

Nick: If we start again, just for those people. It's important that you use these analytics to actually detail who you're going to sell your products to. One, we've inputted the T1 countries; Australia, Canada, UK, and the US, and we know that within those countries we have 250 million to 300 million people active on Facebook in these countries. Of that 250 to 300 million, 54% are female, 46% are male. We also know that the top demographic group of that 54% is in the get group between 25 and 34. The top age group for the 46% men is again between 25 and 34.

As we go down, because of the amount of data we've got, we can check on the lifestyle of these different groups. As we go in, let's see what an apple pie family is, and apple pie family are upper middle class couples with school age children, they are home owners, often people who drive carriers and they are avid radio listeners. We know that 46% are married, 64% have a university degree, and we've got a lot of people in sales. Our next group is arts, entertainment, sports, or media. We're defining our avatar. We know who are target audience is. Let say that, for instance, you want to sell meditation products. Your websites focused on meditation, and so therefore what we want to do is look at, actually what group of people are interested in meditation.

Rick: Excuse me, Nick. An observation, probably stupid, but when you were highlighting the little pop up about what defines an apple pie family, could you do that again?

Nick: Yeah, surely.

Rick: What did it show down there. You said it says that they are people carrier drivers. Just a comment, that's an indication that you're coming from the UK, because in North America we don't know know normally what the hell a people carrier is.

Nick: What do you call a people career?

Rick: We call it minivans. Just how focused things can be from place to place and how much facebook is thinking automatically about stuff that people wouldn't pay attention to. You talked about how you're narrowing down the FBI search potential. Here's facebook doing something that you don't even know it's doing.

Nick: Yeah, good point, Rick. Sorry guys. Yeah, people carrier are minivans.

Rick: I just wanted to point that out as how detailed this information can be if you pay attention to it, guys. This is pretty deep stuff, its not been done by a three year old with a box of crayolas.

Nick: Yeah, quite right, Rick. These people are on the ball. What I'm saying is what are called T1 countries are the US, UK, Canada, Australia, and I think from a marketing perspective these are the countries where the majority of your sales in business will come. That's what I was saying. I'm not trying to suggest that these countries are different in any other way, except that the major of sales you will find will come from here. Lets move backwards slightly then.

Lets say we've got a website, we're interested in selling meditation products. What I wanted to do, and I'm into personal development and I do sell meditation products, what I was doing was because my demographics of the follows on my ... I've got about 200,000 people on my facebook site, I was focusing my sale on males because I thought it was the males who wanted these meditation products. When I went into these analytics and I actually put in meditation, what I see is that within these T1 countries, 10-15 million are active on facebook and are interested in meditation. What really knocked my socks off was that 85% female are interested in meditation, compared with 15% male. Moreover, of that 85% female interested in meditation, the top groups were aged between 35 and 44, and 45 to 54. This changed my whole perspective on how I focused my products. I changed my avatar, I was using images that I checked through my research what would evoke emotions in these particular age groups.

Also, within the analytics, we can see that with meditation the people who are into meditation tend to be urban tenants. Households, predominately singles, in their early 50s. These middle income, white collar professionals take advantage of urban life, enjoying the income and time that they have to the fullest. We see the audience is changing based on the actual product type. We see that, in this case, 53% are married, 64% have a university degree, and that we have a large group of these people in management, administration, and sales.

By focusing into this particular group, what I started doing was just sending and spending my advertising dollars on this particular group. Because it was so focused, two things happened: one because I was only selling meditation to these demographics my sales went through the roof. It was incredible, because I was so focused more people was buying. What happened also, is that as I started to test through facebook ads, the cost of acquisition of a click went to between two and five cents a click, compared to \$1 for your normal facebook ad. My business has ramped up massively over the last three months by using this data.

Lets say we weren't interested in meditation, but we were interested in lets say, I'm going to see if it will come up with dating. There we go, dating. When you look at those people, there's 30 million to 35 million people active on a monthly basis interested in dating. Look at the stats, 90% are female, 10% are male. Also, when we look at the demographics, most of the people interested in dating are females aged between 18 and 24, what still a reasonably high group between 25

and 34. You can imagine where you should be spending your advertising money is on females aged between 18 to 24 and 25 to 34 because that is where you're going to get your results, that's where you're going to get people buying your products. You only get 10% of males, so for a return on income perspective, this is the group that you focus on, when you spend your facebook ads this is the demographic you aim for. What you will see is that you will get the same results that I've been getting.

