

Andrew: All right guys, welcome back. We are almost at the end of the day here. Actually we're on our last lesson I believe. Yes we are. We have one more lesson today. It's going to be on the tip method. We got Sean back. Sean presented twice earlier today, did a fantastic job, there was some amazing content, and now he's got some even more amazing content to deliver.

The tip method is something that you're probably familiar with by now if you've done anything with the Profit Academy. It's the idea that if you monetize your thank you page which most people don't, then you can recoup some of your traffic cost which allows you to invest in more traffic and other wonderful things.

Sean is going to go deep with the tip method for you today. He's going to give you some ideas that are going to be really helpful, because my experience with coaching some Profit Academy students, it just seems like a lot of them don't have a lot of ideas for what to do with the tip method. They just go for the Clickbank product that they find and create an affiliate link for that and have that be their thank you page. But Sean is going to show you, you can do a lot more with thank you pages than that. There are far more places to find good offers to promote on your thank you page than just Clickbank.

Sean, I'm really excited to hear what you have to say today about this topic. Go ahead and take it away.

Sean: Right, thanks Andrew. Hey everybody, once again, yeah, third time back today, so I'm excited to be back. This is one of the core things I think about the entire Profit Academy phase one, because this is just an amazing way of course to monetize your list, to also get back money from your ad expenditure. It's something that I have gone back and forth quite a bit on different, on how I want to use the thank you page method, so what is going to give me the best return, what's going to even help build the relationship right from the start with your list. Because I think there's ways that you can do the thank you page method incorrectly that is actually hurting you, you may make a little bit of money but it can actually just set the tone wrong, and there's ways that you can do it that will really boost and help on many different levels.

I'm going to go through different examples, things that you can do, a couple of mistakes that I see people making with it, and also just giving you a couple more advanced techniques that of course it would take a little bit too much effort to put together like right away if you're just getting started. But definitely as you are moving forward, keep these in the back of your mind and come back to this because there's some great other methods that you can use with the thank you page method for when you get into phase two. Once you get into phase two with your own product then there's amazing ways to use this method to increase sales on your core product as well.

Of course you know who I am by now if you've been watching any of the other sessions today. The only difference that you'll see here is my thank you page return, what I have gotten, so the range of results that I've gotten. For solo ads I have gotten 0% return all the way up to 120% return, so I was making profit the first day that I bought to the solo ad. Know that does not happen every time but that has happened three times on three different solo ads I've purchased that I've actually made more than 100% back. But there's also many times where I've made between 0 and 20%. I'm going to go through a couple of different things on why I saw different results throughout that whole process as well.

In this session I want to go through the fundamentals of a good thank you page. Why split testing your thank you page is probably one of the most important things you could ever do, and knowing your data, so what you want to split test or what you want test if things are working better for you and if you should keep going in a certain direction. You can do thank you pages with or without video. I'll show you examples of that, and why sometimes you'd want to use video, sometimes a text base works really well. Then also what's called a trip wire offer. Let me ignore all that so you can see.

A trip wire is a little bit different. It's still the same thank you page method but it's starting out with a little smaller product. Not smaller in like the actual size of it, but a little bit cheaper product, so in the \$7 to \$17 range on your thank you page instead of the common standard, the \$47 thank you page offer or affiliate offer. Then also a much more advanced, kind of three video series thank you page, and what you would want to use that for and how that would be useful. We'll go into the getting started. Then also two more advanced topics that when you get into phase two will be very valuable for you and you'd want to take a look at.

The fundamentals of a good thank you page. You want it to be a timed thank you page or a timed redirect so you need to put timed redirect code on your page. What that means is you want it to be a transition page. Right when someone opts into your list they get taken to a transition page. This transition page can do a lot for you. It is telling people how they are going to receive their free gift but then it is also telling people why you're pretty much showing them an offer right away.

