

Rick: Module 4: traffic, and we're not talking about cars crashing into each other. Although, in some respects there are certain similarities, would you not agree, Sean? If you look at traffic flow through a major city - for example I live about 25 miles outside of Toronto and the 2 or 30 mile stretch of the highway through the city of Toronto is often calculated to be the busiest stretch of highway in North America.

Sean: Wow.

Rick: Yeah, at 3:00 in the morning it's bumper to bumper. Try not to negotiate that traffic is an exercise in futility, versus if you were to go about 40 miles north of here you could walk down main street naked and no one would notice. Someone would notice, some of us ... Traffic is like restaurants and other things, it's location, location, location, correct? Cheap traffic might be useless because it's not taking you anywhere, it's not going anywhere. Pay attention guys, you're going to get some insight from somebody who has graduated from, "Oh look mom it's the internet" to "Wow, here I am, a coach", in less than a year. He's invested a lot of time and a lot of effort, and a smidgen of funds to achieve this greatness and bring his experience to you. I think it's fair to say that he wouldn't be here if he hadn't proven to Anik and some other people that he knows his stuff.

As they used to say when [inaudible 00:01:28] talks people listen, when Sean talks you listen, pay attention, you'll get something out of it. I'll shut the hell up. It's all over to you, Sean. Just two notes guys: you can type questions in the box, although during the instructional session sometimes it's rather difficult to answer all the questions. Of course they are recorded, they'll be around somewhere at some point. That's all I've got to say. It's up to you now Sean. Take care.

Sean: All right. Thank you, Rick. Hey everybody, I'm already seeing some comments in the chat boxes. Hey Dennis, and thank you. Hi Jacqueline. It's great to hear from you guys and really happy to be here. As Rick said, let me start the presentation. All right. Julie, Claudia, Dave, Don: hello, hello. All right. Who am I? As Rick said, my name is Sean May. As he was saying, he's up in Toronto, I'm in Jackson Hole Wyoming, which there's really no traffic whatsoever since it's a very small little mountain town in Wyoming. No traffic jams or anything like that. I wanted to give a little background about me. I wanted to do this session a little bit differently; I wanted to just tell you about exactly how I run my business and how I run my traffic. Hopefully that's okay with you guys. Let me know if that's more what you're looking for, is just straight how I do. Instead of more theory, I'm just going to talk to you exactly how I try to get my traffic for me. Perfect. All right, excellent.

A little bit about me, I started with Inbox Blueprint last January, but I really started my business in August of last year. I am in the personal development in the internet marketing niche. I started in the personal development and just getting into the internet marketing niche, still building out. Both phase one and phase two, I'm doing both at the same time. With personal development I've really been working on phase one since August, and in the background I am building my product and my phase two, working through that. Currently my list size in personal development is right at the 20,000 mark. Like I said, I'm just getting started in the internet marketing list, so it's still under 1,000. Just working on just organic traffic for that in the time being, without putting any investment traffic yet until I have my funnel actually in place.

My main traffic sources are solo ads. Whenever it comes to investment traffic that is how I got started. Of course I do a little bit of Facebook traffic. I am not a Facebook traffic wiz by any means, and that's why I'm not really bringing it up too much. I will just quickly mention it just as I have some slides about it. After I was thinking about it, I really just wanted to focus on exactly the traffic that I know the most about. That's what I'll be focusing on. Solo ads, YouTube videos, and those are on the organic side. Not YouTube ads, I apologize. Running a little bit of blog with a little bit of search engine optimization behind it. I'm going to talk about exactly how search engine optimization is working for me and what I do with my blog posts to help out on that end. Then solo ad swaps.

One straight investment, and then the rest are a little bit more on the free side. Solo ad swaps, of course you have to have a little bit larger size lists to get started with that. Once you do, it is an amazing way to continue building your list and make money at the same time.

Just a little bit of background information. If you're interested to look at my sites to give you any ideas, just to see what I'm doing, it's scienceofimagery.com and convert411.com. Scienceofimagery is my personal development list, convert 411 is my internet marketing list, so you can see, especially when I'm talking about the YouTube videos and blog, how I'm doing that. If you want to follow and connect with me on Facebook I'd be happy to talk with you and connect on there. Feel free to reach out, ask questions on there, and I would be happy to get back to you there.

All right. In this class I'm going to start with how I got started with my traffic, all the things that I did to really get my business started from scratch. Then also go back to the main concept of traffic, free traffic versus investment traffic, and why I really do both. Why you probably want to do both as well. The return on your thank you page, because always the biggest question and the biggest thing that I see often is, if I put money into investment traffic, be it solo ad, facebook

traffic, I want to make sure I get a return on my investment. My thought behind that. Different sources that I use to make sure that I'm getting the best return on all my traffic, and just some of the tools I use. That correlates with tracking my data and being able to do split tests with traffic and things like that.

