

- Rick: Welcome everyone. It is profit Academy's coaching tonight, as you can see from the beautiful display on your screen coming to you from his studio in some underground cave is Tom Hitchens. Tom is going to present a review of modules five and six and I don't know what the modules are about but he is very, very good at what he does, very adept at instructing you on the finer details of the Profit Academy system and you should take it with you tonight if you haven't before. Tom is very adept at what he does. He's been doing this for quite some time on his own. He has a very extensive background in marketing including selling to professionals, using what could be considered I guess the father of internet marketing. Tom you had web presence and other things going on out there before you became a Profit Academy guru.
- Tom: Well I actually did not. About a year ago, fourteen months ago I started with Inbox Blueprint from Onyx and Gall.
- Rick: You mean to say before that you had not really exposed yourself to the intricacies of internet marketing?
- Tom: I had web sites up for a couple businesses that I owned and I've used emails and computers all my life and never once sold a thing online except maybe somebody's going to a shopping cart up until about fourteen months ago.
- Rick: Wow. Wow and you have developed a product, a physical product that you sell to professionals, correct?
- Tom: I do and I have that. That's one of the products I had on a website on a shopping cart, which I was selling on T.V. I developed that about four years ago.
- Rick: How much success did you have, if you mind my asking?
- Tom: Well I ...
- Rick: You don't have to give us big numbers but was it enough to buy new car?
- Tom: Yeah, I did really well with the product but I was selling it mostly through television, I was selling about 20% of the T.V. sales through the phone and the rest was coming ... I'm sorry through the web site, I should say. The rest was coming into a call center, 80% of that.
- Rick: And that would be additional costs. Do you have people to man the call center, unless you are staying up twenty four seven and the cost of T.V. ads and T.V. time. That must have had a significant overhead.
- Tom: Oh sure, we were spending about \$20,000 a week, sometimes more in the peak season. I actually hired a call center. All the call agents were on commission, so that was awesome and people would watch the 30-minute from infomercial and if they either didn't call the call center, they would go to my web site but other than that I had nothing else. I had no follow up emails. I didn't know what an auto responder was, except maybe me asking a question to my wife and she would answer back. That was my understanding of auto responder.

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- Rick: Oh yeah and you have to program those very carefully or your life is never the same. Yes, I know that from experience. Don't push the wrong button or when you get home, life is about to get interesting, as they would say. That's kind of an unusual segue from what would appear to be to the average viewer, observer, a listener a pretty successful piece of business. I mean if you're spending that much money a week on your hard costs and hiring a call center and paying people commission and it's making a significant amount of money, why the hell did you bother going into the inte3rnet?
- Tom: Well, I was looking for ways to expand my business. I wanted to retire. I thought I was semi retired at the time. I wanted to get more sales from the T.V. activity for my dry mouth product. I wanted to slow down on my consulting business that I was doing for medical clients. I wanted to just basically travel the country with my wife and do things over a computer, so I thought let me look into this stuff and then in January of 2014, I got an e-mail from somebody that I was hosting the videos for my web site. It was very similar to the e-mail that maybe most of the people listening to us tonight, Rick are actually receiving in their inbox and I clicked on the link and next thing you know, I'm watching Onyx and Gall driving to a hotel to teach five people how to make money online. That's where it started for me.
- I didn't even have a Facebook page.
- Rick: Yet you were a success in media marketing in your own right.
- Tom: In my own right but how successful can you be when you don't know a thing about online marketing and the more I started to watch Inbox Blueprint the more stupid I felt. I thought this is not the way I need to be going out. I need I need to learn this stuff and I realized that the people that were paying me to consult them about marketing almost should have gotten a refund. I hope none of them are on this call tonight because I thought, oh my God I'm charging all this money and I don't even have a Facebook page. I don't know how to post a Facebook. How am I supposed to face my client, so I went to work.
- Profit Academy was the next step for me and here I am 14 months later.
- Rick: You guys out there are wondering if this is worth doing or if there's any reason to consider taking something you've been doing in the past and maybe shifting gears a little bit. Here's someone who had a successful on screen media presence, buying T.V. space that ain't cheap and putting commercials out there hiring a call center. We all watch television and we see all those commercials and we know how they work and you decided that that was not the most profitable way to do business and you've shifted away am I correct? You're no longer in T.V. marketing?
- Tom: I'm doing T.V. marketing but I'm doing it now with follow up campaigns. When someone buys off my website, bang they get hit with an auto responder series. You better believe they do. I up sell like crazy through the email. Now I send them to my web site where I give them content, telling them why they need to continue to use my product and re-buy it. I give them a club membership when they buy my products so that they can get the content regularly every month. I have literally changed the way I do business now because of the Internet and it's all because of this.

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- Tick: Would you say now that Internet marketing now is the large percentage of your revenue stream?
- Tom: My revenue stream, yes; not yet all of my dry mouth products sales. I'm heading in that direction. I see that this will become an international product as a result of the Internet. I wasn't thinking about anything outside the shores of the continental United States a year ago but now everything I'm doing online is quickly approaching the other revenue that I had already generated in my business and I would think that probably by the summer time it will overtake it.
- Rick: Okay, well there's enough patting you on the back for the purposes of making sure the crowd thinks they can trust you but also I think you deserve the congratulations for making a shift, finding something that obviously was successful, had more opportunities in what many people might consider to be a rather amateurish approach to marketing. It is anything but amateurish. The Internet is the largest economy on the planet and the market is the largest market because it reaches everywhere. I think the only place on the planet that doesn't have full time Internet access might be Antarctica, although a satellite feeds it or a submarine but they might get it down below. I don't know. There really isn't anywhere where somebody can get online and get information and that means there isn't anywhere you can push something for people to consider buying. So guys pay attention because Tom knows what he's doing and he knows how well it works. You guys could succeed in his footsteps if you pay attention. I'll shut the hell up. Take it away it's all yours, Tom.
- Tom: All right, buddy, appreciate it, thanks. Hey everybody good to talk to you again tonight and I'm looking through some of the chats here. Dennis is saying hello. I appreciate that and thanks for dedicating parting knowledge to it so I appreciate that, Dennis very much. Jilani, yeah. Hey, Jilani, how are you? Hugo Tomlin and Jen says, "Can't hear you." I hope Jen you can log back out log back in again. That'll probably take care of your problem. I've got some little questions here. I'll take some questions later on as we go. Let's see here. Mohammed says, "Welcome Tom." Thank you appreciate it, Mohammed. Karen says, "Can I use TED Talk videos as a freebie?" Okay, well we will some questions later on here. Hi, Christian thank you from California. I appreciate that and Shanti, "My story's inspiring." So is yours, Shanti, I've been reading about you too on Facebook, so congratulations on what you do.
- "Hello from New Jersey", Rolanda says. Well I'm glad to be with you tonight. I'm doing a solo tonight and I'm kind of excited about the subject. I know I saw a comment here from somebody saying, "Module five. I'm still on module four." I think that with Katherine saying I'm still on four and now I'm feeling left behind and doubtful in my ability to succeed easily. Don't feel that way. She saying here things are going too quickly, you're getting lost in the shuffle, feeling stressed and working on things every day is this normal. Catherine, it absolutely is. Don't get stressed. This is a self paced course. Remember you're in the world now of high pressure sales people and the fast lane. We're going Maserati speed you need to slow it down to Volkswagen speed if that's what you need to have.
- This business is not going to go away. It's just going to get bigger and bigger and you will fall out if you try to keep up with people that are a little more advanced than you are. As I just told you a little while ago I knew nothing 14 months ago when I sort of felt that way too. I felt like my God, I've got to get started on this stuff and I'm viewing video after video after video up to one two o'clock in the morning looking at this stuff I'm thinking how might never going to catch up?

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But you know what, if you slow down and just take it at your own pace, it will happen for you. You can't do it all. You can't do everything that's been taught Profit Academy. Have you been on that Profit Academy website lately? I know you have, you have to have. I mean there's stuff everywhere. We're hearing things about life trainings and we're hearing things about recording webinars and question and answer sessions and who's getting to \$1,000 first.

You need to turn that noise off if you're overwhelmed and just focus on your own business. Don't worry about what everybody else is doing. It'll come to you. Take it step by step. I've got people here tonight, hundreds of people that are joining me and listening to me on different levels of experience. Some people that I've been talking to are well into their second and third landing page already. They're already looking and can't wait for phase two, which I can't wait to get into with you. Then there are people that still are struggling as to the difference between an application to build a web page, like a landing page and someone or the difference between that and an auto responder. You need to just go back and keep reviewing things until you get the basics. I struggled for months. I've been marketing since the early 1970s. It just goes to show you how old I am. I turned sixty last year. I'll be sixty one this year. I've been selling since I'm a teenager. I've been a closer. I'm a very good closer. That's how I've eaten well all my life.

I didn't know a thing about the Internet a year ago. I didn't know a thing about it and I had to catch up but I did it because I simply did what I'm telling you to do. I went back through the material that I could present it to me and I started reading and watching and learning and doing and by the mistakes I made, I feel dumb as I was making them but you have to go through them. I've called that the bozo cycle. I coined that phrase in Vegas last year in Bach's Live and it means bozo. I mean I felt like I was a bozo every time I'd make these stupid mistakes. It's a cycle we all have to go through. You're never going to learn until you go through your bozo cycle. Take your time, Catherine. Don't don't slow down and get worried about what's going on around you, just be careful and just go at your own pace, okay?

Okay, I'm excited to share with you the material I'm going to go over with you tonight. Modules five and six says on the screen, you know I could go through those models and just teach off the slides, which I am not going to do. I'm just not going to do it because you can go back and review those videos on your own. We methodically, we coaches methodically put those modules together for you so that you could do that, you could review them, pause them and replay them and go through them. If you're not sure about something, go through it yourself. I'm not going to teach that tonight. What I'm going to do is I'm going to break through the barrier a little bit and I'm going to talk about something that I'm passionate about; strategies. I'm going to go over it.