So they opted in for a free gift but then you're going to show them an offer that is in line with what they just opted in for. Of course you have some amazing information from people and what they want because they just opted in for a very specific free gift, your lead magnet. Because you know what that lead magnet was, so for example if it was in health and wellness it might be a recipe book for seven vegetarian meals. Very specific, you know that they're

vegetarian, you know that they are looking to cook their own meals, so you have a lot of information about them.

You want to tie the offer that you're going to promote to them with that free gift. You don't want to ... I've seen people go general, oh well it's about health and wellness so if I know they're vegetarian and I know they want to make recipes, maybe they want to do a fitness program as well. You don't want to, like you might get decent results with that, but if you tie it into the top 75 recipes that you can make in under 10 minutes for vegetarians, that goes a lot better with that free gift of the seven vegetarian recipes than a 90-day workout program ever would, because you don't actually know if they're into fitness. You just know what they told you and what they opted in for. So you want to tie in the offer to your free gift.

That's a huge mistake that I see a lot of people doing when they're getting started, is they never tie in the affiliate offer directly with their free gift. They just pick a generalized topic. That's why they're not seeing the results as well as they could by using the thank you page method.

Also just very clear you want this transition page to make it extremely clear on how those new subscribers will get their free gift. That's another thing that I think a lot of, one of the bigger mistakes, like Andrew was saying at the beginning where if people just get a Clickbank affiliate link and they use that as their thank you page, that creates a lot of confusion for your new subscribers. Because they were just told that all they had to do was put in their email address and they would get a free report or a free audio or whatever the free gift is. Then they're instantly taken to a page that says, "Hi, pick this up for \$47." That really hurts your relationship with your subscribers right off the get go and it's not something you want to do. You want to build the relationship with your thank you page, not hurt it.

You don't want there to be any confusion on where they're going to get that free gift, because you'll get a lot of angry people. They're like, "Hey, I just gave you something of value, my email address, and you lied to me by saying I would get it for free, but now it looks like I have to pay \$47 to get your product that you were just talking about." You need to use the thank you page or that transition page to say, "Hey, your email address has been verified. You will be sent to your email inbox within the next five to 10 minutes your free gift. You will get it there," so that's how to get started. "But in the mean time because it's going to take five to 10 minutes for that email to arrive in your inbox here's something to look at while you're waiting." I'll show you examples and the wording that I used and I've had good results with thank you pages.

Those are the three fundamentals though that you really want to use when you're doing the thank you page method. I'll actually show you that because it's actually code, it's a script code that you put onto your thank you page. I'll show you what that is with one of the examples.

Split test and knowing your data. Everything about this business you should be testing because if you're not testing you're leaving a lot of money on the table for no better words. Because you might be able to get better conversion rates on your opt in page, you might be able to get better sales with your autoresponder series, and on your thank you page you could see like what I was showing you with my experience from a 0% sales conversion on the thank you page to over 120%, so making all my money back and being profitable.

Of course even if you have a really high converting thank you page and offer you might not make money on it either, but in general with all the traffic that you're getting you're going to see much better results if you test and know your data. You want to try many different things to see what works, using a video versus not using a video. A short amount of text, short and punchy versus longer before you redirect them, the amount of time before the thank you page actually redirects.

I have tried anything from two seconds to 45 seconds depending on my thank you page and I was always expecting, okay, well, I should instantly just give them a short little sentence and send them over to the affiliate offer where I started seeing much better results when I was actually at 30 seconds in, even 45 seconds because I was putting more text on the page and warming them up using the thank you page to that affiliate offer. It really just depends on the offer that you're promoting, why you're promoting that offer, how well it ties up to your free gift.

You want to test everything until you have something that you're really happy with. Of course if right from the get go you're seeing just great results, you're making almost all your ad expenditure back, then it might not be worth your time to keep testing and keep testing because your time would be better spent in other places. But if you're seeing between 0 and 20% return on your ad expenditure through the thank you page method then it's time to really try different things and see what works best for you.