All right. When I got started back in January of 2014 I was 100% free traffic. I had a little bit of funds saved up, but for some reason I just wouldn't spend them. I just kept them because I was so scared that I was doing something wrong, that I didn't know if it would actually work for me and I didn't want to waste money on it. I just kept with free traffic right from the beginning, mainly with forum posts. I would go on the different forum posts and the personal development space and post a couple times a day, sometimes I would miss a day here or there. I would really try to always find some questions to answer.

The first thing was results were very mixed. After 6 months of forum posting, I had 18 subscribers. I'm just tell you that, not to say that forum posts is not a good method. The reason I'm saying that is because I did a couple things wrong. First off, I did not put myself as an authority. When I actually looked at the type of forum posting I was doing, I was acting just like anyone else on the forum, I wasn't following Anik's steps and what all the other coaches are telling you about forums. You have to stand out. The good thing about forum is you can use it as such a huge leverage of learning your market. You can learn so much about your market from forum posts, because that's the place where people are really going when they have time and they are asking if they have questions; they want to join a community that can help them. In the forums you can be a part of that community. If you stand out, if you start giving amazing advice, and you start putting in a ton of effort, and you show that you're professional, that's when things start really moving your direction.

I wasn't being professional, that was the problem with my forum posts. I just looked like any other poster on the forums. That was one of the main things I did. I did have my signature that would lead to my opt in page. My signature wasn't anything special though, it was just, Hey go grab my free report over here, you may like it. As you guys know, since you've been through four modules already, that's not the best way to entice people on your opt in page, or anyway to get people excited to grab your free gift. Those are the things I did wrong, and that's why after 6 months I only had 18 subscribers with forum posts.

After that 6 months, it was about a month and a half where it was like, I don't think I can do this business, I don't think I'm going to be successful in it. I spent all that time and energy in creating my website, creating a blog, doing the forum posts that I didn't think I was going to do it. Then I just made the decision, all that money that I'd been saving up for investment traffic, that I was so scared to

spend, I finally spent it. I finally just said, "Hey, I'm not going to mess around with this anymore". I finally spent it and moved to solo ads.

I know you've heard Anik many times say why he really recommends solo ads, I recommend solo ads too when you're getting started with investment traffic. I know in module four I said Facebook is a great way to test your opt in page before you move to solo ads, which it is. Spending \$5 a day just to test different opt in pages and see what converts better, yeah I do agree with that. What I did though is I started with a couple hundred click solo ad packages right at the beginning, once I was over 60% though I just went for it. I was ready to grow my business. I didn't want to wait anymore, and moved to solo ads. I'll tell you exactly what I did with solo ads and what I recommend when you're getting started with solo ads a little bit later. Like I said, I was saving up to invest my business, and that's how I got started.

I've already mentioned with forum posting why the pros and cons of free traffic, because you really get to learn about your niche. If you're not already a great authority, you don't already have a huge background, you're certified in a certain niche or anything like that, or have schooling or education behind it, forums are just an amazing way to learn. Just follow them, see what questions are being asked, take down notes, take down what questions do you see over and over and over and over, because that's the type of content that you want to be creating.

Why am I saying this, because this ones all about traffic. Because when you are driving traffic, you want to make sure that you're putting the things that people want to see in front of them when you're purchasing traffic. That's why I'm going into this free traffic and way learning your niche is so valuable, because that will increase your profit margin in your investment on all your traffic. The more effort you put in to really learn your market inside and out, you will have so much background knowledge on exactly how to go into phase two, because when you start building your product you already know what everyone wants in the market. You don't have to worry if this is going to be something good for the market, if people are going to want it, because you've already done all that time. If you look at forums and your paying attention and taking notes, you're going to have phase two locked in when it comes to what type of product you should be building and the marketing behind it.

If you're putting out a lot of good content in the forums and in free traffic, it can stick around for a long time. That goes for search engine optimization, blog posting, YouTube videos, those types of things. Of course, with free traffic, when I got started I was making some major mistakes. You might not get a return out of it anytime soon, you definitely can. Some people get a return very very quickly

out of free traffic. That's what I actually saw. Once I started investing in solo ad traffic and moved to YouTube videos for a free traffic source, I started getting great results just because I learned so much so quickly, once you actually have your list with solo ads.

Let me just take a quick ... I'm going to look at the questions here. Just make sure you guys can still hear me. I hope so. My questions box is frozen. Hopefully if you guys are writing questions, that they're coming through I just can't see them, but you guys can still hear me. All right. First one I want to go into more about blogging, because a lot of people have this notion that just good content will drive traffic. That's partially true. Good content is the base to drive great traffic, but you also want to make sure that you're creating the right type of content that people are looking for; that's how forums also help. You can use keyword research to find what people are looking for, if you're not looking at the forums.

