

Speaker 1: Yeah guys, it's great to be back. It's been over a month at least since I've done on of these Q&A sessions, happy to be back, and hopefully I can help you guys out. Please enter in your questions in the chat box, I see a couple coming through, so I'll just go one by one. Hi, Juliet, thanks so much for the first question. Where to find info for my privacy page, you asked that before I was actually able to bring up a quick search. I just went to Google and did privacy policy generator and this number one privacy policy generator, you just go through step by step and it will ask you a couple questions; if you're selling products online, stuff like that. You'll just select yes if you're selling on your website and it'll actually just create it right for you, you can just copy that text and create your privacy policy page. Super easy and that will get everything that you need that's necessary for that end of it. Just go to Google, privacy policy generator, and that should take care of it for you. Hopefully that helps you out there.

John; you sound like Agent Smith from Matrix, I don't know if you're talking about me or Rick but I'll take that as a compliment if it's about me. It's a good movie, I like him. Should you do SEO before launching as well as during? I'm not quite sure if you're launching your own product or if you're doing product launch jacking. I'm not sure on that one. SEO takes some time, it takes quite a bit of time for the search engines to index things and to have everything [inaudible 00:01:52] before launching your website. You really can't do SEO before you launch your website, if you're trying to rank your own website, so you would have to have your website launched because Google at least is all about the content so you have to have the content up on your site for whatever you're trying to rank for so you would need your website up before you try to rank it. If you're trying to do launch jacking, through either Youtube, through video marketing or something like that, you have to have your website if you're just trying to do it through video, but yes, you would have to have your website up.

My products are not selling to my email list. For that question there, there's a lot of different things that can go on, so that's one of the big questions I get time and time again of, "I'm not making any sales when I'm promoting to my email list." There could be a couple different things that are going on there, of course the first thing that always comes to mind is how large is your email list? This really is a power in numbers game and pretty much where you have to have enough people because you have to answer the question of how many people actually have the resources, on your list, to actually purchase a product at any one time that they're interested in? If you don't have enough people on your list then you might just not get the sale. Sometimes you can from a very small list, sometimes it just takes a larger list to get more people that have those resources. There's other reasons why you might not be able to sell products to your email list or why they're not buying.

First, if those products are inline with what they actually told you that they were interested in when they signed up so that you are promoting ... There's a lot of congruence between what they told you they're interested in and the products that you're promoting. That's another reason why you might not be selling as many and of course, that relationship that you have with your list. If you are just promoting products just like everybody else and you're not standing out from the crowd then they might not have any reason to purchase through your list, if you're not giving them any added value when you're promoting a product, they might not be purchasing that way either. There's so many different reasons, so it's very hard to just pinpoint right away of why you might not be getting as many sales from your email list whenever you're promoting. It might just be the product in general, the sales page might not convert that well and so there could be a lot of different things there that are happening on that end.

I don't know if I gave you any concrete details on that, but I would just say continue building up the relationship with your list, try different products that you're promoting to your list, go after one product that you really think is a really high value product and do a full review of that product, create an extra bonus where you're actually help ... Anyone that purchases through your list, you're going to give them something extra. You might do a one on one call with them to give them extra tips on how they can implement it in their life. Anything that's going to give them an extra reason for them to really purchase through your list. I hope that helps Valerie.

Any advice on how not to get banned from Facebook when creating an ad? For that I would say you just have to know the terms and service about the way that Facebook wants their ads to be run. Things like, first the image, you can't use more than 20% text on a Facebook ad, so that will stop it from getting approved. If you're getting banned then you're doing something really wrong when you're running an ad. For example, if you are in the weight loss niche, you can't do before and after shots; like before they were heavy and overweight, and not in shape and within ten days they are now the perfect body and stuff like that. You can't over promise with any of your Facebook ads.

I would just say you want to focus on the benefits of what your free gift is, so not before and after. You can't have anything that would be considered mature material, so that would also get your account banned, stuff like that. Just make sure you re-read through the terms of service from Facebook when creating an ad and you definitely have to follow that. Sometimes Facebook even changes that and can cause issues. If you're following the steps of just a basic, if you look at what other ads are running and making sure that you're not using over 20% text on the ad image, you're following through on not over promising on something, it should be good on that end, so you shouldn't get banned with your Facebook ads account.

