

Rick: Welcome everyone all you Profit Academy Coaching Support. Want to learn everything folks out there, this is where you come to have your questions answered, your problems solved. There are a few things we don't do. We don't read palms; we don't have any phrenologists on staff today. They're out on a weekend retreat somewhere getting their hair trimmed. We have Dr. Ted and Major Tom. I've given you a promotion to Major. Between the two of them if they don't know something then it's not probably worth knowing, or it's illegal, or fattening. You can ask them just about anything you want.

Ted Morter: If he's Major Tom then that means I'm ground control.

Tom Hitchens: Yeah exactly, you are definitely ground control Dr. Ted.

Rick: Any of you know David [crosstalk 00:00:45] personally?

Tom Hitchens: By the way everyone you can hear Rick at the Roxy this coming Saturday night at 8:00 at the Roxy Comedy Central.

Rick: We will let these two gentlemen answer your questions. There's a chat box lace for you to type in your questions. Keep them relevant to the situation. We are not I'm afraid technical supporters to why your account doesn't work. We don't know. We're not plugged into that; that's above our pay grade. We don't predict the future. Don't ask anything about the stock market because SCC rules make it illegal for us to comment on that.

That's about it. I'm sure you will get the answers you want if you can put a question in the box. We will do our best. If it's something that we can't get, well we'll tell you to send a question to support because they might be able to help you out. I'm going to shut the hell up and turn it over to Tom and Ted, our magnificent duo for this afternoon. Gentlemen take it away. [Thrillers 00:01:46] make us proud. It's all your guys.

Ted Morter: Thank you.

Tom Hitchens: We'll do the best we can. Hi everybody. This is Tom Hitchens and of course we have Dr. Ted. Everybody knows him at Dr. Ted Morter IV. Around here we call him Dr. Ted. Thanks for joining us today. We're going to try to do the best we can to answer as many questions as we can in the time allotted. Last time Ted and I did this, Mr. Ted it was what? Two-and-a-half hours? We had a marathon going didn't we?

Ted Morter: Yeah hopeful we're going to pinch it off a little sooner. Two-and-a-half hours that's a little much.

Tom Hitchens: Focus on the word pinch. We're going to try to pinch that off in about two hours yeah. We'll go up to two hours as long as we have questions. If the questions start becoming off-topic then maybe that's a sign of question fatigue so we'll shorted that a little bit. Do the best you can to try to keep the questions as relevant as you can to Profit Academy on the coaching side of this.

We're not really going to be answering a lot of technical questions about how systems operate. That's more for support ticket. We're going to bounce back and forth off here and do this as we go. I'm seeing here Ramirez asking, "Anyone here yet?" Well I think I'm here. I think Dr. Ted's here, I hope so anyway.

Let's start off here with a few questions that I see right off the bat. Are there any FTC or other guidelines we have to follow when we link to affiliate programs? Do we have to disclose that they are affiliate links?

Not necessarily. You're selling a privately-offered product. If someone has a relationship with you and allows you to sell their product and you like the product that you're about to represent. Just keep in mind that you're putting your face and name on the front of that product, but it is a privately-offered product.

Your doing it through the internet would be the same thing as you calling someone, a friend and saying, "Hey, I found something I think you'd really like to see." Or if you are sending them a note in the mail it's the same thing. I don't really know of any federal guidelines that would prevent me from selling your offer as an affiliate. I don't think you have to worry too much about that.

There's a question here about, in the long-term it says ... I'm sorry I'm having trouble with your name here. Shujah Shuyah, and I apologize if I mispronounce that. In the long-term will I be building my list in business in one niche or will I be setting up similar sites in multiple niches?

Well that's an entirely personal question to answer. I would like to think that you would follow the same path that many of us are. That you start off with one niche and one product, and learn the techniques of selling that niche and that product properly before you begin to branch out to others. You certainly should be looking at doing multiples. I think the people that I've met in this business in the last year that I've been involved in it have all tried to branch out and do multiple things.

If they are somewhat successful in the first thing that is. Don't do it right away. I wouldn't like to see you branch out into too many and still be making the same mistakes in those multiple niches. I'd like to see you start off in one niche, sell one product as an affiliate, start off in phase one. Then when you're feeling comfortable with everything and you're starting to get good conversion rates and good open rates. You're feeling good about writing your emails, you'll know when it's time to branch out. Follow that guy. That's the advice I can give you on that.

Let's see here. [Inaudible 00:05:26] something is that I don't have a username and password to get into the Profit Academy.

Yeah you must have missed something Geralda. I would definitely write up a support ticket about that. You should be able to get into Profit Academy with your own login.

What to use for a subdomain name in leadpages.net Daniel asks.

That's really up to you. I've used a number of different domain names and subdomain names in LeadPages, which is the application that I've chosen to go with because I'm familiar with it and I just like to fly through it. I'm getting pretty good at it pretty fast at it. I've used a number of different applications for that Daniel. What I've done is a lot of times if I'm ... I try to pick a domain name that is easy to remember.

I don't like to have these long domain names with a lot of slashes and Xs and Os and other characters in it if I can avoid it. I like someone to be able to look at that domain name in an email or if they see it on their webpage and be able to remember it. If they want to come back to it and they can't find the link and I've made it too complicated, then they won't be able to get back into it.

Generally what I would do is I would come up with a real nice cutey succinct punchy domain name. I like to use that as my landing pages. Then when you join one of my groups, if I'm going to send you a link to login to a membership site for instance, then I can do things like the domainname/members things like that. Then I'll use a lot of other names like that to send off to someone to actually get into the member area. I hope that answers your question.

Jody is asking, "If I want to start with my own products rather than a Clickback thing so that my current mixed list which needs to be consolidated into a cohesive list, doesn't perceive it as spam. I need to test their interest in personal development and business development

interest. Is there something in Module Seven 'Researching Niches' that I should know about?"

I don't think so. Anything other than what you want to do. It really comes down to what you think is the best approach. If you want to represent yourself as an affiliate, then also try to brand yourself. I don't do anything that I don't try to brand myself because I'm actually marketing me more than I'm marketing my affiliate offers. What I'll do is I'll actually represent myself as me using my own domain names. Then I will send people to landing pages that have an affiliate offer, but they don't see the link.

They actually just have something like text in an email that they have to click that would take them to that affiliate offer. They're always going to be seeing my own domain names.

Now let me read this again to make sure I'm hitting this right. "If I want to start with my own products rather than this Clickback which needs to be consolidated ..."

Ted Morter: That's just a really confusing question, don't get hung up here.

Tom Hitchens: Yeah, okay. I want to make sure I cover all parts of it as best I can.

Ted Morter: I went to try and answer it and while I was reading the question I'm just ... I'm not really sure what they're asking.

Tom Hitchens: Oh okay.

Ted Morter: Just go on.

Tom Hitchens: All right. How to change a subdomain name and to create a new landing page for a different niche. All you have to do-

Ted Morter: Can I answer this?

Tom Hitchens: Yeah go ahead please.

Ted Morter: Sorry you were about to say something. You wanted to finish your thought?

Tom Hitchens: No no no go ahead please.

Ted Morter: Like I was on the forum for three hours earlier today and there's all these questions about people are worried about way down the road, "What's

going to happen when I have 19 lists and 40 different niches?" I'm telling you guys those are great questions and those are things definitely potentials, but you've got to just get down your first niche.

If you can focus on working on these basic things and understanding the bigger concepts, then after you do one niche and you build a list for a while for one niche, then it's so much easier to go on to the next one and the next one. Don't be thinking about how you're going to handle three niches in your autoresponder right now. Just worry about doing one of them right now. I started with a weight loss niche, I did for ... till I had about 400 subscribers.

Then I realized I didn't really like it, and I left and went to PD. When I went into personal development it was just like bam bam bam! I cranked it out because I understood the concepts, and I did the work on just ... Keep it simple is what I'm saying. Focus on the basic fundamentals and then ... Don't let your head run off on like do I ... All of these different scenarios of ... and potentials that could be there. Just get one thing going first.

Tom Hitchens: On my screen I have my website that I use. I'm basically concerned about three different areas: money, health, and spirituality as you can see there. I did that on purpose. I try to keep it so much generic. I started off in the personal development niche when I was learning online marketing only because our mentor, Ted and mine's mentor and yours, Anik wanted us to start in that niche.

That's what he wanted to teach us in when we started this program about a year ago on how to build a physical ... Oh sorry, a digital product and put it on Clickback. We built that product and we got into that niche, and I still maintain a list today in that niche, but my passion is money, health, and spirituality. I put a website together about that and I post continuously on this website.

It gives me the opportunity to branch out and talk about a variety of subjects that I want to talk about that I'm very passionate about. You can do that, you can start a blog page where you can then branch all over the place if you want to and write about whatever's on your mind that day. Or, and/or as I've done here is I'm actually curating posts from other websites and pulling in content in addition to what I write myself.

If I'm going to focus on a brand new business, I'm going to do exactly what Ted just said. Is to focus on one niche, just like I said earlier, to work out the bugs. You're still struggling all of you ... Many, most of you

anyway are struggling with landing pages and transition pages and thank you page offers and Clickback. How do I do my autoresponder? Just pick one thing and stick with it for a while until you get comfortable driving that car. Then you can start going on longer trips, which is what you're asking about here. I hope that's helping.

Changing the subdomain name, look you can change your names anytime you want for a different niche. What I do is I branded myself to Tom Hitchens community, so I have a domain name TomHitchens.com. Now if I want to put a subdomain name spirituality on there, or health, or money you can see I have the opportunity to do that. Think about what you want to do is how you present yourself to the public and that will answer a lot of your questions. Meaning how do you want to brand yourself. What kind of business do you want to have?

The next one here. How do you integrate the opt-in page with the solo ad or first ... or the first email that you send out?

Well your integration with your autoresponder company to the application that you're using to create your opt-in page is where that takes place. I'll give you some example just of what I use. In the past I used GetResponse as my autoresponder company. I also created my landing pages using LeadPages.net. I'm not going to say that's the only thing you should use, I'm just saying that's what I started off with using and that's what I still use today; that's me.

To answer the question in that context, I then would go into GetResponse, and I would integrate GetResponse with LeadPages before I ever build my first page. There's an integration function, you need to figure that out. Integrate whatever autoresponder ... Integration [mechanics are 00:14:01] to integrate your autoresponder with the application that you're using to create your landing page with, if you're not using an outsourcer.

Once that's done, then when you go into your application to build your landing page it will ask you where do you want to integrate that page with. You would select the selection that it has there for you, which if you've done your integrating properly would be GetResponse if that's what you've chosen or AWeber. Then when you select AWeber or GetResponse, it will then pull up all of the campaigns you've created in your autoresponder company.

Campaigns are individual ... Campaign is the name of whatever your lead funnel is being directed to. If you have a campaign for instance you're

running ads on Clickonomy, and you're running through Dr. Ted for instance. Then you might want to create a campaign and call it Dr. Ted Clickonomy and put a date on there. That's done in your autoresponder application.