I want to show you many different examples, the basics using just plain text with a short timed redirect versus a video, and what you would want to do with a video and why a video could be very useful for you. The first one I want to show you, let's hop over to a web browser. It's just a plain text timed redirect thank you page.

As you can see, very short. “Thank you for requesting your free report and meditation. Your gifts are on their way to your email. In the meantime I have a special video I'd like you to watch.” Very, very basic, very plain. There's not much to it. Plain text but you're telling them exactly what it's going to be, what they're looking for. It's a quick timed redirect that'll automatically redirect them to an affiliate page. So they wait a couple of seconds, and the only reason why it's not already redirecting is because I just stopped it from redirecting, but this counts down after about six seconds and then it automatically takes them to the affiliate.

That's the first example, something very basic. This is what I started with. I started with this very plain, not really trying to warm them up or anything. I'm just telling them at least their gift is on their way to their email so that they know where to find that so they're not as confused about why they're being shown an offer. But also it's very blind of saying, “Hey, I have a special video I'd like you to watch,” and it's not really tying it in to what they just opted in to for the free gift. That's the first example that I wanted to show you.

The second example let's grab the next link here is one with a video. Very basic, same kind of thing, but has the same text. We'll see if it [falls up 00:14:18]. I'm not going to play the video there just because it probably won't come through very quickly. But what it's saying is it's showing me, me and my face, pretty much I'm saying, hi, there is a person behind this, so you opted in for this free gift but there is a person behind it and this is what I am about. When you opt in to my list I'm going to send you great stuff right on topic with what you just asked for report and meditation, I'm going to send you more great reports meditations on the same topic. If you have any questions reach out. We'd love to hear from you. We want to help you in any way we possibly can.

By using a video like this you can build up your brand. You can make an introduction to you and your brand. Using the thank you page it's also going to time redirect them directly to an affiliate so at the end of that video I'm saying, okay, in the mean time since you should receive an email with this subject line in your inbox in five to 10 minutes, just download the report and free gift from there, but in the meantime this video is directly inline. If it was on meditations I could talk about the next, the affiliate product why it's going to be complementary to what they just opted in for. So show how it's going to be complementary and how it ties in, and then also just give them a little bit of an introduction.

I think the best thing that a video can do is it just shows that you're not a robot, a spammer email robot I guess for no better words, because they know, they're expecting it from you. You're the person that's actually going to be sending them the information and all these emails for the next 10 days, for the next 100 days,

for however long they are on your list really. It builds up that relationship right from the get go. That's a great way to use video.

Of course if you don't feel comfortable on video and you don't feel like you could make it a better relationship then I don't recommend using video, but if that's something you feel very comfortable with, you want it to be an introduction and also a great lead into that affiliate product. You want to keep it short though, that is the thing. You want to keep it under 45 seconds, so 45 seconds or less. If you go too long it's actually going to hurt you, so keep it under a minute, because unless and if you're getting into the three part video series that I'll show you later that's a different story, but if you're just doing this introduction video then you want to keep it underneath a minute.

Those are the first two examples. The other example that I want to show you is it gives a lot more text base and it's selling them. It's a little bit more sales copy. I'll show you why this works really well. I've gotten some of the best results with this type of thank you page. Very clearly, "Thanks for signing up, here's how to download your meditations," or you can say, "This is pretty much how you get started and download what you just opted in for. Your email address has now been verified and as promised your free gift is being sent to you and it will arrive shortly via email within the next five to 10 minutes. While you wait I have something very special for you."

Then you go into actually a little bit of sales. You're using your copy experience, you're using your copy to actually drive them to take action. As you can see this is a little bit different. You can see a button here so you might ask yourself, "Well, is this going to automatically time redirect like the other two?" It does. I have the button and I actually if they are on the page for long enough, 45 seconds, it will automatically redirect to the affiliate product as well. You would put that timed redirect code, but you also can leave a button on here so if they read and they're like, "Yeah, let's get started," and they take action right there, that actually helps increase your conversions because they just took a micro-action and they did a little micro-commitment. Then that leads them down the path of taking action on the affiliate product as well.

