

Rick: One and hang on. You can hear me [inaudible 00:00:08]. Sorry, folks. We're just waiting for one of these devices to start. There we go and welcome everybody. It is as you should know because you're here. It's Profit Academy's coaching support series. Tonight is number six in, I think we have almost thirty of these things schedule. They'll be taking place over the next two weeks.

You should have a schedule and if you see somewhere on there, there's a calendar that points out when and where and the times. The times were very a little bit from week to week depending who's going golfing with whom and what's on sale now at Walmart? Be prepared for that. They are always recorded. We put them up in the member's area some place. I don't know where that is. I just feed them up and they put them somewhere.

Tonight, we have Dave [Lovelies 00:01:01]. If you've been around Profit Academy for more than a month, you know who the hell Dave is. Dave is a professional marketer, who has a wonderful on air presence, and Dave is all about how to do it properly from start to finish. Also, Dave as I understand, let slide, Dave didn't quite invent Sendlane but he knows how it works. He knows how to turn it on and off. He was involved in creating it. If you'll be able to deal with that, there you go. Dave, you're stuck with that side of the equation.

Dave: Yes, I am.

Rick: Well, you volunteered. You know what they say about volunteers. Joyanne Sloan, now, I'm going to let slide that Joyanne is a WordPress guru. All of you out there who have only turned on WordPress once and men's screaming into the night, you will be glad to have Joyanne here because WordPress unfortunately is a lot more complicated when you don't know what it is. Once you figure out how it works for the average person, it's pretty straight forward.

You can do some wonderful things with WordPress and the simple reality is, WordPress is probably the most powerful browsing platform if you want to call it that because it's used by everybody who is anybody in the internet marketing and in marketing in general because it's extremely powerful, extremely flexible. Flexible, pardon me, and it's really pretty to look at.

These two folks are going to answer your questions, solve your problems, make you feel good all around so be kind to them. Put your questions into the box. Keep the questions on topic if you can. We are not here to solve world peace and issues about whether your account doesn't work or not. We're not plugged in to that side of the equation either.

I don't know any of these stuff works. I just do this and record the crap and I turn it over to Dave and Joyanne. Give them a round of applause in your own way.

We can give them a golf clap or something. Take it away. It's yours, guys. Have fun.

Joyanne: Thank you.

Dave: We need an icon of a golf clap or something that shows up in the screen, don't we, when people do that?

Rick: Would you remember? That was a good golf clap, always love that.

Dave: Yup. Listen, welcome and thanks for taking time out of your evening wherever you are around the world or your timezone for joining us for this soap. One of the questions I'm thinking that already popped up, what's this lesson? We're not covering a lesson tonight. We know we have a couple of webinars every week. One is all about just Q and A.

It doesn't have to be about Module 1 or Module 2 or anything specific. Just what's on your mind. We'll take the questions, see if we can answer them. That's what this is about. It's called the support hours webinars. Anytime you see that reference, that means it's basically a Q and A.

It's open for whatever's on your mind. Maybe you need some clarification about something. That's what this about. Then, on Thursdays, [inaudible 00:03:44] on Thursdays, but the other webinar is the training module. We go over what's in the module and the separate webinar. That's different today. Q and A, that's what it's all about. Sorry about the mic that might have popped your speakers but it's all okay.

As we get started, I just want to point out a couple of things. Maybe, a little housekeeping. What I mean by that is, it's nice to be able to get this webinars so we have an opportunity to talk to a lot of people at once. Right now, almost 400 people on and the numbers going up as we get into the webinar.

When I post in the forum, I make one post, and maybe I'll spend 30 minutes answering one and that's probably really one good answer to get to help a lot of people. Unfortunately, maybe only seventy, a hundred people get to see that. It's disappointing so it's great to jump on here, clarify some things.

Speaking of a forum, I wanted to make sure because I'm sensing that a lot of people haven't seem certain, maybe getting started videos that really help them. Three things I want to point out is that when you first get started, we want to make sure you're watching the getting started video.

If we come in here, give me just one second. For in the forum, on the right hand side when you log in, and let's see if it log me out, I have to log back in if that's the case. Right here where it says click here to get started. For those who have not done that, I encourage you to go and click that button at some point within the next day.

When you do that, it's going to take you to welcome video that explains what direction you need to take, what steps you need to do, first thing. Believe me, this is going to help you. It's going to help you get organized in your head so you know what to do. Make sure you start there.

Otherwise, remember in the member's area, you want to make sure that you're watching the introductory video in there. One in particular is the 40,000-foot view. I sense a lot of people haven't watched some of these introductory modules and their asking some questions I'm seeing that really are answered here.

You may have not noticed, if you click on the title of an introduction, that actually brings up a videos, too. That's not just the title of the module, it actually includes some information, some videos and content that you can participate in.

Be sure and watch that 40,000-foot view if you have it already. Let's see. There's also ... If I click on this forum icon at the very top from within the member's area, it takes you to ... I used the forum demo now and recorded this video. If you're having questions how do I ask a question, how I create a topic or a post or how to reply or how to subscribe to, you know a thread or some comments and answers and questions are taking place, this helps answer that.

I'm not going to go into that here but you can watch that. Couple of things we want you to definitely take part in and watch. One other item and that is this because we want to make the forum as smooth as possible for all members and for them to be able to get questions as quickly as possible. Here's what I'm going to suggest to you. Use the search function in the forums right here. There are a lot of posts that are made where the questions is maybe or have been answered, what we know have been answered.

Right now, at this point, there are a lot of unique questions out there. Maybe a slightly different variation of asking it. Really, a quick way to get an answer is type it in here. We can start with the key words. If you want to know something about niche or finding a niche, they you just type in the word niche or you can type in finding a niche.

You can put that in quotes or not quotes. You can just click on this icon, the magnifying glass. Click on that icon, it's going to pull up all of the threads and questions in topics that have already been talked about that very subject.

You can see at the bottom, there's at least nine pages of information there. I just want to save you some time. Use that search box and chances are, you may find the answer before you actually go and create a new topic, asking question maybe it's already been addressed. It started to take up time talking about that but I think it's important to maybe help you get some questions answered quickly and help everybody navigate throughout the forum pretty smoothly. All right. Let me just pull up some questions here and see if we can get started. Joyanne, if you got anything to add, feel free to. Otherwise, I'll just start looking at some questions.

Joyanne: Yeah. I'm noticing quite a few here on WordPress and I'll be happy to answer those. There's a couple of them. People don't really seem to understand basically what WordPress is and how it might be distinct for some of the other websites, solution sites workspace. Whenever you're ready, I can jump in.

Dave: If you see questions like that, go right in.

Joyanne: Essentially, WordPress is a content management system. A lot of people think of it as a blog but essentially you can have your entire website run by WordPress. It can host everything including your pdf files that you might want, folks, to download. Your images, all of your texts, it can even host your landing pages.

There are solutions, likely pages that have advantages over to putting on landing page on WordPress but I think one of the advantages of lead page that it loads very very quickly. I know that can make a difference to conversion rates. One of the things about WordPress is that by itself, it will usually call for a header, a sidebar, the main part of your page and so forth. They will build the page out of different elements that are in your WordPress theme that you've chosen.

Landing page, generally, the LeadPages we like to use are very clean and simple and don't have any of those elements. They're not easy to strip off. There is out plug in that you can buy and it's called OptimizePress. It runs about a hundred dollars. It's a very very powerful and if you watch the video on the OptimizePress website, you'd be very excited about all the things that it can do for you. I use it but I also use LeadPages as well.

Dave: Excellent. Any other specific that you see you want to answer? Otherwise, I can jump in here.

Joyanne: Go right ahead.

Dave: Okay. I can attest the OptimizePress. I used the version one. Their new one is just miles ahead of the original. The interface is completely different, much more modern. That's a great resource for people who want to look for creating all kinds of pages that's similar to lead, I'm not going to go back to it, you [inaudible 00:10:56] to explain. I'll just say, I'll give it a thumbs up, too for OprimizePress for sure.

Joyanne: I did remember one of the thing I wanted to add which was the difference between something like WordPress and something like Squarespace. Squarespace has advantages of simplicity. There's no coding requirements, so forth, but it also has limitations on what you can do with it.

One of the beautiful things about WordPress is that, it's what we call an open source platform. In that regard, there's nobody that owns that software. It's like Microsoft owns it in a proprietary way. Therefore, it's free to use.

There's a whole web developer community out there who's constantly adding in new functions that they call plug ins that will basically allow you to do anything you could possibly imagine that you'd want your website to do. The advantage is that they're testing it, they're implementing it, they're improving it all the time because it's open source.

Everyone is working together to make it better and you don't have to go out and individually hire a programmer and pay them all kinds of [inaudible 00:12:00] of money to do it for you. You can go to the WordPress plug in directory. Type in some keywords of the type of function that you would like your website to perform and then research from there as to what which ones are the best.

Dave: Great. Terry got something for us saying, "If you have two different squeeze pages in the same niche sending leads to two different list, do you and can you merge the list into one? Can you discuss how you guys manage a list after they start to grow? Also, is there a way to segment list?"

Yes, we got several questions there. You can merge them but the easier thing to do and here's ... Make sure you're using the same autoresponder service. I'm assuming that's what you're doing. If it gets response, whoever, and if you have two different squeeze pages and they're all fondling. You got two different lists now and get response and they're on the same niche.

You can mail both of those list without having to merge them. This is called the, [inaudible 00:13:05] broadcast. An autoresponder is a message you send out on auto pad. You schedule it so it's an automated email like the first one they received. That's always hands off to give you example.

The broadcast is when you mass mail people. When you communicate to your entire audience, when you do a mass mail, you can select all of the list that you've created separately and be able to mail them all with one email. That's the best thing to do. I mean, you can merge them using an import feature, typically though if you use that, you may have to do a double opt in but I don't recommend doing a merge especially if you ... Just create the two separate list and mail them as described.

"Can you discuss how you guys manage a list after they started to grow? Is there a way to segment list?" Yeah, there's always a way to segment list as well. It's call automation rules within GetResponse, Sendlane has that same feature. I covered that in a Sendlane videos where you can create a segment. You just filter it so you can say, "I want to create a segment with people who are from the UK or from people who open such and such email."

There's numerous ways to filter that segment so that once you create it, you give it a name, and then when you're ready to email your list, you can choose to take a little box where that segment is. It will come up in the list when you mail and say, "I want to email this list or just this segment." Take the box and it's only going to send out to people who are in that segment.

Of course, just like you say, you have a couple of different list but that's really a segment if you'll think about it. You have people in weight loss but maybe those people in weight loss are also interested in maybe some exercise equipment. Maybe, they're at that stage. Maybe you just want a list of people who want to know about some exercises.

You could create another page that offers something related to that area of the niche and have opt in for it. Just to give you some ideas but as far as managing afterwards, that gets into a longer discussion of breaking a content versus promotion which we cover I think it's ... Let me see which one it is. [inaudible 00:15:30] member's area there. It should be at Module 2. We actually going to cover that in the second video of module 2, balancing content and promotional emails.

That would really answer your question as far as how do you manage it down the road. That will give you some starting point here.

Joyanne: I was wondering if you would be willing to change me to presenter so I could show my screen to answer question?

Dave: Yeah, just one second.

Joyanne: Thanks.

Dave: You should have it any second there.

Joyanne: Great. I wanted to answer Rebecca's question here. Essentially, what she's asking is what can she do to prevent her website from getting hacked. There's a couple of plug ins here. I'm in the personal development space. I have a lot of different plug ins for my podcast and so forth but there's a couple down here that I'd like to show you.