Now that campaign needs to be matched up with that landing page. In your landing page application, you find the campaign Dr. Ted Clickonomy and you click on that. When someone opts into that landing page that you've built, that email will automatically populate that campaign in GetResponse under that name. Then you would change it every time you go from campaign to campaign.

Resell rights, master Resell rights. These are rights that you actually have when you purchase a product from someone else and get the approval to resell it or to rebrand it your own.

I'm not going to spend a lot of time on this. I would recommend you go to Google and type in 'Resell rights' and see what comes up. You'll have a myriad of selections to choose from to read up on this, okay.

Ted Morter: Can I say something real quick. The PLR stuff there's all these different options that you can do with that material and I think that ... When I was beginning it made it more confusing for me. If you just think of this as specifically as I'm going in there to get some public licensing PLR freebie. What can I buy and just have it and give it away? Sometimes you can have it and give it away.

Sometimes you can have it and have resell rights. You can sell it as a product. Sometimes you can do this for this. Sometimes you can do that, and also and you're like, "I don't even ..." You get confused, you don't know what all the terms and lingo are. Just go into with the attitude, "Who cares about all these options? I'm just trying to get a free gift to give away at my opt-in page." It will make it a lot easier for you.

Tom Hitchens: Okay, Ted are you answering questions? Is it at the end or at the beginning because I don't want to keep addressing the same things you may already be typing in-chat.

Ted Morter: My answers show up there. I start at the beginning. Do you want me to flip it and start at the newest ones and you start at the oldest?

Tom Hitchens: Maybe you could, that might help because there might be some follow-ups [inaudible 00:17:03] you can address that. I'll just continue on from where I'm at here.

What's the best way? Let me see. Dez is asking, "What's the best way to host the free product? Can it be done on GetResponse directly or does it have to be on an outside site WordPress and so on?"

You know what, it doesn't have to be through GetResponse, it doesn't have to be through an outside. It doesn't have to have to be done anyway except the way that you decide is the best way [inaudible 00:17:31]. Dez you can use, if I was going to host a free product, I would definitely want to ... If I'm understanding your question here correctly hosting it, meaning you're giving away something that would be like a digital product and you're actually giving that away on a website.

What I do is I typically like to have ... I like to train my list to click to get things. If I'm going to ask them to opt into a page, they have to add their email address and click to get on my list. Then when I send emails to follow-up, I want to get them in the habit of clicking links in my emails to go places. That's just my style. I don't want to provide you an email back with an attachment, I would rather provide you an email with a link that you can click on to go get that item somewhere else.

I'm going to host that product, if it's an audio product. A lot of times I use Dropbox, so I'll host that audio file on Dropbox and provide a Dropbox link in my email that I'm sending someone to actually get that email. If you've opted in and I've promised you an audio file, you're going to get an email from me saying, "Hey, thanks a lot for joining my community. Here's where to get your item that you just opted in for." It will be a link, it will say, "Get it here." or, "Get your audio file here." Then hidden in that text is the link to that Dropbox account where they can then download that audio file.

The reason I do that is because the more I can train my list to click on things to do things, the more likely they are then to go where I want them to go, and to take the offers I want them to take. It seems to work better for you, and it may work good for you if you try that strategy.

If you're doing a digital product and you have that product that you are fulfilling, then you want them to go to your shopping cart. You would host that product, that physical product on your shopping cart. It may have a link to go to it. They access that link in your email and they would go to your shopping cart and make the purchase.

If you're hosting an affiliate physical product where it's going to be drop-shipped by someone else, then I would also do that on my shopping cart because I want my people, my list, my community to my own websites.

I'm going to host that product on my website, on my shopping cart. Where they then can go to my site, click on that link and go get their product. That way I still basically maintain control.

Think about it like Amazon.com, they do the same thing as I just described. If you have your product on Amazon.com, the buyers on Amazon are under the control of Amazon. We don't get their email address, we don't get any of the information that Amazon is collecting except what we need to have from Amazon to fulfill that product. We're going to get their shipping address and that's basically it.

You have to think through as to how you want to do it, but also always think control. You don't want to give up control of your list. You don't want to send them somewhere else where someone else can market to them unless you are approving of that.

Danny is asking ... He'd love another marathon. Well we'll go as long as we can up to two hours here Danny. I hope we'll satisfy you.

Erwin is asking, "How do you attach the affiliate link to your Thank You page?"

If you struggle with this as I did in the beginning because I was learning all of this brand new. Erwin what I did was I actually hired a web hosting guy to help work with me on my pages. I would design the pages but then I would make sure that my web master was actually making sure that all my pages worked. I started off that way. Then eventually I got I got comfortable doing it on my own.

Again I keep saying LeadPages because that's what I use. As I continued to learn more about LeadPages, I got familiar that there is a little field in your landing page construction area that asks you, "Where do you want them to go after they opt in?" When you collect your email address the moment they hit the submit button, I would put the affiliate link to your product in that little field in LeadPages if that's what you're using.

Or if you're using GetResponse they'll have a place in that page for you to do that. AWeber. Wherever you're building your page if it's an application, a third party application, they will always have a field for you to enter that affiliate link. That's where you want that to go. Hope that answers your question.

Andre is asking, "Should I buy a solo ad only after I set up the whole 10 to 14-day message autoresponder or can I buy the first 100 solos having only an opt-in form, thank you page, affiliate page, and first email?"

Yes you certainly can Andre. You can put yourself under that kind of pressure if you want. You don't have to do the 10 to 14-day autoresponder in totality before you actually start a running traffic. I would run at least a few days and get you off the hook. Think about it, if you have traffic going to a landing page and you only have one autoresponder email in there, well you better get busy. Now you've committed, you've got traffic going live to that site.

What are you going to do on day two and day three? I wouldn't put myself under that kind of pressure. I would set up at least four to five days. Honestly, I do things by the week. Everything that I do I think by the week, I plan by the week, I execute by the week. That means that before I run traffic to a landing page, I'm going to have already thought out the entire message and my email strategy for that entire week. Have already written those emails and loaded them into my autoresponder. That takes the pressure off of me.

Do what you want but that's what I would recommend.

Let's see. [Garan 00:23:39] is saying, "Tom thanks for rerecording yesterday's call." You're certainly welcome.

Marvin's asking, "Is anyone available to eyeball the emails, landing pages, and so on that you create before you use them?"

You're really asking for someone at the point of actually getting involved as a personal coach with you Marvin. Here's what I would recommend you do. If you're not part of the Vault Program that Anik is offering for personal coaches to help you, try to become friends with someone that has some experience in the online business. In an online business that has some experiences to how to set up emails and autoresponders and things.

To give you some side coaching and side opinions. I do that from time-to-time because I do it for my friends. As I meet all of you and we begin to have a relationship either by email or on Skype or I meet you in an event, we become friends [immediately 00:24:43]. If someone sends me a quick email and says, "Hey how does this look?" I'll take a look at it and send it back to you because I'm your friend.

To do it on a regular basis, I've met literally hundreds of people since I've been involved in this program. It would consume me if all I did was coach all day long for someone on that basis. I guess what I'm trying to say Marvin is I would recommend that you go out and network as much as you can and try to build a list of friends that are doing this.

Either people that you've joined the program with and/or people that you've met are coaches or other people that you've seen at events. That's how I've done it, that's how Ted did it. Ted and I got into the program about the same time last year where we both joined [Inbox Blueprint 00:25:29] and got through the Profit Academy.

Then we ended up becoming part of the Anik's Mentor program. Met each other in DC in April. We were both in the program for two months three months before we met each other. We went through the three-day training sitting side-by-side basically. You get to know somebody during those events. The contacts that Ted and I have made as a result of being in these live events is invaluable. To me that is almost worth the money that you pay to join these things because then you can really get people to help you and guide you through the way.

Through the Profit Academy system, I would go on a forum and ask other people to give you advice as to whether your email is good or not. Then return the favor; don't just take, also give. That's what these forums are all about.

Let's see. Dr. Simone is asking, "Why are the two affiliate link shown when we want to purchase a product? How do they differ?" Ted I'm going to let you answer that because you're the ClickBank guru. You've done so much more on ClickBank than I have. I have my answer but why don't you pick that one up.

Ted Morter:

I think what she's saying is when you go in the marketplace and click on a product to promote it, it pulls up a window and there are two links there. The top link is actually a clickable link. The bottom one is a code; it's an HTML code. For instance, you can understand easily how you would use the link, you just put it in an email and you anchor it into your anchor text, put a little hyperlink in there.

If you wanted to do banner advertising, you ... For example, on my ... For my product I have an affiliate tools page. I give them several email suggestions and then I give them several banners that they can put on their website also. If you have a banner, like Tom you've got a banner right here on the side of your page, don't you? Don't you have banners on

your page you can show us? What happens is you just embed that code behind the picture behind the banner. People when they click the banner or the picture, the code takes them to the product page instead of a link.

There are just two ways of doing it, but to keep it simple all you want is the one on the top. You want to look at the one up top and forget about the other one.

Tom Hitchens: I would have put that on the screen for you but I'm at a disadvantage right now. I'm in-between having some technical issues with my computer and I don't have all my logins handy for me. I would have jumped on that right away and I apologize for not being able to do that. Thanks Ted for picking that up for me.

Let's see here. [Kabar 00:28:16] is asking, "How do we create a transitional page with the five-seconds timer?"

I use outsourcers before to do that. When I first started as I mentioned earlier, I had no knowledge of a transition page. I was taught to build a landing page and then have a thank you page. Then I bought a solo ad from someone and they actually required me to have a transition page. They said if we're going to send them to their list, they wanted to make sure that their list wasn't confused by the offers I might be automatically redirecting the new subscribers to. I had to get a transition page, and I had no clue what that was.

What I did was I went out to a web master again and I asked them if they would build one for me. All they did was put together a real simple page that had ... I actually did a video. I recorded a video of myself, it took about 15 seconds of me saying, "Hi, this is Tom Hitchens. I want to thank you for opting in to my little world and I ... In response to the subject that we're talking about here, I've prepared something I think it would be very valuable in the proper context what you're just getting from me for free. I'm going to send that to you right now to enjoy this video and see if it impresses you like it did me."

Something like that. It was a personal message. I did that because I didn't want to just put text on the page, I wanted them to see me. The reason I did is because you can see on my website here, I'm putting my energy on my emails, on my website. I wanted them to know right away from the moment they opted in who I'm all about, what I'm all about. They can see me hear from me.

That personal effect it seems to have a big impression on people when they first opt into your list. They don't know who you are. It's a good idea if you tell them immediately who you are. That transition page is something that you can have someone build for you. You can do a video, they will embed that video on that webpage. Then you can have a countdown timer there or whatever you want.