I found really great results by adding a button to it, but also having the timed redirect code where it'll time itself to that affiliate product after a certain amount of time. But I add in this copy that I'm selling. Now don't lie within this copy. Don't say anything that's not going to happen. But you want to make it so it's like, "I got my hands on this powerful tool that I have the green light to share with you." I did this and this one is for like actually getting another free report or free reading, but saying, "If you do nothing else today be sure to actually get it. It's very powerful and just click below to get started with that."

Now they're excited to actually take action with that affiliate offer, and that has really I've seen great increase in conversions on the thank you page. I would recommend if you're getting started going with this type of thank you page, so having a little bit longer text, giving more information behind it, adding in a button, but then also adding in the timed redirect code, but giving yourself like 30 to 45 seconds before it redirects so that they have time, your new subscribers have time to read through everything on the page before it actually redirects them, and they have time to click the button to go there first, because if they click the button then that actually will help increase conversion as well. But you still, you have more chance of not losing them if it automatically redirects to the affiliate product as well.

That's the last basic example that I really wanted to go through. Like I mentioned if you're really comfortable in front of the camera I would say that's a great way to introduce you and your brand. If you don't feel comfortable in front of the camera then I would go with that last text base where you're doing a little bit of selling, adding a button onto it as well, and tying it in with your free gift really, really nicely.

Now I want to get into a little bit some of the more advanced examples. Once you get into phase two this is where you can really start looking into trip wire offers and a trip wire thank you page.

Why trip wire offers really work and help increase your sales in the long run? On the thank you page method is because when someone purchases once they're 10 times more likely to buy again. In the basic thank you page method when you're in phase one you're normally promoting a \$47 product. Because you're going to get about the same amount, usually about the same amount of buyers on a \$7, \$17 and \$47 product. It is slightly different. It just really depends on the copy, but if you were promoting only a \$7 product as an affiliate on your thank you page offer, that's only if it's a 50% commission you're only making \$3 compared to if you were promoting a \$47 of course it's closer to the \$25 mark that you're making. Then the upsells and of course all the other things that go along with funnels and upsells.

But if you are in phase two and you are creating your core product, this leads into your entire funnel. What you want to do is you want to start them out by getting them more likely to purchase a smaller priced item and then leading them directly into your core product after they open up their wallet that first time. It's still a funnel but it's a really great way when you have your own product because you're making all that \$7 so you're making 100% instead of 50% as an affiliate. Then it leads into a 47 or a higher price ticket very, very nicely. That's where you'd want to use the trip wire offer.

I got to say it leads into your core offer. It also like I mentioned with your free gift and the product that you offer on the thank you page the trip wire is the same way. You want the free gift that you're giving away to tie right into your trip wire, so if it's about making money online and building internet business so if the free gift, let's just do the Profit Academy example, a free gift was *The Circle of Profit* book and then the trip wire offer could be like a short video series on how to build up your online business and different things that you can do on that end. Then it would lead into the full core product of Profit Academy. That would be one example that you could do something like that.

But I think the easiest way of course is showing more examples of this trip wire. I want to show you an example of mine. Let's head over to my trip wire offer. The trip wire offer is still a thank you page though. As you can see I still use the text. Right when someone opts in they get this, "Everything I promised will be in your inbox in 10 to 15 minutes. While you wait, here are a few case studies of my highest converting opt ins." The actual free gift that I was giving away was a blueprint of how to create high converting opt in pages, so how to get over 60% conversion on your opt in page.

They opt in to get that free little template. Then what I do is I lead them right into my \$7 trip wire offer, *How I create opt in pages that convert*. I give it as a case study. Case studies are a great trip wire offer. You're pretty much you're showing them a couple of case studies of how you can prove that you're getting high convergence and you walk through it and it's a long form sales page. Most trip wire offers are long form sales pages which just means they're text based and you would just read through and you're pretty much going through the process of promoting, which as you can see this product is \$7, so I'm promoting a \$7 trip wire offer.