Any tips on creating my own gift for the thank you page? Jackie, on this I'm guessing you're maybe talking about tripwire offer. Jackie, if you're still on, is that what you're meaning is creating a tripwire offer for your thank you page? I'll move on to the next one and see if Jackie's still on here. The next question, I'm starting out and wondering what were the biggest roadblocks you ran into? Were you a techie type before starting this? I do have some technical background, I knew how to run a computer fairly well. I did have a tiny bit from college of learning how to even code with C+, I did have a tiny bit but I didn't have any background in internet marketing or autoresponders or creating opt in pages or things like that. I just use all the tools that are available to make my life easier. The biggest roadblocks I really ran into when I was getting started was not investing in traffic.

I went through and I just went step by step, I created my free gift, I created my opt in page using things like Lead Pages. I actually used a WordPress plugin as well that made it really easy to create opt in pages, created the autoresponder series, and got all that signed up, but I was not making any money, any sales because I never invested in traffic. I really was investing in free traffic sources, and forums, and things like that, and just didn't really see anything so my biggest roadblock was just overcoming that fear factor of actually investing in a solo at it first. Once I finally did that, I pretty much told myself as long as I'm limiting my downside of how much money I can actually, pretty much let's just say not even lose, but if I spend and not get a return off that solo ad, but still get some email subscribers, I was okay with it. Once I started seeing results on that then it was just keep going. There's really no major roadblocks on this path.

If you're not techie at all, then I would recommend maybe finding a virtual assistant that can do some of the technical aspects for you, if it's more the computer issue that's stopping you, but it's really just following the steps and doing a little bit each day. I still have days today where I catch myself not doing what I know I need to be doing so it's not major roadblocks, it's just those everyday where you got to tell yourself you're building an asset, you're building a long term business, and each and every day you have to know you're moving forward. Do something that you know is going to either help you learn or bring you some sort of return, so making sure you send out that email that day because sending out emails are normally where you're going to make your money. That was one of the other biggest roadblocks, now that it reminds me of. I wasn't sending out emails everyday when I was starting and you're only making money when you're sending out emails, so make sure you're always sending out an email to your list, find something, it could still be content based, but make sure you're always keeping in contact with your email list because that's what's going to grow your business.

What you're doing to keep track of expenditures, to do lists, things like that. That's more on the business end, so yeah, for passwords I use something LastPass that makes my life easier to login to all my stuff. Keeping track of expenditures, I have just online stuff, you can use any of the online things like QuickBooks or mint.com is a good one that's free that you can keep track of all your expenditures. If you want everything more manually done you can do Microsoft Excel, I did that for a little bit at the beginning and then I automated everything with mint.com and connected that up with my business accounts. To do lists, my to do list is fairly simple to make sure that my business is moving forward. It's really just make sure I send out my email everyday. I send out two emails each day, at least I try to, there are some days where I just can't get to.

I pick the days of the week that I don't get as high of a response rate and those are the days that I might take one day off for the week. It's really all about doing that and then learning something new. I always try to learn something new every single day or at least not just learning and watching a video, but actually putting it into, I implement it in my business and try something out. I either go on Youtube and create a new video that day or something new on Facebook and create posts and figure out a way to get more likes on a page or something like that, or find a new way to make my website look better with new widgets or plugins, something like that. That's what I do, that's my to do list on that end.

Do you have a preference for a merchant services company? I'm guessing you're talking about how you actually take transactions. I use PayPal, of course there's so many others, but PayPal is just so easy. I guess the transaction fee, if that's what you're talking about a merchant services company, my last company that I was running, I checked every single type of credit card service processor out there and every single time I still came back to PayPal. There's another really good one called Stripe as well, so I would recommend, if you're getting started, until you're getting hundreds of thousands of dollars in transactions a month, I would stay with PayPal or Stripe.

Do you have a WordPress site, what theme do you use, how did you set up a download box on your site? I do have a WordPress site, all my sites are actually set up with WordPress. It's super easy to get started, I'm not very good at HTML, WordPress is just click a button and it works and also the user base and community online is amazing so if you have a question, someone's already answered your question. Asked it answered it so it's really easy. The theme that I use; I use different themes on all my sites, I am focused on SEO or Search Engine Optimization with my sites as well so I actually use the Genesis Framework theme and then what's also called a Child theme.