By the way you can see me on Tom Hitchens.com and I encourage you to follow me if you'd like to. You can go to my webpage. Let me view that before I get away from the screen here. I'm going to take you to my web site. There I am, the Tom Hitchens Community. It's Tom Hitchens.com and join me. If you want, click on this little box right here and enter one of my lead magnets and see how I do emails. I encourage you to do that because you'll see that I've actually branded myself and I'll offer you an awful lot of lessons by simply going through my sales file. Take a look at my e-mail. You will learn an awful lot from that. But what I want to do is I'm going to talk strategy with you tonight. I'm going to share some things that I'm passionate about, marketing strategies and I'm going to blend in a little bit of things that I'm seeing on the forums and in the question boxes when I do webinars and some of the e-mails

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that all of you were sending me. I thank you for those, by the way at all the wonderful comments in the modules. I'm reading some of your comments today. I can't thank you enough. It means a lot.

We all worked hard, all the coaches work hard to put this material together. On behalf of all of us, I can't thank you enough for the kind comments. These strategies are what I'm seeing that you're needing. You're struggling with your e-mails. You're struggling with an auto responder series and then we're going to get into final construction and we're going to talk about launches and some launch strategies on tonight's webinar because that's what's actually talked about in module five and model six is nothing more and I did model six, so I know that it's nothing more than basically a review of the material on Profit Academy as far as the circle of profit.

Here we have a circle of profit. This is where we're at basically if I can get my little machine to work here. There we go. Okay, here's the circle of profit and where you're at right now is you started a few weeks ago and doing this little start button here and you started to work through this process down here, phase one. Phase one; let me go up here and focus on phase one. There we go. Phase one is what we've been doing so far in Profit Academy modules. You build an opt-in page. You build an auto responder and you wrote some e-mails and some of you are even driving traffic to those landing pages. I commend you for that. I'm reading some of the comments on the form and hearing on it, talking about some of the people who have actually had \$1,000 in sales already but you know what I'm seeing? You're losing money. That's right, I the people that are making \$1,000 in sales are probably spending \$3,000 on traffic. So you're making back about thirty to forty percent of your money. We're going to talk about that tonight and I'm going to share with you ways you can actually change that and turn that around.

Now I can't cover all of that ground in an hour and a half tonight but what I will do is when we get into phase two, which I'm going to introduce to you tonight, phase two is where you begin to make up the difference of what you've lost in phase one as an affiliate marketer because you're spending more money on ads than you're getting back in revenue. Now we're going to talk about how to do that in phase two by actually you developing your own product. This is where I make my money. You've heard Onyx say, "This is where he makes his money" and I saw a question for Mohamed a little while ago asking what I make. Well, I'm going to tell you what I make only because Onyx asked me that question when I did an interview with him a few weeks ago when he was doing the launch live, remember of the television shows he was doing live? He asked me to come up for an interview and I did that with him and he asked me what the difference of his material has done to me on a per month basis since I've been doing this program with him. When I did the interview with him, I had done the calculation and I found that my revenue just for my internet sales and as a result of everything that I'm doing with follow up e-mails I was up over \$36,000 a month than where I was a year ago and I'm doing it right here with what you see on my screen, phase two, no question about it.

On phase one I lost money. I was selling products on click back. I was selling products as an affiliate marketer for other people and I was occasionally making money when I would get involved with a big launch. I remember I had done a launch with Sony Ricardi. I did a launch with Mark Lin and I did a launch with the people on ... Well, I did something with Onyx and I was making money by doing that because I wasn't buying traffic I was simply sending emails out to my own list and the offers that Sony Ricardi and Mark Ling were offering was just incredible value and people were really taken to that and I was making my money that way but

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I have to tell you that when I was building my list, I was spending more money than I was taking because of the fact that I was only selling other people's products.

Those of you that I'm coaching, those of you that I'm talking to by e-mail and those of you that I'm seeing write questions in here, I know what you're going through. I know that you're looking at your business and you're wondering why can't I make money. Well you know why, because you're just getting started. You tell me another business that you can start and in two months begin to show a profit. There's just not many of them. In business, it's generally a three-year business cycle. You lose money the first year. That's just a given. The first year you lose money because of your capital investments, the fact that you're just getting started, you're building an audience and you're building a customer base. You're spending so much more to get your business started and you just don't know what you're doing and as a result, your sales are low compared to your expenses, so you lose money.

The second year, if you can break even, that's a victory. The third year you should be making money. The third year, I'm talking thirty six months and those of you that are experienced business you know what I'm talking about. That's the business growth cycle and you know I'm right.

Rick: If you walked into a bank with that, they'd say you were optimistic. That's the reality of it.

Tom: Absolutely, Rick absolutely. You know, Rick yourself with all the equipment that you have to run your business, it took you tens and tens and tens of thousands of dollars, if not more to get that started and you weren't making that the first second, third or sixth month. You're laughing because you know I'm right.

Rick: Yeah and that's the reality that I think people who have never been in business for themselves or run any kind of a business don't appreciate the idea of instant money or instant water, just add water and stir. It's hard work. It's a bit of a risk and yeah there is ... To start off and it is quite amazing when you think about it that you've gone in 14 months from what the hell is this to that kind of growth. You're right, there isn't anywhere else legally that you can do that. We will put that at the end of it, legally.

Tom: Yeah absolutely and you know I wasn't making that money in the beginning. When I started to make money, I was making it last summer. I found myself running, when I started to put my website together, the site that I just had you on a little while ago, this Tom Hitchens site. I started to build this last summer. I still have them. I have Google ads on here and eventually these Google ads like you see right here, that will disappear. I've got some banner ads in different places here. I make good money from that but that was one of the first streams of revenue I had. I was making money by making affiliate sales and I started to figure out that I was making about twenty cents the first time I started to calculate it. I was making twenty cents per subscriber. Now we've heard Onyx say that he likes to make at least a dollar per per subscriber per month on his list. When he does launches and when he got into building his own product on phase two, which we're going to talk about here tonight, he started then to make four, five and six dollars a subscriber per month but that wasn't just doing affiliate marketing.

Now he could make good money doing affiliate marketing and he still does do it. I got three emails from him today on his new promotion that he's doing for someone else. He continues

to do that. But listen, he's been in business for twelve years doing this. He knows what he's doing. He's got a massive list. People follow him like rabid ... He's the guru to these people. He's a guru to me. When he sends an email, I open it. I'm looking to see how he builds his e-mail. I go to his offers and I want to see how he's doing it. I copy everything he's doing and then I try to make it better and that isn't learned overnight. Now when I got into the summer last year about thirty cents started to build in a forty and fifty cents a subscriber per month but then I started to get in to do this. I got into phase two and phase two is where I learned how to do it in my own products and then I started making a dollar per subscriber per month and then a dollar and a quarter and I really wasn't counting my money until somebody would ask me how I was doing then I would go back and I'd look at my revenue that I had made only because of my online activities. Nothing else I was doing aside it calculated into that total. I was only looking at what I was doing for my online activities, my follow up emails and so on and all the revenue I was generating for my website and I found that most of my revenue was made right here in that circle in phase two because I learned how to do my own products and I'm going to show you some of those funnels tonight and I'm going to show you two different strategies you can use to sell your own products, whether you have your own product now or you can go out and buy a physical product for A and sell it for B at a profit or you can make stuff, make stuff, simple stuff.

Get Audacity and put it on your computer which is an application you can record from and then you can actually record things and make your own products and people love audio files. People love video files and I'm going to show you some of the simplest things I've done in an afternoon because I've learned how to do it on my simple laptop computer. I've hosted this stuff, turned it into a sales funnel and I'm making more money from that than I ever made by doing affiliate marketing. We're going to talk about that tonight. Okay, now let's get into that. I'm going to also give you a free gift tonight by the way. These are the strategies we're going to talk about and I've got a free gift that I'm going to give you here at the very end of this and it's going to be one of the tools that I'm going to be using tonight.

Now the first thing I wanted to talk about was crafting e-mails. Your e-mails are terrible. I'm sorry they are. They're horrible. I'm reading them because I've opted in to many of your lists. Some of you that are actually having a landing page out there, I found the landing pages and I'm opting in and I'm getting your e-mails and they just stink, they do. You need to fix your e-mails and I haven't been known to be able to hold back. I mean when I think something, I have the reputation for coming out my mouth. So I will be very frank with you because I think that's what you want from me. Your e-mails need work. They just do and I'm going to show you some e-mails tonight. Let's talk about them right now. Let me get into these e-mails.

First of all, when I get an e-mail from many of you it doesn't tell me a thing about who you are. This is one of the e-mails I started doing last year when I set up my website and then I branded myself to Tom Hitchens community. I branded myself. You need to brand yourself. Many of you have never branded yourself. You just thought you could listen to Onyx and Goal and set up a landing page and go to click bank you get an offer and send out a few auto responder emails and make a thousand dollars a month. Wrong. Doesn't work like that. You need to create interest and create value in your subscriber list. Your subscriber list has to feel like there's a real value for staying on your list, otherwise they will unsubscribe.

My way of branding myself was to create a webpage of value. I give them curated posts every day. I put ten articles under these three categories. These are my three niches that I focus on

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right now and I do three post in the spirituality column. I do three friends post a day on my money creation and wealth creation column and I do four under the health. I'm passionate about health and then I also give you six of these headlines, which you will also see on the right side of my page every time you click on one of the links. This is good value. I'm curating posts and I'm also writing posts on my own and I have a nice web site for people to go to. I've got to ads for them to click on. I've got sales funnels for them to enter and every day people can count on fresh content for me. You don't get this on Web MD, the stuff I'm putting. It's all good stuff. I'm creating value in my business and in my brand and my visitors know that. I always go to look to see how many people have hit my web page every day because I want to see how many of them are returning visitors. That's what I'm looking for.

Am I my building value and my site that someone wants to come back on their own? You need to figure out what you want to do on your business. Are you going to be the face of your business? You don't have to be but you have to figure that out and I've talked about that in some of the models I did on Profit Academy. Go look at those. Brand building is critical in any business that you do. The more you build a brand, and then you build a loyal following because now you're giving value to your customers. That's what makes them buy. They know you. They like you.

