

Profit Academy – Virtual Weekend 2 – Day #1 – List Building Mistakes with Sean May

Andrew: All right, let's get started. The first guy we have up today is Shaun May. He is a fantastic coach who you've probably heard if you were in the last virtual workshop, very smart guy, very successful list builder. He is going to be talking about a lot of things today, as I mentioned before, starting with the biggest mistakes people make when list building. This presentation kind of comes out of some of the common errors that we have seen students make with the Profit Academy and the Circle of Profits. By knowing what these big mistakes are you can avoid making them, and hopefully build up your list and start generating a profit even quicker than you otherwise would. With that, I'm going to bring on Shaun. Shaun are you there?

Shaun: Yeah, yep I'm here.

Andrew: Fantastic. I'm going to let you take it from here. You know, go ahead.

Shaun: All right, sounds good. Thanks Andrew. Hey everybody! Yeah, my name is Shaun May and, yeah, if you were on the last virtual workshop or if you've watched the module four videos then you might know me, but the first thing I'll get into is a little bit about who I am and a little bit of background about me. So, I really got started in this industry in January of 2014, but really built my business, really started my business in August of 2014, kind of knew the industry. Why I am saying that I got started in January but I actually started building my business was because I was actually doing a lot of the biggest mistakes when I was getting started, especially with list building. I have a lot of personal experience with some of these mistakes.

This, kind of, session that I'm going to be doing will be a lot of personal experience and then a little bit of troubleshooting. If you are running into these problems, things that you can do pretty easily that should keep you moving forward. It kind of gets you past some of these roadblocks that you might run into. A little bit more about me, I have two different lists. My main list is in personal development, just more on meditation, law of attraction, things like that. I'm starting a list in internet marketing. My list for personal development is over twenty one thousand now, and growing continually on a daily basis. I have many different aspects in place that continue growing my list. That's really one of the biggest things, you always want to have at least something going on at a certain point to grow your list. We'll get into more detail on that in a little bit.

Really how I built my list, it really comes back to solo ads. Solo ads are my main source of list building. That's how I grew my list originally and did ten thousand, only solo ads, and then I also branched out into YouTube videos with my blog and also silhouette swaps. Very similar to solo ads, but you're swapping it with another person that has a list. Then, just a little bit of information if you're ever interested in seeing what I'm doing, just so you have a little bit more background

and see what I'm talking about with the YouTube videos, or with my blog, or silhouette swaps, to get on my list you could go to ScienceofImagery.com or [Convert411](http://Convert411.com). Science of Imagery is my personal development and [Convert411](http://Convert411.com) is my internet marketing list.

Let's hop right into the session. In this session I really want to talk about the biggest mistakes people make when list building when it relates to free traffic, investment traffic, when it comes to your thank you page and the thank you page method because a lot of times when people are investing in traffic they want to be able to continue reinvesting in traffic and that also brings up another big mistake that I'll talk about later. I'll go into mistakes that happen with the thank you page, also monetizing your list quickly, and then how you want to reinvest that back into list building. Why I'm not just talking about traffic in general, but all the things that go together with building our list and building our business in general, which really relates to reinvesting in your business.

Reinvesting in your business is really number one. Everything that you want to do is how can you keep reinvesting in your business to make it larger, to bring in more money for you. The first thing is my short pep talk. Why I wanted to do a short pep talk is really to lay out some foundations, maybe some misconceptions that take place in this type of business, and because you guys are here, because you're taking action and you really ... I know you guys want to be successful in this, I want to be as forthright, and honest, and transparent as possible. Businesses, and this is a business. Everything that you're doing right now is building a business, building your own business online. They do take time to become something great. It's not an overnight deal. It's not a get rich quick scheme. You're not going to be making ... It is possible, but it's not likely. I haven't seen too many people just from day one become extremely profitable and become a millionaire overnight. They do take time and you have to always put time and effort.

