcome back Tom," she says. Thank you. Appreciate that. It's been a little while [inaudible 00:01:57].

Okay, well, let's get started here. First question I see is from Myria Rodriguez, hope I pronounced that right. If I didn't, I apologize. She's asking what my avatar niche is, or niche as some people like to say. My buddy Nick, one of the coaches always say, I was just talking to him a little while ago. He said, "Tom, it's niche. If I had an itch, I'd scratch it." I guess it depends on where we're from. I always said niche but my niche, my customer avatar depends on the market that I'm in. In Profit Academy, you have to decide what your niche or your niche is and you have to design a different avatar for each niche that you're in because each market is a different customer, isn't it?

I addressed on stage in Las Vegas. I said since I was talking to all of you at Profit Academy Live, naturally we're all in the wealth creation. That's why we're there. We're learning from a master in how to actually generate income online. If I were to say that I was going to offer something to all of you that would give you a surefire way to actually make money online, those of you that would be

interested, raise your hand. When I asked that question in Vegas, every hand in the room that I saw went up. I hit a home run. Everybody. Why? Because I targeted my offer to the people that I knew that I was talking to, that would be interested in it.

What you have to do when you're doing your research and you're deciding what your niche is, you're also looking at the same time as to what your audience is. I call that my customer avatar, quickly identify here, Myria. It's really the person that you would find as your perfect customer. Now, in Vegas, my perfect customer was all of you that are watching on streaming or sitting in the audience because you wanted to hear how we would make money online. I gave you an offer. I gave you a pitch, if you will, based on my knowledge of who you were.

The same has to be true for you as to who you're talking to. Now I'm also into natural health. I'm also into spirituality. You can see it from my website. If I scroll down here, you're looking at three different categories, wealth creation, health, and spirituality. Some people that are into spirituality are not necessarily thinking about health, although they should, I think. But it's not what I think, it's what they think. If they're not into health or that much, or not focusing on it, if I put something in these center columns here with post, they're not interested in how black pepper works with turmeric.

If, at the same time, someone that is into health isn't necessarily into meditation, they don't care why most of the things we fear are unlikely to happen. So I have to target my message to who I know my audience is. That's the first place that I start when I'm actually ready to sell something. I have to craft my message to my target audience. That way then I'll get higher conversions. If you just send out a blanket message to everybody out there, you're going to get a little conversion rate. If any of you have actually gone into Facebook for instance and created ads, you see that there's a section in the ad creation wizard that allows you to select your areas of interest or the target audience that you want to select send that ad to or expose that ad to. If you don't target your messages, you're going to be wasting money on your Facebook advertising. You need to really pinpoint who your message is. I always pick an avatar.

Now an avatar, it's a great question. I love talking about this because, to me, it is one of the two keys that you need to do make money online. The difference I see between people that succeed and fail are these two points. Those that are doing these two things effectively are making money, those that aren't, aren't. Here are the two points. Target your audience, target your message to your audience and sell them what they want. Research them. Find out who that exact person is. Don't tell me that you're targeting a female between 25 and 45. That's just nuts. You can't give me a range of 20 years. I want to know exactly who the best customer is. Is she 30? 28? 41? Give me her age. Name her. I actually name my

avatars. I want to know exactly who I'm selling to. Am I presenting a message to a female or a male predominantly? I'm talking predominantly now, okay. Am I talking to a lady that's 41 or 28?

It's a big difference on what I would say in my sales pitch, in my advertising, in my product that I'm going to offer. I look exactly to who I'm pitching to. I want to know down to the hour that they were born if I can get it that close. I'm serious. That's how detailed you want to be. You want to know is this a person that is a Leo or a Libra. Are you looking at a person that is married or divorced? Do they have any children? Are they career-minded or are they a homemaker? Who are they? Because every different part of that element, of that avatar, will influence your message one way or the other in your advertising, in your [inaudible 00:07:31] sales, in your landing page, in your tripwire offers and the bonuses you give on your products.

That's the number one thing that you have to do is target your audience properly and watch your conversion soar, your opt in conversions and your sales conversions. Now the second thing that is key, excuse me, is making sure that you don't overspend for your advertising so that you don't have so much money to get back. If you remember me speaking in Vegas, I spoke about the prime objective or the prime directive is to always, as an investor, get your money back first. You don't think about the money you're going to make, you're thinking of what you're putting at-risk and the prime objective needs to get that money back.

You are an investor when you spend one dollar on advertising. Therefore, your prime objective should be to get the dollar back as fast as possible. Now, if you overspend on advertising, meaning you pay too much for a solo ad or you buy a solo ad period when you should be starting by testing your sales funnels and your offers with small amounts of traffic that you could buy on Facebook for five dollars today, which is the way I do it. It's the way I coach it. By doing that, if I'm only spending \$5 a day and I know that it takes Facebook at least 48 hours to optimize my audience so that they know exactly who is reacting, and they can better target the exposure of my ad to the proper audience, I need to give Facebook 48 hours.

