

Profit Jump Start Workshop #3

Anik: All right. Let's get started. Everyone, thank you so much for being here for Profit Jumpstart session number 3. Our final session of the Jumpstart series. With the close of this session guys, what we will be bringing on soon is now, we're going to start moving into phase two of Profit Academy. If you thought phase one was fun, wait till we go into phase two. This is where millions are made.

Phase one is really to help you get your feet wet, get things going, get you started, learning the terminologies and making some money. We're going to go through a lot of stuff first where you connect with me first. I'm here, I am reading your comments and I want to hear what you have to say.

Firstly, can you hear me. I want you to type in the name of the place you're calling from. I can already see your name. I've seen some people type in Malaysia. We've got Michelle from Nevada. [Dwana 00:00:51] from Iceland. I want to go to Iceland. We've got [Aboyomi 00:00:54] from Nigeria. We've got Canada, North Carolina, Wisconsin, Calgary. We've got Saratoga and New York, New Hampshire, Sydney Australia. Always by Australians, love them. Florida. We've got Maui.

We've got people from all over the world. Mexico, Costa Rica, let's see. Sorry, if you're from the US, I'm skipping you, but I know you guys are here in California, Iowa, Georgia, everywhere. We've got Jithendra from India. Hey, how are you? Welcome. Hey Jithendra where in India are you from? I go a lot to North India and of course, in Mumbai.

We've got Jana from Finland. Do you guys see this? This is insane. We have people from all over the world, literally. This is so cool, and this is my favorite part about having an online business. Seriously. It's my favorite part about having an online business is the fact that we can have people from all over the world sitting here with us. How does it get any cooler than that? It really doesn't.

Now, before we continue on, of course, I've got other questions I want to ask you guys, and I just see hundreds and hundreds of responses. We're going to move forward here. Jithendra says he lives near Pune. That's pretty close to where I go. It's very close to Mumbai. All right everybody, here's the deal. We are now sitting on March 24th. We have lost an entire week out of our 30-day challenge.

We have exactly three weeks left to generate your first dollar online if you want to be a special member of our profit action team, or what we call team profit action. I don't know. It wasn't a very popular name. It doesn't matter. The whole point is, it means you are taking action. You are doing what it takes to succeed. We're proud of you and we're going to give you a bunch of cool prizes, training,

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little doodads that you can wear, that really represent the fact that you are separate.

You're getting a certificate. You're getting a hat. All these limited edition things that we've never really given out ever before. Here's the deal. We've got ... I'm going to read a text message for you right now. This is really cool. I got it as of this morning. Let me find it. In the last week, we have had 26 new students join us on the dollar badge and we've had 9 students cross the hundred dollar badge.

We are really ramping things up here. Now, the cool thing is, that the students who have achieved the hundred dollar badge, it is only a matter of days before they achieve the thousand dollar badge. I just know that. This is how it works. There's a reason I'm pushing you to generate your first one dollar. There is a reason that I'm pushing you to really generate your first dollar. That is why you need ...

Look, let me tell you guys something. Everything, when you first start is hard. I see what you guys are writing here. Can I have a moment. With your permission, I want to yell at you for a moment. Yeah, I just said that. I want to shout. I actually want to have a moment where I can be real with you and just give it to you straight, because you said I'm your coach right? You guys accepted me as your coach, and I want to take that seriously. Say yes in that question and answer session if you're okay with me just giving it to you really straight and you're not going to take it personally, not going to take it rudely.

Wow. A bunch of people are saying yes. Okay, look. Guys, stop complaining. Stop reciting all the obstacles and all the problems you have. Just cut it out. Just stop it. I mean it, seriously. It makes me angry. Because nothing is going to be just handed to you on a silver platter. If you want it bad enough, go get it. Why are you- You get stuck on something small and then that's it.

Then, instead of going in a dressing and you're fixing it, I'm reading your comments here. People are complaining. I go to the forum, people are complaining. They're submitting support tickets. We're not going to do it for you. That's not fair. No one did it for me and no one's doing it for our other students who are succeeding. They have access to nothing more than what you have.

If you hit an obstacle, we're here to help you, but there's also Google.com. There's also plenty of places. Don't sit there for days waiting for an answer for something. Go out and get that answer. This is your business. It's not my business. It's not mine. I love you and I care for you and I will do everything I possibly can to help you. In the end of the day, do you want success? Do you want to change who you are?

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It just starts with you. It starts with you. Yes, you're going to hit obstacles. Come on, what did you do in your life? What's the last time you did something hard and you didn't hit an obstacle? Or you did something worth your time. Something that's actually going to change your life is not going ... Okay? It's not going to be super easy. It just isn't.

I need you to step up and accept that. I need you to put your war paint on. Put it on right below your eyes and just make the declaration that you are not going to stop. I'll tell you, the reason I got into this little bit of a rant. Everyone is saying, "Great rant Anik," and all that. It's for your good.

If I have reached even three of you, then I'm telling you, it was worth it. Guys, I know sometimes ... You know what? It's the internet. Sometimes, things happen. Some of you may have had problems with this, or with that, or here, or this. We have obstacles. If you go back to watch what my profit workshop, where you came in to Profit Academy, I told you, I dang well guarantee, you are going to have obstacles. You are. We always do.

Imagine the first time you were trying to learn how to ride a bike. Did you not fall? You fell right? You fell more than once, but you still got up and you did it. Eventually, you became a master of it. Why is it any different now? Why do you expect that just because you're a member of a community, you have nothing to do, you won't hit any obstacles? Guys, the point of the community and the family is to help each other, and help each other when we fall. It's not to do it for each other.

Right now, I'm saying this, because we have three more weeks. There isn't a single reason why not every single one of you, not every single one of you, should be a member of that profit team action. I don't care if you're having a hard time getting your opt-in page up, or your autoresponder up. Then, figure it out. Go to the forum, and when you post in the forum, don't post with a negative attitude. Don't post complaining, post with a positive attitude.

Ask for help, do it nicely, and I bet you, we've got a plethora number of students and coaches who are going to do it. That's all I want to say, because we got three weeks. Let's do this all right? What we're going to do now is, I want you to go to that question box and I want you to say, "Done." That means, you got three weeks, you're going to hit a dollar. You're going to do your first dollar, and you're going to complete the challenge.

Oh my God, I wish I could show you guys, I'm pouring in of "Done's" I'm getting. Awesome. Killer. I love you guys. Thank you. Everything I just said, it was for you. It wasn't for me, it was really because I want you guys to understand the mentality it takes to drive, it takes if you want to be a major success and make a

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change in your life. Not just with Profit Academy, but with anything in your life guys. It takes that.

Let's dive right in. A couple of quick things before I enter the presentation mode. I want you guys ... Oops. I want to do that. I want you guys to go to ... We've got a really cool session coming up. It's still a couple of days away. Sorry, not a couple of days away, it's more than a couple of days away. You should be able to see on your site right now. Let me give you the URL. It's iproworkshop.com. It's iproworkshop.com. I'll talk about it in detail right now.

If you were there over the weekend, you heard our guest speaker, one of our most brilliant guest speakers. Fred Lam announced this. I literally have been chasing him, like you won't believe. I thought this URL ... Hold on one sec. I'm writing it out here. Oops, way too big. I hope you guys can see that. The site is not very pretty, but who cares? It's only for us. It's only for profit academy students. I threw this up very quickly. I'm making a prettier site. It will go up probably by the time anyone's watching a replay of this. Go to iproworkshop.com real quick. Just go there real quick and let me explain to you what we're doing.

Guys, Fred Lam is one of the best investors I've ever met in my entire life. I don't say that lightly. I've known him for two years, and I have been begging him for two years. I have been begging him for two years to come on and teach this stuff. Quite frankly, he had no interest. He said, "I make more money. I don't have time. I make more money doing it." I don't know what kind of change of heart he had, but some time last year, he came to me and said, "All right. I'm ready. Okay. If you want me to teach, I'll do it." I really stayed after him.

He's doing a series of three workshops for us. It's going to be on April 13th, 16th and 20th. Here's the part that I really need to drive home. You guys, some of you have already signed up, so you need to ... It's free, by the way. There's no cost. You just need to go put your email address in, but do not send this page around. It's only for Profit Academy students. It is not for anybody else.

There are things he's going to share with us live that he cannot share with us on replays. The reason for that is just, it's very simple. It's because it's his secrets. He spent years and millions of dollars in investing to figure those out and he said, "Look, I'll share it with anyone who's there live, but I don't want it to be on a video, because videos gets passed. Videos get passed around everywhere." Right? Fair enough. He actually had me sign a contract that said that too.

What will happen is, yes, we'll have replays. Yes, the replays will be great, but there are going to be a few key parts in every webinar that I'm going to have to delete from the replays. That's why I want you to mark these down, these times.

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I want you to mark them down in your calendar. April 13th, April 16th and April 20th all at 8:00 PM. I need you to be there live, because it's going to make all the difference.

There's no cost to it, just want you to register. Fill in your name ... I mean, fill in your email address. Plan to be there live. We still got a couple of weeks before we start. That's why I'm letting everybody know with as much time as possible, so that you can all be there live.

Then of course, last but not least, guys, have you gone and earned your badges? Even if you've not earned your dollar badge yet and you're working on it, there should be other badges along the way that you have earned. Make sure you apply for them, because every morning, I wake up, that's the first thing I do, believe it or not, is I look at what our badge earners are. Who's earned and who are the new ones. I keep very very close tabs on this.