It's the Genesis Framework with another theme that just kind of makes it look better since the Genesis Framework is very plain and simple, but that's a great

one. If you want your WordPress theme to be optimized for SEO, I would highly recommend going with the Genesis Framework. How did I set up, I believe you're meaning the opt in box, my download box on my site. I use LeadPages for all my opt in boxes on my site, makes it really easy, it is a monthly subscription service but it allows you to split test, create those opt in boxes, create all the opt in pages really easily, and split test all of that. That's kind of my setup that I use on all my sites.

Better to use popular products or unusual ones? I would start, if you are promoting affiliate products, I would start with the popular ones just because you know that the sales are getting converted. The sales page, either the sales video or the long form sales pages are getting conversions, so you know that at least they have the fundamentals to really work well. Of course you want them to be related to whatever your list is interested in, but I would say go with the popular ones, but the unusual ones can sometimes produce very, very good results. That's why when I send out a email everyday to my list, I'm promoting a bunch of different products so I try some of those unusual ones. You're going to base what you do next based off of the results that you see. If you promote an unusual product, I guess in this term, and you're seeing good results, keep going with it. Always look at your data with what you're promoting, with your open rates, your click rates, things like that, that's going to tell you what you can promote again and if you're going to stick with more popular products or try different things and see what your list really responds to.

What is the difference between a web form and a landing page? Don't they serve the same purpose? It's just a terminology, a landing page is of course your opt in page, or your squeeze page, the web form is just the code that actually connects that landing page up to your autoresponder, so that's what actually takes the email address and puts it in your database for your email subscribers. You just need the web form to actually connect the landing page to your autoresponder. Okay, Jackie responded, sure tripwire. Any tips on creating a tripwire offer for your thank you page? There's a lot of different things, I would say if you're starting out with a tripwire, I would start as basic as possible. Go for an eBook or go for something very easy that still brings a lot of value because you want to charge like seven dollars for a tripwire offer for your own thank you page.

Usually just a hundred page eBook or something, a really good report, or something like that that you can even get from a PLR site or you can outsource it fairly easily. Just make sure that the tripwire offer is really related to your free gift or your lead magnet and I would just say outsource it at the beginning on a topic that's going to bring value to the people on your list because they already told you they're interested in it and just try it out because I've seen some great results from just throwing up a really good offer on the tripwire. It didn't take much time, just went to an outsourcer or got it from a PLR site, put it up, put up

a sales page. The sales page, of course, it might take almost the most time because if you're doing a sales video or a long form sales page you want to follow the script, there's a lot of outlines and formulas for creating the sales pages.

If you follow that, I would just kind of follow that at first and go from there. Don't over complicate it when you're trying to create a tripwire offer, get something up there and really test it because this industry and this business is really learned by doing and you can stop yourself from learning a lot if you say it has to be perfect your first time around. I've messed up so many times with everything I've done with my websites, with my offers, with running traffic to my site, so don't worry if you mess up, just make sure you limit your losses. Don't make a tripwire and then send 10,000 clicks to it to see how it performs so you're spending a ton of money, just make sure you send in a couple hundred clicks to it, see how it performs, if you're getting any sales. If not you might have to change up the sales copy a little bit and then just keep tweaking it from there. Yeah, it might take a little bit of time but it will be well worth it because you're going to learn a tremendous amount by creating a tripwire for your thank you page.

How to make a funnel and link up different products when we are only doing affiliate marketing? When you're creating a funnel, when you're doing it through affiliate marketing, the entire funnel is pretty much, it's a little bit different when you're just doing affiliate marketing, it's not like the up sells and down sells when you're creating your own product, but if you think about it, start small, and just build up from there. The building in a full funnel as an affiliate marketer, I'm just going to do it in the internet marketing space, it's pretty easy and I think we all can understand it since we're all in Profit Academy of course. Let's go from tripwire to a high end product, the tripwire of course would be the blueprint for getting started with your online business and of course, once you have that, then you need to have software, so you need to have the auto-responder.

The next up sell is the autoresponder, then the next part of the funnel is the opt in page creator, and those can be connected. That's exactly how the industry works, so when you got started with Profit Academy, you first learned how to create a lead magnet, so you can outsource that or whatever it is, but you had to have an opt in page and you had to have an autoresponder. From there, then you needed to learn how to drive traffic, so the next product would be learning how to drive traffic through either solo ads, or Facebook ads. After that it's learning how to monetize your list, so there could be another product there and then after that you can go into advanced topics or live events, something like that. That's how you build out the funnel, you see what needs to fill in the gaps.