The biggest mistake is people not giving it enough time, and enough energy, and putting towards their business. They want to see results the first time they buy a solo ad. They want to see results the first day that they start posting on forums or post a video on YouTube. They get discouraged when if they're not making money right away. Yes, it is absolutely possible to make money right away, and I did once I started purchasing solo ads. The first day I bought a solo ad was the first day I made my first dollar online. It is possible to make money right away, but I wasn't profitable day one. I had to recoup some of that ad expenditure and I had to learn a lot because that's what it really comes down to, is you're learning by doing. You can watch a video ten thousand times, you can watch this virtual weekend sessions ten thousand times, but without just taking action then you're not going to get anywhere.

It sounds very, almost too easy, but I wanted to just restate some of the main things that I keep seeing when I'm talking with people, when I'm answering questions that they're really not putting in the time and effort that is necessary to really turn their business into something great. Something else that I want to talk about is now finding multiple ways to monetize their list. Why I'm talking about this is because they're not reinvesting the money that they make into more traffic and investing enough in their business on that end as well. I'll talk about the different ways that I look at monetizing my list in multiple different avenues. That allows you to keep building your list. Then when you have a larger list then you can bring in different sources, like selling solo ads, things like that.

My pep talk is you can absolutely do this just don't think you're going to put in an hour a day and become extremely profitable within the first week. You can only put in an hour a day but it's going to take a little bit more time. When I got started in this this became my full-time job. I quit my day job so I can focus one hundred percent on this. When I was getting started it was a seven day a week job where I was learning, continually learning, continually investing money into traffic, looking at all of my data, and testing and trying new things. That's my biggest thing. You just really have to go after it. You're going to learn by doing it. Every single solo ad that you purchase, every type of free traffic source that you try out, you will learn something from it. Take what you learn from it, see what works the best for you, and then keep moving forward.

With free traffic, I started with free traffic back in January of 2014 and I only used free traffic for six months straight. I ended up having only eighteen subscribers by the end of six months. Really, it takes a tremendous amount of effort, and when I say effort it can be many different things. It might not just be time, it might be your thought process and the way you change things up, doing testing and seeing what is giving you the best results. When you're doing free traffic, whether it be posting in forums, whether it be creating a blog, or creating YouTube videos and getting organic traffic from YouTube, you really do have to prove yourself as an authority. If you're doing all these types of free traffic sources and you're just doing what everyone else is doing out there then most likely you're not going to really see the results from it because you either have to be better than everyone else or you have to be different. I say different is easier because if you are going to try to be better than people that have been doing this for twenty, thirty years, maybe not thirty years, however long blogs have been around, if you're going to blog and create better content or be better than people that have a huge team behind them that becomes difficult. You want to be different. You want to connect with everyone on a different level. Being different is much easier.

Make yourself stand out. If you're posting in forums make yourself stand out from everyone else. Either give great value that no one else is doing or just go

above and beyond, either start conversations that no one else is starting. Make sure that you're doing something that is making you stand out from the crowd. I guess that there's no better way to say it. Even when you're creating YouTube videos, there's so many millions of videos being uploaded every day on YouTube. How are you going to make yourself stand out? There's a lot of professional videos being created on YouTube every day but not all of those are always successful and they don't go viral. You have to be different. Those are the videos that go viral, are the ones that are really different, that stand out, that make people wonder and they want to share it with other people. Always be different when you're doing free traffic.

You also want to create material that people really want. You have to do your research and you have to know what people really, really want because if you're creating something, you're taking the effort to do free traffic and you're just doing it on something that's very niche specific, that only you are really interested in, it's not going to help you in the long run because to get a larger amount of traffic from it you have to focus on things that people want. My number one biggest mistake that I always had the misconception of was, "Oh yeah, well, free traffic is free. Yeah, I just have to put some time in." Time really is not free because your time, you have to focus on what you're best at. You have to focus on what's going to create the best return for you. You have to know is creating a YouTube video what's going to be the best for you. Is that what's going to create the best return for you? Free traffic is never free.