One is ... Let me put the server here so I can scroll down. One is called LanGuard. This has the ability to let you mark people who register for your website as what are called sploggers. People who basically register in order to create back links and to help optimize their own site. Basically, it's a benefit to them. You can just quickly mark them as splogger. You can block them by their IP address and so forth.

There is another one here called Wordfence that will alert you by email when somebody is trying to access your site and so forth. Again, you can see block type piece. There are so many WordPress security measures. One of the things that you can do that is a good preventive measure that I've noticed with people asking to build their sites is out of trust, they will give me their admin name and log in credentials. You never want to do that.

If you have anybody else helping you, what you want to do is go to add a new user and then you would basically create a profile for them. You can give them administrative access but just create a username for them. Put in their email, first and last, and then assign them a password. Then, go ahead and give them the role of administrator and then add new user.

That will generate the email to them with all their log in information. Never ever give up yours. It's just a good, best practice. Go ahead and stop showing my screen.

Dave: All right. I'll take it back here. Mark's asking, "What the definition of demographics is?" This is basically statistical data. Say that fast three times. Statistical data. This can be gender age, income, that sort of thing. Usually, we focus on that in advertising like Facebook to give you an example.

That's just a quick and dirty answer to demographics. When I think of demographics, I think of Facebook because they allow you to really target demographics when you advertise there. You can really get down to the age group. Their likes, their hobbies, where they're from, the list is endless. Anyway, hope that interest that.

We are talking about the TYP page from Susan who says, "Should the offer made on the TYP be different from offers made by email?" Since we don't know if our customers purchase until we are paid, it would not be good to offer the same product twice. Let me just address that a little bit.

You want to do follow up emails from that product that you're promoting that they first have exposure to because if you don't, they really [one in a hundred chance 00:19:36] of making a sale or you have that one done right. If you send one person over the page, their probably going to bounce and they may not come back unless you're able to remind to go back and check it out. Which is better? One chance or several chances to make that sale?

Should the offer made on that page be different from offers made by email? You are going to offer different offers by email. You're going to that every month. At least a couple of different promotions every month for different product which leaves you a lot of room for relationship building in sending content and pre-sell information that helps build trust with your list.

Here's the thing. That first product that you promote on the TYP, within that first week, you want to be able to put a couple additional emails in your autoresponder that send them back to that page. I would recommend at least three. For any product that you promote via email, come up with at least three emails that send them back to that page.

Again, when you look at that module talking about balancing content and promotional email, that's going to help you with it. Let's see. The other part of the question is, "Is there another way of knowing if the customer has made a purchase other than by me being paid?" For a Clickbank for example, you can go in and see if you've made a sale. I don't know if they actually show the email anymore for the customer. Let's see. What if ... Any way of knowing if the customer made a purchase other than by me being paid?

I don't think Clickbank does that anymore. They used to be able to see the email or something there. I don't think you can do that anymore. Probably, the answer is no. You don't know for sure if that particular customer has, but here's one way to know.

This is a little trick to help boost sales as an affiliate marketer. You offer a bonus, something you can give to them as a way of saying thanks for buying a product through you. It's like, "Hey, here's a special offer and this is a product that's gonna help you. I hope you recommend it. But, if you purchase from this page, purchase from me through this recommendation, I'm gonna give you x gift." Whatever it is, you can buy rights to products that will allow you to resell them just for an example.

Come up with something that complements the product that people will want and you're giving it to them free. Hopefully, has some kind of real world value. Here's how you know if they bought. Because you ask them to forward their receipt to you to your support email address as proof that they bought from you. Then, you can then deliver the bonus. That's one way to get around them.

Joyanne: I'd like to answer Ada's question here about whether or not her Wordpress site needs to be functional in order to host an opt in page. The answer is yes. However, one of the things that I know from using LeadPages and WordPress both is that LeadPages, if you upgrade to a little bit higher level of account will let you split test variations on lead page. You can see how effective in a conversion rate of one versus another.

I had a solo ad run recently and I had three variations of the page. Basically, the only difference between them was the background image which can make a huge difference, believe it or not. None of the text was different. Really, none of it was different but the image. One of the pages was performing at least ten points worse than the other pages.

In the split test, I ended up getting rid of that one. I was converting it about 55% of that one, I wasn't happy with it. I made a bunch of changes to it and I got it converting at 83% which I was very very pleased with.

Another advantage of LeadPages versus just having a landing page hosted on your own WordPress site is that they have all kinds of templates that I've already been tested. They will actually let you see all of their best converting LeadPages right there. You can actually sort all the templates by the highest converting ones which is a huge advantage because you're basically getting to dovetail on all the research and all the efforts that have gotten from people who are professionals in the space and then you get to basically copy what they've done.

Dave: [There's 00:24:16] a question about GetResponse. It says, "I'm not sure if GetResponse has the facility for TYP, for thank you page but it looks like landing pages. So, would it be better to use LeadPages for both landing and thank you pages?" I guess you're referring to the templates that GetResponse offer. They are more corporate looking. Let me just pull up GetResponse here. Pull the screen one and find that.

I have to move things out of the way. Let's go GetResponse. GetResponse third templates are what I call corporate looking and I don't really like them for what we're doing. All right, let me pull this back up. You should be able to see my screen that you get to see GetResponse from the screen. Joyanne, you see that?

Joyanne: Yup.

Dave: Good. If we go over to messages. We'll see, we'll create a newsletter. We'll get to the templates. I'm using a test account here. Go to the next. Most of these are designed ... Actually, I'm sorry, these are designed for the newsletter. What we want is landing pages at the top here. I don't really ... I think they're just too busy-looking for what we want to do. This look like the really large corporate companies in my opinion. I think the answer, even if we go to opt in pages, we want to keep it simple as possible.

We want them to keep focus on just the headline, the main benefit. The reason why they should subscribe without making it too flashy. That's what we're ... They don't have a lot of opt in pages either. You're right as far as the thank you page. Let's take a look at that. We don't have opt ins on the thank you page but I guess, it ends on what the previous landing page was.

Joyanne: Could I answer a question that dovetails right in to what you're saying?

Dave: Sure. Go ahead.

Joyanne: Okay, because there's a question here about whether or not they should attach their pre-report of the incentive item to the first email in autoresponder sequence or if they should belong on the thank you page. On the other words, the person hits submit, and then they're redirected to where the pre-report leaves.

Here's why I don't recommend giving it to them on the thank you page. First of all, you're going to lose your opportunity to employ annex, money making approaches, monetizing and recouping some of the cost by putting an offer in front of them on a thank you page. That's the first issue.

The second is, you want to make sure that you're actually getting a good and valid email address. A lot of people, if they can get to the item without actually giving you an email address and they've gotten what they wanted without you actually giving what you wanted. If you're paying for traffic, you absolutely need to ensure that you got a working address.

Dave: Was the question should they put it on thank you page or attach it to the email?

Joyanne: Yes. That was the question.

Dave: All right. We're saying you don't want to put it on the thank you page because we'll make sure they check the email first, right?

Joyanne: Correct. [crosstalk 00:28:41] I was just going to say LeadPages has a really easy way of doing that as well or you attach the lead magnet right there and they can open it up. It's very very easy.

Dave: They'll let you attach it to a download button, correct?

Joyanne: Yes.

Dave: The LeadPages?

Joyanne: Yup.

Dave: Are you saying LeadPages that will let you host that file? They'll take it up on their server or you have to have it on your own?

Joyanne: They absolutely do. Yup. They absolutely host it on their site.

Dave: That's something I didn't know so that's great information. We had a lot of people say, "How do I give them my freebie?" If you're with LeadPages, that's one way to do it. While we're on that subject ... Actually, I don't think I fully answered this set of questions yet. We're going to address the freebie in just a second.

This was about GetResponse here and it was, "Would it be better to use LeadPages for both landing and thank you pages?" You can, Susan, if that's not a problem with your budget to do that, either way you're going to need an extra ... Push it, you're going to GetResponse as it sounds like.

You're welcome to do that for sure. Sounds like it's going to be an easy process for you but you can, the answer is, yes you can do that. Is it better? It depends on what's easier for you. It's probably the answer as to whether it's better or not. You can certainly do it that way so that's good news.

Guys, we're all about trying to make things quicker and easier for you. It doesn't mean we want you to spend extra money. We're not requiring you to spend extra money on any other resources. You don't have to. For example, with LeadPages you get 90 days free. I'm not LeadPages but [Sinlain 00:30:19], you get 90 days free.

You can create your opt in page and a thank you page on that site. We have actually a TYP, that self-directing page that [inaudible 00:30:31] been telling you about. We have a TYP generator. I just saw and tested it the other day. It's really cool. That's going to be in the bonus area pretty soon.

Now it works. You just pull up this link page, you fill in two fields and click a button and your thank you page is generated. It's auto hosted for you so you don't have to have a domain for it. You're glad to grab that url from the browser, copy and paste it into your autoresponder when you create an opt in form. That tells that form to redirect to that page.

Anyway, Sendlane has that built in his will. Let me show you the GetResponse thing here. If we go to a form. Let's go to web form. Let's look at the list. I probably get something in here to look at. Let's go to settings. The default thank you page is going to be ticked by default. We don't want to send them to that which just says, "Thanks for subscribing to GetResponse." The basic thing.

You want to tick this box, says, custom thank you page. Put your TY page, your thank you page url right here. You copy it, right click, paste it in here then go to the next step. That tells this form that that's where you want them to go as soon as they subscribe.

Sendlane has the same thing. I'm in Sendlane now so let's see. Not landing page but we want to go integration. Let's edit this form. If we go down here to thank you page and other settings, we're going to look on the bottom right where it says redirect to url instead. Click on that. Maybe we can paste our link right here in this field. Click on save.

It's all done within the form. The page doesn't do it but the form is what's really controlling it, just so you know. Let's go into, just one second, landing pages. Actually, I want to create a new template. Look at the options here. It's going to be this thank you page right here.

Here's their thank you page. You don't have to call this download now if you don't want to. This is not a self-directing thank you page. This is an interim page or transition page basically. You'd have to put something like click here to continue. You can change the verbiage or make this, say continue and then hyperlink this button to go to your fill in link.

The way I just explained it the second ago, you don't even need this page because you told the form where to go. Did I make that confusing, Joyanne? I just want to make sure I-

Joyanne: No. I think it's pretty clear. I mean, but that's me. I work with this stuff everyday.

Dave: Just to reiterate, this is an option to use a thank you page on Sendlane. Typically, when we say TYP, that means a self-redirecting page whether it's going to that interim page that redirects after five seconds or the one that goes right to the affiliate link. It's all done within the form, the opt in form.

We've got just a couple of hours. We're going to be here maybe two and a half max. I'm afraid to go to too much detail or something because I want to get as many questions as possible. Just remember these are being recorded. We have transcripts made. If you have to cut out earlier or you miss your question or maybe you didn't hear it, you can check back in your memories. What were you saying, Joyanne?

Joyanne: I was going to ask to show something on my screen. There were some folks asking for an example of what it actually looks like to host the lead page and then actually go through the process.

Dave: That would be great. I'm going to turn this over to you.

Joyanne: Let me just move it down here. Here's the page that I was telling you about that I got to the point where it was converting in about 83%. This is the book that I wrote for my own group. One of the things that I love about working with LeadPages more and more. I really look at this, one of the money making profit centers of my business and of my website. Even though it's not on my website per se. When you have these tools but if you think you're paying for these tools every month, you really need to know how to use them to full advantage.

One of the things that I've discovered about LeadPages is that when you pick up particular template, there will be a how-to video with it. What they were saying is that when you use this two-step process, meaning you click here rather than just filling out the email address on the form itself, it actually will increase the conversion rate by about 30% which is really significant.