Now, look what I say to them the very first moment that they opt in to my community. They're going to get whatever I promised them. If I promised them a meditation or a free e-book they're going to get that but they get a second email from me and this is what I call my welcome email and it says, "Welcome to the Tom Hitchens community" in the very first headline or subject line that you read on the very first email you get from me, it's telling you I have a community. It's more than just me with a keyboard. We actually have people that come to this every day and I tell you about it. Hi, my name is Tom Hitchens. I introduce myself. I tell you who I am and what I'm about and I even recorded a video for someone to go watch so they can hear me talk. That's brand building, folks. You need to do this. I can't tell you how many e-mails I have seen, email auto responders I have seen and not one of them are telling me anything about themselves. I have no idea who they are. All I all I get is an e-mail saying, "Hey thanks a lot for asking for my e-book here it is. I'll talk to you tomorrow. Bye."

You've wasted the best opportunity you're ever going to get to talk to your clients. These are your clients now. Tell them who you are. People buy from those that they like and they trust. Those of you that are into sales know that's exactly the key how to get a sale. If you don't like me and don't trust me, you're never going to buy from me. If you're sending an e-mail to somebody and you don't get them to like you and I trust you, why would they buy from you?

Now I go on and I talk about what's best for me and I say that I'm going to send them offers from time to time, is it fair? Good, now here's what to do get started and then I tell them to wait list my e-mails. I tell them no wait list everything that they get from me and I show them a page of how to do that. This is value folks. You've got to do it. You've got to do it. Here's my Facebook page or my Twitter account. Here's how to get to my website. Here's a picture of me. They've seen me in a video now here, every e-mail they get from me they see who I am and they can see where my website is and they can follow me on Facebook and Twitter and then I say P.S. the next few days are going to feel like Christmas because as an added bonus for subscribing, I'm going to be sending you my best of the best blog post, case studies and video. Tomorrow you're going to get the very first of the big three. I've created an open loop. I've given you a reason to open my e-mail tomorrow.

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It's all about what we're about here, spirituality, health and wealth creation and who cannot be without one of these, right? Stay tuned it's going to be good. Does this sound exciting to you? Does this sound like maybe you did the right thing by opting in? This is what you need to be doing. Tell them who you are. Now I send this as a separate e-mail and I do this for three days. I call it my welcome series and then at the end of three days I'm done with this but I continue to then to send them the value of the other e-mails that I have.

Now, another e-mail, here's one of the e-mails that you can see that I got today. Let me find this. I got this from my buddy, Ted. Dr. Ted, you all know who he is. He's a coach. You heard him on webinars. Ted has decided that he's going to create his e-mails like this. Look how simple that is to read. You will notice that you learned this from Onyx and Gall the very first time that we actually went through a mentorship program with Onyx, he said, "You've got to make your e-mails look friendly. You don't want them to look like a book. Who wants to read a book? If you're going through your e-mails, you're probably like me. You've got ten or twenty or thirty emails when you open up your e-mail box in the morning and you're going to get rid of the ones you don't want to look at because you're trying to get rid of the spam and all the stuff if you see an e-mail that looks like it's a book, you're going to get rid of it. You don't time to read it.

Most people are lazy and when they're looking at e-mails, they don't want to work hard. Here is an easy to look at e-mail. It's eye candy. You can see here are the basics that Ted has learned and does it masterfully. Look at this, great headline, Mad Scientist Breakthrough. That makes you want to open the mail doesn't it? Mad Scientist Breakthrough .. And you open the e-mail because isn't that what the headline is to do is to get you to click to open? Now he wants to sell through the body of his email the click that he wants you to make, which is a Mad Scientist Breakthrough. Look at that, within a few lines of the top of the e-mail without me having to scroll, the headline or the subject line of his email is the same subject line that he has you to click on here. Why is he doing that?

If this subject line was good enough to get you to click on it to open the e-mail, why wouldn't it be then good enough as the first link to sell when you want someone to click on that link to go to a page. Masterfully done, Ted. Then he goes on here and you notice that no paragraph has more than four simple lines of text. Look how simple that is but he's got three clicks or two clicks in there for you to go to and it's brilliant. I mean it's just ... I love to have e-mails because they're simple, they're interesting and they work.

Remember this, 98% of the people that open email will not scroll. That means that if you're going to have a link in your email, make sure it's within the first few lines, the first couple inches in the upper part of that e-mail because if it is way in the bottom, they're probably not going to scroll. Ninety percent will not scroll, so put your link several places in your e-mail. Copy what Ted does. He does a great job of that. Here's another e-mail. Let's go to our mentor Onyx and Gall. Look at this here is from Onyx. I got this today. It says, "Hey my brief holiday is just about over. I shot a quick video on the beach for you. Check it out. Watch my video now, regards, Onyx. Are you going to click? It's brilliant, it's simple.

How many of you are sending e-mails in your auto responder series that I have to first of all scroll to see any clicks and then I get paragraph after paragraph, five, six and seven lines of text as wide as the e-mail is. It just turns me off. I don't want to read the thing and if I don't want to read it, your content is wasted. All the brilliance that you have that you want to share with the

world is not going to get read. It's not going to get consumed. Look how simple that is and look at this headline, "Beach Video .. You want to see the videos, so you open email and there it is. He doesn't make you wait. Watch my video now. Keep it simple.

Now here are some other emails. Build your business in sixty days. Onyx and Gall. Here he took a different tact. Build your business for sixty days. You want to open an email don't you? He says, "I'm excited." This is a technique right here. "Hey I'm excited", this is a hook. If you put a paragraph in that first section of that e-mail, that's what someone's going to see with their eyes before they even read any of the words and they're probably going to think. I don't want to read that and they are going to bounce from the e-mail. What Onyx does he goes, "Hey I'm excited." Don't you want to know what Onyx is excited about? This is the hook of his email. He's selling this click. Reserve your spot right now and then he put some bullet points. You see these bullet points here?

Every e-mail that he does is different and I've learned so much by opening every one of his emails. I'm fascinated by all the different techniques that he uses and I copy them to my emails. Let's go on to another one here. Deal Alert; here's something I got today from Logo Up. Look at this e-mail, it's all about graphics. This is what these people are all about but what is the first thing you see here? Today Only Flash Sale, right? After you look at the Logo Up logo, you see the \$5.97 free embroidery and you read this, "Today only flash sale." If you want to sell something to your list, do a flash sale. This is part of the strategies we're talking about tonight. Every once in a while a flash sale. Put a nice graphic in there or some kind of text with a link and it says flash sale only today. I'm selling something; look at this they crossed out the \$14.95, save 61%, free embroidery \$5.97 and then a picture what you can get. Your eyes are just enjoying this because it's colorful, it's got red and yellow and pressed in colors and their smiling faces. You know exactly from looking at this in just a few seconds what this is all about.

There's another great technique. Deal Alert is the subject line. Look at this subject line right here. Deal Alert today only Tanglish T-shirts, your logo blah blah blah. It got me to open, great technique. Flash sale. Here's another one. Look at this subject line, "Did you see this?" That's one of my emails and I sent this out in October and I'm actually doing a You Tube video. I put "Hi Hack Education." See what I'm doing? I'm using different size fonts. Here I'm using italics and then I go on this say, "Here's a YouTube video?" with a link so you don't have to scroll to just see exactly what I'm sending you to and then I go on and I talk. Look I'm not doing anything with more than three lines of text or any one paragraph.

I'm trying to keep the eye comfortable and I break it up. Write like a journalist writing a newspaper. You'll notice most sentences are one paragraph. One paragraph is one sentence in a newspaper. It makes it easier to read. Look how easier that is. Here I'm actually putting more text than I normally do and then I give them another link to something and you notice how I'm blending in the links with the paragraph? I'm making it a friendly. I'm making it part of the context of what I'm talking about. Here I give them an image. I'm actually selling this. I'm selling. This is a Mark Ling product. When he did a launch, I took one of his banners and actually put that image in my e-mail and I'm sending people to it and I'm talking about it.

Here's a picture of Mark. Look how I'm breaking this up. I have some paragraphs on the upper part and here is a great place to start with a link to his landing page. I've linked one, two, three four, five different things in the body text of my email. They're really all the same thing. I just made it look different. I put some images broke it up and then at the bottom I did a P.S. get

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going. There it is again. Many of you are not using P.S. You know many people open emails and scroll right to the bottom the sea with the P.S. is so they can just get to the point because they know that that's where the meat is. If you're not doing your P.S. or P.P.S., get started, start doing them and tease tomorrow's email. Create open loops. Look, here I'm doing it right here for you. I'm telling them one more time to click the link to go to where I want them to go, which is a Mark Ling product that I'm promoting here and then I put another P.P.S. I'm setting up tomorrow's e-mail. Question, why don't people trust others to help them? I'll answer that tomorrow in our newsletter. Watch for it. You see how I'm getting you interested in opening tomorrow's e-mail?

These are techniques that you've learned from Onyx and learned from the other coaches in Profit Academy. Go back and review that. Your emails are not doing these things. Okay, here's another one. I've got a question for you. This is from Onyx. A question, so you open up to see what the question is. Super quick, he wants you to take a survey. Brilliant stuff. Onyx is just brilliant writing emails. I just love what he does. Let's see, here's another one; 60-day step-by-step. Now look he uses a different font this time. A 60-day step-by-step plan is his headline. Brilliant stuff. You want to see what those steps are don't you? You click to open. Now he makes you read through some text but you don't have to scroll until he gives you the link he wants you to click on and again, he's using is bullet points over here and he put some arrows on those bullet points to break it up. It's just great stuff.

He's doing P.S. no this one, most of the times he does. I just love to open his emails because every time I read one of his emails I learn something new. Okay, now here are some things that I do. Here's a blog post I wrote. I put it on my website. Now I want to drive people to my website. I want them to go back here. Okay, why? Because number one, I'm putting a pixel on you from Facebook. So now I can do a custom audience search and even if you haven't given me your email address, I know that you are interested in a certain subject because when you landed on one of my pages, I have a Facebook tracking pixel on that landing page or on that on a blog page. I've also tagged you in my auto responders so I know exactly who read what pages or read what blogs. I'm now promoting my blog that I just wrote on my email and look how I did the email. Here it is again. Every email I sent out now has my logo at the top. Check my latest blog I just did for you. Here you don't have to scroll to see that. That's my message of the day go to the blog.