If you're doing SEO, if you're doing YouTube, if you're doing any of that there's always some value that you have to put forth. It's never free. Make sure you take the time to really focus on what your strengths are. If you can use those strengths to your advantage to really create good blog content, or good YouTube videos, or if you know search engine optimization, that you do all your on page optimization correctly, that you know how to get back links correctly that are really high authority. Just focus on what your strengths are and then go that direction. That's another big problem that I never really ... I didn't put up above was, people try every different type of free method at once and they don't put much energy towards the things that would work the best for them. They can't multitask. Neither can I. I can't multitask at all. I have to focus on one thing at a time until I learn it and go after it. Don't try to multitask. Pick one method and just stick with it. If you stick with it make sure that you know you're going to spend a certain amount of time to really create that and build that up. One hour a day would probably be good if you're focusing on one method and really going after it, if it's forum posting or that you're going on and at least three questions, you're creating new heading titles for forums so you're getting a lot of traffic and you're doing everything correctly.

Once you choose which one you want to go with make sure you stick with it and really learn the ins and outs of that type of traffic source before you start picking up something else and then it pulls your time away and it starts pulling you in different directions so you can't get the results that you will from sticking with one and really going after it. Also, just make sure that whatever you're creating, that people are actually getting value from it. I've seen a lot of things where it's almost just copying something else. You have to be your own person in free traffic as well. You have to stand out. Like I was saying, being different is better than being better because it's easier to be different than everyone else. Make sure that you are being yourself and that you're bringing value, your own angle, and that's bringing value in itself, that you have your own opinions, that you have your own thoughts, you have something that's unique that can connect with certain people online. Take the time to really ask yourself, are you being yourself when you're creating all this content? Are you creating something of value that people really want? Then, last but not least, how much time and effort have you really put forth? If you're saying that you're not getting the results you want, how much effort have you really put towards it? I don't want to sound mean here but you have to put in a lot of effort for free traffic. That's the difference between free traffic and investment traffic, time versus money.

There is a ton more effort that has to be put forth for free traffic to work. If you have tried it for one week and you didn't see results do you really think that was enough time to start seeing results? I did it for six months and only got eighteen subscribers, but when I really asked myself was I giving it all that I had? No. No, absolutely not. I was not being different. I was copying other people's material. I wasn't giving great value. I wasn't coming at it from a unique perspective. I just ... The thirty minutes to an hour a day that I was putting forth just wasn't enough to really make it work the way I was doing it.

The next thing, the biggest mistakes with list building is when you're going after investment traffic. Of course there's many different ways with investment traffic. I ... With investment traffic, especially when you're getting started, if you're in a niche that is easy to buy a lot of solo ads I would say just go with solo ads. It makes it so easy to learn this business, where Facebook, they can deny your ad, Google Ad Words, Google Ads, all those, there's little things that you can mess up that can cost you more money, where with solo ads it's so straightforward that I think just a big mistake is if people don't ... if they're in a niche that a lot of ... there are a lot of solo ad sellers that they just don't buy solo ads. I would say, of course, the number one, go with solo ads if possible, and really the number one biggest mistake with investment traffic is not purchasing enough traffic. You might buy a hundred click package of solo ads and then you don't buy any more solo ads after that point. I know it is kind of scary. I know that when I was getting

started that I bought a thousand click package and it took, even though I was seeing good results, it took a lot to buy another click package right after that.

It took a lot and I had to break through a lot of fear that, "Well, I didn't make as much money as I wanted to off that first solo ad. I only made back twenty percent of what I spent on that ad so should I really buy more clicks because maybe I did something wrong? Maybe my offer is wrong. Maybe I have something wrong on there." There was nothing wrong. I was doing everything correctly but because I didn't make as much money as I thought I should on the thank you page method that it was really difficult for me to pull the trigger again and buy the next two thousand click solo ad, and then another two thousand click solo ad after that.