If you're using a third party application like LeadPages or GetResponse, they do have some transition pages templates that you can actually use there to create those pages and embed them. As you're building your page I'll again use my example of LeadPages because that's what I'm familiar with and that's what I use. LeadPages will ask you if you have a transition page or ... on some of their templates.

Or they will actually have a transition template that you can use. Then you will build your landing page and then build a transition page. Then go back to your landing page and connect the two once you've hosted both of them on your website. I use my own hosting so I would host my own pages on my website.

However, if you're using LeadPages.net and you don't have any hosting, they will host your pages that you build in their application. They will host them for you, so then you just follow the steps. It's just like connecting the dots. You build one page, you save it. You build the other page and save it and then you go back and make sure the two of them are connected following the instructions that LeadPages gives you.

LeadPages is great. They have a lot of wonderful videos and they are supportive. You can learn how to do this on your own. I did, and if I can do it trust me you can do it too because I didn't know anything when I started a year ago.

[Chitenda 00:31:38] is asking, "Do we need a legal entity to carry out the business of affiliate marketing?"

No you do not. All you have to do is just be you and you can operate a business. I'm speaking here in the United States because that's where I live. I'm speaking from the knowledge of what goes on here in the States. It may be different in the country that you live in. I've always done business under a business name because I like to make sure that I'm protecting myself from a liability standpoint.

Also I like to make sure that I can minimize my tax obligation on my tax return at the end of the year as much as possible. I've always as an

entrepreneur even before I get into online marketing, I've always setup my own business. If you're asking me, do I think it's important? I would say the answer is yes, but it is not a requirement no. You can do this any way you want. If you wanted to sell Ted's products or my products as an affiliate, I don't require you become a company.

What I do ask for though if you're in the United States would be for you to fill out the appropriate forms so that I can then send you what we call a 1099 here in the United States at the end of the year. That's simply an acknowledgment that I've paid you an X number of dollar of commission over the past year. That's a requirement we have.

The taxes versus the legal entity to actually sell a product are two different things. I certainly would encourage you to either speak to an attorney or a tax consultant to help you beyond that.

In Sendlane can we import a readymade landing page, the DFY bonus?

I don't know the answer to that one. Ted, do you know the answer to that? Sendlane can we import a readymade landing page?

Ted Morter: Honestly I don't know much about Sendlane. I've left that up to the Sendlane thread and the tech guys that built that. Just because you and I don't use it. I know it's a bummer when people get on here and they have questions specific about Sendlane but just, I'm not the person to deal with that because I don't know. I know nothing.

Tom Hitchens: Yeah me too, me too. Sorry about that, we're going to have to pan on that one Dennis and for all of you that have these questions. Why don't we use Sendlane? Honestly when we got started Ted and I we didn't have Sendlane. Sendlane this is brand new. I haven't even looked at it. I'm not going to tell you that I won't look at it, I will. I just haven't had the time yet. I certainly intend to because I know from using Clickonomy, also a product that Anik had put together last summer.

When he created that and I looked at it and I liked it. I know that when Anik creates these products, he creates them with a demand ... to fill a demand to fill a hole a void that is existing out there. Starting with Sendlane, you definitely need to go to the forum or put in a support ticket to ask these questions. I certainly look forward to looking into that more as we go on here.

Fredo is asking, "I received a warning from Google telling I'm not allowed to put the link in a thread with a video of ClickBank. Kindly assist."

Ted that's another question I'm going to throw to you because of the ClickBank reference.

Ted Morter: Sometimes just in general you're going to get in ... you're going to get your hand slapped when you're posting links in forums or threads or blogs. In essence you're trying to get free traffic by posting in there. There's an art to that first off, but if you are ... If you're linking to ClickBank, I don't know why you would link to ClickBank. You would be linking to a product and the product is hosted on ClickBank, they don't actually go to ClickBank until it's time to pay for it.

I'm not sure how that would work out, but it sounds like maybe they know it's hosted on ClickBank and they don't like it. For all intents and purposes, it's not really fair but sometimes ClickBank gets a bad rap because there's a few bad apples that spoil the barrel. It's just easier for companies to say, "We don't want to do anything with ClickBank." ClickBank is pretty though so they've got a lot of power to throw around where some of the smaller ones maybe not.

I would just make sure that you're not ... It sounded like you were saying you're linking directly to ClickBank and you never want to do that. Maybe you're not doing that, it's a misunderstanding but you're linking to a sales page and maybe the thread you were on didn't like it. If you tried it on another thread or another forum, they'd be cool with it.

You're always going to run into little ticky stuff like that or someone that runs a website that has an attitude about you leaving links on their blog, comments, or on their forum or thread or whatever. I wouldn't get stuck on that, you just learn from it and don't try to go back in there and do it again because it won't be a good use of your time.

Tom Hitchens: I would also add to that that I would probably change my strategy. Fredo what you're doing obviously is you're trying to get some free traffic on some of these forums or some of these other pages. Google's picking it up as would Facebook, as would Pinterest, as would Twitter. The social media sites and Google and so on really don't want to give you a free ride; they want to sell you an ad.

They also don't want you to be giving their platform a bad ride by trying to piggyback on it by simply throwing offers to people in a cheap manner. They view that as a cheap manner. Their main interest is their end user. Google, Facebook, all of them are all interested in the people that are using their community. They would rather see you operate in a way that

would be harmonious with the brand that they're putting forward through that site.

Here's what I would do as opposed to just throwing a link on from ClickBank. I would put that link to your offer on an email. That would be the first thing I'd do and send your list on email and let them click on it from there. I would also write a blog or do a guest blog on some website. Or create a piece of content and through the tread of that content, I would add in a teaser to a link and I would place that link in that content.

That someone if they're reading that blog or reading that content is interested in what you're talking about, they can go follow it up on that link. These are things that Facebook for instance loves. They love content given to their community and then you can make offers through that content. They love that. If you just blatantly go on someone's Facebook page and say, "Hey, here is something I found that I really like, maybe you'll like it too."

That is just a cheap attempt to make some money on someone else's fan page. They're going to cut you off, they're going to shut you down. They're not going to like that so if that's-

Ted Morter:

Yeah I don't know why I didn't think of this a second ago too. You shouldn't be just cruising around in blogs, forums, posts and putting links to products. You should only be putting a link to your opt-in page. You should be trying to be on relevant themes and blogs that relate to your niche and your free gift. The only link you're giving them is your opt-in page. You save the sales promotion for the email. Once they're on your list like Tom was saying, then you send out an email that has a product link in it.

Tom Hitchens:

Yeah that's not really good brand building unless you create some type of presence on your own. The landing page is a good way to start your brand. You have a niche, you have a product, and a message that someone is interested in. They will make the conscious decision to opt in. You can reference that landing page but not necessarily a ClickBank video because that is a little more of a cheaper attempt to just try to get some free traffic on someone else's back.

If you do it in the right way, you won't be upsetting any of the community that is viewing the content you're putting forward. Content is wonderful, it's goodwill. I call it goodwill. You're actually giving something away by writing a blog, or sharing a message, or referencing an experience. Teaching somebody something or giving them a tip. No one's going to not

appreciate that. They're going to appreciate the fact that you're doing something that could be classified as goodwill. In the context of that goodwill add in some advertisements.

If you're writing a blog about crafting for instance and someone says ... Or I mean in that blog you're talking about crafting and you know that you have already created a landing page to get people to opt in about quilting. You can say, "By the way if you're interested in looking to find out how to do better quilting, here's something. You can put a link there, and when someone clicks on that because they chose to in the context of what they're already reading about, that is a great way to get people to come to that landing page.

No one, Facebook, Google, anyone will ever complain about that because you're giving goodwill. Hope that answers your question for you Fredo.

Let's see here. Erwin's saying he's having a hard time choosing a business name for your niche. Any tips? Yeah, I would go out on Facebook and I would cruise around typing in various search terms in the search box to find different pages on Facebook having to do with business terms that you're interested in. See if you can pull up some pages that are in that genre. Then go into those pages and look to see what's being talked about. See if you can pick up some key phrases or words that are part of the vernacular in that niche.

Tap into what they talk about and how they say it. Again if you're talking about crafting, I'll just use that as an example. Crafts, I don't craft personally so why would I try to think of a name that would be piffy having to do with crafts. I'm going to go to Facebook and type in crafts and go to a page where the crafters hang out on. Pick up on their vernacular and see if I can't pick up a keywords or phrase that might help me with the name of that business. Maybe that would help.

Dave is asking, "Where is the recording for day one and three of Profit Workshop?" I don't have a clue. Do you have Ted?

Ted Morter: No, I [inaudible 00:42:26] so I'll skip it. I know that's not very fair to you guys but I just show up and look good. I don't know where they master all those things down and put them up. It's because they're not available yet. As soon as they know when they're up, we will know, you will know. We'll make sure you know.

Tom Hitchens: Yeah, the forum is a place to put in a ticket and ask those questions. I honestly wish I could that I can't, sorry man.

Ted Morter: I wouldn't put in a ticket and ask the questions you guys because when they're ready they'll be up and it will be obvious and you'll know. You won't have to dig and find them under a rock somewhere. If you send it tickets then you just bog them down more and it takes longer to get it done.

Tom Hitchens: You're saying Ted that they haven't put them up yet, because I don't know if they have or not?

Ted Morter: I'm saying that they're not up yet and chill.

Tom Hitchens: Okay, okay so will I then.

Darcy is asking, "Should the domain name I choose to host my squeeze page be the name of or related to the product that we'll be creating in three days too?"

You know that sure wouldn't be a bad idea Darcy. I like continuity of message starting with the domain name, starting with your brand, starting with your product; absolutely. The more you can connect one thing to the other, the more brand integrity you're building. I hope you follow me on that. If I'm general public and I happen to come across an ad you've run. It has a certain color scheme, and a certain font, and a certain look and feel to it.

The product is something I think I'm interested in and I click on that ad. Then I go to a landing page that has the same look and feel, color scheme, font, a picture of the same product I just clicked on the ad. Then I opt in, I want that freebie you're offering me. Then I go to a landing page ... I'm sorry, a transition page and a thank you page that has again the same look and feel, and color, and font, and image. It just makes you look professional; makes me feel more comfortable.

Then when you're asking me for my credit card, I'm not going to think hard about doing that. I'm not going to be thinking hard about offering you my credit card information because you're looking professional. You're making me feel good. Everything's [inaudible 00:44:47] together. I can't emphasize how important I think that is to brand yourself properly and think through every phase of what you're doing. Yes, I think it should be.

Don't be real specific about your domain name if you're going to offer multiple products. Try to have your domain name be something that would allow you to offer multiple products without confusing your

audience. If you're going to offer, let's say for instance I'll use the crafting example again. If you're going to get into crafting I might call myself Tom'sAwesomeCrafts.com. Then it would allow me to offer you information on quilting, painting. You see what I mean.