If you click, you're going to go to a blog page and then I go on to talk about it a little bit and I just keep it short because all I want you to do is to click on the link, P.S. I missed this one. Don't miss one this one is a doozy. My newest blog post here. For those that want to scroll and see a P.S. I give it to them and I also have my Facebook and My Twitter links there because that's part of my signature on the e-mail. There's another technique that you can use.

Now I'm going to go back here to our strategies. I've been talking about crafting emails. Okay, e-mails are where you're missing the boat. You get people to opt in and then your auto responder stinks. It's just terribly designed e-mails. They're just horrible. How do you fix your e-mails? Let's go to a spreadsheet I have done for you. This is a strategy that I'm going to share with you that will improve your auto responder. This is a two week auto responder series and I'm going to save you some time. You don't have to write any notes. I'm going to give you this spreadsheet. Okay, that's my gift to you tonight. I'm going to put this link in the chat box when I'm finished talking about it and you're going to be able to click on that and go

get it on my website. It's a downloadable item and you can put it right on your Excel on your computer screen and you can work from it.

This is the way to design a typical two-week beginning email auto responder series. Now, week one and week two; there is week one and week two and you can just keep on the same strategy if you want to but as Onyx is teaching us, we don't recommend that you have an auto responder longer than 14 days because then you become an automaton. You become a robot. You can't write 30, 60 or 90 days. You can. If you use get Responders, Send Lane an lane or any other auto responder, you can set a whole year's of emails up if you want to but that's ridiculous. Don't do that. All of the e-mails I just showed you that I send out and that Onyx is sending out, Dr Ted is sending out, we're all sending these in what we call e-mail blasts. We're just sending them out. We write them. We may schedule them but they're not scheduled for more than a day or two and the reason we do that is we want to be spontaneous. We want to be fresh and clean. We want to be able to react to what we see happening around us. People will know if you become a machine.

It's good to do an auto responder in the first two weeks because it's great to set up landing pages and funnel so that you can go on vacation and be making money while people are still opting in and reading your content. But beyond that, you will become a robot so we don't recommend that you do an auto responder beyond two weeks. What I do recommend you do is to week by week plan out your strategies of your e-mails. I plan my email strategy a month in advance. I have week one, week two, week three and week four already designed for April. I know exactly what I'm going to be emailing out and I have different opt-in pages to selectively offer things to my list and when they opt in, I know what they're interested in. Yes I still have my list opt in. You heard that right. I segment my list. After you opt in to my list, I'll send you offers that maybe you're interested in and some offers you're not interested in.

You'll notice on my web page here that I have three niches that I'm very passionate about, so I focus those niches on my web page. Now, those people that are interested in spirituality are not necessarily interested in blog posts having to do with health. You may think why wouldn't everybody be interested in health? Not everyone is interested in just reading about health. They want to read about spirituality. Some people are interested about making money are not interested about meditation, so I give them a little bit of everything on this page and I drive all of my eyeballs that I collect from Facebook, Pinterest and You Tube, landing pages and traffic and blog post all to this web site because once they get here, I'm then going to segment them.

When someone clicks on a post, let's say that somebody clicks on this post right here that is having to do with health and they open that up but it's a nice post from Dr. Mercola, which I follow and love. Dr. Mercola is talking about content and I give you some of that content. It's a curated post and then at the bottom of the post I cut it off. I only post about 30 or 40% of his content because he's so long winded sometimes, it's plenty. I give you a video and then you see, read the complete article here and when you land on this page that tells me that you're interested in health. When you hit this patient, have placed a Facebook tracking pixel on this page. That's the subject of another webinar some night but I'm going to encourage you to go to Facebook if you have a Facebook account. If you don't, you should and go into your ads manager web section on Facebook and then create an ad or start to create an ad in you will notice in there and read up on it. It's called Facebook conversion pixels. Get your Facebook conversion pixel. It's free. It's code and give it your web developer and have them put that on the header of every web page you have.

That means that anybody that lands on any of your web pages they are automatically hit with that tracking pixel and Facebook now for the next six months will allow you to go in and create a custom audience. There's your key, hash tag custom audience. Okay, go in and read about it. That will allow you to create a custom audience where you can then target those people that landed on your web pages with ads and tracking pixels sometimes are much easier to get than emails. You notice if you land on this page, you're going for the content. I'm not asking you for your email address, so if I tell you through an e-mail ... Where is that e-mail? Where did I put it? I had it somewhere. I guess I deleted it. When I tell you to go to a blog page and you end up on this page. I told you to go there because I want you to give me your tracking pixel. Now when you're on Facebook you going to be seeing my ads about what subject, health right? Because that's the page you clicked on. You are interested in health. It was in the health column.

If you clicked on a post from my wealth creation column, I'm going to have a different tracking picks on that column because you're interested in money. How do I know that? You clicked on a money post. If you clicked on this post in the spirituality column, I have a different tracking pixel. This is one way that I actually segment my list. Now what does that mean? I'm actually taking my whole list and I'm saying okay, I'm going to send out an e-mail and if you're interested in meditations only the people that are interested meditations are going to click on that link. Well I'm going to tag you and I'm going to also know that you're on a blog page having to do with spirituality so you must be interested in that subject and then I'm going to target you with subjects in e-mails about what you just said you were interested in.

How do I know you're interested in that? Because you clicked on the post. You told me that. How do I know you're interested in health? Because you clicked on something in the health column. How do I know you're interested in money? For the same reason. These are ways that you can segment your list so you get leads from everywhere and then you segment them and then target your messages through your auto responders to the subjects that they just told you they're interested in.

Now if you have a if you have an auto responder set up on a landing page and every one of your different landing pages and later on you will have many, right now you probably just have one. Well that's good. That's a good start. Every time you build a new landing page, set up a brand new auto responder and target your auto responder who is subject to the topic that they just told you they were interested in. If you develop a landing page on how to lose weight, then what do you think these e-mails are going to be about, wealth creation, spirituality? You know if I read some of your e-mails that you're sending me after I opt in to your list, that's exactly what you're doing to me. You're telling me that you're going to give me an E-book about weight loss and then you send me to a landing page that is talking about tapping or relaxation. I didn't tell you I was interested in tapping or relaxation. I told you I was interested in weight loss. Why then would you take me to an offer on your thank you page that is not topic centric to what your landing page was?

These are stupid mistakes you're making and it's costing you sales because as soon as I start to watch the video on your thank you page talking to me about spirituality or meditation when I just told you I was interested in weight loss, that's why I opted in got your free E-book, I'm bouncing from the page and then you write me questions in forums and you send me emails and you ask me questions on webinars. Tom, why am I not getting any sales? It's because you're not thinking what you're doing. Before you ever build a landing page, let me give you a secret. Okay, before you ever think about a landing page that you're going to put together,

think about what you want to sell. What are you selling? If you're selling spirituality or meditations, then don't build a landing page and advertise weight loss and then buy solo ads from somebody in a weight loss niche because when your people from the weight loss niche get your landing page talking about meditations, they're bouncing.

You've got to make sure that whatever your subject is that you're trying to sell, whatever your product is must make sense to your landing page. I see that mistake made all the time and you know what you're doing. I know what you're doing, you're buying solo ads or you're buying traffic from someplace and you had a solo ad set up off of your landing page and then you're thinking well gee I'm just not getting a lot of hits on that that offer so I'm going to change offers and then you go pick another product and Click Bank and then you're beginning to get off target and then you start finding things oh this looks good on Click Bank and they're paying 75% commissions, awesome. You pick that hop like and you put it on your thank you page and then it doesn't make any sense to your landing page and people are coming through your landing page looking at this stupid offer that makes no sense. They're totally uninterested and then you wonder why they're not buying.

Come on, think sell a sales funnel around the same message. Now here's the strategy for your e-mail campaign on the first and second week on a landing page that is centered around one product and the product on week one, right here week one is not the same product you're going to sell on week two. Please people stop offering me the same damn product for two weeks in a row you're driving me crazy. If I didn't buy it on your thank you page and I didn't buy it on day zero email, which is the first e-mail that goes out the moment I opt in and then you offer it to me again on day two, one and two and three and four and five and I just don't buy it, do you think maybe hello, I'm not interested. Why would you turn right around and offer me the same product on week two. I just told you in week one I wasn't interested, so stop it. Stop sending out the same product week after week after week.

If you send out a thank you page offer and someone buys, awesome they're interested. Great now we're going to get into phase two and show you how to maximize those profits. But if they don't buy on your thank you page, your auto responder series in week one only, just this week is to talk about that same product. Here's the strategy. Now I have things like BO, DO and so on. Here's what that means, right down here you see this red? BO means blind offer. DO means direct offer and C is content. What I mean by that is remember when I said you need to offer value to your list? Start off by breaking up your e-mails one day to the next with a different strategy. Here's the strategy.

One day you're going to offer them on the first day that they opt in, you're going to offer them a blind offer. It's going to be a freebie, which is what you're giving away when they opted in and you're going to give them a blind offer. That blind offer is basically you talking about what you wanted them to look at on that thank you page. Now remember, they're seeing this email because they already looked at your thank you page. Some may have bought but most won't, right? Most people look at your thank you page and then just bounce. They won't buy the offer. We know that because on many offers on Click Bank it may take as many as a hundred or two hundred people to view that page before they buy that offer. I find that number decline because you're just not making your offer message centric with your landing page. That's the first mistake you made.

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Also, many of you are offering the same tired offers off of Click Bank. Please come up with something new. You are in Profit Academy. I'm going to show you how to do that but you're still offering the same thing as thousands of other people and you're going to the same place for traffic. That traffic has already seen that offer so they're just not buying it. As a result, you have to send two or three hundred people to a thank you page offer before somebody buys. I'll show you how to fix that but on this page right here on this first day of your e-mail, you're going to you're going to talk about what was offered on the thank you page. That's through content. Give them a story as to why they need to look at that video if they haven't seen it and give them a link to go back and watch it if they missed it. Tell them why it worked for you. Tell them why you're recommending it. Tell them why it's important in their life. That's a story. Tell them a story. You see down here where I have a blind offer story, that's what I mean by that. Tell them why it worked for you, why it worked for your friends and why you're recommending it.