What this does is if they purchased this, this is just a small part of my main core product that is about building online businesses. Because you know if someone is building an online business you know they need to start with an opt in page, so you give them a template to build an opt in page and then you give them a \$7 product like the step-by-step of how to create high converting opt in pages. Then the larger offers, *Well let's maximize your profit with your entire online business*. That's the process that you do with trip wire. You make sure that everything is perfectly in line but it's a great way for them. Because I know if anyone buys the \$7 trip wire offer they are 10 times more likely to open up their wallet again to buy my core offer as long as I give them great value with this trip wire offer, the \$7 product.

That's the thing why I'm saying it's a little bit more advanced because this is more phase two. But because I know a lot of you are starting to look into phase two, you're getting phase one all set up, the fundamentals are coming together, I



wanted to show you this so you have this as a option as you're building phase two. Let's go back to PowerPoint. You would have to put that sales copy together, build that smaller product, but it really just a splinter of the larger product.

The last one that I want to show you that's a little bit more advanced is a three video series. This is also with phase two. The three video series is instead of offering them a product right away ... This is where the big debate comes in. Should I offer them right the second after someone opts in or should I at least give them a little bit of content, just a tiny bit of content before I offer them the product. A three video series is where they opt in and instantly it takes them to video training, so it's on, it's related directly to the free gift that they just opted in for. But then it takes them through a series of three videos that by the end of the third video then it offers them that \$47 product. They can be shorter or longer videos, but what you're doing is allowing them to get to know you a little bit better right before you're offering them the product.

This works the best of course when you're in phase two and you own your own product. You can make it very ... The time spent on building this three video series is really helping boost your conversions on your main product. You can use them not only for people that just opted in. If you have older subscribers, you can also send them to this three video series that'll help boost conversions for your product in phase two.

I think without anything else I just want to show you the example of what it actually looks like. Right when someone opts in it just takes them to a little video. As you can see it has the three different videos that you can show here. If you watch the first video on this one it'll say, "Thank you so much for requesting your free gift on," whatever it is and what it's about. "To get the most value for you I want to actually walk you through how best to use this free gift and how to use it quickly to get the results that you're looking for," depending on whatever niche it's on, just to show you and get you the result as quickly as possible.

It's an added boost with the free gift, because they're like, "Okay, well I just opted in to take action right away with this free gift. Oh here's a quick like five minute video," that is actually complimentary and boosts the level of consumption of your free gift. What that does so after the first video it can lead them directly to the offer. "Hey, if you're ready to take action right now," go to the affiliate product right then and there. At the bottom once you watch the video it has the link usually right underneath the video that they can click that takes them to the full core offer. Then then I say, "If you want a little bit more free training," then it takes them to the next two videos in the series, and at the end of each video of course it leads them to the core offer.

You're giving them value. You're really building the relationship very quickly because you're giving nothing but value right from the start. That is a great way to build long term customers that really feel that they're always going to get good value from you when you're sending emails to them, when you're promoting anything, because you are adding extra value across the whole series.

Of course you can do this for affiliate products that you're not the owner of. So if you wanted to go through and take the time to create this little three video series for a product that you really believe in, you absolutely can do, but I at least in my experience I think this works best for your own products because that time and effort put forth you're then getting 100% commission instead of 50 or 75%, whatever it is on your affiliate products. But you can do it either way. This really is available for affiliate products or your own products.

I want to go back to the main reason behind thank you pages, because thank you pages are really one of the best ways to just monetize right away. You want to go back to the fundamentals. What are you trying to accomplish? When you are promoting a product, you want to make sure that that product is really in alignment with what you're giving away for your free gift and what you want to promote. So don't think that you have to stay with a Clickbank product.

There are other products out there usually in almost every niche. Clickbank just makes it really easy to get started, but you really want to branch out and do a lot of research on the types of products that you are promoting. That's also with split testing you want to test different products out, and you want to expand out with everything that you do in this business.