The number one biggest mistake is hitting that barrier and just not continuing to purchase traffic because in this business, really, there is a threshold that you have to have a large enough list that helps it be sustainable and it allows you to use other forms of traffic like solo ad swaps and things like that, and also allows you to monetize your list in different ways. That is one of the biggest, biggest issues I see with everyone's business, not with just list building, but it's just building an online business, is they do not purchase enough traffic. You just have to do that. Without getting more traffic your business will die. That's all there is to it. What you want to see is you want to see new subscribers coming in every single day. If it's not every single day at least once a week. You want to make sure that there's a period of time that you're bringing in new subscribers because if you're not your sales are going to go down and over time you're going to lose your business because that is really the only way to keep scaling your business, unless you've built up a list of a couple thousand people and you just have the most amazing relationship with them of all time that no one opts out, everyone purchases from your list every single time you offer something, which there's very, very rare cases of that.

It's kind of a power in numbers. The larger the list you have the more sales you'll bring in, statistically wise, and you learn more things with a larger list as well. Reinvest in your business. It's something that you're going to have to do if you want your online business to grow and to start bringing in more money on a monthly basis. That's where I really had a hard time at first, but you just have to break through that barrier.

One part of that, with investment traffic especially, is the thank you page method. Like I was mentioning, on my first solo ad purchase I didn't make that much money from my initial solo ad purchase. I was seeing about a twenty percent return from what I spent. Instantly I was like, "Okay, I can't reinvest as much right away because I needed some of that money to be made to throw back into another solo ad." Why I want to talk about the thank you page method

in general is some of the mistakes that I'm seeing that are hurting the return on the thank you page, and what I've seen is the best way to test the thank you page method so you can start seeing a more consistent, a little bit better, return on it. The first thing is people don't try different things with their thank you page. Once they have a thank you page up it's the very most basic thing and it stops them from trying anything else. With the thank you page method you really have to try different things. You have to have a timed redirect thank you. Of course that is first and foremost. Make sure you have it where it does redirect to your affiliate offer that you're promoting. You want to try different amounts of times, so like the number of seconds before it does redirect to your affiliate offer, and you want to just know that you're going to see different results so you want to try as many things as possible.

When I come back to this, the number one biggest mistake is when I'm seeing New Profit Academy students going through everything and they've got everything set up is everyone is doing exactly the same thing. It's kind of a catch twenty-two because we, of course, are the ... you want to follow this formula but also if you're doing exactly ... if twenty people are coming into the market at the exact same time and doing the exact same thing so the thank you page looks exactly the same, all the wording is the same, promoting the same product, and people ... there's a lot of people on multiple lists. If they see the exact same thing over, and over, and over again they're going to ... pretty much they understand and realize that and then they stop purchasing. If they see the same thing every time then you kind of automatically get put in a category, "Oh, they're just like them, they're just like them."

You do have to stand out from the crowd. It comes back to being different. Even on your thank you page method you want to be different. You want to bring your own flavor with it, your own angle. You want to either use your brand, or if you are your brand you want to make sure that you're front and center and how you're different than everyone else. Of course, get something working but then once you have it working then you've learned how to at least create the thank you page, how it works, then start testing different things. You always have to start testing different things. That's the biggest thing that you have to do to make sure that the thank you page method is working and that you can reinvest those funds to continue building the list.

The next thing is with affiliate marketing. When you're bringing in sales, because that is the number one thing that I always hear, "Well, I only have a certain amount of funds that I can invest in traffic and before I invest again I have to make a certain amount of sales." Of course everyone's situation is different, and I don't want to say you have to be in a certain financial situation to make this business work because you absolutely don't, but the more money you can save away and keep it ready to purchase traffic the better because any money that

you can put into traffic, once you have all your data, once you know all your numbers, your conversion rate, what you're going to be making on the thank you page, what you're going to be making by promoting certain products over a period of time, and any other type of ways to monetize your list, then you really want to throw as much money into list building as absolutely possible because that's really ...