I can offer a variety of things, but everything would look the same, I would always have my logo there and my brand name would be prominent. The look and feel, and color would be the same. Then I would still make sure I have my domain name on the top of every one of my pages. I create logos for myself. I'll go back here to my webpage. The Tom Hitchens Community is my logo and I put my face next to it. I put that Tom Hitchens Community now on many of my landing pages.

When you buy a physical product from me, you're going to get an email from me that is from Tom Hitchens of the Tom Hitchens Community. What you bought from me today is not necessarily what you want to buy from me tomorrow. I'm going to have the same look and feel on everything that you get from me: my ads, my landing pages, my domain name, my emails; everything is branded the same. I would definitely recommend all of you try to stick with the strategy about that and build that into your business building strategy from day one. I hope that answers Darcy.

Andy is saying, "Thank you. I did Google but to no avail. Just checking if anyone knew offhand. Thanks for your time."

I'm not sure what you mean Andy. I forgot what I talked about five minutes ago let alone 20 minutes ago, I'm sorry.

Let's see here. Billy is saying, "If we have a PLR product, can you provide a brief summary of how we get paid for it? For example, how we link to PayPal etc. Obviously we have our opt-in, thank you page and other pages done."

Docky is asking you that question because he's saying, "Thanks Doc." I'll read it again if you're available Dr. Ted-

Ted Morter: Please read.

Tom Hitchens: Yeah, he says, "If we have a PLR product, can you provide a brief summary of how we get paid for it? For example, how would we link to PayPal? Obviously-

Ted Morter: I kind of said this earlier. You're not trying to get paid for your PLR product, you ... If it's something that ... This is why it just gets a little confusing, I mentioned this earlier. There's lots of different things you can do with PLR products. What you really want to be concerned with right now is getting a free gift because some PLR products allow you, you pay the money and then you're just allowed to give it away. Then there's another type of PLR product where you can buy it from them and you can give it away, or you can resell it. It's almost like it's your product.

In that more advanced scenario you'd have to work out some way to get paid for it. You could totally do PayPal or if you have a merchant account or ... It's way easy to do with PayPal and set that up. I would be thinking of PLR material as your free gift. Then when it's time to make money what you're going to sell to them, it will be an offer on a ClickBank or a JVZoo or another affiliate-type platform that will handle all the money for you. You don't even have to have those accounts or anything.

Tom Hitchens: What he said. Okay Brenda is sharing something here. She said she would like to share with anyone using LeadPages that they have some awesome introductory in advance webinars to use their system optimally. I thank you for sharing that Brenda, you're absolutely right. They have great customer support, as do many of the other brand name platforms out there. The videos are just incredible.

That's how I've learned most of what I know from using these third party applications is actually going through their videos and trying to do it. Not just watching, but I'm doing as I'm watching. Then if I have really get hung up on things, I try to call their customer support and get a lot of help too if they're a brand name company.

Let's see here. Garret is asking, "At the moment Clickonomy is the only source I know for solo ads. Can you recommend some other good quality options?"

When it comes to solo ads that's usually the place I go for a number of reason Garret. First of all I know that people are monitored on that site, and it's an Anik Singal property. I'm an Anik Singal students, so I trust that he's going to make sure that if I buy something from somebody I get some recourse if it doesn't go well. I know that that has happened for a lot of us that have bought ads off of Clickonomy from people that are not exactly on the up-and-up, to be kind and saying that way. If we need to get our money back we'll get our money back. You've got to be careful about that.

The next source of getting solo ads that I have used that I would recommend you use is right back to what I said a little while ago. Go to live events and meet people and network. Then when you meet people you will actually do what we call solo swaps. A solo swap if you're not familiar with that is where you actually swap ads with somebody, "I will do an ad for you if you would do an ad for me. Meaning you're renting my list for a day and I'll rent your list for a day." There's no money exchanged; it's done free.

If Ted and I for instance wanted to do a solo ad, a solo swap, we would ... You actually want to try to find somebody that has a list similar size to yours. Or you would agree on the number of clicks that you would guarantee that other person would get. If Ted and I did a swap and we're in the same niche, which is important. You don't want to buy an ad from somebody in the weight loss niche when you're in spirituality or meditation because you're not going to get the same kind of response. You want to find someone that is in a similar or same niche as you.

Then you just make a friend with that person and ask if you'd like to do a swap. Then Ted will send out an email one day with a link on it recommending people click on it to go to my landing page. I see how many clicks I get from Ted and then I make sure that he gets the same number back in return when I send an email out recommending people click on a link to go to his landing page. I've done a lot of that. I know Ted has too. Many of us to get to know each other have been sharing our lists with each other. It works, it gives you a lot of great traffic for nothing, and it's great.

Ted Morter: It's awesome once you do all this traffic buying and then you get your list up big enough that you can participate in some swaps with people. As your list grows their list grows. It doesn't cost anyone money, and you actually will make some money by the tip method, by the thank you page method.

Tom Hitchens: Another place you can get some solo ads from other people is to actually get on people's lists. People that you see they're predominant in your marketplace. If you're in weight loss for instance, go do some Google searching, go on YouTube, search through Facebook and find some sites that have a great following. Opt into whatever they have for you to opt into. I'm sure you're going to find ... Unless they're brain-dead and they're ... they've got a wonderful site on Facebook, they're going to have a place for you on their website.

You can get to their website from Facebook. You go to their Facebook page and then you click on the link to go on their webpage. On their webpage is definitely going to be some place for you to opt into their community. Opt in. Once you're on their list, if you like the way they present themselves, you'll be able to see how many likes they have on their Facebook page and see what kind of following they have. You can glean from the community as to whether they're an authority or not. Read some of the comments from the people on the timeline as to whether or not they like what's being presented.

Then if you think that you would like to present your message to that community then write a personal message through Facebook or something like that to that person that has that community. Ask them if they would sell you a solo ad or a way for you to advertise to their community. Maybe do a banner ad on their website or something. Or maybe they'll send out a banner ad on a newsletter email that they're sending to their community and sell that space to you.

There's a lot of ways for you to get traffic other than just Clickonomy. That is a great source for solo ads and it's a great way to start your business. Okay, I hope that answers it for you.

Let's see. Nathan is asking here, "Can it be useful to make two to three avatars instead of only one when writing your autoresponse mails?"

I'll stop write there and say absolutely. If you have a niche and you've researched and you find that it's difficult to come up with just one perfect customer avatar, then ... Ironically Ted and I were just talking about this either yesterday or the day before and we were sharing some ideas with each other. I was talking to Ted about actually creating one landing page or one core offer I should say.

Then create three in my opinion would be a good way to test this, is to run three different landing pages to find three different ways of getting three different types of customer avatars to come and opt in. If you had, I'll go back again to crafting. Let's say that you have a quilting product you want to sell and you're not sure how to approach that to your audience. I would create three different landing pages; try to appeal to three different types of people that I have found through research that like to craft: older women, younger women, men and women. I don't know.

Come up with, through your research, three different customer avatars and create three separate landing pages and drive them all in to your list and then offer them the same offer. That way by tracking the conversion

on those various landing page, you'll be able to test. You'll have an ABC test for yourself to see what avenues work best for you. Then definitely get rid of the two that aren't working as well as the one and go with that. That might be a great way for you to do that. I hope that helps you Nathan.

[Reyer 00:55:37] is asking, "Can I use a YouTube video of another person as the freebie?"

Well, I think what you need to do ... I will answer that by saying it depends on the person you're looking to use as the freebie. If you're using my video off of YouTube, I wouldn't mind at all. Why? Because you're selling me free traffic. I'll take all the traffic you want to send me, and thank you very much. I hope you realize that you're branding ... you're helping build my brand.

If I'm saying something that you can use as a freebie, just remember though if you're using my YouTube video, I'm going to have something in my YouTube video that's going to allow them to opt into my list. Now they're no longer part of your community, they're part of mine.

I would recommend you do your own YouTube video and reference someone else of authority in your niche. I would do that probably more in an email rather than driving traffic to a landing page offering a freebie of someone else's video. I would want you offering your own material.

Now remember cycle of profit has two phases to it. Phase one is you being an affiliate marketer. As an affiliate, we realize, don't we? That when we sell someone else's product you're sending the traffic to their landing page or their video sales letter. They're buying their product not yours and you're getting a commission. The commission is that's great, but you're losing something.

You're giving up something in return. You're actually giving up the goodwill that is being offered by that other person's product that someone else is buying. You want to as quickly as you can move into phase two so that you can control that by actually offering your own stuff.

Just think it through Reyer. Honestly if you're going to use someone else's video it's the same thing as offering someone else's product. Do the best you can to collect that email address and connect that video of someone else on YouTube to your message. You don't want to just get someone to opt in and then send them immediately away from you. There has to be

some value you give them too otherwise they're going to unsubscribe from your list.

Ted I can just sort of sense that you're chumping at the bit to say something about that. Maybe not?

Ted Morter: No I was chumping because someone asked me the question about being able to get the transcripts of all these questions. The technology limits us to be able to do that because they're just having trouble paying attention to everything and paying attention to the questions so-

Tom Hitchens: Go to replay, go to the webinar replay and listen to it again. If you know that we're on a certain ... Right now we're on ... We're coming up on a one hour on this webinar. If you're hearing a question on three hours and 58 minutes, then write that down. Write the question or write the answer that you're hearing. Then when the webinar is reposted on the replay, just go back to that part of the video and listen to it.

I've done that; that's how I do it. I know last video or webinar you and I did Ted I think the question ... Someone had a question to Rick who was hosting this for us, whether or not he could actually download those questions. I'm not sure what the answer was. I seem to think he said he could but maybe I'm wrong. I would just go back to the video, the replay and see if that doesn't help.

Let's see. Danny is making a comment here. He says, "I found Facebook are not real good from double clicks from a newsfeed, is one click then to an opt-in another ... Anyone has successful landing pages from our forum pop-up after a click?"

Here's what I do. I'll answer it this way Danny. I have a Facebook page. When I post content on my Facebook page, content I post on that page always links directly back to my blog page because I'm trying to drive eyeballs to my blog page. I would recommend you do that with your ads and with your content. Always drive it to a webpage or a landing page.

I love the idea of creating content like a blog page and sending ads to that content page as opposed to just a landing page. I do that for a couple of reasons. Number one, it keeps me out of trouble with Facebook. If Facebook doesn't like my follow-up on my ads even though the ad has been approved and they allow me to put it out there. Maybe that was a robot on Facebook that actually approved that ad.

Then someone complains about that ad, someone in the compliance department of Facebook goes back and actually looks at my ad, they could actually shut my whole Facebook account down. I don't want that to happen and neither do you.

What I do instead of running an ad on Facebook to a landing pages, I will run that ad directly to a blog page. Facebook loves that because now I'm giving content. What ad is ... I'm sorry, what that blog is on my page is a place for me to resell the ad. If you see an ad on Facebook and you click on it and you wind up on a blog page.