I've said it in previous sessions today as well is, you want to be different, if your thank you page looks like every other thank you page out there, that's not putting you, you're not giving extra value. People just put you into a category that, "Okay, they're just like everyone else. They're just trying make money the same way like everyone else, and they're not giving me anything that really stands out that I can connect with on a different level than anyone else. That's why you want to start with the basics, have your thank you page up and test it.

But you also want to do things different. That's why when I got started I did the basic text. All right that didn't work too well. I did a video. That worked a lot better. I did text with sales copy with a button. No one else was really doing that on their thank you pages. They weren't using a button with the timed redirect. When I just did the button with not a timed redirect it was not performing well at all. But adding in both of those combined it ended up getting really good results. Then after that when you're ready for phase two then you want to start branching out.

On top of that you want to start looking at trip wire offers, you want to start looking at three video series. Still those three video series might not work well if the videos don't do a good job in creating value and creating intrigue into the core product. You might have to change those up a little bit as well so they are a little bit more advanced just like the trip wire because it's a long form sales copy, so you'd have to either outsource to a good sales copy writer or you'd have to go off of a template and create your own that really should convert well.

But when you're starting out always try different things. If you get on a lot of other people's lists that are in your same niche, look at their thank you pages, see what they're doing, see if you can improve upon their thank you pages that they've created. If it's a really high authority, one of the experts in the niche, if they have a thank you page and you see that they have the same thank you page for a long time, that usually means because it's converting well, so they probably tested many different things.

Look at what's converting particularly or specifically in your niche as well, because I only know that my thank you page works really well in the personal development niche, and I've done different things for my internet marketing niche that worked a little bit better. The video seemed to work a lot better in internet marketing than just the basic text one in selling that way. You want to test what works well in your niche as well. You have to really just take the time to try out different things and see what works the best for you.

I know I went through quite a bit of that very quickly. I would like to if you'd want me to go through more of the examples and show you, I can create the list of different thank you page examples so you can use them as templates as well. But Andrew, are you seeing any other questions that people are having right now?

Andrew: Sure, I'm getting a bunch of questions about the sites that you've used as examples. Before you get into that though I just want to address a common series of questions I'm seeing here, given we're getting a lot of questions about how do you create these video series and what not. Tomorrow is going to be all about phase two. We're going to touch on a lot of those questions tomorrow in great detail. Sean is actually going to be presenting tomorrow morning about different products ideas. I'm going to be presenting about how to quickly create a product. There's a bunch of other stuff tomorrow. We will save some of those questions until tomorrow. If you guys still have those questions after listening to our presentations tomorrow then please ask them again. But for now we're just going to focus on the phase one elements of what Sean was talking about here.

Sean, could you put up some of those examples again?

Sean: Yeah, absolutely. One thing that I forgot to show is actually the code for timed redirect as well.

Andrew: Oh yes, that was another big one we're getting.

Sean: Yeah, I apologize about that. You would want to use a code like this. It might look like gibberish to you but don't worry about that because all you would have to do is pretty much copy and paste this. But you put this in what's called the head code or head tag. Every page on the website, so if you're using pretty much any opt in page builder, they have a place for you to put code into the head tag. If you have it on an HTML page, there's also a head tag in old HTML code. This is the code that you would put in here. It's very basic. This is just the same for every one submitted.

Refresh content. This is the amount of time. Right here, this two right there, hopefully you can see it, I'll try to zoom in a little bit to make it a little bit easier to see. This is equal to two seconds. By changing this two if you made it 20 that would mean it would take 20 seconds to redirect to this URL. This is your affiliate URL or the link that you want them to go to after the thank you page or that transition page. If it's a Clickbank link, which this one is, you put that right here. If it's your trip wire or the video series, you just put it right in here. You just copy this entire thing, you paste it in the head tag or the tracking code, the header tag tracking code, and that does the job for you right there.