You don't have one product that normally fills every single gap, so even Profit Academy, it's really mainly just the training that's needed for every step of the process, but you still needed those pieces of software like SendLane for the autoresponder and the opt in page creator and then after that you still needed to use things like Clickonomy to purchase traffic for your site. That is what the funnel is, so if you were the affiliate marketer, you would promote the SendLane and then you would promote Clickonomy, and then you would promote a Facebook traffic course, things like that. That's how you build out the whole funnel. Hopefully that helped.

Should I send emails everyday? Actually two questions; why email your list everyday and should I send emails everyday? I highly, highly recommend it. Yeah, you might get a few more unsubscribes because people are like, "I'm getting too many emails from you," but what it also does is, it starts becoming a habit and a routine, they expect your email to come at a certain time everyday. I was laughing at this because I didn't expect that but I sent out an email at a different time one day and I got a couple emails saying, "Can you please send your emails out at the same time each day? I was expecting it and it came at a different time, so can you please go back to your normal schedule?" I started laughing, I'm like, "I apologize, I'll try to do that in the future." People on your list do expect your emails to come on a certain, consistent basis, and like I mentioned before, you are making money when you send out emails, so the more emails that you send out, the more revenue you can bring in for your business.

If you're not sending out emails, you're not making any money. If you're in this business, you're in it to create a profitable business that you can continue to build up and that's going to support you. That is why I absolutely recommend sending out emails everyday. Of course, if you don't have anything to talk about, you should be in a niche where you always have something to talk about, so that really shouldn't be a problem, and if you don't have the time every single day to write an email or write them one day of the week and then schedule them for the next week. Just try to really schedule out a time where you put a little bit more time into writing your emails because that is really the basis of this entire business, so you want to be sending out emails as often as possible. That's why I always try to send out two emails everyday, yes of course, I do miss some days, and some days I just can't. I get it seven days a week, but it's usually I always skip a day where the response rates were already really low.

I am creating an online store of physical products. I was thinking of creating a special sampler basket of several of the store's products for the end of the sales funnel product. What do you think of this idea, also are there any other students with eCommerce stores with physical products that I can connect with? Yeah, you definitely can. There's a company that does a lot with physical products and I

guess more on what their free gift giveaway is. It's Digital Marketer, they have a ton of different companies underneath it and what I learned from them was with physical products, that they almost get to the point where they're giving away too much, but they know what their numbers are, so you have to be really careful with how much you're giving away of a physical product because there is a very hard cost with that.

If you're not getting it back throughout the end of the sales funnel product then you're kind of running on a negative ROI so you have to be careful of that. With physical products, giving away, pretty much a sampler, of course is a great way to get them into buying the actual physical product. What you want to do if you're giving away a physical product, you want to get them into some sort of reoccurring subscription if you can so that they reorder that product on a monthly basis since it is a consumable product. I think it's a great idea, you can definitely do it, you just really want to know what your numbers are before you scale it out because you can put yourself in a really hard situation with all those hard costs that go through that. Hopefully, Deborah that answered your question, but if not, just write in the chat box and I'll try to answer any more.

I am planning a membership site, any thoughts on that? I love membership sites, Profit Academy is a membership site, I have two of my own membership sites, they do take a little bit more technological backing behind it, but still if you run it on a WordPress site you can use things like Optimize Press I believe is what it's called. I use Wish List to run my membership sites, to keep them locked down, they just take a little bit more time and energy to make sure that they're running correctly and that you're updating the content and kind of controlling the situation. Depending on what type of membership site it is, if it's a monthly reoccurring you want to make sure that you're giving value every single month for it. Yeah, I definitely say go for it if you're creating a membership site.

What was your initial budget for paid traffic? My initial budget I think is a little bit different just because I was in a competition since I was in Onyx, one of his original mentorship programs, he had a competition for the first person to a list of 10,000 so I had a initial budget of \$10,000 for my paid traffic, for my investment traffic, so I really went after it right away, built up my list very quickly to 10,000. After that I made sure that I could monetize my list and all that, I didn't spend \$10,000 all in one day, I still [inaudible 00:27:04] that out after about 45 days because I knew what my conversion rates were, I knew what I was making on my thank you page offer, and I knew pretty much what I was making my EPCs over the 30, 60, and 90 day period after that point. I made sure that it was always going to be a positive ROI, so that was my initial budget for it.