Now, on the second day, do a direct offer. A direct offer is a simple email like we just saw Onyx doing. He says, "Hey do you want to see this? This is really awesome. I think you should go take a look" and he puts a link there for it and maybe he'll put a couple other lines of text that will tell you why he thinks you should have it. That's a direct offer. You're actually asking them or telling them to go click on a link. Okay, direct offer. The next day, don't do any offer at all, just give them content, creates value. If you got me to opt in on weight loss, talk about weight loss. Tell me about things that I can do to change my diet, not necessarily exercise, whatever your message is, talk about the E-book that you just gave me over here on day zero, which is your first day in your auto responder. Talk about the content and if I were you I would still give them a link but make it a P.S. That's why put that there. Do what P.S. and do a blind offer, a blind offer is what? It's a story.

Tell them a little story in the P.S.; by the way, everything I was telling you in this email today works. It works for me and here's how I know it works. Go take a look at this. That's your P.S., that's your story. On day three, give him a day off. Don't send an email. Think about it. If you've gotten three e-mails in a row from somebody, day zero, day one and day two, you're busy aren't you? If you're on my list, do you open every e-mail I send you? If you say yes, you're lying to me because I know you're not. I don't open every email that I get from somebody on the list that I'm a subscriber to because I'm just busy. I get all these e-mails. Like today I was out of the office all day today running errands and doing appointments. I'm really behind on my e-mail. I probably will delete more e-mails that I read because I was busy today. Give them a day off to catch up. You gave them a great blind offer on day zero, you gave them a great direct offer on day one and you gave them great content on day two. Now let them alone on day three. Leave him alone. The next day go back and start the sequence over again. Now give them a blind offer, tell them another story and then make an offer in there, as a blind offer a P.S. or something.

On day five give them a direct offer and then give him a day off to catch up. That is your week one strategy. Now every one of these emails that you send out you notice that there are five e-mails over a seven day period of time. I would recommend that you set up your auto responders to send out an e-mail seven days a week in the settings but then in your schedule where you schedule your e-mails to go on day zero, which is the first day of your e-mail to go out, make day zero one and two on this schedule, day three take the day off, day four and five, give them the e-mails and day six, take the day off. That's a seven day email strategy on your

first week and let it be delivered no matter what day it is based on whenever they opted in and the subject lines on the first e-mail that you send out as should be, “Here's your free info that you requested” and in that email if you don't tell them something about yourself, shame on you. You'll never get a better chance to make a first good impression than that first email.

Notice the body text starts with, “Hi my name is” and your name now. On the next week's emails of that auto responder, you're going to pick a different product, right? When you do that different product, you're going to do the same sequence though. You're going to do blind offer story, direct offer, content, take the day off and the next day blind offer, the next day a direct offer and take the day off. There is your 14-day auto responder and the reason I put Monday, Tuesday with question marks and so on, this could even be your seven day email strategy when you're sending e-mail blast out after the auto responder. Do the same thing on Monday, a blind offer. The next day Tuesday, do a direct offer. On Wednesday do content. On Thursday take the day off. On Friday and Saturdays send them a blind offer a direct offer and take the day off on Sunday or whatever strategy you want to use. That's why I put that together for you.

Now, I'm hoping I'm answering some questions for you about your e-mails and please go back and fix your email auto responder because they're horrible. You're just going too fast, folks. You're going through these modules I applaud your enthusiasm, your listening to Onyx and the coaches and you are taking action. That's great but don't just take sloppy action for the sake of taking action. Do something with a strategy. Put your mind behind it. Think what you're doing, okay?

Now we're going to move on to the next thing here. The next thing is our AR series schedule. I just did that, okay. Now the schedule, the reason I put that there is because the next item here is final construction. I'm going to give you some strategies to do some final construction with and that is also on this spreadsheet. I've got another way for you as to how to put together your offers in your funnels. The other thing that I see that you're missing out on and you're doing poorly is that you're trying to offer too much too soon. Now I know that this is not part of the Profit Academy curriculum because as you learn Profit Academy, in the circle of profit, you learned ... Let me go back to this. You learned that in phase one you're supposed to do an opt-in page and an auto responder broadcast and then you're going to run traffic to that page. That's fine. You're doing that and many of you that have done that I applaud you for doing it. Those of you that have not, you're missing the boat, get busy. Get that done because you have to do this first to understand the mechanics before you get into phase two. I'm about to move to phase two. You've got to get this down. If you don't get this down, if you don't fix those e-mail auto responder schedules and campaigns and strategies like I just spent 45 minutes talking about, which is where most of you need your help, you're never going to make any money in phase two. This is where you work out the kinks and the bugs in your business plan.

Now when you get done with this strategy and you're ready to move in phase two, phase two relies on what you learned in phase one. Otherwise it won't work for you. Let me go here and find out phase two. Here we go. Here's the graphic for that. This is phase two. Phase two differs from phase one in that you're actually now no longer doing affiliate marketing as your primary and only source of revenue, you're now building your own products as your primary source of revenue. Remember when I said about 45 minutes ago, I made most of my gain in my monthly income by doing my own products. How many times have you heard Onyx and Gall say that or Dr. Ted say that or Dave or Zain? These people are all talking, they're all

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singing from the same hymn note. They're making their own products. They're either buying physical products for a dollar and selling them for three or ten or they're making their own products by doing it digitally.

We're going to talk about that and I'm going to show you how to do that very simply but I'm going to tell you some things here. This is the part that I told you is a little different side of the curriculum of Profit Academy. You can handle that, I know you can because you wanted to walk in the tall grass, so here we're about to do that. This is the strategy that I'm going to show you how to improve, first of all your sales mechanics on your phase one funnels where you're complaining you're not making any money. Maybe you're complaining openly in the form or you're complaining to your wife or your spouse or your husband or your kids. I don't want to hear the complaining. I want you to think differently and follow this different strategy. You're starting off here. This is not what is recommended. This is not what Tom Hitchens is recommending, okay?

You've been through phase one. You've been through Inbox Blueprint. You've been through the first few modules in Profit Academy. This is what you were doing. You were putting a landing page together. You were giving away a free item and you were getting someone to opt in to your page and you were sending them over to a main offer, which is the offer on your thank you page for less than fifty bucks. Okay, now let's think about that for a second. I'm not going to tell you that doesn't work because it does to a degree but what happens is that when you take someone that just met you and has no clue who you are and if you're not sending out a welcome e-mail, they don't know who you are anyway and if you just got someone to opt in, they haven't even read that welcome e-mail if you are doing that and you immediately send them to a video sales letter on your thank you page for a \$50 offer, \$48, \$47.

You're asking me to buy something from you and I don't have a clue who you are and if your funnel product, your thank you page offer is not real closely related to what I just told you I was interested in by opting in, I'm not going to buy this product. You're asking me to do too much too fast. What I'm going to tell you on this video right now is to do this strategy, now that you have advanced through Profit Academy.

Go back and relook at your sales funnel and I want you to put two intermediary steps in between right here. I call them trip wires. You may have heard that before. A trip wire is a product. You know what a trip wire is? It's a wire that someone puts across a path in front of someone. If I'm in a forest and I'm walking through a path, you know where the beaten path is in the forest. You can see where most people walk. You're going to put a wire across that beaten path. It's a trip wire. You're going to get me to trip over that wire. How do you know where to put the wire? You put it over the path where it is beaten down. What does that beaten down path tell you? That's where the people are walking. What does that mean in sales?

If you're going to sell a product to somebody wouldn't it be easier to sell a product to somebody who's already looking for that product? That's like putting a trip wire on the beaten path. You know where they're already walking. You know the direction they're going. Don't try to sell me an offer off the beaten path. Give me a product that I'm already looking to buy. Give me something that I'm passionately interested in learning about. That's what your product needs to be and you build your funnel, your landing page right here. You build that around that product. Now in between don't offer me the \$50 product before you've offered me something

at a lower cost first. That's the secret. I want you to build two intermediary pages in between your main offer and your landing page and give me a chance to make a quick buying decision for \$10, not 50, \$10 or less. I would prefer you offer me something for a dollar, as low as you can do it.

How do you do that? By going to phase two and building a product in phase two that is something that you created on your own. Now many of you that I'm talking to and hearing from and I know that you're out there, you've got your own content already. Many of you have written a book. Many of you have already written P.D.S. many of you are good at doing audios or videos or you've created some content that is of value. I want you to repurpose some of that content you've already created in your life and give it to me for a dollar. Can you do that? Can you go back here and offer me something right out of the landing the page right after I've opted in and give it to me for a buck or two or three or five or seven dollars?

You know what I bet you'd have a much easier chance of getting me to buy something for two or three dollars than you would for 50, would you? That's where I think you're making your mistakes. In fact, I know you're making those mistakes. I was making those mistakes. In sales, if I want to sell you a \$300 item I'm going to have a lot easier chance of getting you to buy that \$300 item if I start by offering you something for \$5. I got you to get your wallet out of your pocket. I got your credit card out. I may have gotten you on Pay Pal for five bucks and then you know what I say, "Hey by the way, you know that was part of this. Would you like to have that? I'll sell you that for \$18 because it works right along with this item that you just bought for three. I'm going to show you this and I'll give it to you for \$18 or \$15 or \$19.95.

It's another item. It's another step in between this and this. Look at the difference. There's a big gap that you're expecting to close by asking them to buy something at 50 bucks. Get them started right here and then sell them this in an up sell. Then sell them your product for \$49, right there. Look at the difference. It's a stair step approach and it makes all the difference in the world in how you make money. Now if we go back to this. We're now in phase two folks. This is a sales funnel using the double profits formula. This is the 5X multiplier that Onyx and all of this talk about. You're doing multiple sales elements in your sales funnel and you're creating products that are your passion, whatever you're already good at, whatever you already have. Turn that into something that you could go back here and now; you go back to your strategy and you put together in your funnel fill of these two blanks in between here and then watch what happens to your sales. Now think of it this way, what would you rather have, would you rather have 100 people that gave you a nickel or would you rather have one person that gave you a quarter. What would you rather have?