Why I like blogging so much - and I use video blogging and written blogging quite a bit - is you can do different styles with your subscribers. Once you've driven traffic, blogging is a great way to capture organic traffic and it's a great way to keep in contact with your list already to build a relationship. It's multi-benefits on it. You're creating your brand as an authority. You want to keep it consistent though. If you do start blogging, just keep it consistent, because what that does is it creates a consistency for Google, they like seeing new content, especially if you're doing video blogging on YouTube and then you're also posting all those videos on your own site. The more consistent, the better they will push you up in the rankings.

The main things are what's really coming down to the user experience. What Google loves to see for organic traffic is that people are actually liking your content. The way that they see or calculate that people like your content is by three things. They're staying on your page, so they're actually reading your content, they're digesting your content, they're watching videos on your page, they're looking at info graphics. The longer someone stays on your page, the higher in the rankings you'll get. The first thing is time on page. The second one is scrolling, which sounds funny, but the more someone scrolls down your blog posts, the better Google will rank you. They'll actually rank you in the search results higher if people are scrolling. The longer posts that you have with more images and info graphics, Google will actually increase your rankings that way. Then the third one is what's called a bounce rate. Some of this might be technical for you, don't worry if this is more on search engine level, but for blogging I wanted to tie in with search engine optimization, at least to give you what's working now. We're not going to go into full search engine optimization with PBNs and back linking and anchor texts and all of that. I just wanted to give you more what they're calling "user experience optimization"; how you can

organically rank your blogs by rating certain type of content. With bounce rate is people clicking on different links to go to other pages of your own site. If you have a blog, let's say in the personal development niche, you have one blog about meditations, and then another post about hypnosis, you can actually link those up, where it relates to say, "Oh, I also have this other post about this." The more people jump to other posts on your site and continue reading them, Google will instantly say, "This is a great blog, we should rank this higher in our search engine."

That's more the three categories that you want to be looking for when you're creating a blog. Time on page, scroll rate, and bounce rate. Keep those in mind whenever you're creating a blog post. Put more images in, do info graphics - info graphics are great for blog posts, videos are great for blog posts. You can actually embed any YouTube videos right on there. Also, linking internal pages between different blog posts helps you tremendously as well.

The other type of blog posts that make it really easy ... because the other question I get about blogging is it takes a ton of time, do I really have to create new content that's over 300 words every single day or couple days a week? That's where curated content comes into play. Curated content is where you actually take a bunch of different other information and posts that other people have created, and put them together. You can do this through lists or the top 25 best ideas in this topic. You curate other peoples posts, and you put it on your own.

There's been a lot of results lately that curated content actually ranks higher in Google and the other search engines than the actual original content does. If you create top 25 lists or my top 30 things that I want to do this year, it really depends on what niche you're doing ... try to create a lot of lists for your blogs, because not only does Google like it, but a lot of people love, you're own subscribers like it as well. It's a great way to create your brand as an authority as well, that people really enjoy reading that content and all that energy that you're putting out. Do curated content with lists. You can also use it as awards. You can do the top 25 best places to go sort things like that.

People love seeing the best of's of the awards. That's another great way to do blog posts. I have outreach on this page as well. That is doing interviews and also getting quotes from top leaders in your niche; the celebrities in your niche. It might be hard to get longer interviews or to get a really high celebrity to guest post for you, but if you outreach you can get some great quotes in short snippets that you can put onto your site. That way the works almost done for you. You have the do the outreach of course, but that's where the work is done for you. You can create some great blog posts of the top 5 quotes from the industry

leaders in this niche in health and wellness, or diet and weight loss, or personal development. That's another great way to create another type of blog post that really works well.

These are different ideas. Try to do each of these different types of ideas if you are creating a blog, because it's a really great way to send your subscribers on your email list there, that builds relationships. When you do come to monetization and that type of thing, is really a great way to build up relationships and to increase sales. Because blogging you can also do product reviews, testimonials, you can do just pretty much straight marketing your product with a review and using it as content marketing as well. Blogging has so many great benefits behind it.

All right. We've definitely gone over the blogging. Now YouTube videos; this is the other free type of traffic that I love using. I have it for both my personal development and internet marketing niche. YouTube videos; a lot of people are wondering how to get started with YouTube videos. Anything works. A short video from your smartphone can work to get started with YouTube videos. A lot of my first ones were very basic, just using my smartphone, doing it for minute. In personal development for example, just said, "here's my top tips today for how to increase your productivity. My morning routine." I walk through five steps. Those are great ways to start creating your own content. You can use it on your blog and embed those videos.