I used this two-step process. Just click here for free instant access and then, I borrowed this from a friend. It says, "Congratulations! You just won a free sign-up gift." We're telling you, not only did you get the book that you asked for but we're going to give you bunch of audio interviews just a bonus with expert coaches and trainers and this is my podcast.

Then I start being able to essentially distribute or syndicate my podcast episodes through my autoresponder. This is hosted by LeadPages but it's fully integrated with my GetResponse account. I'll just go ahead and I'll submit my own name here. Then I click on free instant access. It goes to redirect page but I've got a hot link in here so after about five seconds, this moves over into [inaudible 00:37:03] offer.

Those are tricky little things figuring how to do this the first time. I'll go ahead and start that. Now, if I go over ... It may take a little bit of time but hopefully it won't to actually get the autoresponder. It should be here. It should be hosted by LeadPages. It should be here. Here you go. Your book, Unleash Your Power,

has arrived. Just click here and this is what I set up as the response within LeadPages. This is not from GetResponse yet. This is directly from LeadPages.

It says, "Welcome! Your new book has arrived." Then boom, download. Because I'm using Chrome and it has an integrated pdf viewer, it will just immediately open the book. It's actually going to download. Sorry, it does want to download so I take that back. Anyway, I just thought that would be helpful for those who actually wanted to see in action.

Dave: Yeah, that is. It's excellent. Thanks for showing that.

Joyanne: You're welcome.

Dave: We got a lot of questions about LeadPages now. I have a new stumble [inaudible 00:38:28] we have so that's really good [inaudible 00:38:30] for people who actually see and understand that. It was really helpful. I didn't know that you could actually pull your report up into LeadPages and connect it so that's great. [inaudible 00:38:40] back on me for just a second here.

Joyanne: Yes, please. Thomas said, asked a question, "Is there a compelling reason to use LeadPages over something like GetResponse because GetResponse can also have landing pages on it?" I think it's important because you don't really know what your results are necessarily with GetResponse. You can't do all that by testing. If you have something that's outperforming another variation by a lot and you don't know it, you could be wasting really good money because you're driving car with a blindfold on so to speak.

Dave: Just to expand, let us ... You do need an autoresponder because LeadPages is not an autoresponder. It is like Sendlane. It's not a hosting company. That's some question we have. There was confusion to believe that Sendlane hosts so you can pull up your pages and things like that.

Luckily, they host their own pages that you create with them same with Sendlane. The difference between Sendlane and LeadPage primarily is, other than LeadPages been around longer they have more features and [elves and weasels 00:39:45] and more templates but Sendlane is both an autoresponder and you have some landing page creation in one. Either way, you need an autoresponder whether it's GetResponse or Sendlane that can integrate and function with LeadPages.

I want to talk about that TYP page. What you saw her show lead the one that self-redirect after so many sockets. That's what this TYP generator that you're going to have access to does. When I talk about filling a couple of fields and click create, those fields are the headline and the subtext. The main text and the

subtext. You fill those in, you click the button, and it does all the stuff for you automatically so you don't have to worry how to code that page. It's real simple. It is to me because I do some webmaster stuff.

I want to show you something. Here's a student's page that has something similar. See? Your free secrets are on their way to your email. I have a special video I'd like you to watch first. Then it goes to an offer. If we go back to that again, see, he's got a top headline and subtext. You just fill them what you want on the top. Go and fill in what you want at the second line. It auto-redirects. You just copy and paste the url and [crosstalk 00:41:14].

That's what the TYP page generator does for you. That's going to be available to you guys pretty soon. Anything else I won't miss? Maybe, it will come back to me. Let's look back some more questions here. "I'm looking to buy hosting instead of Sendlane." I guess I just talked about that seconds ago. "Could you now go through that comes together or how everything comes together? Or you have a domain name which I want to launch my blog but then WordPress is available as an option, just a little confuse as to difference or benefits of going either direction."

Again, hosting is different than Sendlane. You got a domain name. I'm going to tell you if you're new, Roger, don't worry about setting up a WordPress yet. When you do, Joyanne is the individual who can help you do that. A lot of us have blogs. We understand it but she's the best source. Don't worry about it. When it comes to that point, we can help you knock it out really quick.

Just FYI, anytime we do something new that you've never done or there's that a bit of fear that comes into your head and it seems like this [piggy 00:42:41] mouth in front of you or weight on your shoulders are intimidating, you'll discover that many things, you want to do them a couple of times aren't so bad. You'll think, why was I feel so stress to begin with? It's just human nature. We get that way.

I'll tell you what. When I started back in around ... I guess I went on internet around 2004 but I don't actually start working full time. Go back 2007, the tools and resources that we have now, that weren't available then. I had to reverse engineer everything. How I learned was going in and doing and screwing up and then trying to figure out, how did that screw up? Why it didn't work? It's the craziest. That's why I went to the school of hard knocks, I guess it's what you call it.

Joyanne: I have was also self-taught, too. Now, it's almost the opposite problem with there so much information that you don't know how to discern, if you're new, what's reliable from what's not reliable. That's one of the things I got really

clearly when I came across Profit Academy and joined which was last year because I knew immediately, having been in it so long that on a [cad 00:43:43], some certain missing pieces to what I call the thousand-piece marketing puzzle.

I got most of the puzzle done but there was these couple strugglers and I knew the he knew his stuff totally. It gave me all the confidence in the world to say yes to it and it was a game changer.

Dave: You're right about that. There's so much information out there. It's nice to have something that points you out of a systematic approach. Here's the thing. What we're teaching is evergreen. What I mean by evergreen, it means its work for year just to continue to work for years. This is how people build businesses online. No matter what they tell you, this is what they're doing if you think about it.

Most things you probably invested in for training online all started with an email or when you hit that email, you probably went to buy a product. It's either one or the other. We're teaching how to do both as a systematic system.

Mike says, "I've got all my things to get." Sounds like maybe he hadn't gotten yet. Says, "Website, autoresponder, GetResponse, whatever, Clickonomy, Fiverr, and HostGator. Can't seem to wrap my head around linking them together." Here's the thing, you need a page. Just a one webpage site that your opt in page and you need an autoresponder so that you can put a form on that page. That allows you to collect leads so that you can email market to as long as they're subscribe to your list.

Do you need hosting? You don't have to have hosting right away because of the sources that we're talking about. Typically the bottom line is, as far as getting a resource, it all depends on, I would say your budget first of all and your needs. Money is going to be speed. That means if you can invest in something like LeadPages, then that's make life a lot easier. You have a short learning curve going in. First, figuring out to click and drag and create a page but it's again, more simple than you think if you haven't done it.

That being said, you have options. If you're really budget minded right now, you can go with Sendlane as both an autoresponder and simple opt in page creation. It creates nice looking pages that's perfect to get started with as far as landing pages. That will save you money going to LeadPages and pay that. It's like an entry level. If that's what you are, that's where you want to start. That will save you money. Go ahead.

Joyanne: Sorry. There was just two questions that you gave me a perfect sideway and to answering these other questions but didn't want to cut you off.

Dave: I'll jump right to you in just a second there for that. That's the thing. You don't have to have hosting yet because you can get your opt in page created with Sendlane and they automatically host it for you. They're also an autoresponder so it's easy within the same service name site to connect the two so you don't need GetResponse.

Fiverr just somebody going to outsource to get things done. Relatively inexpensive there depending on what you need. That's not really something I have to worry about right now. HostGator is a hosting company so you don't have to worry about that.

Hopefully, that simplifies this a little bit. Those are the things that you need to get started and where we are in the training right now. You need the autoresponder to collect leads and manage your emails and you need an opt in page. We're talking about the TYP page, thank you page, that's hosted for you, too when we have this generator up. I think that simplifies it. If we hope so Michael, that answers your question. What did you have Joyanne?

Joyanne: Just two. Emphasize what you're saying, yes, to get started the path of least resistance is to get your autoresponder company and to get your page hosted by either LeadPages or some other company like the Sendlane product where you don't need to have a separate website. I got two questions here that relate to WordPress and OptimizePress specifically.

The one question says, "If you had to recommend just one, would it be LeadPages, WordPress, or OptimizePress?" I totally get it, you want to conserve money. You don't need to spend money at all three if you don't have to but the deal is, with those three, they're all different. It's not a either-or conversation.

LeadPages specifically for having single hosted pages. WordPress is exclusively for hosting your website. OptimizePress can either be used just as a plug in or it can be used as a theme within a WordPress environment. We're talking apples, oranges, and bananas here and I really use all three and eventually, you would probably want to use all three.

The other question was about when they go to the [done 00:49:04] for you pages with templates for ten different niches, she said that she can see the html code but she doesn't know how she can copy and paste that html code into OptimizePress. The thing with OptimizePress is it allows you to basically use a drag and drop visual editor so that if you don't ever want to use code and aren't comfortable with code, you don't have to. It's built for that none coder user. For that reason, you can't just switch over to a code view and then start adopting the code. You either within the visual editor of OptimizePress or you don't use OptimizePress.

Dave: Just scrolling down. Take another look. Arwan was saying, "What books would you recommend to supplement our education at Profit Academy?" I would not send you anywhere else. Let's not confuse you. We wouldn't want to take you anywhere else because if you stick with this, we're teaching you really every single thing that you need to put in place. I don't recommend anything out there that I would send you. I honestly don't. I wish I had known these years ago.

Here's one thing you want to do. All these thoughts come to my mind when I first started and things that get me motivated was getting an email saying, "Hey," ... You remember AOL, "You got mail." It was cool. I got mail. It was working. You can set it up in your autoresponder to get an email when you get a subscriber.

I would highly recommend you do that at first because it's motivation. It's like, "Hey, this works. I got a subscriber. Cool." I started off later. That just came to mind. Just one of those things when you first get started.

Mickey is talking about, "When I sent myself a test email, after I set up the html email with the link to an affiliate, the html link does not work. It pops up a window with my email and displays the page that's going to go to. It does not open a window and a web browser. Does anyone know if this will work directly once I published the email?"

I think I know what's going on. [inaudible 00:51:37] what you see in an interface. I don't know if I actually duplicated that myself but the true test is, send that email to you. You don't test it on the interface. Actually send the test email to yourself and then click on the link. Then, it should open up in your browser.

I'm not a 100% about the question but it sounds like you didn't actually send what [says 00:52:04] when I sent myself a test email. I don't know. This makes sense to me. What about you, Joyanne? I'm not sure what he's talking about.

Joyanne: Sometimes, people have html disabled within their inbox settings. All links would be stripped out. It could be a security setting.

Dave: In this case, he said he was actually opening up in a pop up window but not going into his browser. I'm not just sure, Mickey.

Joyanne: It doesn't make sense to me.

Dave: There's some other answer there. I've never seen that. I've never experienced that personally so I'm not quite sure.

Joyanne: There's question here about whether if somebody works with WordPress or Squarespace, are they hosted as well? There's a couple different options and I want to make this point because it can trip off a lot of people. When you typically think of WordPress, you would probably think of WordPress.com.

There are two variations. There's WordPress.com in which you can actually buy hosting on the WordPress platform and it's very easy and it's all handled for you. Then there's WordPress.org and my recommendation is that you use the .org version. When you go with the .org, you are actually going to be also getting a hosting whether it would be through GoDaddy, Bluehost, what have you.

The main distinction between the two is that with WordPress.com, they only allow you access to about the top 20 plug ins and there are more than 30,000 plug ins created for WordPress by the developer community. You can only add those plug ins when you're on what is called a self-hosted or basically you get your own hosting package WordPress site. That's a huge distinction. You really don't want to make that mistake.

There's another related question which is that, "Is there another company out there that can give you a landing page, autoresponder, domain name, blog, and website all at the same time?" I have come across one. It's really a patch work. You have to pick and choose what works best for you. I particularly like GetResponse because it is a visual interface and I'm a very visual person. It's much easier for me to say, "I want a picture here and here. I want text."