If you want me to watch your success, make sure you get into this ... make sure you get in here and you do ... All you have to do is log into the members area and then scroll down to the bottom here that says Our Badges. We're going to change. Right now if you look at the home page, I'm going to actually change the home page soon.

By the way, I'm having some internet issues. Everything is slow. I'm going to be changing the home page soon, so that it reflects the 30-day challenge. We have three weeks for it and I expect to see all of you in it. Let's go into presentation mode. Boom. You guys should be able to see that.

I'm just reading your comments. I took a break because you guys are all sending me awesome, awesome, awesome comments. By the way, if you're having any questions or problems with the badge guys, just send us a ticket to support@vssmind.com and give us at least 24 hours. Right now, we're sitting at about a 17-hour, 15 to 17-hour turnaround. We are working on getting that down and every week we're improving it. We will get it down for you, but support@vssmind.com.

Profit Jumpstart session number 3. Let's keep moving. Session number 1 recap. I just want to quickly do recaps of session 1 and 2, and then let you know that today, we're going to be talking about traffic. Again, you want to get something to take notes with out, because of the fact that, I'm going to be giving you tons of URLs. Probably, more URLs today and more resources today than you have in the prior two sessions combined.

I just want to make sure real quick. Can you guys see my screen? Can you see it? You should see a little sunshine icon onto the top right and you see Session 1

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Recap. Just type the yes if you can. Good. I just had one student say he couldn't. I'll make sure everyone can see it. Then, someone liked my sunshine. They said adorable sunshine. You just had a sneak peek at my whole presentation.

Two keys to finding a profitable niche. Of course, I've misspelled niche. Guys, basically, here are the two keys. Again, I want you to go back and watch session 1 and 2 if you've not already because I'm going to recap them real fast. I'm not going to go into detail. Those sessions are uploaded and available. Go in and watch them.

Two keys to finding profitable niches. Number one, money is already being spent. You don't want to go into niches where the money is not already being spent. We are not at the stage in our marketing careers where we create a market. We simply want to enter a successful market. Number two, healthy volume of offers. You go into places like ClickBank. You go into places where they have affiliate offers for you to promote. It's not enough to just have two, three or four. You want to have plenty of offers and programs that you can promote. That's the only way you're going to make sure you make a lot of money.

Now, amazing places to do research. If you're trying to figure out whether your niche, whatever your idea is, is going to be good enough for the how-to market of digital publishing. Amazon.com is one of my favorite places I go to. Not just to research your market size, but I use the same place to research all kinds of things actually. I'll research topics for free reports. Especially when I do phase two product creation. I love using Amazon.com.

Dummies.com. Dummies is a multi, multi, multi, decamillion dollar business. They would never ever launch a dummies.com guide for something unless it was a huge market. Clickbank.com, obviously guys, one of our favorites. You'll make a lot of money from there. They pay you out. It's a super great company. I've been there for, I don't know, 20 years or some crazy number. 15 probably.

I've made millions and millions on them, so there's abs- I couldn't say a better place if you're looking at digital publishing. Then, where to find affiliate offers, clickbank.com, shareasale.com. All these URLs have been discussed in detail on session 1. I'm just recapping the URLs for you in case you want to write them down in one place. If you're looking for tons of affiliate offers to promote, clickbank.com, shareasale.com, cj.com.

CJ is not really that great for digital products. It's really good for physical products, but physical products don't have a ridiculously high commission rate, digital do. I don't know. I never used CJ. I probably made, maybe \$5,000 on CJ my entire career. Jvzoo.com. I'm actually here in San Diego, because I was here last weekend for JVZoo's event here. We threw a big party for all the JVZoo

affiliates. It was a tremendous amount of fun. I'm getting to know that marketplace better and I'm very impressed. I can feel very good about recommending you to jvzoo.com.

Warriorplus.com, another great source. Never used them myself. Never made a dollar with them, but I hear great things. They've got a lot of offers, but I believe they're mostly [personal 00:16:40] development and mostly internet marketing offers. If you're in those niches, if they interest you, those are great marketplaces.

Knowing your numbers was a big part of session number 1 guys. Remember, our conversion rate, the term conversion rate is very popular, because you're going to need that. There's two kinds of conversion rates. I only wrote one of them on the slide, but there's basically, the click to buyer. Meaning, from all the clicks you get, how many actually spend money? How many buy something because, typically, that's when you get paid is when someone buys something.

We have also have a conversion rate for an opt-in page. Click to buyer conversion rate, 1 to 3% is going to be good. Anything above 3% usually kick butt and awesome. Opt-in conversion rate, like an opt-in page conversion rate. You're going to look at anywhere from 30 to 50%. I've definitely seen some that are 60, 70%. That's your opt-in pages you're making. Basically, someone comes to a page, they fill in an email address and boom!

Usually you have really really high opt-in rates. Obviously, a lot of different things can make a difference on what the opt-in rate is ... Why do I keep doing that? Sorry. That would be your opt-in rate. It would be about anywhere from 30 to 60%. Typically, mine are always like 40, 50%, but trust me, the source of traffic makes all the difference.

If you're using Facebook, you're going to get like 25, 30%. That's excellent. If you're using solo ads, you're going to get 50 to 60%. That's excellent. If you're using affiliates, it will vary by which affiliate and so many different metrics. The other term that you've got to get very used to hearing and you'll hear it from me all the time, is the term called EPC. Earnings Per Click.

Number 1, the root figure, this is the root figure that runs your business. In an online business, you can't hear the words EPC enough. Trust me on that. It's this figure, this EPC figure. What is it? Earnings per click is basically how many clicks did you get and in those clicks, how much did you earn.

Let's say you sent something, a hundred clicks. Let's say there's an affiliate offer or even if it's your own offer, if you're a phase 2 Profit Academy student, and you send a hundred clicks and you made \$200. \$200 divided by a hundred clicks is

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\$2. It basically gives you that, every time you generate a click, you're going to make \$2.

Now, this is really really important, because if you're going to go out and invest in clicks, which is what I tell you to do, because it's the best way to really start scaling your business, you need to know your EPC, because you need to figure that number out very quickly and be very comfortable with it. It's probably the most used three letters in internet marketing ever.

The factors that affect conversion is very important. First of all, the actual sales material, the sales copy. Is it a video sales letter? Is it a webinar? Is it a written sales letter? Is it good? Has it been written by a good person? I've done a test before in my life, which had been really funny where I literally will ... I'll put myself up against a junior copywriter. Someone else, I'll take the same offer, will do a VSL and everything, will keep the VSL looking the same and I'll take a junior copywriter and have them write a sales copy, and then I'll write a sales copy.

You got to imagine, I've got about 13 years experience and I've sold, I don't know, plus a hundred million dollars worth products on the internet with copywriting. I write my own copy from day one and I will shatter the junior copywriter. That does make a difference. It makes a huge difference and you'll learn more about that when we get to phase 2. If there's ever one place you should invest money, that's getting good copy done. It's very important.

The quality of the lead is going to make a big difference okay? The source of traffic is really what I meant to write. Because you come in from Facebook, from Facebook how qualified is it? How targeted is it? There's just a lot of places that can make a difference. Even in solo ads, and who's sending it. As an affiliate, who's sending it? That can make the difference. All the difference in quality of lead.

Then of course, is a lead warm or cold? Here's an example of a warm lead. Let's say you have your own product up and an affiliate makes a recommendation to your product. For example, many of you probably came into Profit Academy endorsed by other people. You came in to Profit Academy because someone you trust and whose list you were already on, recommended that you join Profit Academy.

It was because of that trust, it was because of that trust that you were a very different quality lead coming into our system. Because someone you trusted told you ... Man, I'm so tired of this thing being ... Anyways, versus, what if you had just seen that on Google randomly. You didn't know who Anik Singal is, you didn't know what Profit Academy is. You just saw this message. Your perspective towards my offer would be very very different right?

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The next thing we talked a lot about in session number 1 was all about how to build relationship, how to find that trust balance between promotions and providing a good value to your list. Because, you got to learn to be the person they- [inaudible 00:21:49]. Remember, you want to learn how to be their friend. You want to learn how you can position yourself, almost as if someone ... so that when you recommend something to them, it's like their friend is recommending it, not some company or some corporation.

I shared a lot of really cool strategies and stories about how I do this. You've probably seen me live in action. Tomorrow, my wife and I are actually moving to a beach house I rented for us for a few days. Right now, I'm actually staying at one of my best friends' houses, and he just bought a brand new huge house. We're having fun here, but tomorrow ... I love staying on the beach. It's one of my favorite places. We'll be on the beach house. You could very well expect me to do a video for you from the beach house. I wouldn't put it past me to make a video and say, "Hey guys! I'm in San Diego. Look at the view and blah, blah, blah."

You get a chance to travel with me and you get that feeling of knowing what's going on in my life. That is a very good example of how I build relationships with my list. We, of course, talked about the two ways to communicate via email when you talk about your email marketing. You've got the autoresponder, which I told you, I like to do about 10 to 15 days. I don't, typically myself, do more than that.

Then, we've got broadcasting, which is your on-demand emailing and that's typically what I do. You will see that you had one from me this morning as a Profit Academy student letting you know that, "Hey, we got Profit Jumpstart session number 3 happening." Starting tomorrow, you'll see me broadcasting out to my entire lists. I've got a survey I wanted them to fill out.

I tend to use broadcasting more than anything in the world, just because, I don't know, it's a personal preference I guess. We talked about the seven types of content emails you can send to your list. I don't want to go over them right at the moment, but guys, if you really need help getting emails written, which I've seen a few of you saying and that's a point of struggle for you. Then, no problem, just go and watch session number 1 and we've got a lot of stuff there for you.