Who do you use for your auto-responder? I use SendLane, GetResponse, and Infusionsoft. I use three different autoresponders for different purposes. I mainly

focus on SendLane and GetResponse. For my daily emails that I send out twice a day, I send one out from SendLane and one out from GetResponse. Who did you get buy your traffic? I bought all my traffic from sellers on Clickonomy actually, so for all my solo ads I went with Clickonomy and found some really good people that I enjoy working with, they had large enough lists I could keep buying traffic from and that is really what I did there. Clickonomy was where I found all my traffic. All right guys, keep sending in your questions. Anything I can help with. I can start talking about something but I definitely want to help you guys out with anything you're running into. Hopefully this has been useful for you guys, but definitely anything that you guys have questions about, anything I can help with.

I can just start talking as well if no one has any questions. I would say the biggest thing you guys, that's helped me really is continuing to always invest in my own business. It's always something that I have to continue building out my list because if you're not building and scaling up your business then it's always kind of like you're losing customers from unsubscribes or they're losing your response rate so they're not opening things like that, so make sure you're just always re-investing in your business as well. Either in free traffic or investment traffic. Awesome. Here's a couple more questions. Why do you use three autoresponders? I use them for different purposes, so for GetResponse and SendLink because I'm sending out different messages, I'm sending out two emails each day. I don't recommend that everyone uses three autoresponders, I recommend you stay with one autoresponder until you've scaled up your business quite a bit. I should have been a little clearer on why I use three autoresponders before.

I use it because I actually am using a different voice for each autoresponder and I'm also using them for different niches. Two of them I use for the same niche but I write different style emails from each autoresponder so it's a way to get more value from my list, but also give more value at the same time. People get to see a little bit different message and if they connect with one style message over another. One of my autoresponders, I use it for a very professional style email, so that business is very professional where the other one is very free flowing, have fun with it, put jokes into the emails, so that's why I use those two different autoresponders. Where Infusionsoft, it's very technical where you can tag people for certain things, and I use it for my shopping carts and stuff like that. Do you use Amazon to sell products by linking to them or to store and deliver your products for you? I don't have any physical products. I don't white label products. I've thought about doing that where I create my own white label products.

I do promote products, so I promote a couple books on Amazon to my list. I don't really use Amazon that much, but I do have an affiliate account with Amazon where I promote different products here or there. Depending on the niche that

you're running in, for personal development, it's usually just books that I'll be promoting, but if you're in something like survival and the prepper niche or something like that, that's really all about the physical products so Amazon would great. If it's golfing, you can purchase a lot of different golfing products, clothes, or actual clubs, or different training products, something like that, so you would Amazon as an affiliate. If you're doing white labeling, that's completely different in it's own where you're actually going out, finding a manufacturer and white labeling your own product, and then using Amazon to do the fulfillment service for it, that's a month course in itself so I won't really go into that, but you can use Amazon for many different ways.

Is free traffic really worth the work? Scott, great question. I had that same question a long time because I was not getting any results from free traffic when I was starting. After I started using solo ads and doing investment traffic, I saw the benefits and how to actually really use free traffic to my benefit. I do use free traffic, I mainly use it with YouTube, so I do a lot of video marketing and use YouTube and organic search results from that. I also am doing a lot search engine optimization now, or SEO, that's also free traffic. Yeah, you're going to have to invest a tremendous amount of time and money sometimes into it if you're building out your own personal private blog network, things like that.

Yes, it can absolutely be worth it but it just depends on how much time you really have versus how quickly you want to build your business. Usually free traffic takes a little bit more time to really see results, and I'll be honest, if any, if you're not doing free traffic correctly you might not see any results. It's like investment traffic, you have to know what's working for you, what your conversion rates are, how much traffic you're getting from things, and focus your time on what's actually really getting results for you. I would say absolutely, free traffic is worth it, but you have to kind of go after something that you know is working. YouTube was that for me, YouTube is what really created the most traffic for me and the most opt ins.