YouTube is huge with consistency, they absolutely love consistency. If you post, doesn't matter what the consistency is, if it's once a month, once a week, every single day, as long as you stay consistent with it Google has pretty much said that they'll automatically push you up the rankings. As you're creating YouTube videos there's a couple other things that you really want to look at that are the best ways to get the organic rankings for you. You'll start getting that free traffic. The first thing is in the description. In the description whenever you're creating YouTube's, whenever you load up a YouTube video it gives you a title, a description, and tags. I apologize, I should have brought up a couple pages just to show you with YouTube. I'll try to grab those in a second. You want to, of course, put the title of your topic. The description you want to have a link to your opt in page, that is key. That is why YouTube becomes such a good way for me to get organic traffic. I create every single week, or whatever my consistency is, once a week, once a month, I always link to my opt in pages in every single video. I try to relate it, in the description, to why I'm giving away some free content in my description. You want to make sure that you're description always talks about the video itself, and is linked to your opt in page to get more information or to get that free gift of yours. If you're doing YouTube videos make sure you're putting a link to your opt in page.

Like I was saying, the description matters, what time you publish your videos matter. You want to make sure that you actually use the YouTube scheduler so they go out at that consistent time each week. No matter when you create the video or about to upload it, just make sure you schedule it the same time each week, every week or every month, whatever your time frame is. By doing that, that will help get Google on your side. There's some other tweaks, or hacks that you can do with YouTube videos. In your tags - I apologize, I don't have that up. Let's see if I can grab that really quickly.

YouTube. All right. It's not allowing me to go in and grab. Upload, there it is. Just take a second. Where you're uploading a file, you would go up to upload. When you drop a file in here, it will automatically ask you for the tags. Let me grab one of my videos. Where is it? My channel ... here it is. You can see the description, here is my link to my page and my opt in page there, then I have my description down here, then you have the tags - but I just need to edit this so I can show you where the tags are at. Perfect. Down here they give you tags in YouTube. This is where if you see other videos that are getting a lot of organic traffic and they have a ton of views in your same niche, you actually put the name of their channel right here.

Rick: Excuse me Sean.

Sean: Yes.

Rick: People are seeing, but they're not seeing what you're referring to because your screen's stuck. I think you might be pointing out details, and they're not seeing them.

Sean: Okay. It probably is stuck, because I'm definitely on YouTube now.

Rick: We've got YouTube, but we've got the generic, welcome to YouTube. If you're pointing out anything individual, it's not showing up.

Sean: Okay, yeah. No, I'm actually in one of my videos in the editing. Do you have any thoughts on ...

Rick: We're not seeing that.

Sean: Maybe [inaudible 00:26:04].

Rick: I'll tell you, we'll try drastic solution number 12 and see if that works. If it explodes, well that's what you get, life in the big city. Hang on one minute, I'm going to take it away from you. I won't show you anything, I don't have anything

interesting to show you. You'll have lost that, and now I'll give it back to you and see what happens this time.

Sean: All right. Let's see if that works. Do I need to click show my screen again?

Rick: Yes. Otherwise we'll just look at this white square. Okay, we're seeing something different then what was there when we left.

Sean: All right. Hopefully you can see my screen and my mouse moving. It's on one of my videos.

Rick: Convert411 how to make money with internet marketing.

Sean: Exactly, perfect.

Rick: [inaudible 00:26:58] and sell advertising.

Sean: All right. Thanks everyone for your patience on that. What I'm showing you here ... once you upload a video it'll take you to a screen like this, and you get to put in your description here and then your tags down here. With the tags, if you see another channel that has a lot of great videos that they are getting a ton of views on in the same niche as you and the same categories an the same topics that you're talking about, put your their channel name right her in the tags. What that actually does is when someones watching their video, it will actuality then recommend you in the side of the recommended videos. That will more likely put you on those type of videos to gain organic traffic from YouTube as well. That's a little hack of YouTube.

Put in, of course, all the tags that are related to the keywords that you want to rank for, but also put in the other channel names in your same niche. That's a great way to start driving organic traffic as well. Then of course just make sure you put in your opt in page and a description of it right here in the description.

Rick: Guess what?

Sean: It's still not working?

Rick: Yeah. You're tuck with your cursor on "say hello to cards."

Sean: Oh, okay.

Rick: You don't have the screen paused by any ...

Sean: No.

Rick: Hang on, we'll try it again. Okay, click show your screen and see what we get. Okay, sort of back.

Sean: All right, let's see if I take it to a Google tab and then back to YouTube.

Rick: No, it's not moving again. Interesting. I'm going to suggest something. First off, not to be rude, but if you've got anything other than go to webinar and those three browser pages open.

Sean: I do not.

Rick: Nothing communicating whatsoever?

Sean: Whatsoever.

Rick: All right. This is going to sound drastic, but since it's happened three times in a row now I think you might have a bad routing. I'm going to suggest that you log off and log back on and see if that'll work again, okay?

Sean: All right, I will be right back then.