Promotional emails, we talked about three different types of promotional emails that work very well that you can send. Then, I even shared an extra bit where I talked about a hybrid. Where we talked about how you can combine content and promotions without your list ever knowing. It works really really well and I shared that with you.

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Then of course, we talked about the two most important parts of an email. I think it's a little silly I say that, because basically, the only two parts of an email are your subject line and your email content. Each serves a different purpose. Your subject line serves the purpose of getting someone to open your email. Arguably, it's the most important part of an email campaign.

Subject lines get the most debate and time in our company. I mean, that's the only thing I'll overturn all the time when one of my email copywriters sends me an email. I say, "Nope. I don't like the subject line." The email, I don't pick on so much, because once you have a good brand with your list, even if there's little errors and issues in your email, they'll still read it, because it's like their friend is emailing them.

The subject line, that determines whether they even open it. That's a big part. Subject lines determine the open. Emails determine the click. Once you start to review and read your data in the future, as long as you track your open rates and click rates, you'll be able to know where it is that you need to improve your email marketing ability.

The next big thing, which I really want you guys to go back and watch session number 1 for, is that we talked about the percentage rates that you can expect what's a bad open, bad click rate to what's a good open and good click rate. What's a great open and great click rate. I went over those metrics with you. It's a good metric to know and keep in your mind.

Session number 1 recap, when to mail. We talked about the best days and times. I'll just review them with you right now guys. Monday through Thursday, it is best to mail at 8:00 AM Eastern time. If you missed the 8:00 AM, you can mail again at 3:00 PM Eastern time, but do not mail on the weekdays at 6:00, 7:00, 8:00 PM Eastern time. You will have just destroyed your click and open rate by half. I should say, by up to half.

You'll see, some of the biggest marketers make this mistake too. It always baffles me to see how many marketers make this mistake. Anyways, don't do that okay? Monday, Tuesday, Wednesday, Thursday, great days to mail at 8:00 AM or 3:00 PM Eastern time. It's New York time. Or, on Fridays, [inaudible 00:26:33]. Friday's always been a bad day. Not only from a perspective of ... Not only have it been a bad day to mail in the perspective of ... What's the word I'm looking for here? In the perspective of open and clicks. No one buys, even if they click, it's like a horrible day to buy stuff if you're doing a promotion.

Saturdays are okay. I don't mind Saturdays. I'm not a huge fan of them, but if I'm going to mail Saturday, I like to mail a little bit later. Probably mail like 10:00 AM or 11:00 AM. On Sundays, without a doubt, I like Sundays, they're not bad, but I

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will not mail before 12:00 PM Eastern time. We got church. A lot of people go to church on Sunday. I found a massive open rate increase when I mail at 12:00 PM Eastern time or even later. You can go as late as 2:00.

Sometimes 3:00 PM Eastern time on Sundays are great, because people, on Sundays, and for the most of the world, Sundays are like lazy days. Go back home in the afternoon or just hanging out. You'll see a lot of people catch up on their personal things during that time. It's a great day to email.

Session number 2 recap. Guys, you've got to go in and watch me review various different samples of opt-in pages. I share with you the elements that are key in making an opt-in page convert. I also go over the two types of thank you pages. One which is promotional, the other which is not. You'll know which thank you page to use for each and which is right for you. I do share with you, which situation and in which situation you should use the promotional one. Then, which one you shouldn't.

Then, of course, we gave you the thank you page generator. If you've not seen it yet, please look for it in the Profit Academy members area. If you need a direct link to it, email us at support@vssmind.com, we'll send that to you. It literally allows you to fill in three fields and we'll help you create a really cool hosted thank you page, that's on our site. It's not on yours. It just helps transition the user from your opt-in page over to a affiliate offer, if that's what you choose and that's what you wanted to have done.

Then, we all talked ... Some of you at that time, but I haven't actually seen this fairly recently. That's great. Some of you at that time were talking about having some issues coming up with your free gifts. You were confused. I think this session really help resolve a lot of problems, because I've seen a massive downtake of anyone basically being confused about this topic.

Three types of content formats to use as gifts. PDF, audio and video. The reason I've bolded and underlined PDF is, it is totally the easiest way to go. When you're just starting right now, not only do PDFs have the highest conversion rate, but they're the easiest and most inexpensive to create. I really think you should just give away free reports. That should be, or basically, the free gift you dangle in front of your list or in front of the visitors that come to your site.

Then, of course, there's three ways to get that content created. I shared all three ways with you. There is the do it yourselves, there is the hybrid and then of course, there's the full-on outsource it out. I shared all the outsourcing sources with you from where the best places are for design, all of that. I don't want to go through it right now, so please just go watch session number 2. Then, of course, we talked about how to turn yourself from an authority into something that just

... someone that just has fans. We use Facebook, Twitter and YouTube to do that.

Let's move on to traffic to your website, especially, our goal today. How many of you are still with me? I want to see you type in pumped if you're ready, if you're still here. Pumped, P-U-M-P-E-D. All right. We got hundreds of people. I got everyone's attention still. Guys, I'm going to share with you, now I'm going to ... What I'm about to do now is hit the accelerator. We're going to go through a whole bunch of traffic sources.

Some of these traffic sources I'm going to share with you are scalable. Some of them are not that scalable. My goal for you right now, and I'll tell you as I go through it, I'll let you know if it's scalable or not. My goal for you is to get enough traffic. I don't care which of these strategies I'm about to share with you. You can use any of them. I just need you to get your first sale. I need you to get your first dollar, so that today's Jumpstart Traffic session are going to go over a bunch of options. I'll let you pick whichever one you like, and it will be just enough so that you can go out and get your first sale.

Firstly, guys, in this community, in the Profit Academy community and you see here, it says the word "Paid." Right here, you should see it. I left it here just to trigger my memory so that I can tell you that in our community, we don't use the word "Paid traffic." I try as much as possible to make sure people don't use that term.

The reason is this. It has a very negative connotation and it makes us not want to do it, because most people don't want to pay for anything. We like things that are free. If you put free next to paid, free will win every time. Psychologically. In the world of traffic, it's a losing battle. If you think you're going to be able to get everything for free, you're never going to be able to build a strong business.

We've changed it to investment. We always talk about investment. Now we're going to do a little comparison between free traffic and investment traffic. Because let's face it, if you're buying traffic properly, if you're investing in traffic properly, it is an investment. Free traffic, guys, can take weeks or months to get a steady stream of it. You have to work for hours a day. You have to do things that are repetitive. What's going to happen is 70% of the things you do, like articles you post, content you put up, links you request, all ... 70 to 80% of it will not work. Meaning it won't really go viral. It won't really get a lot of attention. It's frustrating.

Usually in free traffic, what happens is that, 20 to 30% of it does work. That's where you end up starting to get the traffic. If you're willing to put that grunt

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work in, spend an hour, two hours every day just working away without looking at the results, it will take time, but you will build steady stream of traffic.

Investment traffic produces targeted visitors in minutes from the time that your ad is seen. You can test things quickly, you can seriously get traffic within minutes. I'm not making that up. Depending on what source you go with. Facebook, you can get traffic within minutes. Solo ads, you can get traffic within 24 hours. Google, maybe within six, seven, eight hours, depending on their approval process.

We're not talking about getting a trickle of traffic. We're talking about your ability to get a thousand, two thousand, 10 thousand, 30 thousand clicks if you want. We're about to start a new business on our side here. I'm going to run a really cool case study for you guys that shows you what I do with investment traffic. Our plan is to get 30 thousand in the first week. Obviously, it's investment-based, so I have the funds to invest that aggressively. I'm not saying that all of you should do it. What I'm trying to say is, look, that's awesome. I couldn't do that with free traffic. It would take luck to do that.

Free traffic methods guys. The key to driving free traffic is the distribution of quality content on the web and doing it consistently. There's a couple of things here that you've got to rate, or take note of and write down. One is, quality content. Two is consistently. I cannot stress the word consistently enough. Because what happens ... Let me give you an example right now.

For any of you who have done this, who have had this, I need you to go ahead and say "I" or "Me." Don't feel ashamed- I won't say your name, but people who want free traffic will do is, they'll write, they'll get excited, they'll write an article, they'll post a free form message. They'll do it a day, they'll do it two days. They won't really see any earth-shattering results. Then, they'll quit. They'll say, "This doesn't work. I'm not going to do it."

If that's you, type in "Me" if you've done it. Or, let's be honest with each other. If you think you're someone like that, that would do that, type in "Me." By the way, we've got a ton of people typing in "Me." A ridiculous number of people. Can I tell you guys something? You're in super super good company. Super good company, because guess what? I did the same thing. I'm talking to you right now. Listen to me. If you genuinely think that free traffic is the only way you're going to build your business, then you've got to prepare yourself for the long haul.

It could take you weeks to really start getting a steady stream. The first few weeks, maybe even one month or two months are the hardest. I'll put it this way. Imagine pushing a car. The car is at standstill okay? Think about this example with me. A car is at standstill. You put into neutral. You can't turn the

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car on, so you have to push the car. The first push is the hardest push. That car just won't move and you have to put up all this pressure. You have to get three, four people to get behind the car and push.

Once the car starts to push, once it starts to move, it's super easy to keep it moving. One guy can just glide along with the car. As long as the car has momentum, it will keep going. That's what it's like when you do free traffic. It will take you a lot to get it going. Guys, you might write ten articles, you might write ten articles and of them, only two get any kind of syndication.