Did you test your ads first with Facebook before you bought solo ads? I have done that. I didn't do that originally, but I do that now when I'm creating a new offer. I go out, spend \$5 a day for three days, just to see if I can get 30% or 40% opt in from Facebook. I've always seen Facebook as a much lower converting traffic, or the conversion rate is much lower, so if I see a 30% to 40% conversion rate from Facebook traffic and then I go to a solo ad that's highly targeted it's usually in the 70% range. If I see a really low 10% or 15% conversion for Facebook then I know I still have to tweak things a little bit. It's a good way to spend \$10, \$15 than go out and spend the bigger money on solo ads to really build your list quickly. How much did you invest to get 10,000 in your list? At the beginning when I was going, my cost per subscriber was right at the dollar mark

once I averaged it out, so it cost me about \$10,000 to get my first 10,000 person list.

On emails, do you send plain text? I did fancier ones, they go into the promotions on Gmail. I don't do just straight plain text because I do want to hyperlink. Plain text will not allow you to hyperlink because you just have to put in the uglier, the full URL there so I use the plain HTML where I can just hyperlink. I don't do any fancy templates or anything like that, I tried that a little bit but then it was always going to the promotions tab or it just wasn't being delivered so my bounce rate was much higher. In GetResponse I use the blank template for that, so it's just the blank, plain HTML. SendLane I use just the blank, it's not plain text but it allows you to at least hyperlink, so that's what I use. How do you have enough content to email everyday? Where do you get info from for your emails? The way I have enough content is I run a lot of different campaigns, I do a lot of promotions. If you ever do get on one of my lists you'll see I run promotions for a ton of webinars.

There's a bunch of webinars in the personal development space and I just switch up behind doing that. I am also a solo ad seller so I sell a lot of solo ads which is promoting other people's free gifts and opt in pages, so that gives me a ton of content to send out too. Yes, it does burn up my list a little bit quicker because I am sending out to a lot of products and having my list opt in to a lot of other people's lists so you would have to be aware of that if you're going to run your email list way and your business that way. It's usually pretty easy because you can just send them to a YouTube video or you can send them to someone else's blog post, or if you have your own Authority site or at least blog, or WordPress site, you can send them to any of the posts that you've written. There's a ton of ways to get that content, so you can either do it by selling solo ads and doing it that way, promoting other products, sending them to webinars, sending them to YouTube videos, sending them to other blog posts and your own blog posts, things like that.

If you're running into never finding content, I would highly recommend getting on other people's lists because most other lists, in most niches, actually do send out emails every single day, so get some ideas from other people and see what they're talking about all the time. Plain text seems so boring. It is, but that's usually what gets the highest conversions and the best delivery rate so I stick with plain text, or at least plain HTML so I can hyperlink. I'm just starting and I need help to start building my list, what do you recommend to start? I would like to have more than 10,000 on my list at the beginning. You just have to follow through. Go through the videos at Profit Academy. There's really no secret to it, that's the great thing, there is no secret to getting started. You're just going to build your lead magnet, build your opt in page, build your autoresponder series, hopefully I'm not missing anything.

Oh, your thank you page, make sure you have your thank you page and you're promoting an affiliate product on your thank you page so you can make back some of that ad expenditure that you're investing into your list, and just go after it. You have to take action, there's no secrets. Go through the first couple modules and by the end of module four you will start building your list. If you've done everything in the videos, you will absolutely have your business up and running. If you were to start from scratch, what would you do different to get to 10,000k a month if you had a limited budget to invest in traffic? Right now I'm really focused on SEO, so right now I would go that route but it takes a long, long time. Without the 10k a month, to get over 10k a month I guess is what the question is, I don't think I would do anything different. That's the good and bad thing I guess. I don't think I could really do much different on that end.

I still follow through exactly everything in Profit Academy and it would have taken me a little bit longer to get to where I'm at now but I would just have a day job and I would be taking any money I possibly could get to invest in traffic and build it up that way again because right now I'm just taking the money I'm making from my list and investing in more traffic. You just have to have that source for investment, you have to have some sort of budget to invest in traffic. There's just no way around it, this business, you have to invest in your business, so I would do it exactly the way it's taught in Profit Academy. That's how I started it and that's what's gotten me to the point I'm at now. Steve, great to hear from you, definitely just reach out, connect with me on Facebook, I would love to see how everything's going. Thanks definitely for reaching out there.