Rick: Okay. Sorry for the confusion folks, but it's live TV and live web-o-vision, as I refer to it, and that's what happens. At least it wasn't something important like the last minutes of the championship game, who was about to win the election, or where the sale was on for this weeks cheap booze. That would be a drastic thing to miss. That's right, it's GoToWebinar. To coin a phrase that Winston Churchill brought up years ago, GoToWebinar is the absolute worst interactive computer, communication system we have, but it's better than everything else. Half price scotch, yeah if I lived in a progressive nation I'd get half price Scotch. We don't get half price Scotch because the government of Ontario makes more money in liquor, cigarette, and lottery revenues than it does from everything else it does combined. Here's a question I can't answer, what do you mean by channel name? You can name your YouTube channel, I don't know how you do it but you can give it a name.

Sean: All right, I think I'm back.

Rick: He's back. Hang on sec, let's see what happens now. Don't blow it up yet. Wait one ... let's see what's going to happen. Now we'll make you presenter. I don't know, I guess I have to edit this part out when we get it back into post. All right, show your screen and keep your fingers crossed. We're still on covert411. Shake your mouse around the screen and see if anything happens. Your mouse moves.

Sean: Okay, perfect.

Rick: Is YouTube free? Yes, YouTube is free to use. You want to buy it, it's 11 kazillion dollars. It's free. Hold your breath, see if it works.

Sean: All right, perfect. Thank you Rick. Sorry everybody. A little bit of technical issues. I am seeing the questions again, perfect. We're working again. I will try to go over that a little bit. Yeah, channel name; my channel name for this one of course is covert411 and my other one is science of imagery. Whatever their channel name is - it's below every single video. Whenever you watch a video ... I will quickly go to my video here and I'll show you where it shows the channel name. Below every video it'll show the channel name right there. This ones actually just under my own personal name, Sean May.

Then also, when I was talking about putting the other channel name in the tags, you'll start showing up on the right side here in these recommended videos when people are watching their videos. If you see a video that's getting a million views, if you put their channel name in all your videos you'll start to show up in these recommended videos over on the right side on those same topics. That's a get way to start getting organic traffic. That is what I do with all my tags for all my videos now that I am creating. That's one of the best ways that I found to start building up my organic traffic from YouTube.

All right, let's hop back into the PowerPoint because I want to make sure I get to everything and I've already hit the half and hour mark. The next thing for free traffic is solo ad swaps. Just want to check to make sure, does everyone see the PowerPoint presentation now? My screen is still showing. Yes, perfect. Thanks everybody. All right, solo ad swaps. Using your list to build a larger list. If you are just getting started this may not relate to you, but always keep this in the back of your mind. This is just an amazing way to not only build your list for free, you are making money almost every single time you're building your list at this point. That's why I love solo ad swaps. You don't want to do it all the time.

What is a solo ad swap? Of course a solo ad is when someone has a list of subscribers in a particular niche and they send out an email permitting someone else's opt in page and free gift. A solo ad swap is where two people each have a list, usually of a pretty similar size, and then they swap solo ads. One persons promoting the other persons free gift and opt in page, and each person does that.

What is amazing about solo ad swaps is not only are you getting free subscribers because you're not having to pay for those clicks. If you do a solo ad swap for 500 clicks, you're getting 500 free clicks, the only think that you're doing is you're

sending out an email to your own list, which doesn't cost you anything. You might lose a subscriber or two there, but you just got 500 new clicks on your opt in page, so you're going to get quite a few more subscribers, and because they're going through the thank you page offer then you can make money at the same time. That is the best way to continue building your list over time. Once you have a list size of let's say 3,000 people, you can start doing solo ad swaps for 100 clicks at a time. Most likely you can definitely get 100 clicks pretty easily with a list size of 3,000. You can probably get quite a bit more. Depending on what your list really responds to and what you're able to get with your open rates and click rates, you can just contact other people that you know have lists in the same niche.

That's also the next question of, how do you find other people in the same niche as you that might have about the same size list? Clickonomy is a great way to do that. Because you know a lot of other people that are selling solo ads. If you see people selling solo ads in about the same number of clicks that you can provide with your list, you can reach out to them and send them a message and say, "Hey, would you be interested in doing a solo ad swap for 100 clicks, 200 clicks?", however many it might be at that point. That is a way to expand out.

Even beyond Clickonomy to do that, you can get on as many lists as possible. Get on a bunch of lists in your same niche, and start reaching out to them. Start contacting them and saying, "Hey, love your content, it looks like you're talking about very similar things to me, would you be interested in doing a solo ad swap where we would be pretty much promoting each others free opt in page and for a specified amount of clicks within a certain time frame?" Just make sure that you always stay professional whenever you're reaching out, have good communication throughout the whole process. Always decide on the amount of click before hand, just so you each know exactly what you're going to provide at that point. Then you just provide the solo ad email creative copy, or the solo ad copy, and then start sending the clicks. Instantly you can build your list on a consistent basis.

Once you get a list of 3,000 or more then you can really continue doing that until the end of time. No matter what, if you don't have an extra \$500,000 sitting in your Clickonomy wallet or in your bank account where you want to put it towards investing in your business instead of sending out a promotion email, you can send out a solo ad swap email and continue building your list. Because you're using the thank you page method, that is a great way to start bringing in money right away as well. That's just a consistent way.