In time, the more popular you get, in time the more you work, in time the more you do, your articles will get more and more syndicated, but it's always the beginning that's the roughest. If you can't do that, if you just know yourself, "I can't guys. I suck at that. I don't like working that hard without seeing results." I know that. That's why I just move on to investment traffic, and it works quicker. I'm happier with it, and it's not that risky at all, and I know the quality of it.

You have to do super quality stuff. You can't do cheap stuff that's put out there and you can't go out and then pay a dollar to someone to write an article for you. You have to pay more. You have to get good stuff and you have to keep doing it every day. Every single day. Religiously for weeks sometimes, but it will pay off.

Article marketing is absolutely great. Write down this URL. I don't know if I ever go over it. Let me put in the chat box here. I think you should all be able to see it in a second. Let me know if you see this okay? It's ezinearticles.com. There's even goarticles.com. I haven't done article marketing in forever, so I wanted to be very, very, very, very ... I want to be very honest with you. I just haven't done it in a long time, but I know that it works and I know I sure as heck used to do it a lot when I first started.

Article marketing, it's the most common form of content and can be distributed and compiled into many, many common delivery formats. You can actually take a series of articles, combine them together, you could create reports. You could take those and you could pay someone in the outsourcing world for very little money to create a PowerPoint presentation out of it. You could create newsletters out of it. Although, not a huge fan of that one.

You can create e-books out of it. You can even go ahead and create video content. You can take an article and turn it into a video. Which are really cool. Let's say you have someone write an article for you and it cost you \$10 to write the article. You could take that article. I'm going to share with you how you can turn it into a video. You could turn it into an MP3. You can turn it into a PowerPoint. You can turn it into a free e-book report. Now you got that \$10 and

it's working for you in many many ways, but doing all of that guys, is going to take you an hour, an hour and a half a day.

I promise you, sure as heck, you do that for 30, 45, 50, 60 days, every day, you got 30 to 60 of these free pieces of content, six different formats out there all over the world, I promise you, you will get traffic. Guys, I will chop off my left pinkie if you don't get traffic. Now, you may not get millions of visitors, but you sure as heck will get some traffic. You sure as heck will make your first sale. You got your business going.

Now, that does take 30 to 60 days of spending an hour or two hours doing redundant, over and over repetitive work. I will say, that if you go investment traffic, you could probably get more traffic that you'll get, than you'll get in 60 days in six days, and with none of that effort worked, but investment traffic does take a little bit of investment. There's always a plus or minus right?

Research hot topics in your niche and what questions are being asked. That will give you great topics that you can hand over to your outsourcer or to yourself to get good articles written. Here are two amazing places to go to see what topics are hot in your niche. You can go quora.com. That's Q-U-O-R-A.com. Quora.com, Q-U-O-R-A.com. You can also go to buzzsumo.com. BUZZSUMO.com, buzzsumo.com. Both of these give you an opportunity to really get a pulse feeling of what's going on in the industry and what's going on in any niche that you want to participate in.

Now, if you want, articles going to be the key guys. In anything you do with free traffic, other than forum marketing and blog marketing, anything else, it's always going to be content-based. Articles will be the livelihood of your free traffic strategy, but it's ironic because now, you can either write them yourself, but there's tons of you who don't like writing. I don't like writing.

If you don't like writing, then you're going to want to get someone else to write it for you. If that's the case, well now, we're starting to invest money anyways. Why not just invest money in the appropriate investment traffic. That's the ironic thing here, but look, I'm just putting it all out there. You guys make the decision.

You can use a site that's actually run by a very close friend of mine. [Inaudible 00:40:51] is a great guy. Brilliant marketer, brilliant designer, coder, and he put this service together years ago and it's been catching a lot of steam lately, just because it's awesome. The quality of content. As a matter of fact, my best friend just tested it and he got a report done. He got a whole free report done, and an excellent one that he's using on a big product launch.

He's one of our students by the way. He's moving into phase two now. I think he's going to make probably about a half a million dollars on this product launch by the way. \$500,000 on this product launch. That's a side story. He used iwriter.com You can see the URL there. It's iwriter.com. I cannot endorse it more guys. It's excellent. You can go there and buy a 500-word article can be done for you for about five bucks. Again, don't always try to go to the cheap site. If you go too cheap, you will get ... That whole thing our parents or someone taught us when we were younger, it's, "You get what you pay for." It really stands true in this world.

It's been kind of quiet here. What I want is ... Do I still have you guys? Are you there? Are you taking notes? Are you finding value? Say yes if you're finding great value and if the light will- Actually, you know what? Say yes if a light bulb has gone off. Has a light bulb gone off? Are you having those moments where you're just, you're excited? Someone just said, "Bing!" Ronald says, "You rock Anik." Ronald, thank you very much. You rock. I appreciate that though.

Oh my God, you guys are just, wow, so psyched. Just reading your ... It's just going and going. I can't even keep up. Thank you guys. Thank you so much. It's this kind of energy that just keeps me going. It's this kind of energy that gets me so excited I could be on this webinars for 12, 15 hours with that kind of energy, so thank you. All right, let's keep going.

Now, the most effective way to use articles as stand-alone content is to submit them to publishers rather than article directories. What I shared with you before were article directories. Places like EzineArticles and goarticles.com, but what we're trying to say here is ... See, article directories guys, what happens is, there's millions of articles on them. Millions. Lately, it's become commoditized. Yeah, this is the number one traffic strategy I used to teach seven, eight years ago, nine years ago. I don't really talk about it much now.

One of my coaches in the team said, and it was a great idea, and I stole this from him by the way, completely stole it from Dave. Well, it's one of his original ideas. He said is, "You know what we should teach is ... " Apparently, it's working well for him was, " ... instead of submitting to article directories, what if you could just submit directly to people who have blogs?"

Because what happens when you submit to article directories is, your article can be lost in the abyss and the black hole of content on the internet, and you're hoping that somebody out there picks it up. The reality nowadays is, if you're a major blogger, if you own a big email newsletter, you are getting hit up so many times per day with people offering you content directly, that you never have a reason to actually go to these sites to look for content that you can copy and paste.

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Because of that, why don't you just go directly to the people who are blogging in your space and offer them great content? If you're going to directly communicate with someone in your space and offer them a content to put up on their blog, you sure as heck better make sure that content is freaking spot on. You ain't going to do with a \$5 article, I'll tell you that right now. Either you write that thing yourself or you would pay really good money to get a nice, awesome, kick-butt, well-thought out, well-researched article. Otherwise, it will not make it on the website.

Again, we just go to google.com and you could type in top blogs in your niche. Top blogs in dog training. Top blogs in sewing. Top blogs in personal development. You can go at it. Now, again, the problem here is, again, we're talking about free traffic so time is of the essence. We have to spend time. Let's say you submit your article to 30 bloggers. Guys, we get so turned off when we are like, "Oh, only three responded." Or, we write 30 messages to 30 bloggers and nobody responds.

We get so turned off, but what happens, and I don't know where I learned this by the way, if someone could tell me what book or what quote or who the heck quoted this, or what the exact quote is, I would be so thankful and grateful. The quote was something like this. "Every time we stop or we quit, we were just one more effort away from success." Think about it. Let's say you were trying to do something 30 times, you got fed up and you quit. It was probably the 31st that was going to be the success.

Brenda says, "I think it's Henry Ford." I don't know who it is. Think about it, it will give you chills, because it will make it so that you never ever freaking want to quit ever again. Zig Ziglar talks about it all the time. A bunch of different people and names. Three Feet Away From Gold. Yes, Trish, that is a great example. It's a hole, like when they were digging for gold, there's a great example of someone. They dug, and they dug, and they dug, and they quit, and they were literally three feet away from gold. They just quit and walked away. Had they just probably used the shovel for another 20 minutes, they would have found it.

If you're going to go after this strategy, you have to be ready to face rejection, have to face rejection. You absolutely have to face rejection. Again, it's your choice. Do you want to do free traffic or do you want to ... it's just going to take that. You can type in something like fitness guest post, fitness blog guest post, submit. See here, Google even says, one of the top searches is, fitness submit guest post. You're acceptance rate here will be very low. It's going to be like 1, 2%. Meaning, if you contact a hundred people, you might get one posted.

In time, that will go up. In time, it will go up because you will become more and more popular and your name will carry value, but it is not an easy process to do.

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If you get it, it's amazing traffic guys, because a lot of the top blogs, they'll get two, three, four, five thousand visitors a day. If your blog gets featured on there, your post gets featured for a day, you're going to get thousands of visitors. There's a trade-off for it.

You can submit an article, you can really look for submit a guest post, guest post by. These are some of the quotes that you can look for. If you were to type in your niche, you could type into Google, you could say like, "Investing submit an article." You could type, "Investing right for us. Investing guest post by." This will help so that Google can help filter your results and give you better results.

When submitting your articles, make sure the publisher includes your link back to your website. That's a super key. You have no idea how many times we've had our students get a major publishing done and the guy was slick. The person who published the article. He published the name and credit, but he never gave an active link back.

We've also had publishers that will post your article and, they accept it and post it, and they'll even post your link, but they won't make it a live link. It means, it's not clickable. That should be very clear from the beginning. You want to check their blog and make sure that they're doing that. If they're not doing that for their contributors, then it's absolutely useless. There's no point in you even submitting a blog to them because it's not going to help you. You're not looking for branding, you're looking for clicks.