How long is too long after a product launch to start promoting that product, days, weeks? Thanks. With product launches, I've done a lot of product launches and gone through the whole product launch and with the contests, and been in the top ten, stuff like that, I still promote those products. As long as they are still converting for me, if they close the cart, then of course you can't promote it after a product launch, but I base all of my data of what I promote based off of what my earnings per click is. If I'm still getting a good EPC for any products that I'm promoting, I'll keep promoting them right after a product launch, it doesn't matter to me if I'm still making money from it. Thanks, Joanne, yeah, glad that was helpful for you. With all the experience that you have [inaudible 00:40:55] if you started today which would you choose and why? Hosting, to be honest I started with HostGator, I would not use HostGator. I'm sorry if there's anyone that uses HostGator, loves HostGator, and that.

My site goes down all the time, so if you are starting out, I wouldn't recommend using them. I would spend a little bit more money on some of the other hosting ... I love SiteGround now. I've never had my site go down, it's still 100%, I have trackers and site maintenance on all my sites now and I hate when I'm sending 10,000 clicks to my main sites and then they go down. You want to make sure

you get a good hosting company. Autoresponder, I started with GetResponse. I love GetResponse for the simplicity of it, it's user friendly. SendLane is great, I use SendLane everyday, I haven't used their autoresponder that much just because all my autoresponders are on GetResponse but SendLane is great for their deliverability and they're adding a lot of functionality there. I've never used Aweber, I've heard great things about Aweber but I would go with SiteGround and GetResponse on that end. I can't give up SendLink so I would throw that in there too.

How about joint promotions? There aren't really launches, more like giving a bunch of stuff free? I'm not quite sure what you mean by that, Valerie. If you can give me a little more information on that I'll still try and answer that. When building a website is there an advantage to having a separate squeeze page if our web form for email signing up is on the website? Absolutely, you definitely always want to have an opt in page. If you're sending direct traffic, then opt in or squeeze page is going to convert so much higher than just having the web form or opt in box on your main website. The conversion statistics are just amazingly different. It's great to have an opt in box on your website, but you always want to have a landing page when you're sending traffic directly to get email subscribers. Would you suggest to start creating a basic tripwire product and connect it to a thank you page instead of affiliate offer if we are still in phase one in building our list? Seems great opportunity for practicing learning before creating the complete funnel.

Absolutely, I love that, Maryann, it is that kind of getting your feet wet and building out a really small product so you can see the whole basics. After you build it out and you're not seeing the conversion, you might have to tweak. The only thing that I think is a little bit more difficult is you have to build out the sales copy, it's actually not that difficult because you just follow a formula. Go out and look at other people's tripwire offers that are really converting and just copy their sales process. It is really a formula, you pretty much you have your hook, then you followup, there's a couple different methods if you're selling, but it's laid out and there's a lot of templates for creating either long form sales product sales forms or for going with video sales letter. Yeah, I think that's a great idea. Can you explain more how people find you on YouTube? It's like SEO, just not on search engines, it's for YouTube.

When you create videos on YouTube you have to optimize your video, so you're optimizing for certain keywords because YouTube is the second largest search engine in the world behind Google itself. You're optimizing it using the title of your video, the description for the video, the tags for the video, and also your actual file name for the video when you upload it into YouTube. There's a lot of things that go on there but pretty much all you're doing is you want your video to show up when people search for something on YouTube. For me, in personal

development, I want to show up when people are looking for solfeggio frequency meditations or a money meditation, or subliminal meditations, and I want my videos to show up there. When they click on my video, in the description, it has the link to my opt in page, so below if they like that video, I have little annotation and things in the description, want to download this meditation plus nine more meditations, click here, and then they go to my opt in page. That's how I get traffic from YouTube.

Can I just use YouTube videos on my website without permission from the person who uploaded it there? If they allow it to be embedded on websites then you can embed other people's videos from YouTube on your own site. Yes, that is okay because when they give permission to embed it on a site they're giving you permission. It's not like you're saying that you created the video because it's still going to be connected to their YouTube channel and things like that. How about forum and blog posting for free traffic? Didn't you say once you didn't build your list very big with those methods? I did try that. I know people have had very good success and there's different methods, but correct, I never saw great results with that. It took me too much time because writing actually is the thing that takes the longest for me so forum and blog posting did not give me the best results. It's so much easier for me to create videos and that's why I went with YouTube.