Lets have a look at another area. Lets say look at fitness, wellness, and lets look at nutrition. Nutrition, what you're probably seeing on this is there's more females actually active in facebook than there are males. Nutrition you can see the demographics, we get 35% of males between the age of 25 and 34 is your largest group, and for females it tends to be the younger end of the demographics. What you can do is you can even look on and see actually these are the top sites, top page likes within the nutrition side. These are the people and Facebooks that are getting the top likes. By location, top location is Melbourne, Victoria, Austria. You can't get any more focused than that. On activity, it tells you what devices that they use, the number of times these people perform these particular actions. It gives you household sites, children, market value.

What I also found interesting, because I'm building a membership site on my website, 61% of this group on nutrition are into subscription services. They're telling you that these people want to be serviced with some sort of a membership on your particular site. If you haven't got a membership perspective on your site, you're losing out on business. I hope people are seeing that the information and the analytics on this can be used to focus in, laser focus, not just on your particular website, where you probably want to go for a broader, a wider perspective of demographics. For each single product that you push out, or for perhaps every squeeze page that you push out, who you send it to matters. By focusing in on the demographic where you're going to get greatest return just makes sense.

This was the biggest ah-ha moment I've had in the 12 months I've been doing internet marketing. It works. Have a play with it yourselves. If you've got a facebook page, just go to your insights. If not, you can move on. Just go onto facebook and they'll let you use the analytics side just for you to have a play with. Is there any questions on what I've been talking about with facebook or does anyone got any questions on anything else? Anyone who wants to type questions in, please be my guest. As I said, I've only been doing this for 12 months. In the last three or four months where I've been using facebook analytics my business has zoomed.

I've got a question from John here. "For mobile devices and different browsers, how do you configure your site so it shows up properly on these platforms?" On that, John, and what I've done is the first site that I've built wasn't set up for mobile configuration. What we know from statistics is that over 54% of traffic is now mobile. You make sure that whoever designs your website, optimize it for mobile because that's the way further.

Marianne: "I'm eager to dig in to the analytics [inaudible 00:12:39]." Thanks Marianne, I hope you find this as useful as I have in the last few months. I'm still amazed by the level of information that you can get out of Facebook. Arianna: "can you please say where on Facebook we have to go to search for this information?" Okay Arianna, if you go onto your Facebook page ... let me just see if I can bring my page up. I won't be a second. Arianna, basically as you can see this is my change your destiny in six days coaching site. Basically when you go into this little triangle here right on the right hand side. I know on the pull down you will see a pull down to go to "manage adverts". When you go into "manage adverts" you just click onto insights and you go to that particular insight page. Get on there, have a look, and start playing around. I hope that helps, Arianna. You guys, once you start playing with this, you will be amazed at the level and detail of information that you can get.

Another question: "Did you have your most success from your own products or affiliate?" That's a great question, Arianna. At this moment in time my best, best effort I converted over 92% was on an affiliate product. What I'm doing at this moment, I've taken a lot of time out in fact the last 8 weeks apart from doing coaching gold students setting up their business, what I've been doing is just working on my own products which are going to be launched in the next month or so. I'm sure that once you start getting into your own product development, you'll realize how technical the video sales page becomes.

What I've done is I've just looked at how other people have done their video sales pages, and I've looked at the format. What I've also done is I've looked up on Profit Academy or on Profit Product Creation, script in the VSL, constructing your VSL. I'm at the latter end of that, and I'm just into the editing stage. To date I would say affiliate products has made most of my money. However, I'm soon to move into my own products, which is where I think people need to go sooner rather than later. It's great doing JBs and it's great doing affiliate sales, but get into your own products as soon as possible.

I've got another question there. "When you send the same affiliate offers that everyone does, especially through solo ads, people won't open your ..." Yes, Arianna, very much so. Most of my business at this moment in time has been coming through business development rather than sending affiliate products. Basically at the moment I'm just tending and looking after my list with content

until my products are ready. You're quite right, if you go through Click Bank it's sometimes difficult to find a product that no one has seen. I would say keep going at that, you've got to keep your business going, but get your own product developed as soon as possible.