Then I start right off on a nice blog that you're interested in, I have an opportunity now to really sell you on what I think you're interested in. You obviously are or you wouldn't have clicked on the ad. Through the course of me writing my blog, and you enjoying the content on that blog, I'm going to have little places for you to click on to go to my landing page. Now you're going to the landing page from my website not from Facebook.

I'm not going to get in trouble with Facebook, and I'm also driving my ads to content. That's goodwill, Facebook loves it. That would be the way I'd recommend you do it. Then you don't have to worry about what's happening with Facebook and some of the ads. I hope that helps you Danny.

Let's see. [Julia 01:01:44] is asking, "What is recommended? A website like Tom Hitchens or a general name like Amazon or eBay or some kind of generic name?"

I don't quite understand the context, but you probably are asking this in follow-up to one of the other questions I remember answering for you. I seem to remember it was something having to do with branding your own business or your own name. I like websites that have your name or your own brand name in it. As opposed to using another website that you're driving traffic to like Amazon or eBay.

If you're asking is it okay to use your own name or it is okay to ... or it is better through recommendation to use a brand name like Amazon or eBay or [Shuya 01:02:36] website. I will definitely decide first of all how do you want to present yourself to the public? Do you want to present yourself as a company or do you want to present yourself as your own name? I chose to go my own name. Now maybe you choose to go as a company. That's what you have to decide.

You have to think about on a long-term basis what are you going to be doing in your business? Are you selling other people's products? Are you selling your own products? If you're selling other people's products then it wouldn't hurt you to use some other brand name other than your own name. If you're going to be selling your own stuff and your own stuff is going to consist of you having your own videos and your own audios.

Then maybe you want to brand your own name as your company name as your brand name. You have to think that through as your strategy. Hope that helps-

Ted Morter: I've got an opinion. I've got an opinion here too.

Tom Hitchens: Please.

Ted Morter: It was something that, I don't know. I saw on a webinar but it always stuck with me. That people buy from other people; they don't buy from businesses and they don't buy from brands. If you do want to brand yourself or a business and have an image out there that's a theme throughout all of your marketing and communications that's great. That would be really helpful for you, but always communicate as a person.

Like emails don't come from your brand, they will come from you and your name. Watch anyone, you get on their lists and watch them, the people that are the big dogs. For example, you never get an email from VSS Mind, it always comes from Anik Singal. Somebody's name right there. Keep that in mind.

Tom Hitchens: People will always refer to it as Anik's program as a result because they bought it from Anik. That's powerful-

Ted Morter: Yeah, that's a good point.

Tom Hitchens: That's powerful. I've got one here Ted I'm going to answer then I'm going to throw it to you if you want to switch. It's up to you my friend. John Smith is asking, "I have an online business that I got into before I joined Profit Academy. Can I build a brand around this given that this business already has an opt-in page and autoresponders already in place?"

Oh yeah, absolutely. You've already started to build your brand John, because you put yourself out there on your autoresponders as some brand name whatever ... Like we're talking about now. Whether it be a company or your own name. You can build your brand around that online and you're in the same boat as I was when I started a year ago.

I actually got interested in online marketing as a way to enhance my already existing business. I had two businesses I was primarily focused on a year ago. I had a consulting business, and I had a physical product business. What I did was I got into online marketing as a way for me to understand the mechanics of how to do things online.

When I first started off, I built a webpage that was talking about health. I called it 'Fighting Back Disease'. You can go there if you want to see it right now, it's FightingBackDisease.com. In fact, I'll do that for you. Let me click on here. This is a page that I built solely for the purpose of practicing how to use Facebook and interact it with a website. This is the first page that I built when I got started a year ago and it caught on.

I actually created a Facebook page then I started driving traffic to the Facebook for Fighting Back Disease. The traffic I drove in a matter of a month-and-a-half two months I had over 11,000 likes in that page. I was digging it because I was learning as I was going. You notice it has nothing to do with my name on here. You're not going to find my name anywhere unless I actually write a blog post and post it here.

This is all about how to improve your health and fight off disease. There is a lot of preventative-type pages out there talking about preventing the onset of disease. I wanted to approach the subject of what happens when you do get sick? How do you fight that disease back? I came up with a niche. I called it FightingBackDisease.com and I put up a page. I started driving traffic. I experimented.

Then once I got all the experimentation out of the way to the point that I was starting to feel pretty comfortable. Then I went back and I created a new page on Facebook and a new website page called Tom Hitchens Community. That's what you see here. Then I was actually branding myself using the same techniques that I had learned by doing an off-brand-type experimentation.

I would recommend that you maybe try that for a while until you actually put your own brand, your own existing business out there on the line. Try it with some off-brand. Pick another niche and just create another site and experiment. Build a list. Then you know what happens while you're building that list and answering emails and so on through that niche, then you can start introducing your audience to your own brand. Do it just like someone bought a solo ad from me except now it's you. That's what I would recommend you do. The fact that you already have a company, you're way ahead of the game.

Ted how about if I throw you to the wolves here for a while?

Ted Morter: Yeah, throw me the controls.

Tom Hitchens: I'm about through, I'm about 25% of the way through here. Rick I know you're there somewhere in-

Ted Morter: Just throw me the controls.

Tom Hitchens: ... cyberland. Yeah throw it over. I'll just change presenter then I'll throw it to you. Ted I can't find you.

Ted Morter: It's cool I came through. I got it.

Tom Hitchens: You got it. Okay cool. Thank you Rick, I know you're out there somewhere. Oh who is that person?

Ted Morter: Sorry, I'm finishing an answer here. Just give me two seconds to finish typing. It's somebody that's like way overwhelmed. They're like, "I thought this was going to be easy. I'm so so lost. I don't understand anything. I haven't even started the opt-in page. I'm so lost."

Tom Hitchens: Is that Dr. Ted Morter V?

Ted Morter: Oh no, we did away with that stuff.

Tom Hitchens: Oh you did, it stops with you. The curse ends with you.

Ted Morter: Oh yeah there's a baby there, isn't there?

Tom Hitchens: Uh-huh (affirmative).

Ted Morter: That's Mylo, he's my second. He's about five months old now. Get away.

Tom Hitchens: He's got the same intelligent look on his face as his daddy.

Ted Morter: We've got a lot in common; we're both bald and we don't have any teeth.

Tom Hitchens: Same like you. No comment, huh?

Ted Morter: Sorry, I'm not a multitasker. I don't believe in multitasking. I think it's the dumbest thing in the world. People are so proud of it but there's no way that you can be on a webinar and then jumping tabs and be on your phone and trying to write something. Your brain doesn't work like that.

One of the most productive things I ever picked up was pick one thing focus on it, shut the other stuff out. If it's time for you to do something, close the door, you turn your phone off, you get it done.

Tom Hitchens: Brenda agrees with you 100%. Three or four exclamation points. I do too.

Ted Morter: People would get so proud of all the multitasking. I guess multitasking is pretty good. I worked in a restaurant once; you've got to know how to do that stuff.

Tom Hitchens: Yikes!

Ted Morter: Yesterday you guys, just to lighten it up a little. Yesterday somebody rang the doorbell and it was just someone going through the neighborhood passing out literature about their religious beliefs and their church and whatever. I saw them coming up to the door and I purposefully dodged them and I let my three-year-old go answer the door. The doorbell rang I said, "Go answer the door." She sat there and she talked to him for a while and I was listening. She was really nice, it wasn't anything bad.

It was about time to be done and I walked up to say goodbye and close the door and she said, "I gave this to your son to give to you guys." I said, "Yeah, he doesn't convert very well on cold traffic." She looked at me like I was crazy. Rightfully so, but I just ... I don't get to hang out with other people that understand what that means. It's always on my mind and it's always coming out at me. I just thought it was hilarious. I thought you guys might get a kick out of it. He doesn't convert well in cold traffic.

Okay, so let's jump in here. Any benefit to having a vanity domain like yourname.com versus a domain name that describes a product like harley.com. This is from Tom Tom.

I don't think that there's really any disadvantage. It might be really good for you if you can get that domain name because you maybe you won't even use it right away in the beginning. You could find some fun stuff to do with that as you build a brand and build a name. In the beginning I don't think it's really matters. Like for example if you have LeadPages, you don't even have a domain. It's this long string of characters.

Nobody at this point is going to go and type in your domain name. No one will ever go and type in the domain and go to your squeeze page. They will never do that. What they will do is they'll click a link that somebody else put in front of them and it will take them to your squeeze page. It's kind of irrelevant.

Tom?

Tom Hitchens: Yep, I'm sorry I was typing. I'm like you-

Ted Morter: That's okay.

Tom Hitchens: ... I took your advice and I just shut you out baby. I'm just typing away [inaudible 01:12:44].

Ted Morter: You're doing the heavy breathing. I can hear you breathing really loud.

Tom Hitchens: Okay good. Did it get a reaction out of you Ted? Was it deafening? Sorry about that buddy.

Ted Morter: Can I find information on affiliate products for Tom and Ted that may be available to promote on ClickBank? Tom, do you have your product up on ClickBank soon as that-

Tom Hitchens: I do, but I'm not really promoting that believe it or not. I'm using that through my own funnels. If you're interested in looking at it send me an email tom@tomhitchens.com and I'll be glad to talk to you about it but I'm not really ... I don't have my funnel set up to the point where I would want you to send traffic to it yet. If you want it I've got VSLs up and yes I do have a funnel because it's required for ClickBank. I wanted to change the VSL before I started putting it out for affiliate marketing.

Ted Morter: Yes he's got it up. You can message him about it.

Tom Hitchens: Yeah just send me a message about that and we can talk about that.

Ted Morter: Mine is in the marketplace that's called 'Window to the Mind'. You can search for it in there. They're all in the personal development niche. You can find them under the self-help category under the subdomain 'success'. That's where I just promote products out of that one category there.

ClickBank products have pop-up contact form in their product landing pages. Will that hijack your customer and redirect yours to the vendors and leave you losing customers and revenue?

Okay, so this is about, this question is about let's pretend you're a customer. You're just a subscriber. You get an email from someone and you say, "That looks cool." You click the link and you end up on some ClickBank sales page and you go, "You know what, I don't really like this. I

don't want this." You try and X out of the window but a pop-up jumps up. The pop-up is essentially another squeeze page and this is the vendor trying to capture the email of the potential customer there.

You can go two ways with this. If you're the ones like this question is asking saying, "I'm sending my traffic at this product and if they don't buy it, there's a pop-up that comes up and they're opted into his list."

There are several advantages and disadvantages to this, so we'll just talk through those. As a product owners it's awesome. It is awesome having that thing because ... I'm going to pull up my autoresponder here. This is for ... Which one is it? What do I have? Window Exit. You see this campaign right here, Window Exit. Nine people have joined it today because someone sent traffic at my product, Window to the Mind, and they didn't buy and they didn't like it.