I'm going to give them those two days. Then I'm going to look for two days of actual real-time traffic to see what's happening when that traffic hits my sales funnel. That means I'm going to give it four days at a minimum. Usually, I don't need any more than four days and \$5 a day means I'm only spending \$20 a day, I'm sorry \$20 on that campaign to test it. Not \$400 on a solo ad but \$40 on a Facebook ad campaign to test my funnel. Now, if it needs fixing, I've only spent \$40 so you see now I only have to get \$40 in sales back to breakeven. As an investor, I want the money back right away. I want that \$40 back in my pocket. If

I'm selling a product and it's mine and I'm selling it for \$49, I only have to sell one to breakeven. There is your secret to the second point in being successful or not. Don't overspend for your advertising. Be smart about it.

The two points again, target your audience, it's a great question, thank you for that. Avatar is your key and the second point, don't overspend on advertising. Now, you maybe thinking, and I get this question a lot, Tom, if I target a 28-year-old woman, what happens to the males I want to sell to? Or someone that is 42? That's a good rationalization. I want you to think about your target audience and your customer avatar, your perfect customer is being bull's-eye on a target. If you're aiming your message and your product to the bull's-eye, and you hit the bull's-eye, that's like selling 100 out of 100 pitch. If you happen to stray on center a little bit and you just happen to get a male, and he's only 41. That's not your customer avatar. That's not your bull's-eye, but still, he may be interested in that message as well and you'll get him.

Maybe you only get 70 out of 100 from that demographic, but still, 70% is not bad, is it? As your audience begins to work outside of the center of the bull's-eye, you're going to get less and less percentage of those people. But if you're aiming for a target, you should have researched well enough to know that that target is a perfect customer for you. There are plenty of them out there. They want what you're offering. You're giving them keywords in your description and in your ads that you've already researched, these are their pain points. You'll get your fair share and make a ton of money as a result. Great question, thank you for that.

Let's see here. The next question is from Leslie. When you're creating a Facebook page to go with the new domain, do you create a new page or a group? I'll always do a Facebook, an individual page for that domain. I should say not domain necessarily, but to the brand that I'm actually advertising. Leslie, I have multiple Facebook pages but they're all under my one account in Facebook so on the Tom Hitchens community for instance, if you go to Facebook and just type in Tom Hitchens, you're going to find Tom Hitchens community and you'll see my Facebook page. It's the same header on the top of that page as it is here on my website.

I did that on purpose because I want continuity of message, brand and I want the look and feel of everything to be the same. I would target your Facebook pages to each one of your brands that you offered to the public. Each brand should have its own identifiable properties. Are you going to have a website? Then, you can have a totally different brand. Let me show you another one of my brands. This is the first page I ever set up. Hope I don't misspell it in front of all of you. I'm not even typing it properly. Here let me try it again.

This was the first page put together last year when I started online marketing. I didn't have a Facebook page at that point. I didn't have a blog site or anything. I had physical products and I had websites to support that but this was fighting back disease. There's no sales ads on here. I maintain the purity of the site, you may think stupidly, yeah I'm thinking I'm going to add some eventually here too. But this was my first attempt to do a brand and I didn't put my face on it. I created a topic that I was interested in which is fighting back disease, not just preventing disease. I wanted to address a subject based on people that actually had this disease or what do you do about it.

I learned to post. I started curating. I started going out, finding other sites I liked and putting four post today on this page and everyday since Valentine's Day actually of 2014, the site has had four posts a day. Then I cross posted them to my Facebook page. On Facebook, it's the same look and feel. If you go to Facebook and type in fighting back disease, you'll see my Facebook header looking exactly the same. All of those posts are linking back to this website.

All the traffic needs to come back to home which is your WordPress site, your blog site, your authority website as I call it. When you create a different brand and then this is a brand by the way, you create a separate Facebook page. You create a separate Pinterest board. You create another Instagram page. What you do is you actually send all the traffic from social media back to your website here which then you put your banner ads and your various flycatchers as I call them, various links to sales funnel entries on these websites. That's how you do them and I hope that answers your question, Leslie.

Let's see here. Let's go to Marius, what I need to complete my funnel. Okay, you're giving me the URL so let me share it with the world here. I'm going to copy that and put it in to another browser window here and see what comes up, I'm taking a chance here. I hope it's okay. There it is. Okay. The experts in eyebrow threading. That's an interesting website. Okay, so the question is what I need to complete my funnel. Well, I don't know what your product is.