By the way, I just did some research on stats [knot 00:54:34] and I found that nowadays, there's more email being opened on smart phones than on desktop computers. Eighty percent of the users have images disabled. That only makes sense because who wants to pay for the extra data to download for pictures.

If there's really no point in doing a big fancy templated email with a lot of graphics in it because especially when you have a big header, basically when the person opens it, it pushes your message way way down the page. Therefore, they have to scroll down and not that many people will. I think that's really a good statistic to know and to implement.

Dave: I don't know if you set up this because I'm reading a question through some of that but you're talking about WordPress.org. When you sign up for hosting account that has cPanel, they access WordPress.org. Maybe that's how they technically get it but you can install it with just a few clicks. Did you mention cPanel?

Joyanne: I didn't mention cPanel per se, no. Yes, that's true. Both GoDaddy and Bluehost, some of the biggest hosting companies out there offer what's called a one click

install. Basically, you click it. It's a script. You tell it where you wanted to go and it installs the whole WordPress thing for you. You don't have to download the WordPress software. Anything, it will do it for you and it will tell you when a new version is available.

Dave: It's super simple. When we say cPanel, that means it's the control panel. When you log in to your hosting, it's the first thing you see. There's all kinds of selections for installing certain things from support desk to WordPress, you name it. It's really really simple. A few steps wizard driven as far as getting a blog. We'll be glad to show you that down the road. Right now, you may not be at that point but for sure, that's really a simple simple way to get your blogs installed at some point.

Tracy has a question about FileZilla connecting other services. "How do I not get a connection error when I enter domain, username, and password in FileZilla?" I'm trying to get the done for your niche in the Sendlane. As far as I can tell, it may just be that, maybe you don't have the username and pass correct. Here's FileZilla. Host means yourname.com. The username and pass is the same username and pass that you're hosting company gave you. It's going to be exactly the same.

I know you have to type in here. I don't have to put FTP or anything. I just put in myname.com or whatever your domain is but the username and pass, you hit quick connect. I'm not sure why you're getting an error. Just verify that you're using the correct username and pass and that you're putting yourname.com. That doesn't mean www. You don't have to do that.

[inaudible 00:57:40] just always put direct if it's johndoe.com. I just put johndoe.com. I'm not real sure why you'll be seeing an error so just verify your log in information. That could be the answer with the error.

Garry saying, "Do I link my opt in pages, html code to words, click here in my email so I can send the person to my opt in page?" No, that code is not for that. That code is what you put on you opt in page. The opt in page is html. You don't put the code as the hyperlink. You only put the url, the web address to your opt in page, hyperlink to those words. I'm hoping that makes sense.

Let's just do this. Just a quick illustration with the html editor. It takes seconds to load. By the way, guys, if you need an html editor, this is one I've used for years, Microsoft Expression Web. It used to be a page resource and it's now free for Microsoft. Let's just make some bigger text here so you can see it.

For highlighted text, I can open it this chain link icon. It's one way to do it. I like shortcuts. In this case, right click ... You'll find that you can do a lot of stuff doing

right clicks by the way. I right clicked and hit hyperlink, post at the same window. Now, I'll go grab my link for my opt in page and put it right here.

I'm just going to type Google in here for now but whatever that is, even if it's hosted in Sendlane or LeadPages or wherever, they'll going to give you a unique web address. Copy and paste it here and click okay. Now you see how it's hyperlinked? Hyperlinking to the page that contains the code, not to the code itself.

I think that was the question. You would not want to copy paste all that html code and then hyperlink it. No, it doesn't work that way.

Joyanne: I'd love to answer question here. Somebody want to know a little bit more about sploggers and getting people out of your website. If I could show my screen, that would be excellent.

Dave: Okay.

Joyanne: Let's move the question down here. You can see that I have the WangGuard plug in installed here but where it actually shows up when it's in use is under the users. Here is a list of a whole bunch of different users, past guests, on my podcast that I actually give a directory listing to. I need to be able to have people register themselves on my website and as a result, at least me open to people creating fake account. You can see one here. This is a classic kind of splogger, email address at Gmail with all these little dots in it. Here, it says report it as splogger.

Essentially, the system already knew because somebody else had reported this. Basically, once you do that, it sends that person's name and this email address into a massive database that this plug in talks to which is really very cool. We know that this is a splogger. I can just go ahead and delete this person and then, they're going to be done. If this person had content on somebody else had content, I could attribute that to a different user within my system but I'm just going to go and say, "Go ahead and confirm deletion."

While I'm here, there's another question about OptimizePress. Let me just show you because you don't necessarily want to have to pay the money but we can just go into the page builder here which is very different from the typical WordPress page builder. You can see a whole different interface pops up once you activate this. We can just name our page here. We can check the availability. I just want to make sure that it's available. We'll go ahead and use a content template just for this. When I select that using content template, you can see a whole bunch of different new variations become available.

Let's just say for example, I wanted to create a nice sales page here because I have a membership site going. I would do that. I have to scroll all the way down to the bottom and then proceed to step 2. Again, these are pages that are created by experts in the field. Any of them that you use are going to be excellent without you having to know any kind of html whatsoever.

Essentially, while it's populating itself. Let me just explain there are different elements that you can either get rid of or add to the page. I could go ahead and I could just delete this one. I could add my logo here. I could just say I want a different kind of element and then there's a whole bunch of different ones.

Again, [inaudible 01:03:22] eros. It's just really sky's the limit. As far your imagination goes on what kind of page you want to create, there's really nothing that you can't do here and save a lot of money hiring experts or Fiverr people to do it for you. Like I said, it's about \$97 to get started with it but I think you'll recoup that very very quickly.

You could say I just want a simple layout, complex layout, so and so forth. Featured areas. I mean, you can't just believe how much variety and power there is with this particular thing. The nice thing about it, it's not a monthly expense. It's just a one time deal. It's actually once a year, I believe. I correct myself.

Dave: Well, it says one time fee and you don't have to keep paying to use it. If you pay additional per yer for the support.

Joyanne: Okay, great. Thank you.

Dave: Let me take this back. You're done, yes?

Joyanne: You know what? Don't take it back. Let me just show something here. I forgot here. Under the general settings, under your WordPress dashboard.

Dave: We don't see your screen yet.

Joyanne: Sorry.

Dave: There we go.

Joyanne: Okay. Under the settings, you go to settings and then general. What you can do here is you can uncheck this box that anyone can register. That will right there prevent a whole bunch of people from trying to make fake accounts within your website. I have to leave mine on because I have this directory plug in working. If I didn't, then basically no one will be able to register themselves for it. I just want

to show that it's a good press practice. Nobody ever talks about it and it's definitely worth mentioning.

Dave: That's interesting. I remembered something about this support as well is that when your year expires, if you want to continue receiving support, they actually give you a time period so that you can get that for 50% off. [inaudible 01:05:42] if you want to continue support, you can get it for 50% off for a certain period of time. If you want to grab it, so just file. It makes it nice.

I got a few questions I definitely want to address here. Brenda is saying, "If you create your freebie opt in using Microsoft Word and save it as a PDF, how do you establish a link for it so it can be emailed to your subscriber?" This is something I've seen addressed quite a bit. I mentioned near the top that I want to talk about this for how to get that to people.

Joyanne mentioned that if you do usually pages, you're going to upload to their site and connect it to a download button there. You can have a download page.

Otherwise, you can use something like Dropbox. I've got Dropbox installed and it's free. You get quite a bit of storage. When you get Dropbox, it puts this little folder inside your documents and down at the bottom of it, if you can see it within my tray, there's a little box there. It looks open. A card board box. If you double click on it, it opens this up but you see, it stays in my document.

If you open up the public folder in a Dropbox, you can click and drag or save to this folder your PDF. Just to make sure you, again, put it in this public folder. Now, right click or select first and then right click and then choose copy public link. That's going to be the link that you put inside your email for someone to access that. That's a free way to do it without hosting or just to give you an option.

Part of the equation as well was, if you use it with hosting, I'll show you how it is. I got files still put up here. Let me see. Once you're logged in, you're going to see ... This is split in two size. The left side is the local computer. The right side is the remote server where your host is. All the files on your host, hosted server are right inside. You're really going to click and drag your files over.

Once you're logged in, everything is going to be in your public.html, by the way. I really don't know how to show that without ... I can't really hide part of the screen with this. Here's what it looks like. When you pull up your server right here on this window. You're going to see a folder that's called public_html. That's what it's going to be named. You want to double click in that and then open it up and then, that's going to be on the right hand side over here.

When you double click on that folder, this is going to be in this top section. Underneath, anything that's in public_html is going to share here. Click on public_html on top and the bottom, all the files are in there on your host are going to show. You come over here, I got a free report giveaway PDF right here. All I would do then is click and drag it and then let go. Now, it's going to be on my website. Here's what it's going to look like after it's on the website.

If you drop anything directly in the public_html, that means that's your route folder. That's your primary domain folder. If you're at johndoe.com, if you put that into your public_html folder, it's going to be forward slash whatever the name of the folder is. That would be your address. Of course, you put the http://.

You take that link. This whole thing and you copy it and put it in your email. I think that's the quick and easy way without getting it to subdirect recent things like that. That's how you pull it up into your website using hosting and using the ftp software. Couple of ways, you can do that.

What is the integration form for and where am I supposed to go on it in Sendlane? Let me go back to Sendlane and I'll pull up the integration form. Did I close and laid out? Let's go back in. I've got a wrap page if there's reviewing for somebody to put up in the form. All right, cool. Still logged in.

If we go to integration, this is where you create your form, your opt in form. You go to create new form. These videos are all in the member's area. It shows you what I'm talking about here. If you go to the member's area, Module 1, setting up your autoresponder. If you click on that, it will show you this in detail. Integration means creating a web form which then gives you the code so that you can put it in your page if you want to integrate with your own site. Otherwise, you can connect it to an opt in page that you create within Sendlane.

Anytime you create a form, you give it a name. Excuse me, you attach it to a list. This is one of the questions I've seen popping up as well talking about a campaign. Campaign is your list. You might have a campaign created for a group that wants to lose weight but then you've got another list of people who want to lose weight who maybe over fifty. You could segment it. You've got a couple different list.

The campaign is your list. That's the database of your subscribers and you give it a name. In this case, I've got widget leads. I used the drop down, I select widget leads because this is the form I want to create so that I can get leads into my campaign called widget leads. I'm hoping that's making sense.

Of course, you give it a name, click submit. If we preview it, there's some options that you can take here that allows you to take away the name or the email, design it a little bit. Let me just quit and do that anyway. You have a choice to add additional field or take them away. If you want to take them, you have it over the field, come over here and drag your mouse to the can and delete it. This will only want last name which of course, I'm not going to do. You can never want just last name.

We're going to take away first name, last name just like that. That leaves the email field. We're good there. You got the theme and style options. Now, we have just a few choices that we can use. A yellow background or blue. We just have a plain. We're only using the styling if you want to take this form and put it on your own page. Otherwise, you really don't need it because when you go on and create your landing page, you'll connect it, and one of the steps there to the form that you've created or to the list.

I'm not going to go too much details there because we want to try and answer more questions but it's all in that video. I guess the short answer is even take a long way to get there, didn't I? Integration is the web form. That's where you created them, where you edit it and you can get your quote from there.

Joyanne: I love to answer couple of questions about hosting items if I could show my screen, that would be great.

Dave: Okay.

Joyanne: Back here in my website, just loaded up my media gallery. One of the nice things about a media gallery is that a lot of people don't know this but you can actually put your PDF files right in here. You just click on add new or this button, add new and you can upload the PDF. Here's the deal with this. It says maximum upload file size is 64mb. There's a lot of WordPress site, it's not that big. You may run into some limits there but I could actually select the file, browse at to my computer and upload my PDF there and it will give me a url.