I tried doing many different things when I was getting started but I realized if I'm not always putting money back into traffic then things just start slowing down. As you keep putting and reinvesting into your business you're ... it just automatically grows. Because you have the auto responder in place, you have everything in place already, that by purchasing more traffic you can really expand out. With affiliate marketing the biggest mistake that I always see ... I'll actually come back to the biggest mistake. There's a couple mistakes that are in line with being the biggest mistakes that I see, but you're using the same swipe copy that everyone else uses. When you're promoting a Click Bank product you go to their JV Affiliate page and they have the swipe copy that's already pre-written, there are many other people that are using that exact same copy and a lot of people on lists have already seen. If you copy and paste that into your own auto responder sequence and send that out to your subscribers it's most likely that they have seen it before, and if they didn't like it the first time and they see it again on your list instantly that hurts the relationship that you have with your subscribers. You really ... You want to be different. You want to change up that swipe copy. You want to just take maybe the key points from it and then change it so you can add more value.

That leads right into the next thing. You're promoting these products and maybe even changed up the swipe copy but you're not adding any extra value. That's a huge problem that I see with a lot of questions. "Well, I'm buying traffic, I'm buying solo ads, but I'm not making any sales." Maybe they're making sales on the thank you page method but they're not making sales afterwards so they can take that money and reinvest it into building their list. Usually the main issue is because you're not adding any extra value. Yeah, you're promoting to your list and you're promoting this product but you're just stating it the same way, "Hey, go pick this up to make your life better. Go pick this up to make your life better", but people have already seen that product, especially if it's a Click Bank product. People have seen it because a lot of those have been out for months or years. People have seen it before and you have to stand out from the crowd to really make sure that you are giving them something of value so people connect with you. That's the biggest thing.

If they connect, especially when you're promoting a product, either through a review or a testimonial or you're giving bonuses, that's how you really increase your added value and that allows you to make more sales. Another quick mistake

that I see is people not trying products before they promote it, or it's kind of like a blind promotion. They're just promoting because they saw other people are promoting it, but even though other people are promoting it it might not be a good promotion for you to do and it might not be good for you and your list. Make sure you always try a product before promoting it or know good background about it. The number one biggest mistake, and it's going to lead into the next slide, is only promoting evergreen affiliate products. What I mean by evergreen affiliate products is evergreen just means that people can promote them from here on out, until that company shuts it down. Pretty much all Click Bank products are evergreen affiliate products. A lot of people that I'm seeing getting started with Profit Academy are only going to Click Bank for evergreen affiliate products. You want to find other ways to monetize your list, and, of course, then reinvest in your list.

I'll go into the next part and actually ... I think a slide got deleted. I greatly apologize for that. What ... You would want to promote product launches, you would want to look at selling solo ads, you would want to look at finding other ways to promote because it comes back to, and I'm just repeating myself and I know I am because I want to get this point across really well, the biggest thing with list building is reinvesting in your business. You only have a certain amount of money if you're doing investment traffic upfront most of the time. You know the amount of money that you have to put into your business so what you're wanting to do is you want to make money from the business and then reinvest it into the business with more traffic. That's really the number one best way, when you're getting started, to build your business, is always reinvesting in traffic. Afterwards maybe you can bring on employees, build up the products, go to phase two.

Phase two with building your own product, building your own funnels, and that takes time and effort in itself. You want to build the business by reinvesting in it. Okay, it is on this slide. You're not promoting product launches and contests not nearly enough to bring in sales. A lot of times I see another issue with product launches, promotions, when you're getting started is you're not actually mailing enough to bring in the sales. When you start looking at promoting products that are not just Click Bank products and you're doing product launches, things like that, you do really want to mail a lot more for them. A couple times a day. You want to look at product launches and the scheduling for product launches and follow through and try different things because that's really a majority of how I make more of my money is with product launches and then doing things like selling solo ads.

You want to branch out and try different things with your list. That's how you're going to bring in more sales that allow you to reinvest more in your business much more quickly. When you're getting started, after your auto responder is

done see what type of product launches are out there, see ... look through your niche, go on to Google and look at product launches in your category, in your niche, and see which JV partnerships you can sign up to, and see when they are doing a new product launch or if they're going to do a contest where they just want to bring in more traffic during a certain amount of time that you can join up. I know the best way I've done it is just to get on ... Pretty much everyone else in my niche, if I get on their list I'll know when a product launch is happening. I look to see the trend in the market to see what new things are coming out and what new things that people are gearing up for. That's really the best way to find those different types of things to find new ways to bring in sales for your business.