Let's if I can see just by looking at your website here. This is a nice looking website by the way. Very nicely laid out, very simplistic, very clean look to it. Gentle brow shaping official threading in Memphis Tennessee, sorry, Memphis Tennessee. Beauty and skincare. Okay, here we go. I guess I click on that for the coupon. The first thing is that I'm having to look to see what your product is. That's not really good. You should have something for me to be able to click on immediately that would take me to your sales funnel so then I'll be able to see what that is.

Now, if you don't have a sales funnel and you're into eyebrow threading, then give me an entry point to your sales funnel. Give me something that I'd be

interested in entering, clicking on in other words, that would get me in your funnel. The first thing I do is that I build the product. Once I build the product, then I begin to think about how I want to promote that product. Remember, my earlier long-winded answer when I was talking about my avatar, I have to know who my customer is. So here I see, I guess, primarily a lady or could be a man. If I'm attracted this theme, this brand by then you should banners for me to click on that would take me to an entrance to that sales funnel. That entrance to your sales funnel is the last thing you build. You build the product first because you know that if I'm your customer, you should already also know what products I'm looking for. What are my pain points, what questions am I asking that need to be answered? What do I want you to give me?

You learn that from your research when you build your brand. Then once you know that, you build a product first then you need to decide how to promote that product to the world. What I do is I simply splinter off pieces of the main product. So Marius, what I would do is I would take whatever your product is and give me the best part of that product free. Give it to me free. Give me a piece of it. Get me introduced to your product by letting me choose to get some part of it free on the landing page. Then once I do that and I opt in and I get something coming to you or coming to me from you in the email, you immediately take me to your thank you page which is your first tripwire, which is the first product you're going to sell me that should be under \$10.

Give me another piece of that product and sell it to me for less than 10 bucks, as low as you can stand it. Two or \$3 is good, \$1 is even better. Just get me to convert myself from a lead into a buying customer then sell me another tripwire for another higher price but under \$20 this time. Then whatever your product cost is then the next pitch that I get is the third pitch. That should be for your main offer. Now I've already gotten two parts of the product already and I'm telling you I'm interested because I'm buying.

That's how you do it, Marius, is you start off by building your product first targeted at your customer avatar. Then you splinter it off into your landing page, giving the best part away free to get them in that sales funnel and then turn them into from a lead to a buyer by getting them to buy some tripwires all the way up to a stairstep approach into the main product. Hope that answers your question. Okay, here's a question from Nandem, who is saying, "Hi guys, I'm new to Profit Academy and just joined after the Las Vegas forum. Tom, can I have a coach to get me on the road fast?" You sure can. You can go to Profit Academy in the website there and you can actually click on one of the banner ads and become part of the whole program, the coaching program. That's where you see all the coaches that were on stage in Vegas.

We are standing by ready to help all of you if you're interested in becoming part of the program that allows us to coach you either over a seven-week period, or sorry that's six-week period or a twelve-week period. That's how Annik is actually promoting that to all of you that really want to take your game to the next level. [Nandim 00:19:46] is saying you'll be in the forum in July 2 so you're really interested to get started and learn quickly. That's the best way to do it. Get a coach, get a mentor, all of you that are listening. It was a game changer for me. It's a game changer for many of the people I see in this program. It is one of the fastest and best ways, I can see, to actually get started.

Okay, Lynette, saying hi from Sydney. Hi, how are you? Ron is asking quick question. We're going to DC in mid-July. Are you going to be there? Absolutely Ron. I wouldn't miss it. I love Washington especially in the summertime when it's warm. I don't like it in the wintertime because I'm a warm weather guy. But yeah I'll be there. I'm looking forward to the two days to help all of you that are going to be there too. That will be fun.

Andre is asking, "Hi, please let me know what is best option for payment processing besides PayPal?" They do not provide business solutions for your country. I got a question like this a couple months back when I was doing one of these sessions. I think I was doing that with Joy-Ann or someone else that had a better answer than I have for that. I'm not real familiar with some of these PayPal look-alikes for across the seas but I'm sure you could find it on Google and some platform that would allow you to quickly tune into that but I use my own merchant account.

If you've been listening to me for any period of time, you know that I'm a phase II guy. I like my own products. There's nothing wrong with ClickBank. As a matter of fact, I don't know if you've heard the news, but ClickBank is actually in July is going to be expanding into physical products, which is really cool. You need to check that out if you haven't already. I like physical products and I like to blend them with digital products. They're really, really fun. If you have a physical product, it's a great way to use those physical products as giveaways and tripwires to lead people into a sales funnel that ultimately sells a digital product. It's great combination, great branding.