Let me show you another alternative because so many folks here in this group are going to have Gmail accounts and a lot of them, they don't realize the power of the Google applications. Mine, this is fully integrated with Google. One thing I love about it is if I just hover over here in my inbox, it says apps. I click on that and I can go to what's called Google Drive. This is essentially cloud computing. It's putting what would normally be on your computer in cloud or in the web so that you can access it from anywhere using your Gmail account.

Again, here, this is going to load all of my different folders and for example here from ebooks, I actually have my book here. You just double click and open that.

Here's my book. It is a PDF file and there's very very large file limit here. You get always free in the limits of the then, I don't know, a hundred megabytes or something. It's really very large.

All we have to do here is go click on this to share it. The default permission here is that anyone with the link can view it. Down here, if you want to give somebody editing access, you could do so down here but you want to be careful not to give editing access to people who won't be collaborating with you. Essentially, this view link, we just copy it. It's on my clipboard, sorry, and then I could put that into an email that I might send out to my list.

That's really nice. Basically, the way you would do that is ... Let me just go ahead. Let me just show you how I got it here in the first place. If it's one time in this folder, I would just say new and then file upload. Again, it's going to take me out to my computer and I could search wherever my folder was or my file was. Hopefully, that helped.

Dave: I got a question for you as well from someone else. Let me see. For someone, "I wanted to know, can we see the questions on the screen?" Now, friend we're going to do that. At least to my knowledge because I'm not sure how that would help honestly. Someone had a question about some themes. They're saying, so he's doing some freelance work building WP sites and wanted to know what favorite themes and plug ins to use for niche content sites. You know, Joyanne?

Joyanne: I don't really think of themes in that way. Themes are important because they control some of the elements of how your website look to the end for user and how it functions and the degree to which you can customize it. For that reason, I basically only ever build websites using elegant themes. I've just come to find that the controls that I have within the elegant themes, what's called an ePanel. It allows me to do things that normally I would have to know a lot of code for.

I can do basic code but most code makes my eyes go crazy unlike most people, they see it. It's foreign and it makes you stressed out. I love elegant themes for that reason. They can be adopted to any niche. I don't really think it's the niche that determines the theme. I think it's the look and feel of the particular theme and how you want to adopt that to your niche.

Dave: We have a question about any place to find a comparison of opt in page creators and autoresponders with the list of pros and cons. One of the way I would answer that, initially, I think a lot of people get hang up on that, is to [possibly 01:19:38] write down what your needs are first. Google can be your friend for a lot of things.

For this type stuff, you can type in comparisons. Sometimes, you might find some blog post, people have done it sort of thing. Type in maybe the specific names you want to know the comparison to but I would start before you even do that. Here's what I need as the basis. What's your foundation? What's your core set of features that you need based on where you are right now in your business?

That is where I would start and then visit this site, see if they accommodate those. Otherwise, you can use Google. I don't know if any ... There's really no one site or go to place that you can do that but other than just starting in Google. That's where I would start.

What's the difference between Profit Academy and ClickBank? ClickBank is an affiliate market place. Profit Academy is a training center, help you build your business. ClickBank is purely a vendor market place. A directory of affiliate programs that are available for you to search and to promote and market in your business.

How do you shorten a very long ClickBank url address? I tried to follow, but then for you, about hyperlinking, it turned out to be a super long url address. One thing I'm going to steer you away from, first of all, is things like Bitly or common shorteners because they got block listed really really quick. You start using those in your emails and your emails aren't going to get delivered.

You can go to cPanel and use a redirect. There's a function and if you have hosting, you go to cPanel and you can use a redirect function. It really creates a name.yourdomain.com. Then you copy and paste your affiliate link in the field work ask you. Save it and now you have this redirect link attached to your domain that you can use.

Otherwise, there's a little webmastery way to do it to create what is called a PHP redirect file. I'll show you that. Actually, pause the screen so I can go grab that code and then I'll show you how to do that.

It's really really simple but at least you have a first look at them and you can decide if this is something that you want to do. This is the way I've done it for years because you can really customize the name of the [two 01:22:20] because they match whatever the offer is that you're redirecting. I'm going to look up the PHP code redirect and then I'll going to pull up my html editor.

Joyanne: I love how techie you are. The nerd in me loves the nerd in you.

Dave: Definitely [inaudible 01:22:43], that's for sure. Here's my page. Did I put anything on that? I didn't click here that's why I'm going to wipe that out. Excellent. I make sure nothing is there.

When you pull up your html editor, you want to go on a code mode. If it's code but not at the very bottom, you see design and split and code, all the way down here in the far left. If I click on code, I'm going to highlight everything, I click select all. This is the lead on my keyboard. I don't want anything there but the code I'm going to show you which is right here.

You can get this by searching in Google. Type PHP redirect code, you'll find this exact code. You can copy from a webpage. First you can [inaudible 01:23:40]. What I'd like to do when working with code, first of all is to put it in a text pad immediately just to strip any extra [inaudible 01:23:50] that's maybe lacking there. Notepad is on most computers for free. Just go to the search box and type in notepad.

Just a little tip though, when I'm working with code, I like to use notepad++ because it gives you some numbers so you can find a line quickly if you have a lot of code. You don't really need to put this because it's just a few lines. Highlight everything, copy it, paste it right here. I could have probably should have done this before which is really why I was telling about the notepad anyway.

Right here which is http or location right after the colon and before the quotations. Let me make this bigger because it might be smaller in the screen. Right here, between the quote and the colon ... This is where your affiliate link is going to go. You can copy and paste that ugly link. It doesn't matter how long it is. Highlight it, paste it in here, and then once you've done that, then you highlight everything. Come over here and paste that into the page. Just the only code on the page.

You go to file. You go to save as and then look right down here in the section where the file name is. You want to make sure, it's .php and you want to give it a name. Let's just say, name it something relative or whatever you're giving away. It could be, let's just it's a piece of software or something that does calculation for somebody. Whatever it is, make it relative to whatever you're giving away because that helps them identify more and makes it feel like a safe link.

If you just say, "Hey, I've got a free report on five ways to lose weight." You might just actually call that. Five ways to lose weight but just so that it's really clear, just put a hype between each of the words and like so. Then, just click save down at the bottom. Now, you've got a page called fivewaystoloseweight.php. Upload that to your site just like I showed you in ftp. Then, I don't know where the John Doe is. They're might be right there. You're cool.

A little bit smaller. When you upload it to your public_html, you're now have a page called `fiwaystoloseweight.php`. There is your full address for that cloak link essentially.

Sometimes, what I used to do is actually create a directory inside my public_html called `get` or some people say recommends or just go to make it shorter. Here's the beauty about doing that. When you go into your public_html, you can right click and create anew. Just like I can do a lot of right click functions, remember? You right click new, directory, name it, go, and then you click on drag over to your go folder.

The beauty about creating this separate directory is that you know that every redirect that you create or cloak link goes in your go folder so it's easy to find. It's just management. I don't want to get too advance but that's how you do this. Hopefully, that makes sense to somebody here.

I think I covered that one. Let me just pull down a little bit.

Joyanne: There was a question here about whether or not it made sense to put in affiliate links in the incentive report or giveaway. I know people who have done that successfully so I don't see why not as long as you're not going overboard, you could definitely recoup some of the cost of [inaudible 01:27:58] what have you.

Dave: That's something we encourage you to do but don't make it just in your face. I would put like in this report. You can hyperlink text in this report if it's something text that relates to whatever your product is recommending as your primary product. I say primary product because that first thing that they get in the report, if you're sending them into a first look at an affiliate product, and then you know that the first piece of content they're looking is related, then why not link to that first product as a way of another opportunity for them to get eyeballs back on that page.

The other thing I'm going to say is that, the bottom of that report, some people just call something, recommended resources or recommended resource. Don't give them many because that confuse buyer never buys. Just put one recommended resource. That could just be an image ad that comes from the affiliate vendor that they provide to you and just link it up with your affiliate link. It doesn't have to be cloaked there but it can. Just to keep it simple, just one recommended resource usually works pretty well there.

Joyanne: I need to clarify for Stephen. He was asking about a comment that I made about OptimizePress not being able to change easily. You can change OptimizePress easily but you don't do it from the html view. It's only done through a visual editor. First is when you're in WordPress by itself, you can toggle back and forth

between the visual editor and the html editor which gets you just a little bit more control.

Dave: As John's saying, "Are you saying to start with an autoresponder then we can switch later one of these built-in Profit Academy for us? How would you know?" We don't recommend you starting with an autoresponder and then switching services midway. I'm not sure what I said that may have made you think that but I want to clarify. That's not the case.

When you say "built-in Profit Academy for us," I'm not sure what you mean there. We were talking about Sendlane allowing you to create a page and it includes an autoresponder. John, I don't mean what you mean by built-in Profit Academy but once you start with the autoresponder, I guess that's the core question here. Once you start, I wouldn't recommend switching it all because you'll lose subscribers that way.

Maybe a related ... This is a different John. I have a ready website and hosting company, how do I link an autoresponder and a thank you page, [inaudible 01:30:51] a physical product? How do I link an autoresponder and a thank you page? I just showed that actually earlier. The autoresponder meaning the opt in form because they go to the thank you page after the opt in. When I showed you that opt in form and where to choose a custom thank you page and paste your link in that field, that's how you do it, John. That showed that a little bit earlier.

Can you guys show some examples of how the autoresponder is set up and how it works? That could be ... I'm happy to show you anything in a ... Go back to GetResponse. The first things first when you get an autoresponder is you go into setting your account, your settings, things like that. Actually, there's a set of GetResponse videos in the member's area that were added so you might look at that. If we go for more details for that sort of thing, that's covered.

By the way, anytime you're watching some of the videos in here and you want to get back to the main dashboard of Profit Academy, just click on the logo. I don't know if you knew that or not. If you got get lost in these other folders, how do I get back to the main place? That's how you do it.

Actually, I think it's in the ... As a matter, one, let's go to setting up an autoresponder because I think we did add the GetResponse in there along with the Sendlane. Yes, so you know what? I'm going to ask you and go in there. Hold on one second. It's underneath the Sendlane videos. I believe these are videos that I created as well.

I would go in there first. If you really want to know how that works, go check out those videos. That way, we can ... because there's many questions [inaudible 01:32:52] as we can.

Joyanne: I thought to show some folks something about the WordPress thing directory. There's some questions here about whether it's more beneficial to have a paid WordPress thing versus a free one.

Dave: Okay. I'll just switch that over.

Joyanne: Thank you. I'm just going to go ahead and Google WordPress themes. Basically, what you want here is the WordPress work or slash themes.

Dave: I'm not sure we're seeing your site.

Joyanne: I thought I clicked it. Let's see here. Is it working?

Dave: Yes. There's your organizer.

Joyanne: Okay. It says-

Rick: Not yet. You have to click show my screen.

Joyanne: Yeah, I did. I clicked it twice. It's giving me a wait thing. Show my screen. Looks like it's working.

Dave: Should I go back to me and go back to you?

Rick: Give me one sec. Let me do this swap over and see if that will ... Don't do anything, Dave. We'll just switch it back. Maybe, Joyanne, you forgot to send that \$57 you're suppose [crosstalk 01:34:28]. Here we go. You're now presenter again. See if that works.

Joyanne: Okay.

Dave: There we go.

Rick: Whatever it is, it's there.

Joyanne: I'm on WordPress theme directory. Basically, what it's going to show you are some feature themes that it wants you to know about. Usually, the default theme that will common would be the 2015 theme which is fine. They are literally like 3,000 or more free themes. Here's one of the things I want to show you here which is the feature filter.