I want to go over, because I've talked about the same concept over, and over, and over and I want to just point out where I went wrong with my business to get started with, and then what changed, and where I'm at now. Of course I started with free traffic, I wasn't putting in the time and effort into my business with free traffic because I was doing forum posting and I was doing question sites like Yahoo Answers. I would go on, I would do three forum posts a day, and I would answer one or two questions a day on those sites. That was what I was doing with my free traffic. Like I said, it took me six months and I had eighteen subscribers because I went back and re-read some of my forum posts now that I've been in the business and I sounded like just anyone else on the forum. I was another person that didn't sound like I was an authority, I wasn't doing anything different, I was answering very timidly, and just saying, "Oh, well I think this would be good. I think this could help you." Even though I think some people did get value from that it never drove people to say, "Wow, this person really knows what they're talking about. This person really knows their stuff and I want to learn more from them. They have such a different angle about this stuff that I want to see what else they have to say." That's ... When you're doing free traffic you want people to say, "Wow, I love what they're doing and I want to learn more about what they're doing because it is something that stands out from the crowd." That's what you're going for.

If you look at what you're creating with your free traffic that you're doing, if you can't answer that way and say, "Wow, this is something different. This is something that I think people would really want and they connect to on different level", you have your own angle on things, then you want to take a step back and see what you can do to make yourself different and stand out from the crowd. My next step was moving over into solo ads. Of course I started with smaller solo ad packages just to make sure that my opt-in page was converting. It was. I bought a thousand click package and I saw some results, but like I mentioned, I didn't get that much back from my thank you page so it was just extremely, extremely difficult to buy that next solo ad for me. It was just a psychological

barrier that I had. It's like, "Well, maybe this won't work." Trust me, if you build a big enough list you can make it work. You will make it work because you're going to learn so much as you build your list. You just have to keep reinvesting in traffic. You have to do it. That's just all there is to it. Once you get to a certain point, like a three thousand person list, a five thousand person subscriber list, then you ... maybe it's still kind of investment traffic but maybe you should start looking at doing solo ad swaps because with traffic you have to always continually have people, new subscribers coming to your list.

Keeping your list fresh is kind of what it's always about. You want to always have new subscribers coming through because what that allows you to do is you, not only on just a straight business and numbers level, you get to see your list grow, you get more responses from your list. It becomes a living entity. You just have to keep reinvesting every single time. Every week you should actually make a schedule and say, "Okay, what am I doing this week to bring in traffic? What am I doing? Do I have a solo ad coming in this week? Am I doing a solo ad swap where I'm getting clicks this week? Am I doing Facebook ads? Am I doing YouTube ads? What campaigns am I doing this week to know that I'm bringing in at least a hundred, two hundred, a thousand new subscribers? Whatever your goal is. You need to set a goal each week to know how you're going to be bringing in new subscribers.

Then we went over the thank you page. That's where I started out, and like I said, that first solo ad I only got a twenty percent return. What I was doing was because I had a thank you page that looked like everyone else's thank you page. I did not differentiate myself at all. Even ... It was a little confusing. My thank you page was confusing so when people got to it they didn't know why they were being taken to that offer so they instantly clicked off of it. I needed to differentiate myself. With my thank you page I tried many different things. I love split testing. Split test your thank you page. Split test the offers that you're promoting on your thank you page so you can take that money back in and continue reinvesting it. If you can take every dollar earned and put fifty percent of that to pay any costs or living expenses, whatever you have, and fifty percent of that back into your business that is the perfect way to always have a building business. It's kind of basic, the finances of setting a budget but just always take ... if you can take at least fifty percent of everything that you earn from all sales and always put that back into traffic there's no way you can't be successful with this.