Then all you would have to do is you just have to change the link to your affiliate link and change the timing depending on what you see working the best, how much text you have on your page. So if it's only a short one for six seconds like my original text one was, a very basic, that was just a couple of seconds. But when I started creating the longer sales, the warming them up to the sale, then the best I've ever seen was actually 45 seconds was my best converting thank you page and time transition page there. It just really depends on that.

That hopefully I'm just leaving it up a little bit longer if you want to quickly write this down. The funny thing is if I paste this anywhere else like in the side, it erases it because it's code, so I won't actually show up. If you can just write this down and just have it so you can paste that onto your timed redirect thank you page, that's the easiest way to do. So meta http-equiv="refresh" content="your amount of seconds";url= and then the link, another quotation mark and then these brackets at the beginning and end of it. I'll just leave it up for a couple more seconds so you can write that down and then-

Andrew: We'll also get it posted into the Members Area as well.

Sean: Perfect. That makes it even-

Andrew: Sean can leave it up for a couple of seconds, and then show us where in LeadPages you're getting to the head tag. I know a lot of people are using LeadPages.

Sean: Absolutely. Let me go back and just click done on this one. I just created just a basic one to get started. So none of this is actually ... Don't look at any of this. When you open up your thank you page over on the left side you'll see lead page options. You click on that and then that brings up where you can give the page title a name and then the URL, but then if you see this tracking code you'll click on tracking codes there, and then that's where the head tag tracking code is.

Andrew: Very cool. Then [crosstalk 00:39:42] a couple of the examples again.

Sean: Absolutely. Of course these are the examples I've created. You can always go to this and see what they redirect and everything. The very first one was just mine. It's [scienceofimagery.com/thankyou5.html](http://scienceofimagery.com/thankyou5.html). This is an HTML thank you page that I just created in Composer very simply, got it all working and uploaded it to my website through an FTP. That's a little bit more advanced. You wouldn't have to do it that way, but if you just want to see it to get the wording, see what it looks like, so [scienceofimagery.com/thankyou5.html](http://scienceofimagery.com/thankyou5.html). The one where I have a video. Of course these are all-

Andrew: Sorry to interrupt Sean. Quick random question. How do you get the little green bar at the bottom there?

Sean: The green bar at the bottom is actually a GIF file or a GIF, I still don't know how to pronounce it correctly, but a G-I-F file that within the HTML code it points to this GIF file. I just load that little file up onto my website as well and it points to it within the actual page code.

Andrew: All right, you created this using which program?

Sean: Composer.

Andrew: Is that Adobe?

Sean: No, Composer is a free software that you can download for PC or Windows or Mac that allows you to code HTML pages. I wouldn't recommend it for anyone that's just barely getting started. It's a little bit tricky to use but it's very similar to Adobe Dreamweaver I believe. It's the same software that allows you to just code HTML. You could do it in a text editor as well, it would be the exact same thing, but you would have to know how to do HTML.

Andrew: Right, so if you're starting out you should probably stick with SendLane or LeadPages?

Sean: Exactly, yeah I would definitely. Then all you would have to do is you create the page, you grab that meta code and paste it in the head tag within LeadPages or SendLane and that takes care of the redirect. I don't believe you'd be able to do, I know LeadPages has things that are similar to this like little GIFs that allow it to almost show a timer or a countdown, so that is one way to do that with those softwares as well.

Andrew: Excellent.

Sean: If you still, I'll just quickly go through some of these other thank you pages for templates if anyone wants to look at it. This one is similar to the other one but instead of thank you page five it's just thank you.html. This is the very first one I ever created with old links and everything so don't worry what they're redirecting to because they're no longer active or anything that I'm using these days, but [scienceofimagery.com/thankyou.html](http://scienceofimagery.com/thankyou.html).