They tried to leave but an exit pop-up came up and offered them a gift in trade for their email. Look at this, I have 3,500 people and a lot of those have opted out through time. I've probably collected 4,500 emails by having that exit pop-up.

It's a good move. If you're the product owner it's awesome. Anytime that you can do that without being annoying, because sometimes you just can never leave a page because there's so many things, pop-ups. It makes you crazy.

The disadvantage of it, and you specifically mentioned losing clients and losing revenue. That is not a concern and not a worry. You're not losing any money because they weren't going to buy it anyway. A lot of times too there's a cookie that's on that person's computer. This is what happens to me. In my follow-up sequence there when I join that list that I've just showed you in the exit pop-up for my product.

I'm just marketing my product at them again. The cookie still exists in the person's software. If they buy it within the next 30 days, that's kind of standard. Just however long you've set the cookie for. If they buy it in 30 days then the original person still gets credit for it; the person that sent the traffic. They'll still make their commission.

Then also take into account that the people that are on your list are also on tons of other people's lists. That's cool; you have to get okay with that. Think about if they weren't okay with being on several lists, then they would have never joined your list to begin with. They're out there to get freebies and free gifts to join people's lists. It's your job to not be vanilla

and generic. It's your job to be unique and offer something to them that they're going to dig. Something that they're going to like and be happy about.

That's really what it comes down to. It's not that you're going to lose customers because they opted into someone else's list. You'll lose customers because you're boring in essence is what I'm saying.

There are some affiliates that will not promote a product if it has an exit pop-up window. If that's something that's your preference and you don't like it, then you're allowed to do that. You just don't promote them. Or some product owners create several different options for you and you pick the one you want. You can pick the one with the exit pop-up or you can pick the one without it.

I always recommend that you go for the opt-in because even though they will be on someone else's list as well as yours. They're already on a bunch of lists anyway so you're going to have to just get over it. Now you have 30 days of that person marketing to them to try to make the sale for you, you're done. You just send them a sales page once, and then you let the other person do the work and try to sell them on it and you'll make the commission. Most of the time that's how it works. I'm speaking in ... not even in generalities, I'm speaking of that's how it usually works.

Okay, I'm going to go up here to the top. Is the ClickBank link-

Tom Hitchens: Hey Ted, you've got a couple here that popped in.

Ted Morter: Go.

Tom Hitchens: Ted can you hear me okay I'm sorry.

Ted Morter: Yeah go.

Tom Hitchens: Somebody wrote in here wanted to know ... I'm seeing a lot of questions about whether ... how to get hosting hooked up after you purchase a domain name. Hopefully that was covered in Profit Academy, but if not enough sufficient to answer the question. If you've purchased the domain name and someone is asking, "How do I get a hosting ..." I'm sorry, "I was told to get hosting service, but how do I create a website like Tom's once I have the host."

You can do that in a number of ways. You can go to a place called Fiver.com F-I-V-E-R.com and hire someone off of there to actually build

your site for you. My site is built from a WordPress platform. You can either use a free WordPress template and have someone off of Fiver.com build a site for you. Then they will actually get it hosted on your own hosting company so that it works on your domain name. Or you can hire someone on your own somewhere else. It's always a good place to go to find somebody very inexpensive and every competent on Fiver.com.

I'm getting a lot of questions too Ted about people that are from different parts of the world that are concerned about their name, whether it be a complicated name. I had a gentleman here that said he's Polish and he typed his name out and he said, "No one will be able to pronounce that name or read it write. How do I do it?" I've had a number of questions like that.

I would recommend you create a stage name. Call yourself Ted Morter V and brand yourself that way or Tom Hitchens VI. You get the point. Come up with a name that you think is easily recognizable and easily pronounced and do that. You've heard Jeff Lenny, one of the other coaches talk about doing that a lot. He has a number of niches. On one of his niches he actually represents himself as a woman. He's on a dating site giving advice to women. He has a stage name as a woman and he's communicating with these people as to how they get dates, or how to do the things on his niche.

You can create whatever persona you want. I would recommend you do something like that if you don't want to actually use your own name.

With that I'll shut up buddy.

Ted Morter:

It's cool. Someone was asking if they could change their ClickBank nickname. Someone else says, "Is the ClickBank nickname something that the consumer sees?" They're trying to figure out what little nickname they should come up with.

Yes, they do see it. The only time they see it is up in the address bar at the top. Let's say you're promoting a product that's called 'Tom's Awesome Crafts', it will say up there w.Tom'sAwesomeCrafts.com/gobbltygook= and then it will end with your nickname. Your nickname will be up there.

Technically yes they will see it. That's the only place they'll see it. 95% of people never look up there and see it anyway. It's easier if you just make it a little more incognito. My name is Ted Morter, so I picked TMort. No one's going to know what that means, but I know exactly what it means.

Make it a little more nickname-like. Don't put your name in there. My very first ClickBank account my nickname was TedMorter and I regretted doing that. Don't do that, make it disguised.

You can never change your nickname once you create one too. You just have to create another ClickBank account. Now you don't need more than one ClickBank account. To answer this question here, you can't change the nickname. If you want a different nickname, you sort of abandon that account and you just get a new one.

Again someone's asking, it's Gaudy about ... They say they've been taking pictures of the question feeds with their cellphone. It's not something that I can ... I can't put that out there. It's a technology issue. It's not because I don't love you and don't want you to see all the awesome answers to questions I've been typing feverishly away at. You can save all of these on the forum into the date of the hours, that way ... More about saving the questions. Guys I can't save the questions. It doesn't make it more likely if you ask me again.

Tom Hitchens:

Somebody was asking me Ted on my website they're noticing that I'm using posts from other websites. They're asking if I'm using an RSS feed that links to the blog, to the blog or is there some other magic going on?

How I do that is real simple. Yes, I pull in blog posts from other sites using RSS feeds. Then I decide which ones are pertinent to my website. I choose, and I do what is called curation. I simply pull that post information into my blog page, always linking back and giving full credit to the author and the website. I will post maybe 40% of the content from the original post. Then stop and have a link saying, "Click here," or, "Read the rest of the article here."

In other words you click on that link and it will take you back to the original post, or to the original website. I'm giving the author full credit and linking to the other site. Most people will love that kind of stuff because it's giving back-links to their website which builds their Google presence and all of that as you know. It also builds an audience through their website. Then they will hopefully return favor by sending traffic to my site. That's how I'm doing that. Hope that answers you-

Ted Morter:

Somebody jumped in here with a comment that I think is valid ... valuable here to repeat. It was about buying the domain and then the person was like, "Where do I buy hosting? How do I do that? How can I make a website like you Tom?"

It's really really really really really helpful if you buy your hosting and domain from the same place, from the same person. It can take a little while. This post says it could take six weeks to transfer, but I know that's not the case in my experience.

Tom Hitchens: No.

Ted Morter: You do have to deal with name servers and creating like a parking spot for that new domain to move it to a new hosting account. It's just a pain in the butt that you can avoid by ... If you bought your domain at GoDaddy, buy your hosting at GoDaddy. I always just use HostGator. It's not like it's better than anything else.

Tom Hitchens: I use Liquid Web.

Ted Morter: Just simple. Buy the domain name and web together.

Okay, this person is wanting to build a hook and ask ... They're using the word 'affectional' hook but they're willing to embellish. It sounds like they're saying, for example, can I say 'How to earn \$50,000 in 60 days even if I still didn't earn that amount yet'.

There's two things about this. One, be very careful when you're talking about money because there's all kinds of legality junk about making claims that people can earn money and disclaimers and disclaimers and stuff you have to put in there. For example, if there is an incident or an experience where that did happen one time to one person. Then if all you're doing is pointing to that and quoting that and sharing that one experience. You're not saying, "You can do this," you're just saying, "I'm using the same system that this guy used."

Then you get ambiguous and you get a little bit out there in the gray area. I find it's just easier to not try to get tricky about the system and live out there in the gray area. Just be on the up-and-up and be really honest and be yourself. There's a lot cool people out there on the internet and when I see them it comes through. I like them because there's so much more junk out there and people that are just making me crazy.

Can you cloak your ClickBank nickname to prevent fraud? No you can't cloak anything with ClickBank there.

"Totally newbie here on ClickBank. I put in the nickname 'SoEffingCool'."

Tom Hitchens: Okay.

- Ted Morter: His last name is F maybe it was a play on his name; I don't know. I would change that. I would change it. Think about the audience that you're playing to.
- "You can highlight all the questions and answers here and copy them into a notepad file."
- Okay. Somebody just made that suggestion and that's something you guys can do at home.
- Tom Hitchens: Hey Ted there's one here that you can address. It's from Emmanuel asks, "I checked some products on Clickonomy with great numbers." They say Clickonomy I'm wondering what they mean but ... I think they mean ClickBank. "I checked some products with ClickBank with great numbers, conversion rate, gravity etc. but I looked up the website of the product in Alexa and there was no stats because they're slower than 100,000. Which one should I believe?"
- Ted Morter: Are you asking me a question?
- Tom Hitchens: Yeah, well this is a question from Emmanuel and I think you might be able to address that better than me. Should I read it again?
- Ted Morter: Yeah sorry. When you start talking I just go and answer questions. I wasn't listening.
- Tom Hitchens: Oh okay, sorry bro. Emmanuel is asking, "I checked some products with ClickBank with great numbers, conversion rate, gravity etc. but I looked up the website of the product in Alexa and there was no stats because they're slower than 100,000. Which one should I believe?"
- Ted Morter: ClickBank stats for example gravity let's say it's their own algorithm so it's gotten this little bit of mystery around it. It basically is a reflection of conversions in the last short period of time. I'm not sure if that's 60 days, 30 days, 90 days. It's a record of a short term. For example, if nobody buy that product again for the next three months, when you look at it again in three months ClickBank will make it look horrible. There will be no horrible; there will be nothing to it.
- I would go based on conversions. I would go with the ClickBank data because even though there might not have been 100,000 clicks at ... I mean that's a lot of clicks to go to a sales page. I think two, to put it into perspective, if you're a big dog a big player in the internet marketing world, whatever the niche is. People know you so you launch a product

and you get tons and tons and tons and tons and tons of traffic but ...
Sorry I just had a pop-up there from Rick. I copy that.

What I'm saying is that person might not have enough traffic to rank them on Alexa. I wouldn't worry so much about that, I would go with what's hot. What's converting, that's kind of stuff.

Is it better to have-

Tom Hitchens: Ted-

Ted Morter: Go ahead.

Tom Hitchens: I'm sorry Ted. I'm sorry buddy.

Ted Morter: I was just going on the next one.

Tom Hitchens: Okay, here's one they were addressing directly to me. Anne is asking, "Tom your niche is broad. How do you send anything to your subscriber because what if they like spirituality but not necessarily the things about money?"