Click bank is going to allow us to do that, so that's cool. Back to the question, ClickBank only allows you to use their platform of course. They're providing you the total turnkey operation to collect payments from someone, but there's a fee for that like there usually needs to be. They also handle your affiliate traffic for you so that is an awesome solution if you're just getting started. But if you don't want to use ClickBank and in my case, I don't use ClickBank that often anymore in my own products, I just simply put them on my own payment platform. I have my own merchant account and I use PayPal if someone wants to buy that way

and they can either pay me through PayPal or by using one of the major credit cards. I like that because I negotiate a good rate with my merchant account and all the money pops in my bank account in three days. I don't have to wait for two weeks on ClickBank, which is how long they make you wait. That money pops right in your account three days after settlement. It's just a cool way to get that money in and whatever your rate is, you negotiate it.

Now, you can use square. You can use some of other type platforms that you can either take a physical card if you are meeting your customer face-to-face or if you're like us in the digital world, you can use some of these other platforms. I haven't tried them. Just go to Google and type in payment processors or collect credit card payments or things like that, different keyword terms that will bring up the ads that these people will offer to you. Try those, see whatever's good for you. I know some countries are really tough on what payments they allow. It's just really ... I'm sorry I don't have a better answer for you than that Andre.

Okay, Ross is asking are all the books that are flashing up written by you or affiliates? The books, I guess, you're talking about is on my website, if that's what you're asking. I'll go back here to my website. These posts that are on my website are curated for the most part. You can see down here where it says who the author of that article is. Every once in a while, in fact once a week actually, I do a video on my website. Then I also maybe write a blogpost to support that video and I will publish that on my website. You'll see my name pop up if I scroll down here long enough, you'll see the [inaudible 00:24:04] that's been about a week since I posted my last item.

I also have staff that works with me that curates content and also writes fresh content. Here's a lady that works with me, Christine, she actually wrote a post last Friday. It pops up on the spirituality column. Here's one for me. I did a video with Zane, Zane Baker? He's a coach here at Profit Academy. He and I did a video together talking about fear. Zane posted it on his site and I also posted the video on my site. The ads that are popping up on the right-hand side are always present. I want them there because I want you to be able to click on these various things.

This happens to be a banner ad for one of my products. It's an entry to a sales funnel. If you scroll down a little further, these are ads that I have as placeholders until I have a new banner ad that I want to place for one of my products. I'm actually rebuilding the site. I'm almost finished with the redesign of it. I'm not really focusing heavily right now on putting a lot of banner ads on the site. I'm still rebuilding it. But this is an ad that I'm putting on here from Google AdSense.

Here's another one down here, Google AdSense. If I scroll all the way to the bottom of the page, these are Google ads here. If I scroll up, you can see in between some of the columns I have other Google ads. These are all placeholders. I can use Google ads or I can use my own banner ads based on whatever product that I want to promote. That's how I monetize. Sometimes they're my products, sometimes they're affiliate products. Sometimes they're just ads. I make money when somebody clicks on those ads. I hope that answers your question Ross.

Mai is asking how to reopen your Facebook account. They disabled your account since last time you signed up for promoting a landing page. Yeah, that's tough. It is very tough. Facebook is almost non-forgiving. You almost have to maybe open up a brand-new account. I've heard the horror stories. I've done all I can to make sure that I stay in the sweet graces of Facebook because I love to advertise there. If you've had the bad luck of advertising to a landing page and they just don't like that, then the only thing I can think of is to try to contact someone at Facebook in the advertising department and ask them to maybe give you a second chance or just open it up under a different account somehow. Maybe you have a brother or sister, wife or husband do it.

That's about the only way I know how to do it because they're cracking down and they don't take prisoners. Sorry about that. Kim is asking why do we not want to have our sites indexed on Google? I don't know that I would answer that question by saying I don't want you to have it indexed on Google. I don't get into a lot of SEO on sites. I focus more my attention post by post, blog by blog. I make sure that I have keywords in my title of my posts that resonate with the audience because that's what I want the robots to pick up from Google and from the other search engines.

Then I also put tags in there and I use keywords in the SEO portion of that blog. I don't really focus on the website, believe it or not. I'm not really interested in that. I do a lot of post engagement ads on Facebook where I find my more popular posts. Then I will run advertisement promoting that particular post which drives more targeted traffic back to my website. That's really the way I do it individually. Let's see here, Mary Ann's saying, "Hi Tom." Hi Mary Ann, nice to have you with us. Thank you. "I see that in your website, you have three basic subjects, money, health and spirituality. Do you communicate to three different separate audiences through your emails? Thank you very much."

I sure do Mary Ann. Each week, I switched the theme. It's part of my content plan. You'll notice here that I'm into wealth creation, health and spirituality. I do get a lot of crossover. If you are to draw three circles and place parts of those three circles together, you're going to find the sweet spot, a sweet spot of commonality. I did a survey to my audience about this time last year, maybe it

was July and I asked them specifically now this was a list that was primarily put together for meditations and spirituality. I asked them what they were mostly interested in because I wanted to find out what they wanted me to give them. I wanted to know what type of posted content to deliver.