What I was saying earlier is I've been working with students and coaching them to set up their own business. We're building lists, but more importantly it's making sure that we've got a website that is optimized, preferably with a membership continue so that we can rake in on the demographics that tell us that there's quite a number of people who like using membership sites. Please type your questions in. Any more question guys?

Rick: I've got one for you based on your facebook data mining. Have you got a method for working on a method to capture that data for your purposes?

Nick: What I do ... explain what you mean by capture.

Rick: To put it into a format where you can put it into your own data structure on an ongoing basis, to watch your own evolution.

Nick: What I go at the moment, Rick, is I log the data week by week to see if I'm seeing any changes in interests and demographics. It's really remained within a few percent of where it was when I first started going into real detail about three months ago. What I do though is even before I push out a blog post or a post on facebook, I will send it to the audience that Facebook analytics are telling me are more interested in that particular area. What I've done through my facebook page is I've been testing, for the last three or four months, I've been putting out 10, 20, 30, 40 up to \$80 to actually see how far down I could get the cost per click. As I said, I've managed to get it down to 2 cents per click in the right area based on the analytics that facebook are knocking out.

What I'm saying is, when I now get my products ready, I'm still going to test, I'm still going to do a \$5 ad, I want to make sure that the stats say what it says. What I'm going to do really quickly, I'm going to ramp up the amount that I spend on facebook traffic knowing that the demographics are telling me the results I'm going to get, and I've tested and tested and tested this and it works. What I would say to everyone out there, look test it for yourself. Go out there with a couple of dollars, five dollar ad and see what happens for yourself. I'm sorry I'll bang my tambourine guys, this works, this really works.

I've got a question here from Russell. "[inaudible 00:19:57] thanks for sharing, this is cool. I'm totally new to internet business, have a question about auto responder. Just want to confirm with you, do all the subscribers, old or new, go through the same email series that I set up in an auto responder, so that none of

my previous offers will be missed by the new subscribers?" Hi Russel, that's a really good question. Really there's going to be two types of email that your sites are going to see. One, they're going to see your auto respond sequence as they move through there, and they're going to see email blasts.

What will happen though, is that if an email blast goes out only once and once only. People who join your list after that email blast, they will not see what was in that particular blast, so bare that in mind when you're putting but a blast email, in case you wanted to keep it evergreen and push it onto your auto respond sequence. Basically what I'm saying is yes, everyone who comes up and signs up for your offer through your auto responder will go through your auto respond sequence. What I would say though is keep it updated; don't leave it like lot of people do, and it just goes out of date, the products go out of date and you lose people. Keep it going, keep it spiced up.

Question from Arianna: "can I use a successful product and just recreate it in my own words, would that be legal?" Arianna, of course you can look at other products. There are some rules around copyright and you want to make sure that you don't step on others copyright. If you see an idea or a perceptive and you've got a different way of putting it across and you use it in your own words, by all means. A great way to start this is through IDPLR, you can look at products that you could use for your trip wire.

What I do is I look for products where that give access also that I can change the images, change the content. What I'm using is I'll out a tripwire product out there that's effectively someone else's design, I'll have topped and tail, put my own images, pushed out in my own name. Yes, you can look at successful products. In fact, there's a really good product that made quite a lot of money recently. When you look into the product you can see part of the product on IDPLRs. I know that they've done that thing. I won't be telling you what that product is just to protect my own interests, but yes, that does happen, Arianna. One of the things that we do in internet marketing, we look at different perspective, we look at how people do things. If we thin we can do it better, we do so. Thanks Arianna, very kind comment thank you.

Rick: Have you got a benchmark idea, how long you let something go before you decide it is a complete failure?

Nick: In the past if it wasn't working, it wasn't converting, I test the copy, I test the images, I test the squeeze page, I test the product. If it just bombs after I'd done that, it would probably take me a week or so to do all that testing, but if it hadn't moved whatsoever I would just move on and learn from that and wait. Don't give up on the first instance though. If something comes back and it's not converting, it's not converting for a reason. Is it something that people are

finding interesting, is your image good, is your copy intriguing. There's lots and lots of things you can test. It's not wasted time because the more you test the quicker you get better at testing, and then you can move forward onto the next thing. A lot of this business is around testing and moving forward. Testing, learning, and moving forward.