This is a really important thing because rather than just trying to find your way through thousands and thousands of themes, there are certain elements that you definitely want to have. One is, I always recommend looking for themes that are two columns. Responsively, that is really important. I'll cover this, too, in the WordPress module that you'll get later in Profit Academy but the responsive layout essentially means that, your website intuitively knows what device it's calling for.

If it's a mobile device, it's going to change the layout accordingly to fit the screen and the resolution of an iPhone versus an Android phone, what have you, or tablet. Nowadays, so much traffic comes through smartphones and so forth that you definitely want to have a responsive theme.

You also want to have either a left or right side bar. This allows you some additional real estate on your homepage to make affiliate offers and just have additional controls. Just go ahead and we will apply the filters here. You would think that it will just say search but it doesn't. You have to click on apply filters.

Basically, all of these ones that we just found as the search results are going to meet this needs. Let's just say ... Let's look at this one. You click on more info. What's really nice about the WordPress community is that we're helping each other but there isn't someone that you can call.

This question came up earlier like I don't see if there's a phone number for customer support. No, there isn't. There are support forms and so forth and there are lots of people, lots of answers online but there isn't a phone number that you necessarily call when you're using WordPress.org.

When you go to on this theme directory, you can get a lot of intelligence about different themes. You don't just want to download at Will Nilly. You want to look at the reviews and so forth. Here's a link to the support form right there. You can see additional tags that describe the features of this particular theme.

It allows for custom background, a custom header. This is again an important element for branding that would let you customize the top part of your webpage. Custom menus are also extremely important and so forth. I just wanted to show you that. Let me go back here.

This is just going to take us through one at a time. Generally, the more popular ones are going to have a larger number of downloads. One thing that you wanted to definitely look out for though is date that it was last updated. You can see that changing. This one's a pretty new theme but if you find out that the last update is old, you probably want to steer clear from it because anytime you have

a free theme, that developer is getting paid and they may have a day job and may not be really interested in keeping their theme current.

You don't want to run in to issues where it doesn't display right with Chrome but it looks fine in Firefox and so forth. That would be one definite advantage, should you're going with a paid theme for the company like Mojo Themes or Themeforest because they keep them up to date and they keep them compatible across the various browsers. Yes, to save money, you could definitely go the free route in the beginning. Just so you know, do look through things and if you see a lot of one stars or you see complaints, pay attention.

Dave: We should be back on my screen.

Joyanne: Yup.

Dave: Get me something else to look up than the tag on the ... I'll be [inaudible 01:38:53], I don't know what that is. There's going to be some other geeks out there. [Cameron's 01:39:03] have a lot of bit of trouble and I don't know that I make this ... I've researched my niche, I have a website, the blog, the free PDF checklist, the ebook I wrote, created a landing page that collects emails for the free PDF and a TYP. With an up sell with LeadPages, I've set up ...

Bottom line, what he's asking here is, "I've started all the set up. I started targeting promotions on Facebook last week and it's been radio silence. How do I determine what I'm doing wrong?" It's a tough question to answer without knowing what you're doing exactly on Facebook. When you say radio silence, you mean you're not getting any leads or you're getting radio silence from Facebook? Hard to determine what's going on there but pop it in the forums with some specifics and see if we can help you with that. Sorry, I can't give you a better answer immediately for something like that.

Augusto is hoping to get a visual flow chart to help him understand where to go, what to buy, when and what to do each step. Looks like he's left but anyone who's thinking that, if you just stick to the plan in the Profit Academy, we take you through each of the steps and everything you need to do. Of course, I addressed a lot of these anyway as far as people being confused of number one, what do I buy and when and what to do with each step.

The what, when and each step is all built in into the training in see points and in order. I know it's easy to get cold way and destructive from that especially if you're ... Think about forums, they're great for community. Sometimes, they can also destruct you and some other members contribute things that may start your brain thinking and the wheel is turning and going maybe some other direction and thinking things that keeps you off track, keeps you off focus.

You have to pull yourself, ring yourself in sometimes and say, "All right. I'll gonna get back on track." I stepped off the track for few minutes, I got to get back on. As far as where to buy, I said this earlier. It depends on what your budget is and what your needs are. The very basic list of roads of resistance says Joyanne, put it on like that, is go with Sendlane because you know you need the autoresponder, you know you need some way to create a page.

It will take you probably a little bit longer to figure out on how to do it yourself or even outsource it to someone else. I think we addressed some of these things as far as what to get and what you need. Just trust the systems, stay on track, and try to keep your focuses as much as possible.

I am seeing some Sendlane questions that you probably need to jump in to the Sendlane section on the forum to ask like support questions x's pop up is not displaying on Sendlane. I have a [known 01:42:13] stat so pop in to the Sendlane section. Let's jump back over there. That's not it.

When you're in the forum, there's just a few sections but at the bottom of the forum, there is that section for Sendlane and there's even a way to contact support directly from within the forum. I thought I have this page brought up so if we scroll down, down at the bottom, under Profit Academy tools, there's a Sendlane section.

I've seen this quite a lot, too. A lot of Sendlane questions are spread throughout. A lot of the topics especially if it support related or something not working but generally anything related to how, what, that sort of things posted here because you're better. You're most likely to get a response from the other people at Sendlane and that's what I think so. Be sure and take advantage of that.

Joyanne: Can I jump in to an answer?

Dave: Absolutely.

Joyanne: There's a question here that says, "Is it just as easy to integrate LeadPages into GetResponse as it is with other autoresponder such as AWeber for example?" Yes. Typically, LeadPages will integrate with all the major email service providers, GetResponse, MailChimp, AWeber, and so forth. There will be support for all of these.

Dave: Here's one that says, "I have landing page and transition page set up on Sendlane. When I send email to my opt in page, the email is not being captured." I think I had a similar question in the forum from someone and here was what happened in that case. You haven't connected the opt in page to your campaign.

You built the form and you built the campaign or set up the campaign but you haven't connected the two.

Remember earlier, I showed you a drop down where I went to integration, create web form, and the drop down, there was a window to choose which campaign I'm connecting it to. Thinking out loud, this was the case before or someone didn't have connect it that way. Definitely, check in to the Sendlane area of the form and pop the question in there after you check that. Just double check your settings or steps. Backtrack a little bit, just make sure. Sometimes, it's usually the simplest things that we overlooked, about a 100% on that.

Ginger says, "I have some ideas of some products. I know out there that I would like to promote it as an affiliate." What I do is one, set up my opt in page with Sendlane and let them host it. Set up my autoresponder with Sendlane. She said, "Here's where I get lost. Number one, I don't have an email list yet. I don't know how to connect the product I want to promote with my just created opt in page."

You're not going to have an email list yet but you're putting the pieces together so that you can build that list. I don't know how to connect the product I want to promote with my list just created opt in page. You have a couple of options. One way that Anik has thought is, if you're ... You have a content method and a non-content method.

If it's a non-content method, what you're really saying, "Here's a free video that whatever, shows you five ways to lose weight the next ten days." I'm just using a weight loss for example. Whatever it is and where you get that information, you get it from the affiliate product sales page.

In this case, here was the three-week diet. They have a video on the page. If your affiliate product has a sales video and you're going to offer free access to a video, that shows them a ... I'm just taking this right from the page. This is a great headline because it has some power words and some specific numbers which are perfect copywriting stuff. This is copywriting dream when you get specific. A full proof way to melt away 12-23lbs of several fats in just 21 days.

You can take that. Free video, full proof way to show ... Get access to a video that shows you what we just talk about right there. I'm just taking it right from the affiliate page. You can actually use that as your copy on the page.

How do you connect? How you get there? A minute ago, I showed you where to paste in that custom thank you page link. Remember back in GetResponse? That's how you do it. Even in Sendlane, I showed you how to do that, too, with the thank you page and another page settings. I showed this is a little bit earlier. You had redirect your url instead, paste it in your affiliate link, click save. When

someone hit submit and signs up to your list, they're automatically going to be redirected to that page.

The other option is, if you have content. Here you either create it yourself or you go borrow other people's information which means couple of different ways on getting content. When I say other people's information, that means, here's a little shortcut for you. It's not recommended because other people's names and bio boxes are going to be included but you have permission if you go to article directories to use their information with the exception.

The only term being that you have to include there, the bio box. The bio box is about the author. It's what that is. You don't want to use those typed articles where they're using affiliate link or something that promotes an affiliate product in their bio box. What you want to do is maybe use something in that bio box where there were coming over to their blog and more content. Something like that.

What you can do is go find some really good juicy articles, maybe five. You take them. Compile them and follow the terms of the site, the directory, to make sure you're following other rules and doing everything legally. You have to use all that information including their name and bio box. Compile it in a Word doc and then save it as a PDF. Of course, before you save it, give it a name, a catchy name. All the titles of each of the articles can be the table of contents. This is a shortcut. It's not the preferred but it's a way.

The other thing is you can use private labor rights. We've talked about that all throughout the forums. Probably, on some of the webinars, too. Search the forum for PLR, you'll find resources or people who have talked about that. PLR is private labor rights where ghost writers and written content and their giving you the right to private label it. That means put your name on it as the author or use the content any way you want. You can edit it, improve it, take things away, whatever you want to do.

You can take this and create a report. One great site is called plr.me. Plr.me, I'll put this. It's in the chat box but for those who won't be able ... You'll be able to see it. Try and come back for a replay for those who want it live. Anyway, they really have some high quality contents. One thing that comes to mind that you can use.

Getting to the point about the other option. Here, you actually offer content on the opt in page just like Joyanne was talking about earlier where they have to check their email to get it. They log in. I showed you ways to put that link in the email so that you can download it. Then, you would use the TYP method. That's where I showed you that little shortcut earlier where as soon as they hit the

subscribe button, the self-directing page pops up. Joyanne showed you that as well. It's time for five seconds before it redirects.

It has some [inaudible 01:50:44] it that said, "Hey, thanks. Check your inbox," and then has a countdown. That's the TYP page. In that TYP generator, there we have coming up. That's pretty hosted. You got that link, you put it in there and place of the affiliate link. Remember down here, in this field, where you're earlier, where does the non-content method, we just paste it our affiliate link.

Here, we don't want to put our direct affiliate link. We want to put that TYP page, that interim page that self-redirects in here because why? We want them checking their inbox. That interim page, the TYP version, it tells them go check their inbox. Hope that makes sense between those methods.

Joyanne: I love to answer Stephen's question about why we even need a WordPress site or WordPress page in the first place? It's a fundamental question but it's a really important question. To start out with, you don't have to have a website. You can accomplish your great deal with an autoresponder or email service provider company and just be sending out emails but when you're actually building a business, having a WordPress site gives a destination for your audience to go to and it gives you a great deal of control.

Let's say for example at some point, you had some services or some products of your own that you wanted to offer. It's hard for people to check you out to see if you have a Facebook page. You can create links to these things but now organic reach for Facebook pages is extremely low. It's less than 10% of your actual fans. We'll even see updates that you put on your Facebook page.

Being able to get people at their inbox and then get them back to your website gives you a whole bunch of opportunity to put an offers that they can pay you a Paypal or to gain more trust with you and so forth. There's just certain constraints with email that you don't have when you're bringing people back to a website.

There's that magic number seven in marketing that you've got to ask people over and over and over again to take a certain action before they'll actually take it. I can go on and on about that. For example, like with mine, I used ... You're not seeing my screen but I have a podcast called express success radio. I can embed all of my podcast episodes right on to my website so people can listen to them.

They don't have to have an iTunes account. They don't have to do anything. Again, it's all through the magic of free plug ins that are available. That's the thing that email could never accomplish. Maybe that's one useful example.