I gave them choices of money or wealth creation, natural health or spirituality and meditations. Believe it or not, on a list that was gathered for meditations 53% of the people responded back they were mostly interested in money. That kind of shocked me. I thought people wouldn't really respond that way. But sure enough, they do. When I put the site together, I wanted to talk about the three areas that interested me. I did my research though, Mary Ann, I didn't just throw darts at the dartboard. I actually went out and searched to find what people were interested in. I found that there was a lot of crossover just like I described in the survey. People that were interested in the spirituality were interested in natural health as well. Some people that were into meditations were into wealth creation but really weren't thinking about their health. Maybe they were younger [inaudible 00:29:36] audience, which is what you typically find in a younger audience.

Although times are changing obviously, people are more thinking of their health. If you're into health, and you're into wealth creation, maybe you couldn't care less about meditation. I decided to throw three nets out there and I rotate week to week through these three subjects. This week, we're talking about health and in particular turmeric. In fact, today later on I'll be sending an email out to my list with the video that I prepared showing them what the benefits of turmeric are and how I do a turmeric smoothie in the morning. I drink one every day and I threw a lot of herbs in there. But I'm not talking about health this week.

Last week, I was talking about spirituality. That's why I did that video with Zane. We were talking about fear. Next week we're talking about money. I already have my plans each week weeks in advance as to what I'm going to prepare for. I rotate that. Then I let my audience segment themselves, Mary Ann, they actually will click on different topics and then depending on what offers I'll put in those emails, I'll send them to various sales funnels targeted to money or health or spirituality and that's how I let them segment themselves. Then once they do segment themselves, then I send them to an email series targeting what they said they were interested in.

How did I know they were interested? They opted in or they opened the post and that's how I do that. Hope that answers your question. Catherine's asking, Tom, what theme are using for your website? I love the look. Thanks. It's a hybrid. I actually had that custom-built. I hate to give you an answer like that. The new theme I'm using in my rebuilt site is the Max Mag theme with custom coding at the top page. I change the top of the page a little bit so I could still

maintain this banner because that is part of my brand. I've changed the menu and this slider changes a little bit. What I'm doing is I'm actually having a few more banner ads now. One will be right up here in this dark area that will actually be a banner ad that people would be able to click on and go to a money sales funnel.

Then I have another banner ad right above my header which is actually been lowered on the new theme but I use a Max Mag theme. If you look at Max Mag, I think they even have them on sale right now for \$58. It's a great theme. It's been tested. It's very effective on setting up an authority website. I would [inaudible 00:32:08] and you look at that strongly and you'll find many successful websites out there today use the 00:32:08 theme. I hope the answers that for you, Catherine. You're welcome Leslie.

Czar is asking, "Can you recommend a way, a plug-in that allows you to post your blog post automatically in to Facebook?" I sure can. On my theme, I used Autoblog. A-U-T-O-B-L-O-G, I had to pay for that. I think I paid \$19 for it one time. Then that allowed me to put that on my theme. Now it is theme centric okay. You need to see what plug-ins will work best with your theme but on my theme, Autoblog seem to work good for me. What Czar is talking about is actually it allows you to pull your content then into your website from other websites if you wish and automatically post it directly to your site.

Honestly, Czar, I don't recommend that. I like to pull content from other sites into a pending folder and I look that content over first before I decide what actually goes on my site. We actually then post some of that content in these little headlines. You can click on to go directly to the original post of someone else's sites then we'll actually manipulate some of the content post that are in my pending folder to look like this. We'll pull in the original image from that post. We change the headline. I want my headline to be unique because I want the search engines to pull my post up, not the original site.

Then I put a comment in there. I pull about 30 to 40% tops of the original content and I always give full credit at the top of the post and at the bottom, let me click on one here to show you how we do that. Now, I hope I'm assuming since you're talking about curated post not [inaudible 00:34:02] another topic on that here just in a second, but this headline is mine. We actually craft that. I write pretty good headlines and the people that work for me write pretty good headlines because we spent a lot of time on our headlines.

Then you see right away this is our comment right there. Here, I'm giving full credit to Kayla who wrote this article. I put her website there. I'm not going to play sugar on it so I'm going to give her a full credit for it. I only cut it off after about 30%. You see that right here? I end it abruptly and then tell them read the

complete article here. I provide the link to go right back to their post. People love this because I'm sending them free traffic and I love it because they're giving me content that I like and I can repost on my website. But I always manipulate these posts first and screen them because I want to make sure that my message is to my audience. I know what my audience wants.