It's very interesting, actually on my desk here ... I went to Washington, D. C in October last year on one of Annik's coaching events. You can imagine that there's lots of information that we're getting pushed with. I got back to my room on a night and I thought, Wow, is your head spinning because there's so much information and so much to take on board. What I keep next to my PC is message from Annik. It says, "Success seems to be connected with action,. Successful people keep moving; they make mistakes, but they don't quit. You rock. Annik." I'll tell you what, that is so true. We don't have to spend too much on advertising to find out if that ad works, especially with the analytics I've introduced you to. You can test to the nth, you can focus in on a laser beam, and you can decide once it works and you've proven it, you can almost put your mortgage on it because you know you're going to get the particular results. I don't recommend you put your mortgage on it though. I'm a bit safer, my wife would kill me for saying that. You know what I mean. Once you do it, and test it, and test it you can up the amount of advertising spend that your putting in.

Question here from Marianne: "If you plan to have numerous sites, can you use the same preponderate for several? How many before you need to set up a new [inaudible 00:25:49]." I've got several sites, Marianne. Basically what I do is I send the email address, so the traffic that I pick up from each of my sites, I send them to a different campaign, my get response campaign, so you can keep them separate. I'm not sure actually. I've got about six different campaigns on Get Response and probably about the four of them come from entirely different areas. You can use your auto respond sequence like that. I think it's a great idea having multiple sites, because you can have multiple niches, or niches as we say over here. As long as you can keep a track on where the people come from, so you're not ending people who don't like meditation meditation offers.

Everything can be done; it's a process. We take the emotion out ... emotions good for keeping you going, keeping you motivated. Just follow the process. Only deal with Profit Academy. Follow the process. If you get stuck, ask a question, but just follow the process, it works. That's all I did. I'm not a technical person, I don't know HTML from coding, I don't know how to set up website. A lot of you might know Joyanne Sloan; Joyanne's building a fantastic new website with me at this moment in time. I'm not technical, I don't know much about SEO. What I do know is I do know who my audience is, I do know what my audience wants, I do know the language that my audience uses, I provide them with answers to their pain points, and they buy it. Simple as that.

I mentioned at the beginning, I came from a very well paid job looking at business efficiency. The problem I had, I got bored with it and I was only only earning effectively what I could earn with a specific client. There's a limit on what I could do. Here we work 365, 24/7. There's nothing better than waking up in the morning to look at your Click Bank sales or your Paypal account to see that there's hundreds, thousands of dollars coming into your account, guys. There's nothing better. Moneys great, but after a while you just keep the scores. This is absolute fantastic business to be in.

Just do no, do not, do not give up. I'm here, you can get in touch with me if you've got a problem, you've got an issue. I love helping people build their business. Follow the process that Annik's put in front of you. It does work. We just got to use a little bit of creativity, we've got to look outside the box, we've got to find different things. When I see something, I share it with people. There are billions and billions of dollars of money to be made in the digital side of this business. By me providing you with some information on analytics or insight, if that can help you get a little piece of that pie, I feel good about it. I just know there's lots to go around.

Rick: I think you pretty much nailed the entire concept of how to build a business and make it work when you outline knowing your audience and what it wants, what it needs, and what it doesn't want. That's the secret to marketing way back to when the first guy drew on a cave wall. The old town crier, all of that was all about giving the audience something it wants. It doesn't have to be what you like. Stop thinking that you know everything, that what you want is important. Put yourself in the position of your audience, understand what they're looking for and give them that. They'll thank you for it and come back. Then they'll tell two people, and tell two people, and that's why your list grows.

Nick: Very much. I does, when you look at things, everything comes back to basics. I'm a psychologist, I coach people, I've got a clinic. When I do my research and when I did my research, you can go back 5,000 years to the ancient [inaudible 00:30:22] Buddhist philosophy, all the way through the ancient Romans and ancient Greeks and the Stoics. That is the fundamental for personal development . Nothing really has changed, it's just the way of updating the introduction of what we've always known for 5,000 years, by merging it with science so we know that if you do this this is what will happen.