What I do Anne is that I actually segment my list by sending them offers ... or not offers, but actually things to click on to tell me what they would like to hear more about. I send things out to my list and if you're not interested in money, you're interested in spirituality. You're going to respond to whatever I'm asking you to click on. When you do that I tag you, I tag you interested in spirituality.

That automatically sets my autoresponder to begin to send you a series of messages based on what you just told me you're interested in. You told me by opting in to something, or reacting to something, or clicking on a link to something. That could be a link in a blog post, it could be a link in an email, it could be an opt-in page I asked you to go opt in to. It could be a follow-up ... I'm sorry, a questionnaire or a little survey I asked you to fill out.

I get my audience to respond to various things and they are telling me, whether they know it or not what they're interested in. By doing that I'm segmenting them. Once you tell me you're interested in spirituality, I have you permanently tagged on my list and my autoresponder ... autoresponder that you're going to be interested ... That you're interested in messages like that. Then I can target my group based on

whether you're interested in money primarily, or if you're interested in health primarily, or if you're interested in spirituality.

Surprisingly though, many of my group is interested in multiples. Maybe I would say probably 60% of them are interested in all three of the areas that I have on my blog site so-

Ted Morter: Hey, before you go too far down that road, what you're doing is advanced too. You have advanced software to tag and move people. I'm just jumping in so let's keep it simple right now.

Tom Hitchens: You can do that though without tagging them if you ... What you can do then to keep it in the realm of simplicity, you can send an email out to your list and ask them to opt in again. Why do they have to opt in only once? You can ask them to opt in to something new every single week. Create a new landing page and send it out to your existing list. If they opt in, that tells you that they're interested in something.

By doing that, then they are now going to be sent into a ... get a new autoresponder message. Then you can get them to click on things and give them new messages. You can send them their sales funnels, offering them different products. You can do that every single week on a simple autoresponder that any of you can set up through GetResponse or Sendlane or anything. How's that?

Ted Morter: Tom, jump in with me on this question because I've been going back and forth once or twice with somebody. They said on a webinar it was recommended to not buy your hosting and domain from the same site.

I think that in a more advanced version of this that it's probably better if you have your ... you own your domain somewhere and you own your hosting somewhere else. I'm sure that you aren't at the mercy of like one company that gets cranky one day and shuts you down.

In the beginning right now there ... I don't understand why you wouldn't want to make it simple. I would do them together and I've always done them together and I've never had a problem with it. I'm hoping to [crosstalk 01:35:08]-

Rick: Can I offer my opinion on that please?

Ted Morter: Yes.

Rick: Okay, after eight years of this. Hosting companies who offer the domain and you buy the domain through them. If you choose to change hosting, you may not be able to transfer the domain name without going through an awful lot of rigmarole to point it somewhere else. They will have conditions, and they can. They have the ability to lock it in place. Let's say you have, you bought your name through Acme Hosting. A year from now you decide Acme Hosting isn't really doing me any good I want to go with HostMonster. I'm going to point my domain to HostMonster. You go in and try to point it to HostMonster and it won't work.

Buying your domain from a domain name provider only such as Namecheap, they don't care where you point it. If you do that, you can change it in five minutes. You don't have to go through all this baloney about whether or not you have to have permission to change it. If you try to change a domain with some of these hosting companies, they can make you jump through all kinds of hoops to try to move your domain to a different hosting company. That's why [crosstalk 01:36:23]-

Ted Morter: Is that why somebody said it takes six weeks?

Rick: Oh it can take forever. You may never get it off; it's possible.

Tom Hitchens: [Crosstalk 01:36:29] that you will never get it changed without affidavits and a pint of blood.

Ted Morter: Well Rick I just did [crosstalk 01:36:35]-

Rick: This happens every time.

Ted Morter: I just did that though with something that I had in another business I was partnering up with somebody on. We were transferring a few domain names and from different registrars. We created a new account in GoDaddy.com for instance and was transferring domain names. It took just a few days actually because we were all party to it and they sent out emails, "You have to respond. You have to give permission ..."

Rick: [Crosstalk 01:37:01] all kinds of crap, yes.

Ted Morter: When you go through the steps and you do it diligently, it can only ... It can really be done in a matter of three to four or five days tops but-

Rick: It takes me about 15 minutes to move from any ... Basically you register the domain with the registrar and that allows you to point to the DNS. Like Namecheap, you buy the name through Namecheap it's registered in

there. You go into their system and they don't care where you point it. I've moved from domain to domain to domain and maximum ... For a new domain to get picked up and registered and picked up by everybody on the web, it may take 24 hours for it to even show up somewhere in DNS.

Once it's there, all you're doing is telling it where it goes. See the domain is already registered at the registrar, they decide where it's going to go and anybody navigates to it. You change it inside the domain registrar's body work, five minutes, 10 minutes, an hour and it's gone in the new place. That's all you have to do. You don't have to go through any baloney to change it. You're the registered owner of the domain name; you go into the domain registrar's application where you set it all up.

You point it to here's my DNS servers here it's past name that's all it is. Punch in the information, click it. Your website's live in half-an-hour. That's about it, but that's why I said ... but I have ... Some of the providers, it's not all of them, some of the providers have a history of, "Wait a minute. You have your domain with us, you have all your website and everything with us. Now you want to move it somewhere else. People have had to go through all kinds of crap to get the thing somewhere else.

What do you do if you don't want to use that company anymore and you go and decide, "Oh I'm going to put it onto another site and get it all ready." You get it all ready and you can't change it. That's the big reason why we over the last few years a lot of people have suggested don't use the same company for your registration that you do for your hosting. I mean do what you want but you can-

Ted Morter: Let me jump in and tie it in there because as a newer person not in the game for eight year, I found that in the very beginning for simplicity sake I bought the hosting and domain together. Now as I get more advanced a year later and I hear you say this, which I just learned today so I'm here learning with you guys. Now I understand how to buy a domain, and how to point it at a DNS server and all that stuff. It's not hard to do.

It's basically just like your domain is like you're buying a car and your hosting is like the parking spot you want to put it in. You're like, "That parking spot-"

Tom Hitchens: That's exactly-

Ted Morter: You're like, "That parking spot."

Tom Hitchens: That's exactly right. Yeah that's right Ted. I-

Ted Morter: What we're saying is that if you can buy your car and your parking spots from different people then you're better off to do it that way in the long run. Understanding the concept is really important for you as you grow and progress and move forward.

If you are stuck, if you're confused, and you're overwhelmed. You're feeling like, "Holy crap! Did you say point servers at DNS thingy? I'm going to go in the other room. I'm done." You can make it really simple by buying them together on this first time out of the gate on your very first thing. It's so important that you have these people here that have been through it to say, "This is the long-term solution, the better way to do it.

Let's not worry about all of the what-if scenarios and let's focus on what's in front of us right now which is get an opt-in page up, and get it live. Get it running and start running traffic at it."

Tom Hitchens: Yeah yeah. Good advice.

Ted Morter: That's cool man, I didn't know that.

Tom Hitchens: You've done good. You've done good. Somebody is asking me Ted, or asking us here about solo ads. "If you buy a solo ad are you actually getting the email list of the party you're buying from?" Boy do I wish that were the case. No, you're not. You're actually renting their email list by having them send an email out from their own email account to their own list recommending that that party is ... who's reading that email clicks on the link.

That link will take them to your landing page. I basically look at it like you're renting their list for the day. They're actually sending you a guaranteed number of clicks. Meaning that they send enough emails out that enough people will click to get to your landing page. That's how it's sold and that's what you're doing.

Somebody else is asking too Ted, "How big is your list need to be to begin swapping?"

You know what, you want to swap with somebody that has a similar size list.

Ted Morter: Oh no, it's based on the amount of clicks that you can send.

Tom Hitchens: Yeah, exactly. If I have a list of 2,000 and Ted has a list of 2,000 and we send a decent email out to both of our lists individually, we can expect to get a similar response if the ... You know what, it all depends on what you say in the email and what kind of headline ... what kind of subject line you had on your email.

That's why what Ted is saying is true, we generally want to share the similar number of clicks. His list may be not as responsive as my list might be and vice versa. If I send out to my list of 2,000 and he sends his list out of 2,000. I'm getting a 20% open rate and Ted's only getting a 10% open rate, then I'm going to get less clicks that Ted will. It's always a good idea to share the ... through agreement, private agreement the number of clicks. Ted says, "I'll give you 500 clicks and I'll guarantee Ted 50 clicks." That's how you can do that. It's free so please [crosstalk 01:43:00]-

Ted Morter: Somebody is asking about a super-high price for ... They went to GoDaddy and searched for their domain and it was for sale for \$20,000.

Get a new one.

Tom Hitchens: Exactly.

Ted Morter: Unless you have 20,000 you want to spend on it, just get a new one. That's a non-issue, just move on. Next, next. When I'm searching for a domain, I might spend like an hour sitting there. Sometimes I spend like three days trying to find the right one. If it's 20,000, next! Get out of here!

Tom Hitchens: You know what you can do, you can come up with a cutey name that nobody else would have ever thought of or ever cared to think of and call that your domain name-

Ted Morter: This guy's example, he wants FulfilledLife.com. Johnny Schmidtbauer. I think that for your opt-in page, it's irrelevant what your URL is. I've said this over and over but ... Nobody's going to go and type in your URL. No one will ever get their keyboard out and type in something. They're going to click a link that somebody puts in front of them. They're going to click a link and it doesn't matter what that link goes that.

It could be a long mess of junk like LeadPages gives you. If you love FulfilledLife, then maybe you could look for a FulfilledLife.co or .net or .biz or .org or ... There's a cool one now called guru. I wanted to get the one called DrTed.guru because it would be ironic because a lot of my marketing is about, "I'm not a guru, I'm just a guy. Let me just share some

stuff with you that I've learned and it works for me. It might not work for you so throw it out. I'm not going to pretend to be the guru guy. It was hilarious that there's was guru domain.

Someone says, "If it's 20,000 for a domain exactly! Next!"

Tom Hitchens: Exactly.

Ted Morter: Betsy says, "It would be nice if I could ask a question." I think that ... She put that in the question box.

"How can I guarantee number of clicks?" From Yvonna. That question is a little bit confusing. You can never guarantee anything. I don't know what number of clicks you're sending where.

Tom Hitchens: I think she was responding maybe to something I said where I said you and I can guarantee number of clicks to each other Ted. What I'm basically saying is this. Let's say that I have larger ... a large enough list that I know that I get an open rate that is sufficient that would get enough people to click on a link. I know this because it's my list and from my experience of understanding how my list reacts to things. That if I send an email out and I'm advertising Ted's landing page, I can pretty much guarantee that Ted's going to get X number of clicks from that email I send out. That's what I'm talking about.

I'm getting other questions in here Ted related to that. How big of a list should you have before you start doing solo swaps and that kind of thing.

Look, when you build your list and you start to get a list of people that you're sending emails to regularly, you should be watching your stats. You should know what your open rates are. What your open percentage is. If you send 1,000 emails and 100 people open, you've got an open rate of 10%.