That's a bad example. Ten cents, I'll use that as an example that makes more sense. There we go. Okay, I'd rather have a hundred people at a dime than one person at a quarter. The whole concept here, this is what I call the Ray Kroc theory. You know Ray Kroc is? He founded McDonald's back in the 1950's. I remember growing up and seeing the signs, the golden arch signs on McDonald's and it would say, "Over one billion served." Would you like to have one billion nickels? That's what Ray Kroc got. His theory was, "I'd rather make a nickel a billion times than make a dollar a million times" and that's what McDonald's was based on, selling decent food, fast food at a very low cost and selling billions of hamburgers. This is the Ray Kroc theory right here in reality. That's what I want you to change your strategy to.

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Now that you're past module four, you are into five and six, six is a recap of phase one in the circle of profit. Phase two begins right now with your mentality switching from this to this and watch what will happen to your profits. I'm now using the word profit instead of a loss. I'm sorry folks this is a loss. This is a profit, why? If you spent the same amount of traffic up here and you got very few people to buy this, you lost money didn't you? If you spent \$300 on a solo ad to get 300 clicks and you only sold four people a \$50, product you made \$200. You spent \$300. You lost \$100. Now here's the difference down here. If you spent that same \$300 here and brought people into the sales funnel that had two up cells, actually three up cells. It's three levels of sales. You sell one here, one here and one here. You're probably going to make your money back right here because you'll be selling this.

Now think about it. If you buy low here and buying low means getting a good price not only for your clicks but also getting a landing page that converts very high. This then won't have to do as much heavy lifting to get your money back for you because you're not so much in a deficit. If you didn't make it all back here, you should be able to make it a least all back there and break even. Then what happens when somebody buys this? You make your money. Hello, that's where your profit is. That's where my money comes from. I learned how to do that. I went through the program with Onyx and I said, "I got to do what this guy's doing" but I wasn't doing it as well as he was doing it so I had to figure out how to make my own products and I started doing that.

Now let me show you how simple it is to make a product. I'm going to give you two funnels that I've done and you're just be blown away by how simple they are. Here's how easy it is. We're going to go back here to the strategy. Now we're in final construction right here, okay; funnel construction. What I started to do in phase two to build simple funnels and you're going to laugh at this but what it's going to do is it's going to show you how to make this work for you right here. I took my laptop computer. I'm using a mac and I use Quick Time player and I use the camera off of my laptop computer to make this sales funnel. Where is it? Right there. Where is it and what I do with it? There it is.

It's a fuzzy video but it's me sitting on the floor selling you to buy an upgrade to my meditation that you just opted in for. This is my sales page. I'm going to blow that up and blow that back a little bit here. Let me zoom out and show it to you. Okay, here's the top of the page. Now you just opted in to my landing page where I offered to give you seven meditations over seven days. How did I get those meditations? I bought them on Fiver.com. I bought them already done. I went here on one of these categories I did and I don't know where I found it now but I went through one of these categories and I found somebody that was doing meditations and I bought some meditations.

It was audio meditations, they were guided meditations and I made a landing page and said okay, when you opt in I'm going to give you seven meditations, one a day for seven days and here is one of the e-mails. Here here's the first e-mail that I delivered to somebody and it "Hello, wow I want to be the first to congratulate you. You just took the first step to changing your life forever, for the better forever. Here's the first meditation I promised" and they didn't have to scroll to get that meditation. You see that there is a link right there. They downloaded their meditation. As soon as they got their meditation e-mail, before they got their meditation e-mail, they were on this page because they opted in to get seven meditations and they didn't know who I was from Adam but they showed up on this page and there I am sitting there smiling in front of the camera. This is an auto play as soon as they hit this page it says, "Hi I'm

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Tom. Your first of the seven meditations is now being e-mailed to you.” This actually is a transition page, right but I turned it into a sales page.

Here's a near giveaway that I prepared for you was a perfectly compliment and I start talking.

Rick: We won't hear that so there's no point.

Tom: Yeah, I didn't think you're going to hear that. No, it's okay. I just wanted you to see that it's an auto play e-mail and look at this. I didn't even have a clip on Alligator microphone. I had my boom microphone stuck in my shirt. I was wearing my Steelers, Pittsburgh Steelers; I'm a Steeler fan, Pittsburgh Steelers shirt that's how I meditate. That's from the corner of my house where I sit meditate and for about eight minutes, you listen to me tell you who I was and why I wanted to give you something to go along with the meditations you just opted in for. I said, “Listen, I want you to have something to go along with the meditation so you get more out of those meditations” and I pitched this, the ultimate affirmation video course, which I also bought on fiber.com. It's a six-video series. You can see there, a six-video series and look what I'm selling it for, \$2.95. What I did was I put it on my website. I was selling it for \$29.95, so when you were, here you would think that you're getting a value or actually it was \$27 but I'm going to sell it to you for \$2.95.

What am I offering here? I'm offering this first trip wire under \$10. I made it as cheap as I could stand it. I sold it for \$2.95. Truth be known, those meditations on those videos probably cost me \$5 on Fiver. I only had to sell two of them to make my money back just to pay for the videos, okay? Now I also offered you some upgrades. I offered you a ten daily affirmation series normally selling for \$27. I will give these to you for \$1.95. You move it over to the column where now you're paying \$1.95. If you want, I will also give you an affirmation basics e-book. It normally sells for \$19.95. I'm going to sell it for \$1.95. Yeah I want that too and they'll put that in the column and then if you want, I will also give me some guided affirmation video meditations at an MP4 for \$1.95. That also sells for \$19.99. All together, it's almost \$19.95 worth of products and I'm going to sell you for \$8.80. I have to tell you that 95% of the people that buy this offer for \$2.95 do exactly what I just showed you. They clicked the \$1.95 and over it went and I get these all day long, \$8.80. I give them a chance to pay me through PayPal or through a credit card. This is my own merchant account. This is my own sales page. This is my PayPal account. I'm not going through Click Bank. This is my money, all of it into my bank account.

How many people do you think I'm getting to buy that offer? It's my Ray Kroc effect. I'm making thousands every month still from this simple, stupid video on a sales page, thousands a month, thousands. You would be blown away by how many of these I sell. These are all digital products. They all go out with links to my buyer the moment they click that pay now button. It just automatically through my auto responder sends out an e-mail with a link that they can download their product all through auto responders. You can do that with Get Response. You can do that with Send Lane, any auto responder company. How do I do that? If you are asking me that question, then you haven't reviewed all the videos in phase one on profit academy because it is all explained right there. Just go there and figure it out. It's just a little bit more involved. Instead of building one page, you are building four pages. Instead of building a landing page and a thank you page, you are building two more pages in between.

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What do you think my offer is? It's me standing in front a video camera saying, "Hey, you already bought that affirmation video series. Great, it's on its way to you. It's already in your e-mail box. You know what. I've got something to go with it. You'll love it. People that are actually getting the affirmation series are getting this because it does this" and I sell it on the my video and I sell it for less than twenty bucks and you pay for it. Now I come back with another one on the next page. What do you think I'm selling now? Now I'm selling the offer that you're trying to huff and puff and sell over here without the stuff in between. You're missing the boat. I've already got a blind customer and you're over here trying to grunt to get somebody to buy a \$50 product. I already got somebody for \$2.95, actually its \$8.80, as you just saw and then I just sold them something here. I've made my money back from my ads and then some. Now I'm making a profit.

Why am I doing that? Because I'm following the Onyx and Gall circle of profit phase two. This is what you're going to learn in phase two. Whatever you do, learn these videos, memorize them and start doing it. Can you do a stupid video of yourself sitting in front of a camera on the floor if you are doing meditation or standing on your back porch talking about losing weight, showing a recipe book that you put together and a new diet that you found out, a paleo diet could help someone change their lifestyle? Talk to me. I subscribe. Tell me who you are and what you're offering and then sell me stuff for less than \$10. That's the first trip wire, and then sell me something for less than \$20. That's your second trip wire.

Now, do you think I'm going to have a hard time selling you on this? Probably not. This is where you make your money. All I want to do on these first two trip wires is make my ad money back. I want to break even. Now I'm going to make my profit. Now if you just got involved in the Profit Academy in the last few weeks, I now have showed you how to short circuit a 3-year profit cycle in business. You don't have to lose money for a year or two years before you break even and then make money. You can do this right now using the circle of profit phase two and that's what you've got to do.

I'm going to go over here and I'm going to show you one more thing on this spreadsheet. Many people have asked me, "Tom how do I know how long to run my auto responder launch to do a product of various pricing?" This is your main offer price. Okay, here is the main offer I'm talking about right here. There's your main offer. How do I know how to set up my auto responders or my campaign, my launches to do a product based on these prices? If it's a \$10 product that you're selling, you can do that and one e-mail. You should be able to do that in one e-mail with one link to a video or something. Ten dollars is sort of like buying a pack of gum, right? You're standing there in the checkout counter or in line waiting to check out and you want some gum and you reach over and you pick it up. You don't even think about it, right? That's a one day e-mail. If you want to sell something for that, that's more like maybe that's milk, right?

You have to think a little bit about if you're going to compare the price a little bit. It's a \$25 item. Okay, so sent him two emails one on one day and one the next to give them just a little more information. Then you want to sell them a \$50 item. This would be maybe a turkey dinner. You know what a turkey dinner is. It's got a turkey. It's got some cranberry sauce it has some potatoes. You know you're actually buying a few items to make that nice turkey dinner. You're going to plan on that. Okay, give him three e-mails maybe, one to three e-mails. A hundred dollar product maybe one to four day e-mail campaign a three. A \$300 product, do a

webinar. Do a three e-mail video series. Three emails ... I misspelled e-mail, didn't I? Three emails with videos. That's a webinar set up and I'm going to show you a webinar set up.