It's no difference from the marketing perspective. If you know that someone wants something ... we know, I just told you that 85% female's between the age of 35 and 55 want meditation products. Why are you selling meditation products to someone outside of that demographic. By all means, you can do, and please forgive me, I don't mean to be flippant. Of course you can sell to other people

outside of that, but if you want the best return on income, what I'm saying is follow the analytics, that's where the results will come.

I've got a question here from Noah. "If you don't want to use a paid service like Lead Pages, what method would you use to get people to opt in? Can you set up the equivalent of Lead page opt in page?" I think you can put opt in. I know AWeber does this. From my perspective though, Noah, I've used Lead Pages because of the ability to design really good pages that have been proven to convert. What I like about Lead Pages as well is that it can host your lead magnet, and it can set up the whole automatic process. Without Lead Pages or Send Lane or other equivalent, I wouldn't have known how to set up my business. I'm sure there is a way that you can get opt in without using Lead Pages, but I'm not sure what that is, Noah, to be honest with you.

As I said, guys, I just follow the process. When I first started off, Lead Pages and Get Response were the things, I got Lead Pages and Get response. This works like gangbusters for me. It provides me with what I want and how to deliver. As I move up the grading structure, I'm using other software to make things better. For instance, I use Camtasia to produce my videos. You get to learn these particular softwares and how they're used. I was interested about what one of my colleagues, Sean, was telling me how he spent his time. He does some learning every single day. He will pick up a book, or he'll get a piece of software and when he's done his emails and got the urgent piece of his business out, he will do learning everyday. I think that's a great methodology, a great philosophy to work with. If you want to eat an elephant, do it a little piece at a time.

When I first started this I was just overcome by the amount of ... I was overwhelmed by what I didn't know. Every week I was getting some other information which was telling me even more that I didn't know. It can cause anxiety. You start panicking and then you start moving from flashy thing to the next flashy thing, and you can't concentrate. Take your time. If you haven't got a Lead Page or a squeeze page, don't worry. Just keep going at this particular process. Look, if I can do, and before I started this I could send an email, I could use Microsoft Word, that's it, that was the limit of my technical ability. I'm putting a presentation together for VSS at the moment, and I can't, for the life of me, get rid of the black blocks around my videos. I'm having to get help to do that. I just haven't got time to go in and do some things, so I will just outsource it; I go to Elance, I go to Fiverr, or I'll get in touch with one of my fellow coaches and I will just ask a question.

That's what I want you to do, guys. One, you've got your own community, use that community. Go back through these modules and these modules again. This business does work, it will work. It's worked for me and it's changed my life. I won't tell you how much I was getting, but I was getting a heck of a lot of money

before I packed in and started this. March 12th, this year, big mark on my calender. I cut a piece out of the calender and I put a big circle around it, that is the day I started doing this full time. Best thing I ever did. Best thing since sliced bread, as I'd say in Yorkshire back home in England.

Got a question from Nico. "How many months did it take you to make \$10,000 a month?" Wow. I would say about seven or eight months. Then when I came up with my ideas for analytics, things just went silly. There's people in this business who are not that far ahead of me and I know they're getting 150, \$200,000 a month. Come on guys, lets get a piece of this action. Lets get a slice of this action. You can do this, we just need some focus. There are people out there that want digital products, we know that. The analytics tell us that. We know that when these big launches go through.

An example, when I first started there was at product going out, Venus Factor I think it was, it sold 42 million dollars worth of products in 18 months. 21 million dollars of that went to affiliates, because that's how the affiliates work. The team who put that product together, after 18 moths earned over 20 million dollars. Come on guys, if they can do it, you can do it. They've got nothing different to you. If you don't know the process you can get someone to do that process for you. Lets use some of that creativity. If you want it you'll make it happen. How much do you want this to happen? Are you motivated to make this happen? Or is this just going to be something that's fleeting? I'm getting on that. I spent 23 years in the military, I ended up with 20% disability because of an accident that I had during operational duty. I came out, I wanted to fend for my family, I wanted to give them the best out of life. This is the methodology that I'm using. You can do this. You can do this guys.