In this strategy, we're going to talk about what we call casting a net strategy. Remember before I was talking about, you can take a single article and you could turn it into all these different kinds of mediums. You can turn it into PowerPoint, into PDFs, into videos and MP3s. We call this casting a net. Again, do I like this for a very very long term strategy? Yes and no. For example, in my company now, we are going to be doing this. We are starting this now, because I'm going to have a dedicated person on my team who will be responsible for all of this.

I'm literally going to have a dedicated person on my team who's going to do all of my social media and content marketing. If it was to be my time, I wouldn't spend my time today doing all this, but I just want to reiterate that today, we're talking about whatever it takes to get you your first dollar online. All the traffic strategies we've shared with you today, may or may not be long term great ones, but they're great for you to get that first sale.

Let's continue forward here. Check this out. Guys, you can turn an article into a PowerPoint. You can turn it into a PDF. Both of them. Then, you can submit to these really cool doc sharing sites like ... Write these down. Do it right now. Slideshare.net, Scribd, S-C-R-I-B-D.com, and Docstoc, D-O-C-S-T-O-C. That is a

weird name. Docstoc. D-O-C-S-T-O-C.com. Take a second please, write these down. They're very, very, very, very, very, very important.

Both of these are places that create social sharing of documents so they allow you to submit both PDF and PowerPoint, so why not do it? What we're really looking for guys is, all of these sites have tremendous value with Google. When you submit your document, use a great subject line, use a great description and make sure you've stuffed as many keywords as that are good and relevant. Don't go crazy. Don't look scammy, but put a good keywords in there.

Let's say you were to start your own website, like Jimstop.com. It's brand new. Google doesn't know who the heck you are. It's going to take you some time to build a rapport with Google. It's going to take you all these things you have to do to make Google trust you before they start putting you in high rankings. Sites like slideshare.net, Scribd, Docstoc, Facebook, YouTube, Twitter, all these social sites, you too, and Google loves them. Google knows that they're great sites.

Sometimes, you can get your content ranked higher on search engines by putting it on other websites than putting it on your website. This is part of that strategy where you turn your articles into a PowerPoint presentation or into a PDF presentation, or just like a quick PDF file. Now, you can put both of these individually into these three sites, and you've got now six listings that can somewhere, somehow, show up on Google. You've just multiplied your chances by six times rather than only putting it up on your site.

Now, a lot of you might be ... I can hear the question. I hear the question and it's, "Anik, how do I turn something into a PowerPoint?" Or, "How do I turn it into a PDF?" Guys, make it easy on both yourself and myself, and everybody. Go to Fiverr.com. F-I-V-E-R-R.com and have someone convert that bad boy for you for five bucks.

Check out this listing. I actually found this listing [inaudible 00:52:02] picture for you. This, I will transform your ... What is that sound? Hey, can you guys hear a really weird static sound? That's crazy. Hey Rick, if you can hear that, can you help- It went away. How about now? Are we guys good? Say, "We good" if it's good. Okay. Awesome. Thanks Rick. I appreciate that. You guys, that was Rick our media expert who runs all of our online media. Thank you.

What I was saying is, I went to ... there's a ton of these people that do this by the way. I will transform your article to a PowerPoint and a PDF and submit it for back links for \$5. I mean, seriously? That is awesome. Matt. Sorry, Matt says, "I just paid \$5 to stop the static noise on Fiverr." Matt's got a sense of humor. There you go. Five bucks and you can take a piece of content of yours, article and

they'll go ahead and submit it to PowerPoint, or make a PowerPoint and make a PDF and submit it for you on your behalf.

Daniel is asking, "The articles I'm keep talking about you have to create them?" Yeah Daniel, of course, you have to create the content. Again, Daniel, as we shared before, you can go to iWriter and have someone create it for you for five to ten bucks. Or you can write yourself. It's really up to you. I'm trying to share with you guys how you can absolutely just, I don't know, you can seriously raise ... I mean, you could seriously build an entire business by outsourcing it, the whole thing.

You can convert your articles into PowerPoints and turn them into a video and upload them. That's the next part. I love this part. YouTube, guess who owns YouTube? For those of you who don't know. Google. Guess who loves YouTube? Google. When you put your videos into YouTube and other video sharing sites like Vimeo and all that, guess who gives you high rankings? Google.

Imagine being able to take an article of yours, having someone read it. You read it, audio, just like I am right now. Grab a quick mi- [inaudible 00:54:44] record the article, record you're saying the article. You can take that file, go to Fiverr, someone will create it like that into a video for you, with a kinetic video where the words are popping on the screen. Boom, now you've got a video that you can upload to all the top video directories.

A same article was now being turned into a PDF, into a PowerPoint, and now into a video. It's getting uploaded into multiple places, and all of those places carry a link back to your opt-in page. This is how the free traffic social strategy of free content works. Then, you take that audio ... Yeah, I'm not done yet. Remember, you had to record an audio to create your video right? Just rip the audio out and submit that bad boy to podcast directories. How cool is that? Seriously.

Go to that question box right now and type in "blown" if your mind was just blown. Just type in B-L-O-W-N. Blown if your mind is blown right now and you're sitting there thinking, "Oh my God, that is cool." [Inaudible 00:55:49] halfway done yet, and I'm sitting here looking at the time. I'm like, "Well, we're going to be together for quite some time, but that's cool." Ain't that cool guys?

If you want to do it, you can, but you got to go into it. No, and it's going to take time. It's not easy. I always say, in the world of business, you either need time or you need money to build a business guys. Businesses don't just come up out of thin air. You got to have one of the two. If you don't want to invest a lot of time, you have to invest money. If you don't want to invest a lot of money, you have to invest time. One of the two. The strategies I'm sharing with you right now require you to invest time.

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Free traffic methods, here are the greatest podcast directories. Write these down please. You've got iTunes, of course, Apple. You've got audio-podcast.fm. You've got podcastdirectory.com. You've got learnoutloud.com. I'll repeat those for you. We've got iTunes, we've got audio-podcast.fm and you've got podcastdirectory.com, and you've got learnoutloud.com.

These are excellent sites when you're ready to start submitting your MP3 files. These are absolutely excellent sites. Of course, last but not least, you can also post content to your blog in time, all the stuff that you're giving out to other sites, you should be posting a version of it to your site as well. Because it helps. Now, I don't want to talk about how to start a blog and how to launch a blog. That's not what we do here. We don't really teach that. Because it's a whole separate type of course.

Personally, where you are in your careers right now, especially where you are at the very moment, because we're just trying to make our first dollar to meet the Jumpstart Challenge, let's not worry about blogs. I'm actually going to skip this strategy here, because a lot of this, and I'll share it with you later, but I don't like to do blogging and all that until you're in phase two. In phase one, blogging, it doesn't make a big difference in your business.

In phase two, when you launch your own products and all, it can. It helps to brand you. That way, it's good, but I'm going to skip right past it for now guys. Now, of course, forums, I've talked a lot about this in the course too, so I'll zip by it guys. It is a great place to get traffic. Just depends on what niche you're in. It's not equal in every niche.

Basically, when you go to a forum and you type messages and you participate on a forum, you will leave ... Forums allow you to have a signature file. That basically means, it's like your sign-off calling. Every time you post, a forum will just automatically post that for you. It's right here, is a good example. This person basically at the bottom always writes, "Exactly what I'm using to easily make sales of up to a thousand dollars and build a recurring income. Watch free video."

If you click that link, it will probably take [inaudible 00:58:47]. This is very common. In internet marketing forums, you see it all the time. In other niches, it's a 50/50 shot if the forum allows this or not. A lot of times, they do, but sometimes they don't. It's really up to the forum.

It's very easy to find. You can go to Google.com, type in "Your niche" and then the term "Forum." You can type in like, I don't know, "Dog training" and then just type your "Forum." You could type in "Your niche" and then you type in the word "vBulletin." What's a vBulletin? It's one of the most popular forum technologies

and it always says at the bottom of the forum, it says, "Powered by vBulletin." Same thing with PHPBB. It's one of the most popular technologies.

To be honest with you guys, I actually would recommend you just do the first one. You just type in "Your niche" and then the term "Forum" or the other term that you can type in is "Discussion board." You can type in "Your niche" and then you can type in "Discussion board." That works really well as well.

Then, here's a cool little, last free traffic strategy. I think we're getting ready to move on, because ... Again, I'm going to skip a little bit past the next one that we talked about because it's more of a phase two. This one is kind of cool. A lot of times, it won't- This is cool, but I would say do this once you have a bit of a list. Let's say your list is past three, four, five thousand people. You should do something where like, once every week or two weeks, you do a quick little Google Hangout.

We've actually got a bunch of training coming up very soon. I think it's mid-April. Yeah, mid-April, alongside of what's happening, alongside of all the training we're doing for the investment traffic with Fred Lam, and iproworkshop.com, I'm going to be teaching some stuff also about how to really do Google Hangouts.

When you do Google Hangouts, they're automatically recorded by YouTube and they become a YouTube video. What we found is that, the Google Hangout marketplace is getting cool. They're ranking higher than YouTube videos. If you do a specific keyword and make a Google Hangout about it, and it was live and you had people on there, YouTube tends to ... I mean, sorry, Google tends to rank them higher than YouTube videos even. When someone types in that keyword, it's a good chance your Hangout pops up pretty high up there.

Is it a million-dollar, earth-shattering secret strategy? No. Should it be a part of your overall traffic strategy? Yes, maybe. Right now, I'd say now. Right now, all the things I did discuss, and the things I'm about to discuss are more key. Then, of course, search engine optimization. I'm skipping this right now. We are not talking about search engine optimization. You are not in that time right now. It is too much work. It is not the right thing.