Okay, so I'm going to read this again because I think you may be talking about a little something here different. Can you recommend a way, a plug-in that allows you to post your blog post automatically into Facebook? Yes, and there is a plugin that you can use for that as well Czar, and I don't know the name of it offhand because I don't do it automatically. I'll tell you why. I did that for a while. I was using that about a year ago and I found out that Facebook was, through one of their algorithms, was actually recognizing when you're auto posting and they wouldn't optimize to those posts.

They optimize the post that are manually posted on Facebook. I learned this about a year ago. So I stopped doing the auto posting to Facebook and I started automatically manually posting. This is a simple thing. It takes a minute. All you do is copy your URL right here and you paste that into the post area on your Facebook page and as soon as you paste that in, you can see that Facebook will then pull the image and the headline and even your comment. Everything will be pulled in and then I just click the post button. Just by doing that that way, I'm getting more traffic from Facebook. That's what I was going for is the traffic and that's why I stopped posting automatically.

You can do it automatically if you want. You might ask, "Tom, how do I post my Facebook page if I go on vacation. I don't want the page to go without any content." It so easy. Facebook will allow you to schedule your posts. If you are going to go away on vacation and you're posting four posts a day, create 28 posts, put them into your Facebook page and then there's a little button for you to click on that will allow you to schedule that post. Go find that button, click on it and you'll be able to then say out I wanted to post Tuesday at 9 AM.

That's how we do it actually. We post several days in advance but we schedule them so it looks like they're actually posting four different times every day. It's really a cool thing that Facebook allows you to do is schedule. That's the way I'd recommend you do it, Czar. Okay let's see here, [inaudible 00:37:10] was asking me a second question, "I have a physical product. I would like to promote the product and collect emails too. What's the best approach? Provide a coupon discount or provide a free e-book first and then on the thank you page, redirect the customer to the physical product. What are your comments or advice?"

I would test it a couple different ways [Nandum 00:37:30]. I don't know the best way. I don't know anyone does until you actually put a funnel together and test

it. If you have a physical product and you want to promote it, I can identify with that. I have a physical product too and I want to promote it and collect emails at the same time. What I do is that I actually will create a landing page promoting that product. I will drive Facebook traffic to a blog page on my website [inaudible 00:38:00] that website, and I will talk about the physical product in a blog.

That's like an infomercial and I'm actually talking. I'm writing about that product. I'm giving like a book report on the physical product. I'm showing pictures of it, how to use it, how it benefits the reader, what's great about it, if I had some social proof and testimonials, I'll post those on the blog post as social proof. I'm writing a wonderful blog and I'm sending traffic from Facebook to that blog. That will keep you in good graces with Facebook. Then when someone clicks on your ad, they go to the blog, they read the article about your physical product. In between the paragraphs [inaudible 00:38:47] the blog content, I would put a banner ad.

Now if you're talking about the physical product. Let's say that you have a mousetrap that you want to advertise. You're talking about trapping mice and you're talking about this product that does it better than any other mousetrap. In between the third and fourth paragraph, I put a banner ad, a horizontal banner ad that says for the best mousetrap you've ever seen, check this out and I would put a picture of it and a link. When they click on that banner ad, it takes them to a sales page for them to buy the physical product. On that sales page, I would offer some bonuses for them to try out the mousetrap for X period of days or a money back guarantee and just for trying it, I'm going to give them some bonuses.

Whatever those bonuses are, they could be your discounts, your coupons, e-books, anything else you've produced. That's probably how I would do it but I would do it a number of different ways and then test, see what converts better. Mary Ann's saying, "Thank you, great strategy." You're welcome Marianne. Okay someone's asking here what was that Max Mag? Yes M-A-X M-A-G is the name of that theme, that WordPress theme. Remember someone ask me what my theme was for my website? I said Max Mag, M-A-X M-A-G. Look it up. You'll find it. It's a very popular and very efficient WordPress theme.

Okay let's see here, Leslie's asking is my website a WordPress one? Yeah absolutely. That is also WordPress. Yes, Max Mag is WordPress theme. I like WordPress because it seems to be the standard these days. Jenny's asking, "Hi Tom, which tool do you recommend for content curation? I'm looking for one." I think I answered that earlier probably Jenny, it's Autoblog. That's the plug-in I use for my theme but check out with your theme to see which works best for you.

Dorothy's asking do you need to get permission to use the image from the post you're curating? No you don't. If you give full credit to the original post and see how I'm doing that I'm showing you not only the author's name but I'm showing you the website it came from, you do not need permission unless the website specifically states they do not want any crossposting. So check that out.

I only follow websites that allow me to pull content from them and curate it under my own website. Do your due diligence. When you're setting up an Autoblog plug-in like I just talked about that actually will go out every day on these different websites that you set up, it will automatically like a robot go out to that website and find new posts and pull them into a pending folder on your WordPress back office area. Then I go under that pending folder everyday and I look to see what's been pulled in. I find the ones that I want and I plug those.