If I can do one or two solo ad swaps a week - usually one a week is really good for me, so I do four a month - that will get me a good 2-3 thousand new

subscribers every month now. That's because I only have a 20,000 size list right now. As it gets larger you can send out larger solo ad swaps. Then it's very easy to quickly build your list bigger and bigger and bigger for free. Always keep that in the back of your mind once your list is large enough. Start reaching out to a lot of people, start networking now, especially on the forums. The forums are amazing for this because you can network with everybody within Profit academy and get little solo ad swap groups together, so everyone that's in the same niche, and start doing solo ad swaps as you get to a certain size list. That's a great way to keep making money and build your list.

All right, the next one is just solo ads in general. I know you've heard a lot about solo ads, why it's the best. I'm going to tell you why I love solo ads. If I didn't know about solo ads or if I didn't use solo ads I would not be here right now. I know I would be struggling with getting free traffic, facebook ads, the little things that when I was trying just didn't work. Solo ads really just work. That's when I went from 18 subscribers to 10,000 subscribers within a very short period of time. Yes it will take investment right away. It takes investment of course.

I want to really be honest with you as well, even if you don't get the best return right away from solo ads, you can still get value out of all those new subscribers. If the thank you page method doesn't work exactly, it's not going to give you the numbers that you were hoping for right away, don't worry because you have an asset. That's where it goes back to the solo ad swaps, because building up your list quickly with solo ads allows you to have highly targeted traffic. That's the best thing, because you know exactly what your list responds to, because they have already said yes multiple times to other people's list. You would ask them, "What does your list respond to, what did they already tell you that they're interested in?" If you know that, then you can tailor your free gifts, your lead magnets, to that audience.

That's actually one of the best tips that I got, was actually from Tom Hitchens, one of the other coaches for Profit Academy. He was running into issues with solo ads right at the beginning, and he wasn't getting that good enough conversion rate until he asked them, "what does your list really respond to?" He actually asked it in a way that I really liked, was "What did they actually opt into for your list?" You ask a solo ad seller, "What did your subscribers actually opt into, what is your lead magnet?" Almost every solo ad seller is willing to share. If not you can always go out and do a little research and find what their free lead magnet is, or their free gift is. If you know what their free gift is, you know exactly every single subscriber on their list is interested in exactly that.

What Tom did was he actually made different opt in pages for each solo ad that he bought. It took him a little extra time and effort because he created different

free gifts for each, but it was so highly tailored he was getting over 80% opt ins from every solo ad he would buy because he would tailor it so well to the solo ad sellers list. He was then spending more money on every solo ad he would buy. He was 2,000, 5,000, 10,000 clicks, I believe, when I talked to him because that's what I ended up doing. I took all this information and did exactly what he did. I would tailor my free gift to the solo ad seller. I would do more research. By taking that extra two hours of time, that two extra hours of creating a new opt in page, creating the free gift that was very highly tailored, sometimes I outsourced it, sometimes I create myself, I would always get over 70% conversion on all my opt in rates. With that high a conversion not only was my subscriber base growing so quickly because of the high conversion rate, I was getting a really good return on my thank you page. That didn't happen right away was the thank you page offer.

That's what I want to talk about next is your thank you page offer when you're purchasing solo ads, and traffic in general. If your first offer doesn't work, once you have a certain number of clicks, whatever it is ... 500 clicks I would say, once you have 500 clicks you at least know if that thank you page offer is going to convert for you. If it's not converting after 500 clicks, change it up because you're new subscribers, they're not interested in it. There's some disconnect between your free gift and the thank you page offer. Make sure you try different offers on your thank you page offer. After 500 clicks try something new, because when I got started I sent 5,000 clicks to an offer that I got 4 sales on. Right away, when I got started I made nothing off of a 5,000 click solo ad.

As a lot of people would say, that's a lot of money spent with very little return on the thank you page. That's because I made a mistake by only leaving one offer on my thank you page when I was buying solo ads. Make sure you change it up. I went through 8 different offers through all my initial solo ads until I got something that was converting at about 50 cents earnings per click. Of course, out of every thousand people I was making \$500 on it. Which was really great because then I was making a good percentage return off of all my solo ads in the future after I finally found that offer. Don't get discouraged because my first offer that I had on my thank you page was converting at 3 cents earnings per click. I didn't even realize until I looked later, both of them were refunded so I actually got zero from that first thank you page offer. Yes I know Anik always says, you're normally going to get 30, 40, 50, 60 percent of your money back. That is if you take little time and test different offers to see which one works best with your list. Make sure that you really take the time to see what works best with your list.