Guys, I have brought on the world's number one search engine optimization expert that you can possibly imagine. She is awesome, and she's actually become a client of mine. She's going to be releasing a product at the middle of May. That will be perfect timing for you guys, because we'll be finishing up our phase two training. That's when you actually can use SEO. We're going to do a lot of cool free training with her, and of course, you'll have a great course if SEO tickles your fancy and you really want to learn it, there's no one better in the world than her.

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It's like how you learn from me when you want to come to digital publishing and I'm considered one of the best in the world. She is that for the world of search engine optimization. I'm going to skip this for now, because we're just not ready for it. Now, let's get to the part that I was super excited about.

How many of you would ... Let me ask you this question. Let's say today, something happened. Something bad happened in my life and also, and I found myself broke. What would I do? I've gotten asked this question before. What would I do to make money the quickest possible? What would I do to make money the quickest possible? How many of you would love to know the answer of that question? Just say "Me" if you'd like to know the answer.

Greg says, "Sign up with Profit Academy." Yes, Greg, absolutely. That is a good answer. I want to share with you, what is the fastest way and some of you have picked up the answer because it's right in front of you by the way. I didn't really hide it well. Guys, if I wanted to complete this 30-day challenge, if I wanted to make my first dollar the quickest possible, if I wanted to build my first list of 100 people, 300 people, 500 people the fastest possible, and if something happened in my life that made me need money the soonest possible, the first thing I would do is set up an opt-in page, just the way that you've been learning in phase one of Profit Academy. I'd go out and buy myself a nice solo ad. That's it.

Every single one of you listening right now that said you want to complete the 30-day challenge, you're just one solo ad probably, away from doing it. Any of our students on who have already completed the first one dollar-challenge? Can you just say ... Everyone else stop commenting for just a second. For just a second. If you've made one dollar already and you've submitted that for your badge, can you just write the word, can you write one dollar, write that into the question so I can see you.

We've got Becky, we've got Bogdan, we've got Anuba, Deanna, Margaux, Jen, Keith. Jasic says, "Eight dollars." All right Jasic. We've got Mark who's at 96. He's almost at his \$100 badge. Wow. We've got a lot more people here than the badges show. I hope all of you have gone in and applied for your badges.

Now, for those of you who have gone and made over a dollar already, can you type in the number one way that you got your traffic. Maybe they're free traffic, maybe did investment traffic. Just only the ones that responded a second ago. We have Bogdan writes solo ad. We have another one that said solo ad. Becky says Facebook. Mark says solo ad. Anuba says solo ad. Nico says Facebook. We have solo ad and Facebook. Solo ad, solo ad, solo ad and Facebook.

I think, for the rest of you listening right now. Was that helpful? Type in a "Yes" again, if something just went off in your head. You're really just one Solo ... The

reason we don't talk about solo ads so much right now and the reason I've not been preaching it up the yin yang, is because I need you ... You can't go ... Don't run and do it now. Don't do it until you're done with the setup. You've got to get your niche done, your opt-in page done, your free report done, your autoresponder done. You've got to make sure all that is checked and done, and then you're ready.

It's the quickest method to making your first commission. Solo ads are basically emails that are sent out. They are sent solo to someone else's subscriber database for a fee. The fee is based on the number of clicks they send you. Basically, let's say you go to John. John's got an email list of a thousand people, or I'm sorry, a hundred thousand people. John can send you three thousand clicks, but you say, "Hey John, I'll get a thousand clicks from you." What John's going to do is, he's going to take an email, whatever email you write and he's going to send it out to his database. He'll get you a thousand clicks, and he'll charge you. Let's say he'll charge you like 70 cents per click. You'll owe him \$700.

A lot of you might be thinking, "I can't spend \$700." Yeah, but guys, 40, 50, 60% of that money will come right back to you within a day. The rest of it will come back to you within ten, 15 to 20 days max. Probably, by the time you're done paying the bill for that \$700, it's already back in your account. If you do things the way we're teaching. If you do them right. I wouldn't just make that up to you. Right? It's what we do. It's all of our successful students, I'm telling you, all of them are out there using investment traffic. They start with solo ads.

Where do you get solo ads? That's why we created Clickonomy for you guys. Guys, I don't make millions with clickonomy.com. It is truly one of my biggest public services I do. Right now, by the way, you also have this coupon that you can get where, if you ... Let's say you invest \$500 into Clickonomy and you fund that into ... It will give you a hundred dollars for free. I'll add money to your Clickonomy account just because I want to reward you for taking action.

Basically, we saw a huge need for this, because people are really, just wanted to start. People really just wanted to start and they were looking for whatever they needed to do to get a start and that's why we created this network where we trust the people that are selling you clicks. We watch over it. You guys have us watching over it. I don't know how to make it any easier. I really don't know how to make it easier.

It's really just there for you guys to go out and get your first click so you can make your first commission. Right now, if you were to tell me, "Anik, what is the easiest way for me to make sure I complete the Jumpstart 30-day Challenge?" I would say, "Pick a good niche, go to Clickonomy. Get yourself a couple hundred dollars worth of clicks and you'll make your first dollar." I'd be super shocked ...

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Now, you might be thinking, "Hey man, how am I investing \$200 and only make a dollar?" You're not. You'll probably going to make more. I'm just saying, that's the way to guarantee it. Don't forget, you end up building leads. You have these leads for the rest of your life. I find it very very difficult for you to not make money.

Am I guaranteeing it? No. Guys, look, if your offers aren't good, if you haven't followed the system properly, there are risks involved. Of course, disclaimer, disclaimer, there's no guarantees, but I've done this forever with people and those who follow through and follow the system and give it time and are with us long term, it's hard to fail.

You go to clickonomy.com, set up your free account. If you haven't already, you'll go to buy clicks. You'll see a full list of all the sellers. Check out all of our sellers here. You will see who you want to buy from, and you'll buy a package from them. That's it. Really, you'll click on buy package and you go into the next part, all the money that you ever put in is saved with us. There's nothing that can go wrong. You add funds to start the project, and everything is waiting with us.

Basically, let's say if someone did try to do any funny business with you, you can't lose your money. You absolutely cannot lose your money. Someone just asked if I'm on it. Here's the deal. Lisa, I'm not on it only because, can you imagine what would happen to all the people, all the other sellers who are on it? If I was on it, everyone would just want to race to buy from me, only because obviously, I'm the one that talks here. You guys have a relationship with me, you trust me. That would A., make it so that I can't possibly deliver everybody's clicks. B., it would destroy the business for all of our other beautiful, awesome, kick-butt sellers. Guys, there's great people here. You can trust them.

You can also go to warriorforum.com. Go to classifieds and there are some possibilities there as well. Although, I really, really, really, really, really, really recommend you guys just use Clickonomy. I don't see any reason to, but I never want to make it look like I'm pitching you something, so I gave you another option.

There's another one we found, and I was very impressed with this. I don't know where the heck they came from, but it's cool. It's like clickonomy.com, it's Udimi.com, U-D-I-M-I.com, but it's mostly, mostly for the internet marketing and make money niches. If you've got an offer that's in the internet marketing and make money niche, this serves that. It just seems like they've got a lot more ... I don't know. Maybe it's been around for a long time. I just recently found it and I was pretty impressed by it, but it doesn't serve every market that's out there.

Then, there's another one that a buddy of mine started. It's very similar to [inaudible 01:11:06] and like I said, clickonomy.com is not a business "for me" so I'm happy to recommend other people to other places. It's trafficforme.com. Again, they do make money, diet and health, personal development and survival niches. They don't do every niche, but they do handle those niches. If you want to look at them as well, you can check them out as well.

Other solo ad sources, just go to Google, type in the name of your niche and the word "and" and then type in "solo ads." You'll get a lot of great stuff. Now, Facebook. Guys, let me put it this way. I cannot teach you Facebook, because I'm not that good at it. I really have my team do it. What I can teach you, what I can tell you is register at iproworkshop.com. Let me put the URL in here again. I want you to go to iproworkshop.com.

We have an amazing workshop coming up with Fred Lam, who's the master of Facebook. I believe, yup, his first webinar on April 13th, be there live, because there are going to be certain things that we can't share with you on replays. April 13th, 8:00 PM Eastern time, he's going to go over Facebook with you. He's going to go over Facebook with you. For now, what I would ask you for the next couple of weeks is, you could focus your energies on things like solo ads. If you have any questions about Facebook, let's wait till then.

I'm going to skip Facebook for the moment guys, because I'm not the ... I'm the first person to tell you that I'm not the expert at it. Then, the other one is Bing. We will talk a little bit about Bing during Fred Lam's workshop as well. Bing is basically like Google.com, but it's very overlooked, because so many people talk about AdWords, AdWord, AdWords that they just forget how good bing.com is too. Bing is easier to work with. They approve things a lot quicker.

Again, not the expert. We will go over that and we will go over banner ads during Fred Lam's session. Again, you guys see a lot of value here for signing up for iproworkshop.com. We're doing three of these sessions. For those of you who are super excited about investment traffic, I believe that I'm able to convince Fred to create an entire course on it. It will have an additional investment, because it's Fred's course, but this would really only be for those of you who really want to dive in and really want to hit millions really quickly and you want to master Facebook, Google and display media. Banner ads and all that, which allow you to scale your traffic a lot quicker.