Then the next one to look at, so the one that I currently use as a text base is [scienceofimagery.com/thankyou-page-4](http://scienceofimagery.com/thankyou-page-4). I actually created this using WordPress, my blog, so I created this actually on my blog through one of the plugins, an opt in page and an easy page creator. This was super easy to get started on that. If you have created your blog, then you can also create thank you pages and everything like that and it allows you to paste in the head tag. That's how I created this page, so [scienceofimagery.com/thankyou-page-4](http://scienceofimagery.com/thankyou-page-4).

The trip wire is from my internet marketing so [convert411.com/conversion-crackerjack-case-study](http://convert411.com/conversion-crackerjack-case-study). This, you can just look at once you're ... Of course like Andrew was saying all phase two stuff will be tomorrow, but once you are in phase two and want to come back and look at just a trip wire example, the sales copy and how I created that, that's [convert411.com/conversion-crackerjack-case-study](http://convert411.com/conversion-crackerjack-case-study). I put this directly on my WordPress blog as well using one of those plugins, makes it really easy to create pages that look like this.

Then the last one-

Andrew: Can you repeat that one more time please?

Sean: Yeah, [convert411.com/conversion-crackerjack-case-study](http://convert411.com/conversion-crackerjack-case-study). Then the convert411, the actual number is 411.com.

Andrew: Cool.

Sean: Then the last one, this one might be a little bit more to, it's a super long, I don't know Andrew if there's a way to just copy and paste this.

Andrew: Can you do copy and paste it into [tinyurl.com](http://tinyurl.com)?

Sean: Yep, I can do that. Then I can send it over to you so everyone can see this.

Andrew: Yeah, can you just do that right now real quick?

Sean: Okay. Tinyurl.

Andrew: By the way quick note to the listeners here. TinyURL and Bit.ly are great tools to use when you are putting links into your emails or just in general sharing a link. It's a lot better especially if you've got long tracking urls. This can make it a lot easier for you.

Sean: All right. Here's this. I'll zoom in on this link so you can go to that one, so [tinyurl.com/kt3vfcw](http://tinyurl.com/kt3vfcw).

Andrew: All right, excellent.

Sean: All right, perfect. So yeah, if there was any other questions on that I'd be happy to answer any of those.

Andrew: That was the biggest ones. A lot of great content here Sean. This is very important stuff like I mentioned at the beginning to those listening. Again a lot of people that I've worked with personally, I'm sure Sean has seen this as well, they're using the thank you page method but they're not exploiting its full potential. The ideas that Sean gave here are terrific ways for you to make as much money as possible and build the relationship with your new subscribers when they first opt in to your list. That's a great way to make back some of the money that you're investing in traffic, and again, most important of all, it's a good way to build that relationship, get it off on the right foot so that they'll be more eager to open your emails, read your content, and ultimately invest in the products you promote.

Great stuff Sean. All three of your presentations today were awesome. I'm looking at some of the comments here. We're getting some great feedback. They love you. Guys, guess what, he's going to be back tomorrow morning. Well I guess no, it starts at noon so tomorrow early afternoon, at least if you're on the East Coast. Anyways, so Sean will be back tomorrow. I'm going to be presenting Tom Hitchens tomorrow and some more surprises, Dan Lemmon is going to do a couple of presentations.

Tomorrow it's going to be a fantastic day because we're going to move away from phase one content and into phase two content. Obviously the entire first virtual weekend was all about phase one, and today was all about phase one. Sean actually just gave the perfect transition to tomorrow because he showed you how the thank you page can be a nice bridge into phase two for you. It's a great way for you to begin promoting your own stuff.

Make sure you're here at noon Eastern Standard Time tomorrow. We're going to be covering some fantastic stuff, got some great speakers, and as we've been talking about this whole time phase two is where you're going to make the most money and get the most out of this business, so it's very important you show up tomorrow and have no distractions, take notes, apply what you learn. If you do then you're going to get some great results.

Once again I want to thank Sean and all the other presenters. It's been an absolute blast today and we'll see you all tomorrow. Have a wonderful evening or rest of the day wherever you're at, have a wonderful rest of the day. See you tomorrow.