What did you use to create your videos? I used Camtasia and my web camera, so on my computer I have a little web camera on it and the software is called Camtasia. A lot of those I just do a screen share of my own computer screen or the web camera itself. It's just like doing these Q&A session, I either answer questions or teach something like that, and that's how I created all my videos, or at least most of them. If you want to create audio/video for my website can I create them on my laptop without investing in additional equipment. Most laptops do have a little web camera. If you're doing the screen share, you can use a Google Hangout On Air and it can do the actual screen share already, so yes you can invest without any additional equipment, just use Google Hangouts On Air. Bruce, ouch, I'm not sure what that's referring to but hopefully something not too bad. Oh, probably about the web hosting.

Have you recouped your \$10,000 list investment? Yes, I am usually profitable within 30 days from any of my investments now. I know my data, I tracked everything to know when I'm going to be profitable whenever I invest in traffic, so I would say as long as you know you're going to be profitable within 90 days you're doing really well and you can always re-invest in more traffic. Where did most of the profit come from? My thank you page offer is a lot of it, and then just promotions, and selling solo ads. Selling solo ads is definitely a great way to bring in another revenue stream from your list. I highly recommend it if you're willing to pretty much help out, or become a seller on Clickonomy, it's a great,

great way to also monetize your list. There's a question here about how much their budget is and if they'll be able to make an income of a certain amount per month when building a list.

I really can't give any set time frame on that just because I don't know how much time you have to invest in the emails that you'll be sending out. It's absolutely possible that you can be making a certain amount with a certain budget, but you have to follow the system and you have to really try it. This business is about trying a lot of different things and testing and making sure you follow the data. If you're just throwing things at the wall, but don't really keep track of your data then it's going to be very difficult and take a lot longer to get to a point of being profitable. Even if you have a certain budget, do not spend all of that budget right away, really test small first. Test with \$5, \$10, \$15 on Facebook to make sure that all your numbers are good before you ever get where you really want it to be, so test, test, and test some more, and then know your data. I know it's not the best answer, but that's really the only thing I can say, just because I can't promise any income reports or anything like that.

Any recommendation where to learn SEO? It seems to change with every Google update, or does it have some basic pattern? As long as you're doing good SEO, and what I mean by good is you're not doing blackout stuff. Google wants a good user experience for their users, so if you're following the user experience optimization it doesn't matter what updated, it's going to work in your favor. It's only going to penalize the people that are doing stuff where they're trying to pretty much get around Google's algorithms. Page One Engine, I don't know if it's still available, Dori Friend is awesome at SEO, I don't want to promote on here so I apologize, I might be doing something I'm not supposed to be doing. There's a lot of free videos on SEO as well. There's great places to learn SEO, but what I'm learning from many different sources, so I'm not just learning from one source, but it's really a learn by doing. It's kind of like Profit Academy, you try stuff out and just go after it.

You're welcome Joanne, I'm glad you enjoyed it. What is the realistic [inaudible 00:51:11] for a beginner? A realistic budget, of course, spend \$5, \$10, \$15 a day on Facebook until you're getting your numbers and from there you just have to scale up. I would say to get a certain amount per month you just have to have a certain list size or you just really, really know how to monetize your list. I can't really give how to be making \$5,000 or \$10,000 a month, what you have to do. It depends on just you and your business, and what niche you're in, and things like that. What is your daily routine to ensure that ... Oh, I apologize, we're already at the end of the hour, so this will be my last question. I'm sorry everybody, thanks so much for sending in your questions, but let me answer one more question to kind of finish it out because I think it's a good question. What is my daily routine to ensure that I'm being productive in my business?

My daily routine is I wake up, I've looked at so many other people's daily routines on how to be the most productive and everyone says this is the wrong thing, but this is exactly what I do. I go on, I answer my emails and then after I finish up my emails, I leave it then I write my emails for the following day, get those scheduled, and then I do something new. I either learn something new; I either watch a video and implement it or from the previous day, I actually skipped the most important part. The previous night, I write down a list of the five things, what I need to get done the following day and then I actually prioritize that list, so if it's something I have been putting off, I put that as my top priority that I have to get done the following day. I start with my emails in the morning, then I write my emails for the day because that's how I prioritize my list, and then my new thing that I learn each day, and after that, right now I'm just focusing on SEO in my afternoons.

I either build out my PBN or I create a new post and I start ranking or I create a new video on YouTube and I start to rank that. After that then it's pretty much if I need to respond to anymore emails in the day, or if I am working on building out my product, then I focus on whatever I have to do to build out my product as well. That's my normal daily routine to make sure my business is moving forward. I really hope that was really useful for everybody.