Here's one that I did just recently. This is a simple thing that I did. I wanted to sell a \$300 product. That's what I'm setting up here. Okay, let's go back to strategy. I'm selling a \$300 product but I'm not going to come at you on the very first day and say, "Here's an awesome product I want you to have. It's \$300." I just won't get you, will I? Because remember our strategy over here. I'm asking for too much too fast. What I'm doing is I'm going to fill in this space here with content instead of asking you to buy anything. That's another strategy. I'm going to give you content for three days. Go back to my other sheet. Here we go. I'm going to give you some content. I'm going to take you to a webinar or I'm going to give you three e-mails and in those e-mails I'm going to give you videos but I'm going to make you opt in for it first. You're going to opt in and as soon as you opt in, I'm going to give you those three e-mails, one e-mail a day for three days and I'm going to actually teach you something through this and I'm going to give this to you.

I'm going to put this in the chat here for you. All right let me just tell you what it is. It's go to proud.com. You can see it in the URL up here, proud.com. When you go to proud.com, you're going to see this. This is a launch that I did. I was actually aiming this at business people and look at the call out on my page. Here it is proud.com. I put my logo at the top predominately because I'm proud of my brand. I wanted to make it front and center. Free, unhappy with your weak results monetizing lead generation and customer acquisition? Here's how we make a profit within the first 24 hours after we generate a new customer and turn lead gen from a money waster into an immediate money maker. I want to ask you. Are you a business owner that is tired of losing money in lead gen and customer acquisition? Are you interested in my subhead here that you want to also learn how to make not only your money back but a profit within the first 24 hours after we generate a new customer? I think you would probably say yes.

Now if you click on this it's not a video that works. You have to opt in first. I say here all is explained in this free video you'll get with this free infographic following a simple ten step sequence. Boom, I give you my freebie which is an infographic and it's so small you can't read it. I don't want you to read it. I want you to opt in to get it. This is a two step landing page, by the way. You have to click on that for the pop up. Now you put in your e-mail address and you're going to download that infographic and you're going to get an e-mail from me with a link to click on and you'll be viewing the first of three emails over three days. This is a launch strategy that you could use to sell a higher priced item. You are right here. This is the strategy to sell. You can either sell it through a webinar or you can sell it through videos and all these video pages are simply one page after the other. It's just the same landing page template. The only differences I have set up as three separate pages all to go out of my auto responder one a day with a different video embedded inside the template.

It's simple. That's a strategy that you can use for the Ray Kroc effect here to fill the gap with content instead of money. Don't ask them to buy anything but I promise you if you give them three days of pure content and if you got them into this landing page; I mean look at this landing page. I think it's a pretty good headline, wouldn't you, as call out. Unhappy with your results monetizing lead gen and customer acquisition and then I go on to brag with proof by saying, "Here's how we make a profit within the 24 hours." Well if you're interested in that you're going to opt in aren't you? Now I'm going to tell over three days and each of these

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videos is about 30-45 minutes long. I stand in front of a camera and I just talk. I give it all to you. I'm telling you how to do it but I know what's going to happen. You're not going to be able to do it very well and you're going to want to buy my product, which tells you right there in that infographic how to do the different steps to make that a reality. That's how I'm selling my \$300 product or whatever priced product you want to sell.

If you want to sell \$1000, product you can do the same thing and you've seen Onyx do it with you with Profit Academy. Think how he did it. He started off by giving you a book and then he showed you videos, right? He was using this strategy right here with videos to sell you on Profit Academy. You can do the same thing yourself, stand in front of a camera or get someone to do it for you. You'll notice that this video is a lot more professionally produced. I'm standing in front of a green screen. I just happen to choose by choice a gray background but I wanted it to look good. I'm standing there in a suit and I'm talking more business owner to business owner. It's a lot different than this crappy little video I did over here but I've got to tell you, this aw shucks type video works. I mean it just looks like a regular guy talking to a friend and it converts on this page like crazy.

These are two different strategies that you can use in phase two to make money now. I'm going to wrap it up by saying, "Here's the gift that I promised you." Okay, this is the gift. Let me go back over here so I can show you the gift. I want you to go to this link I have prepared on my web page, that spreadsheet that you can download, that spreadsheet. I'm going to come back to this if you have a written it. I'm just going to show it to you quick. This spreadsheet is three tabs on here that contain all the information that I'm talking about, your strategy for doing your auto responder series, how to do your trip wires and sell a higher priced item with the different launches you can get that spreadsheet right here. It's free, my gift to you.

You'll be going to my website TomHitchens.com/gift-profit-academy-friends. I made there for all of my friends here in this on this webinar. I did our listing to me and also those of you that are watching this on replay, go download that gift, my gift to you and use it as my kiss-off to your launch into phase two because circle of profit is awesome and that's where you're going to make your money. Don't be discouraged about everything you're learning here about phase one because it will come back you in spades. Now I know I've gone an hour and a half on this and that's the content I had for you tonight. I went over it quickly I know but this is a recorded webinar so you'll be able to go back and find this in the member area of Profit Academy and watch it over and over again. Please implement the strategies. They will make you a fortune because all the money I'm making right now, a lot of it comes from the strategy I just shared with you. Please improve your emails, implement this stuff, okay.

Now, I'm going to just look at a couple comments here Rick before we wrap up to see what people are saying. Jeanette is saying, "I love the mentality here. We're not in competition with each other. There is enough to go around that we may all partake" and you are so right, Jeanette. Murphy is saying, "Thank you, Tom." You're so welcome. Just do something with it please, Murphy. Alejandro is saying the same thing. "Thank you for this wonderful information. I really need it to get going." I'm hoping that I get more comments like that because I want to see that you all are going to get going. This Profit Academy is just unfolding for you. You've just been going through basics so far, basic training. Now you're actually going to be learning strategy, field strategy. That's where your profit is going to come from.

I did model ten, by the way and I show you from soup to nuts how to build a digital product and put it on Click Bank. I talk about video sales letters and how to do videos and how to set up your all your pages and all of that so you're going to find that coming up but you can still do these simple things right now by just going through what I showed you. Brenda is saying, "Thanks Tom. I just got mojo back." Okay, great keep it going then, Brenda. Matt is saying, "Do you send users the pass on trip wire one and two?" Let's see, do I send users a pass on trip wire one to trip wire two or just stop the funnel there and thank them if they do not buy. That's a good question, Matt. If they do not buy my first trip wire ... Now you can take them to a down cell, remember down cell? That could be a trip wire number two. It could be something similar to this but maybe for \$3 instead of ten but I think you'll find that if someone doesn't spend a dollar or \$2.95, they're probably not interested in the offers anywhere along the final process here. You notice that my first offer was \$2.95. I made it a no brainer, didn't I? If they don't buy on trip wire one though, then I might take on the trip are two to sell him something a little different for a different price and then if they don't buy that, then I'm done. The fun is over with and then I just simply move them through my e-mail auto responder.

Is this PLR? Yeah absolutely it is PLR polls asking. I bought it off of Fiver and it is PLR. I have the right to reuse it. I put my name on it and off it goes. Is this my thank you page? This first item is your thank you page, trip wire number one. The first offer is not a \$50 offer. It is a one or ten dollar offer. This would be your first up sell, right here and this would be your second up sell, right there. Okay, it's just a couple more elements, a couple more pages of your sales funnel. Let's see Bruce is asking, "Can trip wire work in phase one?" Yeah it sure can and I recommend you do that. That's why I showed it to you. In phase one instead of offering the \$50 offer, offer them something for ten. Get more buyers to get those dimes. Okay, use the Ray Kroc offer right now. Go change your thank you page offer to something you can produce easily or get an e-book from somebody and sell it for a buck or two and see what happens.

You'll get a lot more buying customers and what happens when somebody buys? We've heard Onyx say that. If somebody buys, they are now ten times more likely to buy over here, aren't they? Because you already got them to buy here. That's what I want I want. I call this my activation phase. I want to activate a lead in to a buying customer and I don't care how much I make here. I just want to get the credit card out of their pocket. Now I'll probably have a much higher chance of getting them to buy this and then this. That's when you make your money. Now you're going to go from a loss to a profit.

Okay, just a couple more here and then I'm going to wrap this up. Let's see Johnny is asking, "Tom I tried to join your community website to join us link is not working. I tried both Safari and Google Chrome, maybe it is being overlooked by someone. I'll try tomorrow." It could be your network. I don't know but this is an international website, so you should be able to log in here and that little thing right there is one of my first funnels that I actually had on the page. I'm updating the site everybody. I'm actually adding a lot more content to it and I'm creating a different operation as to how I'm doing business so that the funnels are not my priority right now on this site but if you do want to opt in you can opt in right there on that for sales funnel. If not just send me an email to Tom @TomHitchens.com and you'll be able to. I'll send you back something you can opt in to.

I do recommend you opt in not just because I'm trying to build my list because I want you to see my welcome series. I want you to see how I sent you through 14 days or ten days of emails. Derek is asking, "Where do we find the one dollar products for our funnel?" Derek, go find

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something for a buck or create some for a buck. The easiest thing, if you're if you have an e-book and you created an e-book on Fiver.com go, buy something like I did for five bucks and then resell it for a buck. Yes you're losing money. But if you sell five of them you made your money back right. Yes, you are losing money but if you sell five of them, you made your money back. Go buy something on Fiver.com, make it valuable and sell it for a buck just to get the credit card out of their pocket. Go buy it on Fiver.com.

Sylvia is asking, “For a trip or a number one which we create ourselves or already have this, how to set up the mechanism for receiving their money?” Okay, that's a good question. Click Bank gives you the full functionality for you to collect the money. When you're on this page right here and you're actually making these purchases for me, I had my own merchant account because I'm already in business. I'm selling physical products and other products. Go out set up a merchant account. Get your own merchant account and link it to you your sales page. Get yourself a web developer to help you set this up this up. It's not going to cost you that much. They will then create a sales page for you and then when someone clicks on that buy now button, the money goes to you. Okay, then when you are actually collecting the money, it drops right into your own merchant account and then three days later, it's in your bank account. It's awesome or you can do it all through PayPal. You don't have to have a merchant account. PayPal is very sophisticated now. You can literally set up a small business merchant account through PayPal.