Solo ads, of course, Anik talked about Clickonomy, I've talked about Clickonomy in the modules. I hope you've gone through that, gotten at least signed up with

an account, did some research on different sellers. Even if you don't have your fundamentals in place, once you do have it in you already know who you're going to start buying a solo ad through. Just because I love solo ads, that's what my business is founded on, is solo ads. Take the time ... ops, sorry about that. Pressed the wrong thing.

Of course, solo ads combined with the thank you page method that's really how you can build a business very very quickly, just because you get to test things so quickly, you know that clicks are coming through. If you don't get high quality clicks you're not going to lose any money because Clickonomy's is going to always be able to regulate what happens on there. It's really the way to go. If you're ready to invest in any type of traffic, I just say go with solo ads, do testing, start with smaller solo ads, 100 clicks, 200 clicks, 500 clicks, and then just start scaling up until you have a large enough list to then do solo ad swaps.

Of course, like I was mentioning, don't do solo ad swaps all the time, because then your list will get very burnt out on it. Then your click rates and open rates will go down and continually go down. Then it's a losing situation. Make sure you just fill them in there a couple times a month at least. If you have month where you're not doing a solo ad swap, I think it's a lost opportunity to not only build your list, but make that free money by making new subscribers at the same time.

The last thing that I wanted to talk about was the tools that I use and some of the things I do on easiest ways when you're purchasing traffic on how to test different offers out very easily, how to test your conversation rates with your traffic easily. If you're going into YouTube, what I use to do my video production when I'm creating a little bit higher quality videos. If you see any of my videos, know they're not professional by any means, I make them all myself. You can outsource videos. I know Jeff Lenney, one of the other coaches at Profit Academy, he's got some great videos from places like Fiber where he's written some scripts and sent them to people on Fiber to create videos for you. That's another thing you can do with YouTube on that end.

The main thing I want to talk about is when you're sending any type of traffic to your opt in page, use that as an opportunity to test something; to test your actual opt in page, to test your offer on the back end. The tool I use for my opt in page and to test different offers on my thank you page is Leadpages. If you're not using Leadpages there are other options. You can use a product called Optimizely. Optimizely they do have a free account that you can get started with.

I'm sorry, I'm just reading through some of the questions saying that I skipped the facebook one. Why I skipped that is, like I was saying in the beginning, I don't use really facebook in my business right now. I wanted to just focus on exactly

what I'm using in my business currently that's getting me the best results. Thank you Tracey and Julie on that. I want to make sure I get to the tool that I use because Leadpages and Optimizely, there's also other ones, Click Magic is another tool that you could use to do AB split testing. There are other ones out there. Leadpages is not the only option out there. I just really like Leadpages because I do create my opt in pages and it allows for AB split testing on all my opt in pages and for all my thank you page offers.

The way Leadpages has allowed me to do that is for every opt in page that you create within an AB split test ... and AB split test of course is you change one thing between two different pages. On one opt in page you might have a different background image, or you might have a little bit different wording, a different headline or different button; something can be changed in it. That's what an AB split test is, you change one thing at a time to see which one converts better. You're sending all this traffic to an opt in page, you're testing one thing that allows you to see which one is converting better on each of those pages.

Leadpages easily allows you on the left side of the page I'll say, "Where do you want the thank you page to go?" For the thank you page you create different thank you pages that are tied into different product offers. If you've gone through the modules and you've seen the timed redirect thank you pages, you would create different multiple timed redirect thank you pages where they redirect to a different offer each. That allows you to test different offers when you're also testing your different opt in pages. You're actually being able to test multiple things to get the most bang for your buck whenever you're sending traffic.

Let's say you buy a 200 click solo ad, send 100 clicks each to each of your opt in pages, you get to test which opt in page works better and you also get to test two different offers at the same time by creating two different thank you pages. That way you won't lose out if one offer is really converting and the other one doesn't convert as well. That will actually really help you increase your return on your thank you page method as well. If neither one of them are really working well for you at the time, the next 200 click package or solo ad, then you can test two completely new offers. You get to test a lot more things by using AB split testing.

I cannot say enough good things about split testing and being able to test not only your opt in pages, but also the offers that you are using on your thank you pages. If nothing else out of this entire video, make sure you're split testing. Make sure you're split testing because any traffic that you're using, you're losing out on a lot of value if you're not split testing because you don't know if you

couldn't have instead of a 50% conversion you could have got an 80% by changing your opt in page. On your thank you page offer you might get an extra couple hundred dollars per every solo ad that you buy, by changing the offer. Make sure you split test.

If you have by questions on that, if you're looking into lead pages or you don't know exactly the split testing, please go on the forums and ask. If you try one of the Optimizely or Click Magic or one of those other ones about split testing, they all have training modules built through them for those products. It should help. Split test, split test, split test. Always split test. I just can't say it enough.