These images and the content is available for me to post because I've done my due diligence by looking at the site I'm following and I only curate from sites that allow me to cross post. That's how you would do that. Always make sure you get full credit. If there's an image credit, make sure you put that on your blog post. Don't go off on your own someplace. That's dangerous. You'll get yourself into a problem.

Okay, Marius is saying, "Hey, would you please look at my landing page?" Okay I'll look at your landing page. I'm always a little nervous to do this because I don't know what these landing pages are going to look like. I'll be ready to pull the plug here. Of course Mr. [inaudible 00:42:41] will edit this if it's not cool. Here we are. Okay, so it's got an auto play. That's good. Rewards for loyal customers. Sign up for brow art 23 [inaudible 00:42:57] blah, blah, blah. This I have to look for. That's your hook. I had to look for it.

This is your logo and it's the first thing I see. That shouldn't be the first thing I see. The first thing I should see is your hook. That hook needs to be brought up prominently in the top of the page, move your brow 23 art off to a side someplace so I know that it's a brand. I see it but it's not the first thing that catches my eye. Rewards for loyal customers, what if I'm not a loyal customer, do I get a reward too? I'm not sure I would put that there. I would use this. Sign up for brow art 23 loyalty club and get one free threading session.

Did you research that hook? That hook needs to be what the audience is looking for. How do I know what copy to use in my hook? I research. I go to Google and I type in keyword search terms. I would type in threading or brow art and see what comes up. Whatever pops up on Google, let me show you what I mean, let me go to brow art on Google. I'm not familiar with brow art. This is the first time I've ever seen this but if I ... Whoops let me go to Google.com. See, I don't guess. Use a scientific approach. I asked questions and let people tell me what they

want. On Google, I'm going to type in brow art. I'm not going to hit enter. I'm just going to see what pops up.

Now here, this is your location. Okay that's fine. Then what I'm going to do is I'm good to get rid of that. I'm going to do some research to find out what people that are into brow art are also looking for. Why do they want brow art? Are they looking simply as body art like tattoos? I need to know what the audience is looking for. Let me give you some examples of some things may be that I can keep it simple for everybody. If you're into crafts, type in the word craft on Google and then pause and see what Google gives you as drop-down keyword search terms. This is what they're interested in when it comes to craft. If I put in as on that, what happens? Does it change? Yes. Crafts.

What they put in here quilts? I'm going to type in the root word quilt and see what comes up. These are keyword search terms that are most popular using the word quilt as a root word. These are people telling you what they're looking for. Quilting, quilts and coverlets. I never knew what coverlet, I didn't know what that is. I'm going to copy coverlet and quilting and put it on a Word document and start building a list of keyword search terms based on what people are looking for. I'm going to keep doing that and I'm going to keep cross searching on terms that I see coming up like here coverlets. I'm going to type in coverlets now and see what happens.

I'm going to see what pops up. Apparently just coverlets so I'm going to click on that and see what pops up. This is new to me. But here, I'm seeing various things on coverlets quilts and various items that are being listed here in the organic search results on Google. I'm going to go to the bottom here and see what else coverlet will refer to. Coverlet sets, silk coverlet, king coverlets so this is bedding so I'm going to go out now and I'm going to type in bedding and see what pops up, bedding sets. I misspelled it. Bedding collections. I'm looking for keyword search terms based on what other people are typing in, not what I think.

Then I go to Amazon.com and do the same. I look to see what physical products are being sold on Amazon. Then I go to look at the top sellers and then I tap into the reader reviews or buyer reviews and I let them tell me what they like or dislike about the products that they're buying. I listen to all of these things I'm hearing and I create additional keyword search terms on this Word document. I get a whole long page of all these keywords. You know what those keywords are? They're your sales copy.

When you find keyword search terms that people are already searching for on Google and Amazon and telling you in the reader reviews that they want that stuff, that's what I use for my sales copy for my hook. You see why research is incredibly important? Now here I like this, it's saying when you register, you

receive and then you giving me some things but you're giving me advice tips, free coupons, invites to member only brow art. I would make these bullet points benefits. You're giving me features which is a common fault that people put in their sales copy. People don't want features, they want benefits.

Remember people are always wanting to know what's in it for me. Give me a benefit here. The benefit you learn by doing research [inaudible 00:48:31] your hook, put it at the top of your page, make it prominent, give me a list of benefits if you're going to do that and tell me what the benefits are. What am I going to get by getting this threading session. Am I going to learn to do something in five minutes that I may have struggled with to do days before? Am I going to get better looking bedspread? Am I going to ... See what I mean? Give me the benefits. Tell me what the end result is. Speak to the end result.