What Fred's probably going to do is, at the end of his entire workshop and training, he'll make the offer for those of you who are interested to join him, and he'll do a ... Like we're doing with Profit Academy, he'll do that in-depth of training, but only about investment traffic. It's a little nuts. Is anyone actually excited about doing something like that, because what I can do is push Fred even

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more to create a course like that. Again, it's not for everybody. Okay. A bunch of people are saying, "Yes, yes, yes, yes, yes, yes, yes!" Okay.

I didn't know it was that ... people were that inter- What I'm going to do, I want to take a picture of this. I'm going to send it to Fred, because we're getting loaded. It's hundreds of people coming in here. All right. Okay then. I think Fred's going to have to do it, no matter what I say.

Then, another one that Fred does discuss by the way. Also, this is a really cool network. I have used this and I've liked it. I still like solo ads about ten thousand times more. At least at the level that you're at. Guys, there's a bajillion ways to drive traffic. There's a bajillion ways to drive traffic to your website.

What I want you to do right now is focus yourself on just getting enough to make your first ... Getting your feet wet. Even if you've got ... Let's say you've got a quarter million dollars. You're like, "Man, Anik, I'm sitting on \$200,000. I can invest traffic." I would never ask you to invest more than \$500 first. You got to start slow and you got to start somewhere and get your feet wet. You don't want to just run the race.

Right now, for the level where you are, I say, "Shoot. Keep it simple. Why worry about all these sources of traffic? Do solo ads. You got a couple of weeks to master that with me and my team with Clickonomy and everything provided. Then, let Fred come in. Fred's going to come in here in a couple of weeks and he's the true expert at media buying. He'll share with you exactly what you need to do. He'll share with you how you can get up things like forum banners. You can get on Bing, on Facebook, on Google. You can get on really cheap banner ads like getting penny clicks. He's going to show you guys how to do penny clicks, which is super cool.

He's also, by the way, I don't know if he's going to share it during our workshop or not. Maybe we have to do a session later, but there's really cool ways that you can actually do advertising on YouTube now. You can actually buy clicks on YouTube. Which is pretty nuts. I'm going to skip this part for the moment, because it's a little confusing.

Here's the other thing that's been coming up more and more. I promise to test this for you guys. You have my commitment. I will be testing this for you more and more over the next few weeks. I found that you can do these promoted tweets right? You can go to ads.twitter.com and you can do these tweets where you get other people that have major Twitter followers to tweet for you.

It's like a solo ad really. It's really like a ... It's like a solo ad, but it's over Twitter. I don't know. I'm going to try it. I think it's a lot cheaper too. Let's see what the

results are. I'm going to give it a shot. I've been hearing a lot of really cool things. Mike Gilbert says, "It's awesome. It works." Has anyone else tried Twitter ads? Because I'm being honest, I haven't yet and I'm about to try it very soon. I'm going to give it a shot over the next week here.

Mike says it works, so we got one student here who's definitely saying that it works awesome, and nobody else has written anything yet. There you go. Had 55 people hit my ad today. Wow. All right. I'll give it a shot. Mike, I might be in touch with you if we need some help. I'll get some help from Mike. We'll give it a try though guys. I think it might be a really really interesting way to do these mini solo ads through Twitter. I'm going to give it a try.

Then, I want to go over something real quick with you. Here's why I want you to change ... Here's how I'm going to change your mentality towards investment traffic. In order to do this, I'm going to open up paint. Yeah, it's time for paint. For those of you who are like, "Oh, not Anik and his paintbrush again." It is paintbrush. That's not what I want to show. One second. Let me freeze in the screen so I don't end up showing any private information. Okay. How do I open paintbrush here?

What I want to show you guys is why investment traffic? Why I tell you investment traffic is good. Why I push for it so much and maybe why I'm trying to say that you can feel a lot safer about it. I think, after this explanation, it will make a lot more sense to you. You should see a blank canvass paintbrush. If you guys can, just a few of you could just type in "Yes," that helps me. All right, good. You guys can see that.

Here's what happens. Here is your opt-in page right? Let's not use red. Here is your opt-in ... What? I'm having trouble today. Stop it. All right, let's stick with whatever works. Here is your opt-in page. You've got a bunch of traffic coming into it. Let's say that what you're doing is investment traffic. I want to line you guys up in your expectations, so that you understand that we don't panic, because sometimes, when investment traffic is happening, we have a panic attack.

Now, what happens is, as soon as somebody hits your opt-in page, they're going to go into a database. This database is the autorespo- Now, they are your lead, but remember, the keywords here is for life. They're in your system for life. Of course, immediately after they hit your system, we take them through what we call the Thank You Page Offer. We'll take them to what we call the Thank You Page Offer. Let's do an example and I'll talk you through the panic that happens. That way you guys are mentally prepared for it. When it happens, it's not going to bother you.

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Let's just say you invested \$500 in getting traffic. I try to make the text bigger. Elizabeth says I'm funny. Elizabeth are you laughing at my paintbrush skills? Because I'm very proud of my paintbrush. Don't be laughing at me. I've made millions of dollars using paintbrush. Let's say you invest \$500 and let's just say it gets you like, I don't know. For the sake of math, let's say it gets you 500 clicks.

You get 500 clicks for \$500. Let's just say now, that means, I don't know, 250 leads are in your system. What will happen is, most people that don't understand this are going to expect that by the time this thank you ... This is like day one. Actually, it's day zero. This is day zero. This is day one. What happens is, people are expecting that they just invested \$500 here and now suddenly, but by the time they even hit day one, that they will have made all their money back.

What happens is, let's say they hit the thank you page and what you're probably going to expect, what it more likely ... Let's just say for example. I'm going to give an example. Let's say you've made \$200. Now, someone looks at that and says, "Oh my God, I lost \$300. That son of a gun Anik. Because of him and because of what he told me, I lost \$300." It's like, "Well, no you didn't." We get this all the time and I'll laugh and I'll say, "Well, what about this? You got 250 leads."

Guys, we invest money into the market and let's say we put a thousand dollars into the market the next year, 12 months later, we got an amazing message from our broker. It says, "You made 6%." You're like, "Yeah, I made \$60." You're super freaking excited. Sometimes, you even lose money. We got to take that mentality into the world of traffic.

Here though, I'm telling you, you invested \$500 and made 200 in hours. Look at the 500 as if it was your investment capital in. Your whole mentality towards traffic changes. The whole mentality towards traffic completely changes. One thing that you're going to have to remember is that, yes, maybe on the day of, you only made 200 bucks or 300 bucks. We have by the way, I have plenty of students that make 400 or 500 bucks. They make almost all their added investment back right away.

Let's just say, that you didn't. Let's not forget that this database on day two, day three, day four, day five, day six, day seven, day eight, day nine, day ten, day eleven, day twelve, day thirteen, day fourteen, day fifteen ... Guys, if you do the system the way we teach and eventually go and launch your own product, that \$500 is a joke. You're going to make it back in no time.

I really really want to tell you. Look, everything is scale. Not a hundred percent of what you do, even with solo ads, is going to work. Sometimes, sometimes, you have to do a couple. Sometimes, we get a bad apple. Something falls apart. Something didn't work. It was the wrong list, it was the wrong this, it was the

wrong that. Just expect that. It happens. It does. It happens. Don't feel let down. Just keep doing it. Keep pushing forward.

Again, every time you feel like something didn't go your way the way you thought and you're falling apart, just remember my example. How many times did you fall off that bike? How many times did you fall when you were learning to walk? For those of you who have kids, how many times did that kid start to lean to the left and you thought, "Oh my God, he's going to fall," and he plummeted? He just fell or she fell. That kid does never care. They got right back up. They did it again, they fell again. Eventually, they start to walk and they're running around.

I got to read something here. This is from Mark. Mark, thank you for sharing this. This says, "Anik, great study. I invested \$800 for my two solo ads. I received 851 clicks. Almost 500 opt-ins, and I'm just shy of making a hundred dollars. I will change my thank you page affiliate offer, but I love how you explained the process."

Mark, he invested \$800 and he only got a hundred dollars back on day zero. That happens. His thank you page offer is just not very good. It's not converting well, but he still walked away with over 500 leads. If he just works those leads well, even though he had a "not" a very good campaign, honestly, I would say, "Okay, a hundred dollars back on day zero from \$800 in, is not a good campaign." That was a little bit of a flop, but I still look at this and I'm not worried about Mark. I know that Mark's going to make that money back in 30, 40 days without a problem.

Now, he's got 500 leads to start practicing on. What better could you ask for? He's got 500 leads that he can start practicing with and make himself into a master marketer. I actually just want to give mark a big round of applause. Elizabeth put it perfectly here. She says, "Mark ..." You want to hear this. Elizabeth says, "Mark has an awesome attitude. What a guy. Thank you. Keep it up Mark." I was just going to say that, Mark, your attitude, that attitude you have Mark, is what's going to get you to become a millionaire.

Because things happen, things fall apart, mistakes happen, things don't work great, but are you really going to quit over a few hundred dollars? For those of you who are doing this, it comes down to not a few hundred dollars. What it comes down to is faith. What it comes down to is trust. If you trust us at Profit Academy, if you have faith in what I'm teaching you, you know that it does work. It's just something didn't work. Some thing didn't work. It's not that the system doesn't work, so don't quit after one thing that goes wrong. Okay?

Does that make everyone feel a lot more comfortable? Was that helpful in making you feel more comfortable with the concept of investing in traffic? Just say yes or something, whatever. Oh my God, I got hundreds and hundreds of yes's pouring in. Daniel, Daniel Hanson writes, "Now the light bulbs are really flashing." There you go. I'm glad I was able to make that light bulb go off Daniel and I hope that it's making it go off for a lot of other people as well.