I've got a question from Andre. "I was told that weight loss niche is not very good promoting on Facebook because it's considered by many as full of scam. Is this so?" Facebook has got lots of rules and you need to spend some time having a look. What gave weight loss a bad reputation on Facebook is that people were posting before and after pictures that were showing someone at 200 pounds weight not looking very attractive, and then a couple months later there they were down to 120 pounds, in a bikini looking fantastic. Facebook and Google consider that to be effectively scamming, so they stopped it.

What we don't do on Facebook, we don't directly sell. If you post out on Facebook and try sending them to a lead page, Facebook will not like it. I've known people who've had their accounts banned, their advertising accounts banned for sending people to a squeeze page. What Facebook want and what Google want is content. They want people to be happy that you are sending someone to good content. The process is you put a post on Facebook or you put an ad on Facebook. That ad will say something in a particular way that is

intriguing to people who may wish to consider losing weight. If you go into the analytics I showed you earlier, you will see how the weight loss segment fits into that particular demographic. What you'll then do is you then send those people from your Facebook post or your ad the URL you're sending them to is the blog on your website. You're sending them to content.

Facebook and Google love this and your ratings will go up. How you sell that moment in time is that you either use a banner ad on your page, or you do what I do, and this is scientifically proven, about between the third and fourth paragraph you will put a call to action button or you will put a hyperlink, and then you send people onto a squeeze page and onto that particular follow. Then using that methodology you can sell what you like. Facebook are happy that you've given people content, which you have, because you're sending them to a blog. That's how I do my business and that's how it works.

I've got AI G, "can you show analytics again?" I'll have a look to see if I can bring you that analytics part up. I'm just going into that area. Tools, insights, okay. Yeah, I'm sorry, AI, the screen's frozen on Annik's face because, I'm sorry, I just paused my screen before I moved onto the analytics. As I say, once you go into the analytics, audience, you're not just interested in people connected to your page, no matter how many people you've got. You're interested in everyone on Facebook. You'll click on Facebook. Lets stick with the US, we know there's 150 to 200 million active in the US on facebook. These are the demographics.

Going on that question I heard earlier about weight loss, lets just have a look and see if weight loss is a ... I'll put dieting. Just by putting in the dieting button on fitness and wellness immediately I know that there are between 5 and 20 million people per month in the USA engaged in activities that are interested in dieting. It's probably no shock to you to find that 79% are females of that 15-20 million. Lets have a look, let's use the 20 million, 79%. We're talking about 16 million females in the USA alone on Facebook are interested in dieting. If we look at the demographics we see that the biggest group interested in dieting is between the age of 35 and 44. If I was going out with a test ad, I would send out a test ad to each of these particular groups, see which one comes in with the better result. Then I would ramp up my sales by focusing in on the key groups.

A lot of people say, "I'm interested in weight loss in the, lets say, over 60s." If you think of it, if you want a return on income, by all means you can use this group, but your return on income is not going to be the same as if you were going to be selling to these particular people. That's how you use these demographics, these analytics. Super; you've got to use this guys. You've got to get in, you're got to focus. Really, what you're looking for is you're looking to define your avatar. It's not just an avatar for your particular website or your particular niche, it's an avatar per product. You can change your avatar per product. As long as you're in

a brand, particular area for your website, you can chose different products and focus in.

I've got a question here from [Florine 00:43:47]. "I'm facing some challenges with Dropbox for delivery of my freebie, which is confusing subscribers. Is there any way of delivering the freebie other than your own website?" I use two things to deliver my freebies, and other information to prospective customers. I use Lead Pages, which allows you to connect your free product through your what it calls lead magnet. I also use Cloud App, basically I upload the product or freebie to my Cloud App server and then I just post the link for people to go onto. That's what I do, Florine. Sorry, as I said, I stick with what works, and it works. For me what I've done works.