What do they open more than others? In other words if you send an email out today about this subject and you get a 20% open rate. You send an email out tomorrow about another subject and you get a 10% open rate. Then you definitely need to go back and look at your subject lines because it's the subject line that sells the open, isn't it? Before they ever even look at what's in the email if you don't have a decent subject line they're not going to ... You're never going to get them to open the email.

Think of it this way. Look at your business as a business. Understand what your customers want and what they respond to. Then as your list grows

you'll see over time that you are beginning to get an open rate of X. Out of that they respond more and click on more links when your subject is this. That will give you an idea as to what you can guarantee somebody. When I say I'll guarantee Ted X number of clicks, I pretty much know how many emails I have to send based on a subject and the content in the email that will get me X number of clicks sent to Ted's landing page.

How big of a list do you need to have? I wouldn't do solo swapping until you probably had a list size of maybe 5,000 or more-

Ted Morter: Wait, whoa! Whoa because it's not about your list size it's about the number of clicks that you can send. As you're networking, and this Tom hit this over and over again, you're networking with people with that are above your level, that are at your level. Then you're reaching a hand down to people below your level to help them out. If you only have 800 people on your list, then you can do a swap with someone else that has 800 people on their list, probably.

Tom Hitchens: Yes certainly yeah. I'm talking about going out and asking other people like on Clickonomy or people that you've met at a Las Vegas event-

Ted Morter: Just as long as they're clear on the fact that when you're communicating with people about doing a swap with them, you're talking about how many clicks you can send them. You're talking in terms of whenever you send an email out, what on average is your normal click rate?

Tom Hitchens: As long as the two people getting together in a business arrangement, which is what this are happy with the results one way or the other, then do it. If you know that your list is much smaller than someone else's and they're still willing to send you clicks, then ask. It's free traffic. It really is free-

Ted Morter: It's a creative process too because it's about building relationships with people.

Tom Hitchens: I never asked until I had a list size of about 5,000 because I was ... The people I was hanging with I knew that that was about the list size they had and I just didn't want to ... I didn't want to ask. I wanted to build my own list to a certain level and then I felt comfortable asking, but that was me.

Take Ted's advice and do it at whatever list size you think you have that you're comfortable with. The networking is critical because that's where you're going to find all the people you want to do yours swaps with.

Ted Morter: Mannford is asking a question. It's from the beginning. He's like, "Dude help me. Where the hell do I start? Landing page? Thank you page? Domains and hosting? What do I do?"

Your number one job is to go to members.profitacademy.com. Log in and go through the modules that are available. That is module ... There's an introduction one, there's module one, two, and three all available for you. It's going to ask more questions than you can even think of to ask right now. I'll throw you a bone. Get your domain and your hosting.

Okay, next one. How do I check the conversion rate for a landing page? Oh that's easy. Someone's like, "All right, if I have an opt-in page, how do I calculate the conversion rate?"

If you buy traffic from someone and you buy 1,000 clicks and then you get 600 opt-ins. Then you do your little math and you go, "Hey, that's a 60% conversion rate." It's just an equation based on how much traffic went to your website. Then how many of those people converted into subscribers. How many of them actually put their email in and join?

You're right, it's a simple thing and you might just be overthinking it. If you don't have a-

Tom Hitchens: I'm sorry, I'm sorry buddy.

Ted Morter: I'm going on, what?

Tom Hitchens: No I'm sorry dude. I thought you were finished.

Ted Morter: If you don't have a formal list, what is the best way to get names into an autoresponder?

I think that by that question there's just a little bit of confusion that your list, your formal list as you put it is the people that opt-in to your opt-in page. The second those people opt-in they go into your autoresponder. Your formal list and the way you're using autoresponder here they're the same thing.

Someone has caps here, "PLEASE ANSWER MY QUESTION. Can I change the email address with which I register in GetResponse?"

Let me talk about this question; this is a cool question.

"I don't want people in my list to receive messages coming from personal email. Can I modify the email from when it comes from each campaign?"

Guys look on the screen here. If you use GetResponse you'll benefit. If not then go to the bathroom or something. Let me show you, GetResponse because I use GetResponse. I'm going to come down here to ... I might have to do Account Details maybe. Then in Account Details here's an area called From Email Addresses. Then you can set up any email address you want. For example, my default one is DrTedMorter and it comes from DrTed@basictrainingforlife.

If I'm doing a gift swap or I'm trying to send something to an opt-in page, I use this one that's titled GiftsFromDrTed. I have several other opt-in pages. Then here's my Gmail; this was the one I started everything with. It sounds like that's the only you have and you don't want to use that one. Just come in here and click Add a New Address. It will ask you "What do you want it to look at? What's it going to come from? Then what's the technical email address?" Then you click Add. It will send a verification to that email. You just have to go there and click it. Then boom! You're in.

Now any time I go to create a message or a broadcast or a newsletter or an email, whatever terms you want to use. When I go in here to do it, I'm allowed to pick in the [front 01:53:54] field. I click the dropdown it has all of those email addresses in there. Depending on which segment of my list I'm going to send to, I'll make sure it comes from the appropriate person. Tah dah!

Man I'm glad you asked that question. It took me a while to figure that out when I was starting, so I'm glad to jump in and do that now. [Inaudible 01:54:16].

"Still having trouble deciding how broad the niche needs to be." Let's say I want to do craft, should I do that broad or should I be more specific in my examples like quilting, knitting, sewing?

I think that you, that the way you worded that question I like your thought process because the niche can be big. You can have an opt-in page out there that's specific about sewing. That way it gives you the opportunity to capture all the people who love sewing. Then you can have one about ... What was the other craft thing? Knitting or something.

You can do more stuff, and they all go into the same list. They're all in the same database; they just have little different tags to them or little different areas so that you can speak to them more specifically. I love

personal development niche because it is broad. It encompasses so many things so that I'm able to bring in lots of products and such that all kind of fall under that niche on a broader sense.

"Is GetResponse the only AR that allows time travel scheduling?"

I don't know for positive oh dang! I know GetResponse does. I think that AR has a version ... AWeber has a version of that. It's a really cool feature though and I know GetResponse promotes it a lot. It may be they're the only ones with it.

"What email provider do I use to see all my opt-in in one place?" Oh dang! All these questions coming in, I lost it.

Do I use GetResponse for everything opt-in, thank you, autoresponder? No, I do not use GetResponse for everything. They are only my autoresponder. My opt-in page is just a domain in hosting. If this is confusing to you, then just tune it out. What I did was I bought a domain name and a hosting account from HostGator together on the same place because it just all was there instantly for me.

Then inside of my right here where my mouse is, inside of my CPanel here, I installed WordPress on that domain. It was super-duper easy. I built my opt-in page on the domain. The domain was BasicTrainingForLife. Right here BasicTrainingForLife. If I drill down on that, you can see ... You don't have to understand this okay. If this is over your head, cool, don't worry about it. I'm trying to answer someone's question that's a little bit further along. This is just another page. It's my thank you page. I have an entirely different webpage hosted here.

The sequence goes like this. If they go to my squeeze page ... Whatever your squeeze page is is irrelevant. I'm just putting mine in for example's sake here. BasicTrainingForLife, that's the squeeze page. They put the email in, they click 'Free Access'. Then immediately I have ... I haven't set up so that when they opt in, my thank you page is called ... Okay, watch it it's going to happen fast here, okay. It's only like five seconds long.

It's this transition this redirection page. Then boom! It goes to sales page. Again all we did was first we went to the squeeze page. I know that you understand this; I'm not trying to beat a dead horse or anything. What I want you to see is that ... I'm pulling it back up just so I can show it to you. Oh crap! I spelled it wrong. Yeah, I didn't put enough Ws in there. Oh yeah. Oh crap! Ignore this part; this is just something a little more advanced I did.

With me here what I did was I went to HostGator, I bought a hosting and a domain together ... Come on. Then when I logged in to it, I went and I installed WordPress. I used a cool little WordPress plugin. It's called WP Lead Rocket. Jeff Lenny is the one who taught me about it. I love it because it's real simple and makes really simple clean pages. It's not the way everyone loves to do it. Sometimes people want bullet points and value and benefits and stuff like that. I keep it simple.

I set up the page right here, just having the HostGator domain and HostGator hosting. I installed WordPress and I built this really easy on WordPress. There's tons of videos on YouTube that will teach you how to do this. This is the part if you want to use this method ... In fact I don't really recommend that you do because Sendlane makes it so easy. They make it so easy for you just do it all together in one format. You don't have to do all this crap, but I'm answering a question.

I went in here, I set up WordPress, I built this page. In order for this page to work, I had to be inside of my autoresponder. I'm going to open autoresponder. There's one of these silly things called a web forum. I created a web forum for my Basic Training for Life. Web forum is really just a bunch of code, junk. I had to go in here and get all this code and put it in in the way that you'll learn really easy in a tutorial video.

To make this work, this is the only thing I want you to understand. That code is what makes people after they opt in they get into my GetResponse autoresponder and then they're going to go here. After they click 'Free Access' this is what happens; it's a transition page. Then behind the next thing is the sales offer. I'm just going to stop that.

I did it all that way. It wasn't like I used GetResponse to do everything. GetResponse is only an autoresponder. Actually that's not true, they have a new landing page function so they're trying to be everything. GetResponse are just trying to be Sendlane really.

If you want your life to be simple and easy, use Sendlane in the beginning. I promise it will be so much easier. Then you can dive into doing it this way. I like it because there's no monthly fee for me to do that. Just get geeky and set it up once.

Rick: Would it be fair to say you figured it out so-

Ted Morter: Okay [crosstalk 02:02:13]-

Rick: Most of these people will get it sorted out. Is that a fair statement?

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Tom Hitchens: They should be able to and it's not tough. It's just a matter of experimenting. You have to go through the training and do instead of just watching. Watch this stuff and then keep doing it. Do what is talked about in the video. The more you do it, just like Ted is saying, it'll come to you because you're doing it. You're actually engaging. That's the way to learn.

Rick: Well I'm going to play the bad guy. It's 5:00 and-

Ted Morter: Good.

Rick: We're going to call it quits for today folks. We've got a bunch more of these coming up on the weekend and next week so we'll be busy. Write your questions down and save them for next time around and we'll see what happens on that one. Great job folks, great job.

Tom Hitchens: Thank you.

Rick: Have yourself a good week people. I'm going to see you on the next-

Ted Morter: Here's a picture of Rick.

Tom Hitchens: Nice talking to you everybody. Good luck, keep going.

Rick: Do your homework, eat your vegetables, and take action. You too will end up Dr. Ted and/or Major Tom teaching people how to make money. Have fun.

Ted Morter: Thank Rick.

Tom Hitchens: Bye everyone-

Rick: Goodnight everybody.

Speaker 4: Message from a.