Dave: David says, "Do I need to both set up landing page and do integration on Sendlane? It seems like both are set up to do opt in pages." This is a question from earlier. I just answered that just a moment ago that it's different. The integration is as if you want to use it on your webpage after using the landing page creator. You just connect it so that's different.

James is wondering, and I knew this question is probably quite a lot in the forum, "Any update on when Module 3 would be available?" That was supposed to come out today. We are trying to, we [halo 01:54:27] switch. When I say switch, the change of plan that we want to improve what we initially wanted to do with that. That is in progress. I apologize for the delay on that coming out. I do know a little inside information that we're working to improve that module than what we initially had planned to be released.

We're one of helping the gaps and make things easier as you step between Module 2 and Module 4 because when we get into the next module, we'll start talking about some traffic so we need to improve this a little bit before we let people in. You're going to be pleased whether it's [inaudible 01:55:04] for the delay in that.

I have a domain hosting by Hostgator. I saw a WordPress icon in the cPanel. What's this about? I'm pretty sure that's the shortcut to get it installed. I'm assuming that's what he's talking about there.

Joyanne: We're seeing a lot of a request to look at GetResponse more in depth. Would this be a good time to show folks my screen of GetResponse and have the autoresponder setup?

Dave: Yeah, if you want to do that.

Joyanne: My question's down here. I'm logged in and basically from the dashboard, I would go up here under messages and then go to manage autoresponder. This is a work in progress but the beauty of using the autoresponder rather than just sending out a broadcast message is that when you do a broadcast message, it's one and done. Whereas, with an autoresponder, it's time delayed. The work you did on day 1, you don't have to do over and over again.

People enter here and then, they just keep going. If you're on vacation, your messages are going to continue to go out. Let's just show this one. This is a different campaign. What's nice about GetResponse is that it will do the each mail for you but you don't have to know the code necessarily.

I don't like to send necessarily something everyday but I start out with something everyday. I send them their first audio bonus which is a first podcast.

For the first week, basically, I hit them every single day. Then, I start staggering basically every other day so kind of give this check a border fact.

When I want to hit them with a new one, on day 30 now, I would create a new message. It's asking me what campaign do I want this in? Somebody else would ask, where can they see how I set things up? If you go to podcastbonus.com, that's where I have that high converting lead page there that goes to my Unleash Your Power book.

One of the really cool features about GetResponse that I really like that I learned from Anik is a feature called time travel. Let's just go in here. I'm going to say that I want it to go exactly at 8:00 in the morning. I know from studying statistics on email and web usage that like all of you, I get up, I turn on my smartphone and I start checking emails. That's around maybe 7:00 or 8:00 in the morning.

I'm just going to go ahead and set that to 8:00 in the morning. When I pick on that time travel button, basically what it says is no matter what time zone this subscriber is in and GetResponse knows this because it's logged, their IP address. It will send it to them at 8:00. Everybody gets it around the same time a day and then I can cancel here what days of the week. Deliverability is low on Sunday, I might unclick Sunday.

I can go ahead and create a new message or I could even choose a message that I had created in another campaign. Let's just say test message. Here's something I did for branding. I'm just going to throw this out as food for thought. It really stands out when you have a little symbol. I talk a lot about the power of our hearts, about the power of love, so I used a little heart symbol in all of my messages. When you see that on your phone, it really stands out.

Let's just put in here Profit Academy. Just putting on something there. You can also integrate this with the Google Analytics if any of you are using that. I'll click on next step.

Dave: Hey, Joyanne.

Joyanne: Yes?

Dave: Can you go back to the previous tip?

Joyanne: Yes, definitely.

Dave: There's something there that immediately stood out to me when people ask about how do you cloak a link? One way to do it is use the click through of tracking. It's still an ugly link but it's not your all ... You want to explain that?

Joyanne: Go ahead. Feel free to explain it please.

Dave: You can create an email. Put a row link in it but if you don't want that link shown, you can actually click on the button ... It's already on. As you can see on the screen, it says click through. You're tracking click throughs. It's really go, put a GetResponse link. It's probably GetResponse.com something, whatever. It's still a long link but at least it's not that row affiliate link that says something weird.

Two [folds 02:00:01]. I guess the plus is, it does cloak your link somewhat. It's not as good as the method I showed you because that's customized but it will cloak it. The second part of the benefit is, now with this turned on, when you're using html email, it will tell you how many people clicked on a link. That's a good information to know as you start tracking and trying to figure out, is anybody paying attention? Is anybody [crosstalk 02:00:26] acting and taking an action or anything so? Sorry, go ahead.

Joyanne: Another thing, too is that when you get any subscriber and you have the notification set to tell you when you have a new subscriber, it will well you what link was clicked. That actually drove that subscription. That's a really nice piece of feedback that you can work with as well.

From here, I can go ahead and choose fancy pre-made templates. What I learned to do for best practices is that actually to start from scratch. I'm going to go ahead and let all those load. See, they're beautiful but they look very slick and it looked very commercial. That's great if you're IBM but if you're me or if you're you, you wanted to be very personal. This is relationship marketing and it's fine as ...

We're going to go ahead and start from scratch and because we know most people are looking at their email in just raw text, let me go ahead and just say blank template. Literally, it's a blank template. On the right side of my screen, what I get is a whole bunch of different elements that I can drag and drop. I could click on that, drag it into place, let go and then I can choose an image here.

One of the great things about this is that actually has a whole bunch ...

Dave: It's like you're audio dropped out.

Rick: Joyanne, if you can hear me, we lost your side of the conversation.

Dave: Joyanne, please come back to us. That's unfortunate. Hopefully, that comes back in just a few seconds because this is really a good information here.

Rick: I get a sneak and suspicion, she's unaware that [crosstalk 02:02:35]

Profit Academy – Coaching Support #6

Dave: I looked her audio, we are not all together so she can't hear us and she thinks we're hearing her. I know how to get her attention.

Rick: I was going to say we have trick number two, we'll steal the screen.

Dave: All right.

Rick: Do that. Joyanne, we didn't mean to interrupt but we lost your audio.

Dave: Here we go, to make it a little bigger for her. Joyanne.

Rick: If anybody wonders whether these are live productions, trust me, we don't do this in tape.

Dave: All right. She's saying she's here yet.

Rick: Okay. Say something so we can hear you because we lost your side of the conversation, Joyanne.

Dave: Let's see. She might have to [crosstalk 02:03:48] I think she needs to log out or she's unplugged her microphone inadvertently.

Rick: If you can hear us, Joyanne, check to see that you're actually getting an input signal on your microphone.

Dave: She is.

Joyanne: Hi!

Dave: Now you're back.

Joyanne: See, this is what happens.

Rick: You got to wind that thing up every once in a while. Remember that. [crosstalk 02:04:23] shaken baked microphones that once on [crosstalk 02:04:27].

Joyanne: I apologize. I figured out what happened. My children, blessed their hearts, were letting mommy work tonight and they fired up the laptop and it eat up some of my bandwidth. I went down for the [inaudible 02:04:40].

Rick: Blame it on the kids. They're not [crosstalk 02:04:41] anyway.

Dave: I'm going to turn it back to you because you're in the middle of something that's really interesting.

Rick: I can't blame my kids. They both carry guns.

Joyanne: I can [eat 02:04:51]. Anyway, I think you lost me around when I was saying, "You can go ahead and you can test the message for a spam score." If you feel like maybe got some words that you're worried about, it will tell you. If it's anything below five, it's not probably not going to get caught in the spam filter.

I can also send a test message to myself and just see what it looks like. I really recommend you doing this because it looks totally fine over here, once you send it, you probably and variably find something that you want to change.

Dave: Hey, Joyanne.

Joyanne: Yeah?

Dave: A real question to about your thoughts about using several pictures in a html. When I do go html, I don't use any pictures. I just use text so it looks nice and pretty. The formatting is nice in a html. I don't really use a lot of images. You're pretty safe with one image but sometimes, maybe some clients will reject it if it has an overload of images. What's your feedback on that?

Joyanne: I'll recite the same statistic I used before which was about the fact that 80% of people on their mobile phones have images disabled. I'm going to suggest that you just stick with text and then use say bold or if there's nothing to emphasize, I don't suggest you use underscore. I know a lot of people likes to do that.

Here's what I sent today. You see how that heart stood out? Let me just back up there for a second but in the whole view, you see this little heart really stand out. This is just the way that I brand so they can distinguish my emails from other people's emails.

I don't know why it says display images below because I don't have any. I just used a little bit larger font size and some bold text and then, there's my hyperlink. This actually goes to a ClickBank offer. Then, this goes back to my landing page. This could have been forwarded by somebody else so you want to treat every individual email as its own self-contained marketing funnel.

This might have been forwarded from somebody and they might not be on my list. I give a chance to subscribe to my book that way. I hope that gave people a little bit of deeper dive on to GetResponse.

Dave: Thanks for that, too. I never thought about using those symbols. That's a really big tip right there for sure because you're right. [inaudible 02:07:15] at least stands out among all the other stuff in the inbox by using it.

Joyanne: Particularly in a phone, it does.

Dave: Nice, nice. Okay, great. Guys, I am still alive. We can keep going for a while. Joyanne, you good? I guess we can [crosstalk 02:07:35].

Joyanne: I can keep going a little while longer. The natives are not too restless yet.

Dave: Let's look through them and see if we can come up with some new questions here, what we can come up with and we promise not to keep you guys too late depending on what your timezone is. It could be strange hours of the night.

Francis is saying, "When we have a 90-day off offer from Sendlane to build the opt in page, thank you page, autoresponder, there should be a provision for hosting our webpage also with similar tie ups. Otherwise, it's not useful at all. We're ready to pay the fees once we start earning. Ninety days is okay."

There should be a provision for hosting, our webpage also. You are hosting your webpage with Sendlane. Maybe, that's the confusion that people don't understand. Sendlane will host the page that you create with them. You can create the thank you page like I showed you earlier. That form where if you want a standard thank you page, you can do. Otherwise, you can use the TYP page that we talked about.

Everything we talked about earlier, we covered that but just to answer your question, Sendlane will host it to you. You don't have to have hosting if you use them in the interim. This [hoping 02:08:54] you get started, saves you a lot of money. Later, within a few months, if you'd like, you can go into hosting and set up your blog and things like that or start hosting your own pages. It's totally up to you but we'll help you get through that in the interim without having to pay from the hosting bill.

In my TYP, should I place only affiliate link or can I use a product I've created and give link to my own sales page? Absolutely. For sure, use your own sales page. We're talking about pros and cons. Let's talk about pros and cons. The pros, you keep 100% of the profits. That really helps you make up what you spent on advertising. If you're not using affiliates, when you have your own product, I hope you're taking advantage of that you just set.

Let other people do the work and go out and put the ads up and do the social media and Youtube and whatever people do that generate traffic. There are people out there who enjoyed doing the affiliate and sending you all the traffic. Hope you're taking advantage of that type program. Otherwise, the con could be and I don't know your sales page. If it doesn't convert as well as an affiliate product, you're losing money either way.

If you've got a page that has some good copy in it, doing it some magic to get people to go from the top of the page to the bottom of the order button using copywriting elements that you should be using, then maybe you've got something there. That could be the con that these people who are creating these affiliates products may have spent a lot more money than you and spent a lot more time creating these pages so they convert higher. To me, that's the pro and con, the back and forth, but ultimately, if your page converts, for sure use your own product.

I think I skipped to what I wanted to look at. I have to go down. You've got one, Joyanne? Joyanne, jump in there. Otherwise, I'll just try and find out [crosstalk 02:10:52]

Joyanne: There's a great question here about somebody who's got a robust social media audience here on Google+ and Facebook and Twitter but they don't really have any content on their social media accounts yet. They're saying, "Should I just create a link to my opt in page?" Yes, you can do that but how many times can you hit your fans with the same opt in page link?