Andre, "This information is so great and ..." Thanks, Andre. Thanks. I was a bit nervous coming on here tonight, guys, because I've got no where the knowledge of the other coaches on Facebook, they seem to have been doing this forever. I just know what works. It's worked for me. I know that if I can do it can be reproduced. If I can do it and using stuff like this, you guys can do it as well. Get out there, get onto your Facebook. It's amazing, I didn't know this place existed on my Facebook site until about three or four months ago. Once I started testing I was shocked, it knocked my socks off. What I wasn't expecting was the cost of clicks go down. I'm getting two cents a click. I can move someone from a Facebook post to my website for two cents a click. My goodness guys, you should be looking on this and proving it for yourself. It works.

Linda: "Just what works is perfect to get some steps to go forward." Yes, yes it is. Just do what works. I'll tell you what, you can confuse yourself to the nth with trying to work out what's best - don't. Just get out there, just do it. Al G: "I'm going to run some ads with Click Bank affiliate links, will that work?" Yes, it worked for me when I first started out with Click Bank. You've just got to know how long the product has been going for. Profit Academy, it tells you how and what product you should be looking for, the price range you should be looking to sell on Click Bank.

As I said, when I first started this, there as a product just launched, numerology.com it was - by the way, I've got nothing to do with that, I don't mind if it works it works - it worked really well for me. What I liked about that product was the people got a free test. People love free tests or free assessments; something that's free. It's great, they like it. Get going. That's what I meant, yeah, your gravity and how it works. Don't ignore products that have just launched though, all. I was lucky, there was hardly any gravity to the first affiliate product I used, but it produced well for me.

I'm going to wrap up in a couple of minutes guys. Are there any more questions before we switch off tonight? It's been great working with you. Sorry, Lindy, come back. "Is Cloud App the name of the product? Or is it an app product?" No, it's called Cloud App. Yeah, Cloudapps, one word. Cloudapp version two. I think it's great because when I'm working with students or when I'm making recordings .. every student session I have I record and then I just upload the recording to my cloudapp and send the student the link so they can keep looking back and working on their [inaudible 00:48:27] project.

Al G: "You're a great teacher, thanks for your guidance." All, I'm just saying it as it is. It works and I want everyone out there to know that it works and get working guys. Rachel: "What was your conversion rate on two cents a click?" Rachel, I haven't got that data because I'm still getting my website finished and I keep changing my mind every week, to the great annoyance of Joyanne who's doing it. My new products just being edited at the moment, and I'm going out in the next couple of week and I'm expecting a very, very high conversion rate. Really, the math and the algorithm is, if I can get the clicks down to two cents and I know that if I'm selling a meditation product or I'm selling it to a female in the USA between the age of 35 and 45, I know that they are wanting to buy that particular product. As long as it's an intriguing product, as long as I can put the images across in a nice way, and as long as that they can invoke an emotional response to meet their pain point, we're going to get sales. I can't see why it should not be a very, very high conversion rate.

When you guys do it, you've got to let me know. As I said, there's billions of dollars worth of business out there, don't hang back. Get in there and fill your boots. Have a look at this information. Mica's just come back. "How do you find the Facebook demographic information?" Go onto Facebook, when you're on your Facebook page, or just Google Facebook insights. As you can see this is my page. You can get to, I think it's [facebook.com/audience/insights](https://www.facebook.com/audience/insights). If you Google it you should be able to get on. If you go on your own site, basically you're clicking on this upside down triangle here, go to "manage adverts", and then go on to "insights" and you will get there.

"Can we get on your mailing list?" Yeah, I will sort that out. I just want to get my website up and finished first, Linda. I'll post it out there so that people can do that. It's very kind of you. I want to be on yours, Linda, as well. You let me know where I can get onto your list as well. We all learn from each other. "Did you have a one on one coach as well as Profit Academy?" When I did Blueprint I worked with a guy who just opened up my eyes. Yes, I had a one on one coach for Blueprint, which was the father of Profit Academy. I didn't have a one on one coach through Profit Academy because I do one on one coaches on Profit Academy.

If anyone out there wants a coach, get in touch with VSS and say you want Nick to be your coach. I love working with people. All my students are going to be business partners with me, we've just got such a fantastic relationship. I hope it can do so with you guys as well. Well guys, I've over run. I hope I haven't bored you or kept you too late. I just hope you've taken some things away that will help you build your business going forward. Unless there's any more questions, I will sign off.