That means anyone can go to your landing page and then go to the sales page and want to get a credit card out, whether they have a Pay Pal account or not and simply make the purchase through PayPal and the money goes into your bank account on your PayPal site and then later on you can you can get more sophisticated. Shanti is saying, “I love your triple wire formula.” Thank you Shanti I appreciate that. Let's see, “Trip wire is so friggin brilliant” says Felanna. Well thank you. I appreciate that. You do the same thing. I see your brilliance now. Valdek is saying, “Can we see the spreadsheet again??” Okay, well go back and watch the video. I'm not going to show it to you again. You can just replay the video and download it, okay? You can go look at it all you want.

Shanti is saying, “Tom that is a ton of value on e-mails.” I appreciate Shanti. Michelle is saying, “Excellent feedback, Tom. Love your honesty.” Thank you. I appreciate that Michel. Okay, the email types, I think I did show that to you. Lynn, let's see, “Still does not make sense, Tom. Will listen.” It's awesome that they record these webinars. Go back and watch it over and over and over again. I know I went through it quick. I had a lot to share with you and I it took me an hour and a half to do it, so just go back and watch this video again and again. It'll make sense to you. Murphy is saying, “It's great.” I appreciate that Murphy. Tom, “Days of the week with question marks do not make sense.” Okay, good question, Tom. Let me go back and do that real quickly for you.

On this spreadsheet here, what I'm saying to you is this could be a Monday through Friday series, all right? You could use this week two strategy also on your week to week strategy after your autoresponder series is over with. Right now, my strategies on a month are, as I told you week one, week two, week three ,and week four and in each of those weeks has a Monday through Sunday written on my calendar and then I use this strategy, blind offer, direct offer content and off; blind offer, direct offer and off. Those are my seven days, Monday through Sunday. That's what I mean by Monday with a question mark. It could also be that. It could

also be your strategy Monday through Friday. That's what I'm meaning by that. I hope that makes sense for you, Tom.

Just a couple more and I'm going to wrap this up. Let's see here. Peggy saying, "The join us button on your page isn't working." You're right, Petty, it doesn't. That's because I deactivated it because, as I mentioned I'm changing things on that web page. It will be a new funnel entry right here. This is the join us that you're talking about, Peggy. That button doesn't work because right now we're changing the final structure. I'm not driving traffic to this page right now other than just talking about it with you on this webinar but eventually this page will actually take you to a sales funnel. That would be like having a newsletter opt-in. Someone will say,

Gee I like this content. I want to join Tom's page and will click on that button and they off in one of my lead funnels. Thanks for pointing that out. I'm sure other people are thinking the same thing. I didn't think to mention that.

Rebecca is asking, "Will you review my autoresponder e-mails?" You know what, I can't review everybody's auto responder e-mails, Rebecca, other than to say I would invite you to put them on the forum and ask other people to review them for you. I encourage you all to do that, instead of just shouting out to the world, send link doesn't work and I don't understand module three. How about getting each other to work together and help each other and then Rebecca go on the forum and say, "Hey does anyone want to take a look at some of my auto responders? I'd like to have some feedback" and then Rebecca return the favor to somebody else. That's what a forum should be in my opinion.

Johnny is saying, "Thank you." You're welcome, Johnny. Johnny says this is exactly where he's been stuck for the past few weeks trying to figure out how the heck do I create a landing page when I have no idea what's going on in my subscribers. I spent all day researching affiliate offers today and then started looking for my freebie. Now I'm working on my landing page. There should be something in the early training about the critical stuff, and maybe there was. I have not watched every video yet. No, Johnny you will find that the early training. Why because we're simply trying to get you to set up a landing page with a thank you page offer period. Set up your autoresponder and get everything linked together and get the basics out of the way and then send affiliate offers out to a list. That's all that you learn in phase one. Phase two now we're getting into this good stuff. That's what it's all about. You're not going to find that early on but now we are transitioning.

Just a couple more here. "Hi Tom what technique can be used for branding?" This is Isabelle asking, "What technique can be used for branding ourselves when we are a shy person and not comparable like you in doing videos?" Good question, Isabelle. I chose to do this because as you can, see I'm not uncomfortable in front of a camera. Here I am standing in front of a videographer. I have a teleprompter that I use. I mean I got all kinds of equipment that we used to do my videos and I'm comfortable there. I'm on T.V. with my infomercial. That may not be for you Isabelle and it may not be for a lot of you. You know what you do, you set up a brand company name. You don't put your face on it. You don't even have to put your name on it. Build a brand .Paleosecretsforthehealthy.com or paleosecretstodiefor.com. You see what I mean? You create a brand name company where then all you do is put content out that doesn't have your face on it and then you can still do the same things I'm talking about, exactly the same things. I just chose to use my name because people knew me from T.V. People were

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knowing me from Facebook and people are knowing me from these webinars that I do so I'm comfortable doing and I just do it. That's my choice you have to make your own choice places.

Let's see here. Amar is asking, "Hi Tom could you show us how to deliver our first e-mail on the box and not in the same folder as the spam folder?" Well you know what you do, I showed you one of the e-mails here. By actually giving them a waitlist instruction, wait list instructions. That would be my welcome e-mail. Here it is. When you opt in, you're going to see that you get two emails from me. One is delivering the I am I promised you and the other... No I got rid of that early. Its wait listing instructions. When you opt in, you're going to see that I tell you, "Here's the item that you opted in for and here's your freebie." Then I send you another e-mail for just a couple days and I say, "Hi my name is Tom Hitchens. I welcome you to my community. Here's a video I did for you. Now it's important for you to make sure you get all my e-mails. I'm going to give you some instructions to wait list so it doesn't hit your spam folder" and I tell them how to do that. When you opt in on my list you'll see I provide them a page showing them if they have Google Mail, Mac Mail, Outlook or Yahoo mail whatever mail they have, whatever that client is that they're using, I show them how to set the settings on their e-mail client so they can wait list my email address. What a concept. Then it won't get in the spam folder.

Listen we've got to wrap this up. We're already very, very long but I want to thank you all for your time tonight and please go get that gift. It's valuable to you. I know it is and I know that it will help you and I wish you all the best. And Rick, I'm finished buddy.

Rick: I was supposed to record this.

Tom: You didn't record this? You're fired.

Rick: It's not in my contract. Wouldn't that be awful? Eight years doing this and I've had it happen once when the network crashed horribly otherwise. That's why, as you pointed out, I got so much invested in hardware. Its six machines running to do this crap, the educational material when it comes to the other end, hopefully. Anyway, excellent stuff. I'm going to ask you, Tom if you can do a copy of your HTTP link and drop it in the chat box. People might have a little trouble with that because it is parsed and they might not see the space. If you can give that link and drop it in the chat box just before we leave.

Tom: Let me see, here it is. I will do that right now. This is what the page looks like, by the way when you go to get. It's right there where you will click to download your spreadsheet and here is the link. I will copy it right here and I will follow Rick's instructions and paste it in for everybody to see.

Rick: By the way, I've put a tag on the top of that, every one of them who clicks that has to send me fifty three cents.

Tom: There you go.

Rick: You pasted it into what?

Tom: I pasted it into the chat box, I thought.

Rick: Who did you send it to?

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Tom: No, I didn't. There you go.

Rick: Okay, that's it. There, you did it, everybody.

Tom: Click on that link and go get your freebie and thanks for visiting my page and I wish everybody good luck in phase two. I know you're going to love it.

Rick: Well, I think it's been an eye-opener for a lot of folks, reading the content of these messages they flash by the screen and my old eyes, I have to slow things down but it is quite a revealing strategy guys. Your comments on Ray Kroc and what they wish to refer to as loss leaders, I mean here in Canada we have a national chain of pharmacies that you can do everything except get your oil changed and I think next year they are going to do that. They have been doing this for years and it drives me nuts because I will be "sent" by someone I cannot mention, "Oh look, something is on sale at the drugstore. Go and buy it" and I go, "They don't sell that in drug stores." "Well it's on sale tomorrow for \$1.84, normally it's \$3.00." Right and now I go to the drugstore there are only twelve of them in the store but there's 87 people in line waiting to buy stuff and every one of them has got a basket a lot of things but they all came in to buy the same \$1.87 value. It's a strategy that's been around for years, folks. It's not rocket science. It works very, very often and it's the best way I've seen it explained in a long time. Tom thanks very much.

Tom: Rick, I got a comment here from somebody saying this link is not worth working. I just clicked on it and it's bringing the page up. Maybe if it's not for some reason right now ...

Rick: I can only suggest possibilities depending on where someone is, there could be and I say this, folks with the greatest of sympathy, it's possible somewhere on the planet your ISP might have some roadblocks somewhere. There could also be a traffic issue. I mean I know it works. Tom knows it works. The two of us have got it working then a lot of other people have got it.

Tom: Did you click on it, Rick? Does it work?

Rick: Yeah.

Tom: It does?

Rick: Yeah, that you want to come. I mean you took the URL off the top of your page.

Tom: Yeah.

Rick: Okay, that actively means that you grabbed the resolved URL, not something you typed on the screen and you know when that happens that means that's a live page and you know when you go to see that, it should come up. Now it's slow, I'll grant you because you've got a whole lot of a lot of people hammering it and I don't know what sort of frequency your servers allow you to get at if you're using a ...

Tom: I've got a private server.

Rick: You have a private server?

Tom: Um-hum.

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Rick: Then it should be, I don't know.

Tom: You brought it up so you know it works.

Rick: Yeah, I had 400 people were on here earlier and yeah it doesn't take much. It doesn't take much to tip it over.

Tom: If it does work now, just give it a few hours or come back in the morning. I will make sure it works. I promise you that. You'll get it.

Rick: It's one of those things, its Murphy at work on the Internet. Murphy owns the Internet. Nobody knows that but me but he does. That's why it breaks so often too. Anywho, nothing important out of my mouth for the rest of the evening, as we all know. I will try my best to get this thing up in the members' area as quickly as possible and with any luck, you'll be able to see it shortly and on that note, folks the best we can say is we'll be out of here and we'll see you on the next go around. Do your homework. Take action and you'll get to the where Tom is. Thanks again Tom.

Tom: Thank you.

How did Nancy do?



If you rate this transcript 3 or below, Nancy M will not see your future orders