That speaks to the need to have a separate website so that even if you start with a simple approach, don't go guns blazing. Just start simple because you can send them all different kinds of things. There needs to be a variety and there needs to be value. I put a tremendous amount of value into what I send out. I don't sell a lot. I don't pitch at all. For me, every podcast episode that I do takes 68 hours of work to end up with about a 35 to 40-minute podcast episode.

It's a huge amount of work but I use my email account to send that out. Once it hits my iTunes audience, that's a small audience. Not everybody is an iTunes subscriber or has an iPhone. It only gets so much play but I've seen huge spikes in the download numbers for my episodes that are several months old because I started sending them to my list.

That's how I create content. It's very easy for people to listen. They can listen, just click on the link in their email. It goes through to my website and play it there. They don't need any special apps or anything like that.

I'm not necessarily promoting podcasting. I'm just promoting the notion of contribution and making a difference for people because it does come to the point when you ask them to take some action, they're way more inclined to do it because of the laws of reciprocity. You're giving and giving and giving to them and then you ask something for return.

Dave: Excellent information. We have a lot of questions passed, LeadPages and GetResponse and Sendlane. I just don't want people to get too confused and just

in a lock when they're afraid to make a move. I see this happening a lot, almost daily in the forums. People were just ... I hate to see that. Make a decision that's best for you, that fits you and your needs and your budget.

The question I'm seeing here or a couple of places, it seems like you guys are favoring LeadPages and GetResponse. You can't go wrong there. It's not that we're favoring them. Remember, you guys are going to need a spending budget for traffic at some point because speed is money.

We want to show you ways to do both free and paid advertising but you need to set aside that because that's going to be the brand of your business. [Beg 02:13:44] money online, you need two things and offer. People need to see that offer.

That said, Dennis, one of the guys is asking that some others but as far as favoring those, LeadPages is about \$35 a month. If you pay yours in advance, it's \$24. They give you a break or something. GetResponse start at \$15 a month. You got two different services right there: GetResponse, autoresponder, and LeadPages. I'm obviously creating LeadPages for you.

Two services, two companies where Sendlane is both in one. Sendlane gives you 90 days free. Sendlane is more limited in their options than LeadPages at this point. LeadPages has been around longer. I haven't used LeadPages. Joyanne has and Tom and Jeff has as well.

LeadPages has been around longer. These guys have been using LeadPages before Sendlane came in to the picture. Here is talking more about it in some of our videos and training because this was decided after we opened the doors that, "All right. We've got a great opportunity for people to save money who need this." That fit this bill to you. You can't go wrong with any decision as long as it's right for you. I hope that was the proper way of saying that.

Cesar, we're seeing your question. You don't have to post that multiple times. It could be that you're doing that because you think we're not seeing it but we're kind of go to this as much as possible. Let me see what you're saying there just so we make sure we're addressing what you need there.

I think, I've already covered this a few times. Where should I host landing opt in and TYP pages? We talked about that using any of these resources, showed you how to implement the opt in page, where to go. The TYP, we talked about that.

If you just joined us late, Cesar, what I would say is jump back in and watch the replay again. All of our webinars will be recorded including the transcripts of

everything. If you just jumped in, just join us. We did talk about that a few times. You'll get sure your answer to that question. Thanks for asking.

Louis is asking about profit builder. Like it or not, I believe that's WP profit builder. I did some work for guy who bought that theme. It's Sean Donahoe. I'm saying his name correctly from the UK who put that together. I jumped in here briefly. When I saw, it's a little bit of a headache for me as far as navigating and using some of the features. It would probably fall behind some of the other resources, in my opinion, that we're talking about here.

Joyanne: I'll jump in and answer Darcy's question. They want to know, "Is it important to have a series of autoresponder set up before [inaudible 02:16:51] add traffic?" Absolutely. You want to be prepared. You want to have thought this out. I set up 10 or 12 messages before I run my first solo ad.

You just want to be ahead of the game and give yourself a little breathing room so you don't feel, all of a sudden, there's hundreds or thousands of people on your list that aren't getting anything. You don't want you list to go cold while you're scrambling or you got sick. Being proactive is one of the seven habits of highly effective people. I hope that answered your question, Darcy.

Dave: Good question, Darcy. While you were answering that, I admit to time in when you were in GetResponse because there's something that really important for people know because you talked about, in the first week that you give them an email everyday, I want to expand on that and tell them why you do that.

It's very important because the first time they connect with you, they don't know you from [inaudible 02:17:57]. The only way they're not going to get used to you being in their inbox ... When I say you, your name or your brand, is to make sure they see it often. It's critical that they see that in that first week or two.

That's why you want to hit ... Don't worry about sending emails too often in the interim in the very beginning. It's important to do that. They need to see your name in that form field often. Otherwise, they're going to forget who you are. If you wait a week to email them, they're going to, "I don't remember who you are." Spam? They're going to click the button.

That's the reason why you do that initially. Once they got to use to seeing your name, you can even go to every week or maybe the first week, it's everyday. Then, the second week, it's every other day. By the third week, then you can send two or three emails a week because now they know who you are. That's a little comfort zone but that's something really important to know, I meant to mention earlier.

Erwin says, "Can we outsource the creation of all the content on the emails that we send out to our subscribers?" That's a tough one to do because only you know your subscribers. If you outsource emails, it's going to be expensive because that's basically copywriting.

What you can do is, when you promote affiliate products, many of those providers will provide affiliate emails for you. The only catch is, some of these people aren't great email writers. They don't understand relationships stuff. All they understand is hype and sale. You have to take those edit them to your own voice and personality and remove some of the obvious hypes that's in there. Reword it so that people like the email and not turned off by it.

Here's the thing. Here's one way to learn, the one way I learned when it came to writing emails and copywriting for sales pages. Swipe files. If you see a good email and whether it's a content or a promotion, copy and paste it into a file. Create a folder in your documents called swipe file.

You're going to have two different types of swipe files; sales letters and emails. You don't have to do sales letters yet. When you do product creation on phase two, that's a good place to copy the saved sales letters so you can get used to reading them from a business mind instead of a consumer. It's a whole different outlook.

Anyway, that's one way to do it. See what others are writing. If it enticed you, if you like the email, if it made you want or like that person or trust them more, or you can click through the email, grab it, copy it, save it. Refer to it later. Don't copy and paste and use the same thing. Try to modify it a little bit to fit your voice. That's my feedback when it comes to that. Take those points and that will serve you well.

Joyanne: I'd like to show the folks the idea that I have around content marketing and how they can put out more messages more often and alleviate some of the stress of writing.

Dave: You need your screen then?

Joyanne: Yes, please.

Dave: All right.

Joyanne: Here, I'm at my website. Couple of you asked what it was. It's expressuccess.com. One of the things that I got here, for example, here's an article that I wrote. I'll click on here. There's something wrong with you if this

doesn't make you smile. It's a very very inspirational story that I found on a Ted Talk.

What I did was I just basically summarize this. I took maybe the first paragraph or two. I put that in my email autoresponder then I said, "Click this link for the whole story." Of course, I can do a lot more of WordPress site than I can do in an email.

One of the things I did here is I embedded this Youtube video. I actually show you how to do this in the WordPress tutorials that you'll get access to in a little while. At any rate, so they can watch the video right here.

For you to find new content in your niche, I'm going to show you a really cool tool that maybe you don't know about. If you do, I'm going to share anyway. It's called Google Alerts. If you got a Gmail account, basically what you can do and say, "Hey, send me everything that's latest and greatest." Basically, it's scanning. Let's just say gluten-free diet. I put that in quote so that it only searches for that exact phrase in that order.

It's giving me an alert of some new things that have recently been published in high performing websites around the web. There's news, there will be video options and so forth. I can go here and I can say, "How do I want to know about this?" Once a day, as it happens?

Here's a really cool little tip. If you want to do some traffic generation through forums, you can say as it happens and you can get an alert by email of something that's happening in your niche that got posted in the forum. You can be one of the first people to respond to it and put your link in. Thereby, having a lot of people read it because your response is way up high on the list.

Let's just say, for now once a day. We'll set this to automatic so we could get videos and get any kind of content that it finds. English. You could set it if you live somewhere around the world, so forth. Then, only the best results or all results. Then, it tells me then I just create the alert.

It's really very cool. I'll just show you what it looks like at the end of the day. I have one set up with the town that I live in. It comes to me everyday. In that way, I get to know what's happening around.

You can just tick what it finds for you and you can just say, "Hey, I found this really cool article [unless 02:24:13] I thought you might be interested." Here it is. Google Earth, gluten-free diet. [I'm not in 02:24:23] that space. There it is.

You could even go ahead and say, "You know, I don't even want to write something in email. I have a great big twitter following and I just want to tweet this out to my group. I'm going to say, 'This article was really great. It introduced a new whatever.'" Look at that. It puts all in there for you. Is that cool or what?

You can even put your own hashtag in there. Expressuccess, that's how I spell it. Boom and then tweet. I'm not going to do that. I wanted to show that because you can feel the [inaudible 02:25:08] here. Here might be something. Ten whole grain myths busted. You might look at something like this and rewrite it in your own language and publish it as a [inaudible 02:25:19] report, [incentivize 02:25:21] and opt in.

Anyway, I just thought that would be worthwhile to show you guys.

Dave: Excellent. We're like [crosstalk 02:25:28] here.

Rick: [crosstalk 02:25:30] do the dirty work now, guys.

Dave: What's that?

Rick: I'm going to jump in and do the dirty job. Somebody's got to end the show [crosstalk 02:25:37]. I mean, with good reason, people are enthusiasts. They can desperate for any information that's going to help them on their way and I have to say that you provided some very interesting little tips and tidbits that people are going to run off and start up on their own.

You give them your email address. Be careful. You'll probably get 4,000 of your own emails back. Anyway, this is been recorded. We'll have it up hopefully by tomorrow morning. See how long it takes to run it through the runco videomatic.

Guys, it's been extremely informative and a great pleasure to have both of you on here. Excellent work. The crowd seems happy. Then, the two or three aren't. Well, they didn't pay [inaudible 02:26:27], I don't know.

Anyway, I don't know who's on next and what time because this schedule, as you know, very round. I hope we'll hear from you again, Joyanne. It was a real pleasure. Dave has always pushes it to work with you. You each get 27 1/2 seconds to close her out. You go on first, Joyanne.

Joyanne: Gosh. This is my first time doing this and it was so fun. I love rolling my sleeves up. I forget how much I know. I don't forget actually how much I love sharing it and inspiring other people. It's a doable. To have a life on your own terms, there's just nothing quite like it.

Dave: I just want to thank you for coming out again. We're still quite a lot of people here to have these numbers that are hanging out with [inaudible 02:27:15] which means, you're serious about your goals and you're taking part on this tools and resources and training that we're making available to you. That's something to applaud and pat yourself in the back so feel good.

Just remember, what we're trying to teach you is one [raw 02:27:29] at a time. Don't focus too far ahead because you'll get there if you just focus on each raw as you come to it. Take advantage of some of things we're talking about. Make a plan and check things off. If we talk about something tonight, they finally answered the question that's going to help you that got you over the hurdle, get to the next step, then good on you. Congratulations.

Stay with us. Thanks for showing up. We'll talk to you next time.

Joyanne: Goodnight.

Rick: It's definitely proved that you were doing a good job to have these many people stick around especially when we didn't even give away free drinks.

Dave: That's on you, Rick, for the next one.

Rick: Thanks again, guys. Guys, enjoy yourself. Remember, do your homework, pay attention. take action and we'll see you on the next go round. On that note, folks, we're out of here.

How did Karl do?



If you rate this transcript 3 or below, Karl D will not see your future orders