The other thing when you're sending different traffic ... This is a little bit more advanced, but it's something that can be extremely valuable, especially when you're doing solo ads from different solo ad sellers. If you're using multiple streams of traffic, when you get any sales, if you're putting everyone in the same campaign you don't know where those sales came from. They could have come from solo ads, they could have come from one seller or a different seller if you've bought from multiple sellers, they could have come from organic YouTube traffic. You don't know. It takes a little bit of extra work, but if you want to know what traffic will convert best for you, you want to create a different campaign within your auto responder for every different type of traffic source that you're doing. Yes it does take extra time, but I think it's worth it when you're getting started. Not only getting started, but as you're testing different traffic sources I guess is really the best time to create different campaigns. Then you know where your sales are actually coming from.

If after a month or two and you've been driving Facebook ads, you've been driving solo ads, you bought from four different solo ad sellers, you can say, Okay even though maybe my conversion rate is about the same for all those different traffic sources, you've got 20 sales, you don't know where those sales came from, if they came from one solo ad seller over another. That can be a huge thing for your profit margins over time, because if you are buying traffic from a source that maybe gets you a ton of subscribers but those subscribers, for no other words, buy happy, they don't buy as much from the offers that you're making, then you're actually losing out on a lot of money. If you take the time and put each of those different traffic sources in different campaign within your auto responder, and every auto responder will allow you to do it. Whether it be Sendlane or GetResponse or A WEB or any of those, just create a different campaign and then put in different links into each of those campaigns whenever you're promoting and on the thank you page. That will allow you to track where all your sales are coming from.

That's another thing that I don't hear about much, but if you're buying traffic, or not even buying, you're just getting traffic, you want to know which traffics going to convert the best for me. In the end you are running a business, this is about making money. See though you could be helping a ton of people, rating a passion business, in the end you still want to know where the moneys coming from and which traffic sources are converting the best for you.

The last one, if you're creating YouTube videos and you're putting them on blogs or anything like that, I use Camtasia for video production. What that allows you to do is you can take videos from your smartphone. If you have any newer computer, they normally have a little camera built into the computer. You can take any of that video and do editing very, very quickly. Of course there are free copies of all these type of software, but I really like Camtasia. That's how I do all of my editing and create all of my videos.

Actually, all the module videos that you see in Profit Academy, the ones that I created, I used Camtasia to do all of that and create it. You can do PowerPoint presentations, just text based, you can do webcam based, anything like that. If you're looking to get into YouTube videos and you want to do a little bit of editing I highly recommend that. Of course, Google keywords, for knowing what content to create for your YouTube videos and your blogs, of course that's an easy tool that I use.

Just wrapping up, with traffic, traffic is what runs your business. If you're not getting any traffic you can't grow your business, whatever one you're getting started with, really go after it. Don't hold back, whether it be solo ads, or if it's YouTube. Really learn the ins and outs of it. Just go after it, because what I did is I did forum posting traffic at the beginning, but I didn't put my whole heart and soul into it, I wasn't professional with it. That's where you really want to make sure you're following these modules in Profit Academy through phase one, because we've all gone through and made our mistakes with different traffic sources and learned a lot from it. Once you come out on the other side, no matter what you do, if you really put in the energy what any type of traffic course you're going to learn so much from it and get a return form it one way or another. You just might be learning more from the beginning than anything else.

As we're wrapping up this hour, I'm going to go through a couple questions. If you have any questions that I've been talking about, I'm happy to stay on for 5 to 10 minutes and try to answer any questions that I can. You're very welcome, Julie. Glad you liked it. All right, we'll see you next time, Greg. I hope I'm pronouncing your name correctly, but [inaudible 00:58:53], recommending Coral video as well. That does great video editing. You're so welcome. Glad you guys liked it. Very very welcome.

Rick: Okay kids, keep those cards and letters coming in. Pay attention, apply what you've learned, take the next step and do something. Or make an appointment to have your ears pierced or your nose waxed or something. I don't know. Make sure you do something useful and move forward; that's what you have to do with this game. If you sit around and watch the movies all night long nothing is ever going to happen. I don't know when the next one is. Do you, Sean?

Sean: I believe a week from today.

Rick: Hang on a sec, I'll check and see if I have that information available. I'm the last guy they tell around here, but there's a list that pops up here if I press two buttons and face somewhere social. What the hell are we doing? Let me see. That's right, that's wrong, that could be. Today is the what of the whoth? Yes, Tuesday the 31th. Next Tuesday at 9pm have your homework done because we're going to have a test when you show up. If you don't have your homework done you have to send \$57. How does that sound? Does that sound like an incentive, Sean?

Sean: That does sound like an incentive for sure.

Rick: Anyway guys, sorry for the little technical glitches, they happen from time to time. We will have this up in the members area, where that is, as soon as e can. Sean, nice job. Sorry for the technical glitches. If I had an explanation for that I'd be rich and famous and I would be on here at night. Yo guys take it easy on that note folks. We're out of here.

Sean: All right. Thanks so much, Rick. Have a good one. Thanks everybody.