That's my critique on your page. That's good. You've got a nice distinctive button here. Register today and it takes you away from the background that you use which is a darker background here. I don't know if I put the name in there because that's going to drop your conversions. I always look for conversions on the landing page so the email is enough for me. Then once I get you on my list, I'll continue to market to you if I didn't get your [inaudible 00:49:27]. I hope that helps. Okay.

Let's get back to some other questions here. Let's see. Is Autoblog a plug-in? Yes. It is a plug-in. Karen is saying, hi Tom. Hi Karen. How do you find out if websites allows crossposting? [inaudible 00:49:54] where to look. Thanks. Go to their about us page. Look for their advertise with us page if they have one. Find out from their administration page what the rules are. Look at their terms of service at the bottom of the page.

At the very bottom of a webpage, you should see ... Boy what happened to mine. I'm not seeing my footer, it's gone. Looks like somebody's working on my site but at the bottom of the page, you should typically see the about us, the terms and conditions, the privacy policy. That's really look, terms and conditions or and the privacy policy to see what their terms are and that's where I will find that too. Leslie is asking, can you look at the landing page, nothing scary there ... Okay I'm running out of time here. I'm going to move on here Leslie but if you want to send me an email. In fact any of you that want to send me an email to Tom@TomHitchens.com.

I will put that in the chat box or the answer box here. TomHitchens.com, I'll be glad to send you back a reply. Okay just give me a little time because I get a lot of these. Okay Marius is saying thanks. You're welcome Marius. Okay, looks like I do have a little bit of time. I'm going to look at this one landing page here. Hyacinth is saying probably eyebrow threading may be the term for that brow art site.

Yeah you might be right about that. See what it does, what I'm doing is I'm causing you to think and when you think, that's your jumping off point for you to type in terms in these various sites to pull things up. I did the same on Facebook in the search bar and then I go to websites that are on that subject. I go to the ones that have the most likes then I look at the timeline and I see what people are reacting to by sharing and commenting and so on. I find out what they like and I pull their comments and their vernacular out of their comments and use those as keyword terms when I'm actually building sales copy and also the names of my products and when I'm deciding what products to build.

Where was that website? I wanted to go to look at that landing page. Let me look around here and find it. Jenny, you're welcome. Okay I can't find it right away. Amar is asking hi Tom you did not get it right on Facebook promotion so I can't not use any landing pages about making this landing page a part of my website [inaudible 00:52:29] see if I understand the question. I don't quite understand the question, Amar. Sorry buddy.

Let's see, looking for that landing page. Where did it go? Where did it go? By the way, if any of you want to see, want me to look at something, I'd be glad to do that for you. We spent a lot of time on landing pages. I want to spend more time on developing a product that you can target your audience and then take pieces of that product and focus on building your sales funnel because your landing page is part of your sales funnel. You know what? I think I just gone through all of your questions it looks like here for the people I have on here. I'm sorry I can't find that other landing page that I wanted to look at for you.

Let me leave you with something that I think might help you. When you are actually picking an audience and you're looking for your customer avatar and you build your product around your customer avatar, if you focus your marketing and advertising is your keyword search terms like I talked about here today, you will get huge conversion rates. Please focus on that. Don't use your copy that you think in your mind, use the copy given to you from your research.

Research, remember, is one of the two key things that make a business different from those that fail and those that succeed. The other is buying your advertising correctly. Those of you that are using clickonomy, good but I hope you test it first by using key performance of advertising before you actually start spending bigger money to buy solo ads. By the way, if you're buying solo ads, make sure that you know who the audience is before you create an offer to go out on that email that you're paying for. You only get one email so ask the person you're buying your solo ad from what their audience likes, what do they best respond to.

That's research, isn't it? That's a way of tapping into your audience and then put together a giveaway that works with the product that would work with that audience. Have several different sales funnels, have several different affiliate offers and several different products that you can offer to a variety of different people that you're buying solo ads from. Then test, find out what works best, what you like best. Find out what your audience response best to. Write emails and send out and test messages, it's cheap, it's free. You already have the emails in your list.

Send an email out and talk about brow threading and see if anybody responds before you spend a lot of time building a funnel on brow threading and see if they're interested in that first by how they respond to your email or how they opt in to something that you're offering them based on brow threading. Give them a free giveaway and see if you get a lot of people reacting to that. Do it through your emails. Test before you spend a lot of money in advertising and then when you get to that second key point where you don't have a lot of skin in the game on advertising, you won't have to huff and puff real hard to get your money back by helping you get a lot of the sales. Hope that helps you. Look, we are up against the hour here and as always it's a thrill to work with you and talk with you. I hope I helped along the way and if again you want to send something to me, Tom@TomHitchens.com, I'd be glad to respond to you and thanks for your time. Good luck to all of you.