Brett writes, "Absolutely positively ... " Or, I can't even say it. Then, there are some of you who love to just curse on these. I'm not saying it. You're going to trick me into saying curse words again. I always end up falling for it. All right. I can't see one person that's given me anything negative today, and I love you for that guys. Let's keep this positive. Let's keep everything positive and you will do nothing but succeed for it.

It's, ladies and gentlemen, that's what it is. I think we're kind of wrapping up today. That's how you're going to make your first dollar. How many of you right now are willing to commit to me? That, forget three weeks, three weeks is too long. How many of you are willing to commit that, with what you've learned today? Guys, we have almost a thousand people on this webinar. I want to wake up the next ... I'm going home, I'll tell you what, I'm going home on Sunday night. I'll be reaching home Monday morning back into DC.

I'll be coming off. I'll red-eye on a flight. I'm going to be tired. I'm going to be rubbing my eyes. I'm going to be cranky. I want to log in and I want to see, at least 300 of you having earned your first dollar by next week. We got one week. Who's up for it? Who's up for the challenge? You've got the entire system. I don't have anything else to share with you to make your first dollar. Who's up for the challenge to making it so that when I land on Monday morning, cranky off my night at red-eye flight ... Oh my God, I got hundreds of you saying it.

Guys, that's all it takes. You see this attitude you've got? You see this positive energy? You see how much you believe in it right now? When we get done with the webinar, you harness that. You keep it. Push through everything you're hitting right now. Okay? Let's make this happen. The sooner you make it happen ... If you missed this 30-day challenge and you don't make your first dollar during this 30 days guys, your chances of succeeding with the system drastically decrease.

That doesn't mean you won't succeed. I mean, we'll still fight for you. We're not going anywhere. I want to keep fighting for you. I'm going to keep pushing you. I'm telling you, if you want to rock at your chances at making that million dollars and really changing your life and doing all that, you've got to make your first dollar within this time period. All right? Let's do it.

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I'm going to just summarize here quick- These are the three sources. We had talked actually, there was one more. There's clickonomy.com, trafficforme.com and then there was also udimi.com. Just go use one of them and get solo ad. We're wrapping up here so quick reminder. There have been a lot of you asking how to get ... Let me actually opt ... Let me just give you the URL here.

A lot of you have been asking exactly how you can get more hands-on help. The first thing I want you to go to Ipro Workshop if you've not signed up already, but I think most of you have. There is a program at vsscoach.com. We still have a few seats open. Every week, two or three seats open up. I'm just letting you guys know, this is a program that's not for everybody. It's a program if you've got additional capital, if you've got more money to invest and you're like, "Hey, I just want to work faster." I would recommend you go to vsscoach.com. There is an application form. You can fill it out.

What we do with you is, we actually give you over to our strategic advisory team and you get a coach. One of the coaches that you're used to hearing on our Q & A calls and all that, one of those coaches will actually work with you directly. You get weekly phone access. One on one okay? No group sessions. One on one, they'll actually get in there, hands-on and they'll work with you.

Guys, you can imagine, these coaches are all out there building the same business. Some of them are making six figures online. Their time is not inexpensive. I have to compensate them very well for it. There is additional investment required for this program, but because you guys keep asking and you guys are really, really insisting, we keep the seats open. You can talk to someone if you want.

You need to go to vsscoach.com. How many of you are planning? Could you just write "Me" if you're planning on filling out the form at vsscoach.com and you're looking at possibly trying to talk to someone? Basically, what will happen is, someone's going to call you after you fill out that form. We're very honest. We'll let you know what the system is and how it works. You tell us if it's right for you or not and we'll help you decide too. Sometimes, you think it's right for you and we'll tell you, "Look, it's not the right time for you."

We got a bunch of meetings. Guys, if you've already done it, great. If you want to do it, do it now. Because, I don't know, this number of seats we have open have been dropping every week and it's a 90-day program. There will be, very soon, there will be a period of time where we have no seats open. I do want to put that out there.

Right now, you have the option to do it. We already talked about the 30-day and we talked about your mindset. Of course, we've got tons and tons of students

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that are getting their badges after we're done here. I want you to log in, go apply for whatever badges you qualify for and don't forget that you have committed to getting your first one dollar badge.

By the way, for those of you who have filled out the form but have not gotten a call from us, you feel free to contact us at support@vssmind.com. Sometimes it does take us a day or two to get through, because obviously, you can imagine, we have a lot of calls. All right? Cesar says, "You skipped the plan." All right. Okay Cesar. Cesar wants me to go back to the solo ad plan. I only skipped it because I thought we went over it in detail.

For Cesar, or if I'm saying your name wrong, I'm sorry. Here we go. This is for you. If you're using solo ads, here's your plan. First, you construct the ad. You write the solo ad. It means, you have to write yourself a short subject line and a short actual email. The content, the body of the email. Your subject line should be catchy. The body of the email should be very, very ... It should be short. It shouldn't be very long. It should inspire someone to click. That's your main goal, is to get the click.

You're going to first want to write the ad. Before you really go on to Clickonomy or go anywhere, you want to make sure you've got the ad ready. Solo ad seller for your niche, you're going to pick either clickonomy.com, trafficforme.com, Udimi. I obviously think you should go to Clickonomy, because we protect you.

Guys, when you fund your Clickonomy account, the money is sitting with me. It's like in my account. It's in my PayPal account or it's in my bank account. You can't go wrong. You can't be wrong. It's safe. That's the reason I created it for you. That's the only reason I really endorse it. I do not make a lot of money on this. I am not pitching you. It is just a service.

We make enough money to cover our costs. I've got three dedicated developers or project manager. Now we hired someone last week that, whose job is just to go out and find more sellers in different niches for you. All those costs, I have to cover them. That's it. I don't make any money on it.

Then, of course, you're going to basically go talk to the seller. Once you log into clickonomy.com, you'll find a few sellers you like and you will just initiate conversation with them so that you can see who are the ones that you like to use and who are the ones that respond to you.

Then you submit your solo ad. Let them review it. You'll buy an ad from them and then you'll look at your conversion numbers afterwards and you'll run some repeats. Cesar, that's all the plan was. I wasn't trying to skip over anything. That's all it was. Real quick, before we cut off, we've been getting questions about this

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and guys, I will, I promise you, we're going to give you a very detailed update very soon in Las Vegas.

We've been having some issues. The issues are as follows. We've got the Mayweather fight that's come up, and trust me, we can still do the event. We have our room block, we'll fill up. Most of you won't be able to get the room block. Average room rates are now costing anywhere from 500 to a thousand dollars a night. Who the heck wants to spend that? I don't want you guys to spend that. I want you to save all that money and put it into freaking ad investment.

Not to mention, restaurant prices are going up. Everything, all the cost are going to be up. What we're trying to do right now is, we're working with all of our representatives in Las Vegas to change things up and to make this ... We might have to do different dates. We don't have to do anything. If you've booked your flights already, don't panic, don't get upset. Don't get angry. We're here. We will work with you. You can contact us guys. We're a team, we're a family here. I don't leave anybody hanging dry.

I will do my best to make sure every single person is super happy. Unfortunately, I do need an extra couple of days. Please. I need an extra couple of days because we are trying to work with the hotels ... We're at their mercy. The quicker they respond, the quicker we get the ability to let you know. We are not sleeping on it. I had a one-hour call yesterday with Las Vegas. I have two team members dedicated to this. I have someone on-location in Las Vegas. We're about ready to send them if we need to.

We're doing everything we can. We're going to have an answer very soon. Nobody needs to be upset. Nobody needs to get angry or upset, start shouting. We will take care of you guys in any way that we possibly can. We're doing what's best. If we keep it the same days, and again, I don't think we'll have to, but let's say we have to, we're very limited by what we could do because this Mayweather fight has just blown the city up. I've never seen it like this before. Everything else is just like shut down.

We're trying to make it so, where we can make it best for you. We're working on it. If you could, do me a favor, this is a personal favor for me. It's a personal favor for me and that is, please don't contact the customer support just yet. Sometimes, people get a little mean to our customer support. I'm asking you nicely, that we have not forgotten and we have not forgotten you, we won't let you be upset. I'm here, I'm talking to you. I'm being straight with you. I need an extra day or two. I will figure it out. We will find the best solution.

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When you do, when we find it, believe me, I will be in your face telling you what it is and how it works and how to do it. For the moment, just give us another day or two. I will find what we're doing. It will be the best we possibly can come up with and you guys will get awesome training. You'll love every minute of it. Okay?

Thank you so much. I appreciate all the understanding on that. I will let you know as soon as we find out anything more. Other than that, in the meantime, if you want to enroll in the private coaching program, you need to go to vsscoach.com and of course, make sure you sign up for our free workshop at iproworkshop.com and you've got to be there li- the difference. Guys, we are almost two hours in. Thank you so much for being here. I love you guys. I really do. I want to see every single one of you succeed.

Really want to see you guys succeed, like badly. Work hard. If I'd go crazy on you sometimes, and I yell and shout at you, it's only because I'm coming out of love. It's because I know you can do it. I just want to keep your mind right. Okay? That's all I got to say guys. Go for it. Kick some butt. I'll see you soon on the next one. Every single one of you should be a part of our dollar badge team here. Team to take action. See you guys soon. Thanks.

How did Yvonne Dale do?



If you rate this transcript 3 or below, Yvonne Dale F will not see your future orders