Then that goes back to if you create your weekly plan then "How am I going to be bringing in traffic?" I made four hundred dollars in sales so I'm automatically putting two hundred dollars back into traffic right away. You take that money, you put it right back into traffic. Then, a little bit about my story. I only started with Click Bank products. When I was talking about affiliate marketing but then

finding new ways to monetize your list, you take fifty percent of all that and reinvest it back in, I was only promoting Click Bank products for the first month. I realized very soon my list got very tired of the same Click Bank products so I had to expand out. I had to look at product launches, different contests that were being run, and then also once I built a large enough list, at three thousand, I could sell solo ads. That's actually the great thing about Clickonomy is when you sell a solo ad the money goes right into your Clickonomy wallet. You can turn around that same day and buy a solo ad from one of the other sellers on Clickonomy and it pretty much never leaves within Clickonomy so it just takes place right away. That means you're always getting more clicks coming through.

Once you get to a point to start expanding the sources of income that you have with your list use those sources to always reinvest. Clickonomy always makes it easier where you don't have to worry about, "Well, the money has to come to my bank first and then I have to pay with a credit card" or do anything like that. It goes right into your Clickonomy wallet and then you turn right around and reinvest back into your business. Really, for all that time I was talking about it it's just reinvesting in your business, and that's the biggest mistake when list building is people don't reinvest back into their business enough. When they're getting started they don't invest enough where they get stuck at a smaller list, a hundred, five hundred, even a thousand list subscribers, but they're not getting the results that they want right away so they give up on it, "Oh, it just didn't work." I don't want anyone here to ever have that happen to them. You just have to keep pushing forward. That's what I did. You just keep pushing forward, you keep investing more into your business, and once I got it to five thousand I knew there was no way it wasn't going to be successful because I did all the things I talked about in this video and now I have a list of over twenty-one thousand. Right now, because I took a break during the holiday season, I did all those big mistakes over the holiday season, December, January, I saw everything drop down but now I do my weekly plan. I know I have at least a thousand to two thousand clicks coming in every week to two weeks. Everyday when I log into my auto responder I see my list has grown. That's just a great feeling because I know my list is only going to get bigger and bigger.

Andrew, I think this would probably be a perfect time. I'm sure a lot of people have questions. If there's any kind of questions that you're seeing that I can help answer?

Andrew: Hey Shaun, fantastic. We have got a few questions here. Running a little short on time so we can't go over too many of them. Let's see. Actually, I have a question for you.

Shaun: Yeah.

Andrew: You mentioned that one of the biggest obstacles, one of the biggest mistakes that people make when they're building their business is they allow their fear to prevent them from investing enough, investing enough money, investing enough energy, etc., taking some risk when they're buying traffic. What would you suggest in terms of how to deal with that fear, how to overcome that fear so that you are willing to spend enough money to buy traffic? One of the things we have to do.

Shaun: I'll answer it in two ways because for me, personally, what got me through that fear was I actually was in a competition with other people to get to a list of ten thousand and I was very competitive minded at that point so I pushed through that fear because I really wanted to win the competition. We ended up tying actually which is the funny part. I think in general the biggest thing that will help you with the fear is knowing that you have the support, you have everybody in the forum, you have all the coaches that have gone through that fear as well and know that once you push through it you're going to be successful. If you are running into that fear reach out to the coaches on the forums to the people that you're talking with about your business and going through that thing because if you're not seeing the results that you're getting, might be conversion rates or the thank you page method, then we do ... it's about testing. Reach out and be like, "Hey, I'm doing this but I've tried this. Do you guys have any extra ideas about this?" The support is what helped and it was that support with the competition. It's like, "Hey, I can get there faster than you." We just kind of went back and forth and went after it. It's like, "Oh, well I learned from this thousand click that I could get this return if I changed this. Everyone ... The good thing is that even though that was a competition it's a very collaborative industry.

Everyone that I've ever talked to is always willing to share and help each other and that's one of the best things I love about this business and industry. I would say reach out because we've all been there before, and if it's a very specific ... the more specific you can be with what's happening with your business and you reach out about certain questions I think that's the best way to keep moving forward.

Andrew: I agree. Fantastic. We are pretty short on time here. Shaun's going to come back a little later so I might be able to ask some of the other questions I see here to him.