

Profit Jump Start Workshop #2

Anik: All right everybody, we are just seconds away. Let's do a countdown together, 10, 9, 8, 7, 6, 5, 4, 3, 2. What's up everybody. Welcome to Profit Jumpstart Session, number two. This is Anik Singal. I'm so excited to get going. We've got to make today a little bit shorter, a little quicker. I've got a flight to catch to get to San Diego. I'm going to tell you this will be the closest I've ever been to missing my flight; because, I forgot, just cross booked and it's all good. We've got a great presentation. We're going to jump right in. Guys, I do want to remind you about the 30 Day Challenge. You have until April 17th to earn your first dollar commission badge in the community.

When you do that you are going to be put into a special team, everybody who does it. It's not a contest. We all help each other get there. We now have officially less than 30 days. I think we've got 28 days or something like that, but you've got plenty of time. If you were to do this I could do it ten times over in not much time. Don't worry there's no time to panic. It's just time to take action. You can log-in to Profit Academy. If you don't know how to do that watch the end of the session number one in Profit Jumpstart.

Really just log-in to Profit Academy. Look at the left side, go to the bottom under badges. Click that button badges and from there it's self-explanatory. What I want you to do is make sure you go in there and apply for all the badges that you qualified for. If you got the opt-in page done, qualify for that. Go ahead and apply for it. If you've got your auto-responder done. If you've got your niche chosen. There's a ton of you that have a ton of badges that you have earned. This is what I'm watching every day. This is how I know how you're succeeding. If you want me to be in touch with your progress, you have to go earn the badges.

The only way you can be a part of this really special team is to do the whole process of phase one and earn your first one dollar before April 17th, so everybody say that with me April 17th. Now I love to see where we got people calling in from and I love the fact that we're using GoToWebinar; because, it's really easy. Go to that question box session right there and just type in where you're calling from. I can already see your name. Just seen to see where you're calling from. Oh wow you guys are fast. We have got Allison from Miami. We've got, I'm going to mess up your name. I'm so sorry. Ametha is calling from Dubai. We've got Leslie from go down under Australia. We've got New Zealand. We've got Peter from Singapore.

We've got Salisalvania from the UK. I'm just calling all the international people out. I know we've got tons of people from the US. We've got all over from Texas to Miami to New York, to right in back yard DC and Maryland. I'm getting ready to go to San Diego and I see a bunch of people in San Diego. We've got a lot of people. Let me just tell you from around the world. You guys have no idea how privileged we are to have a team where we've got members from everywhere.

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From Singapore, we've got members Malaysia, Australia, New Zealand, Europe. All over Europe. UK, Germany, France. We've got the Middle East. Many people from UAE. We've got India. We've got Pakistan.

We've got all places, all sorts of countries from South America by the way. We've got someone from the Bahamas. I'm jealous. I wish I was in the Bahamas right now. All right guys, it's time for us to get started, enough small talk. I know that everyone's been waiting for this. I know everyone is super excited about making their first dollar and a lot of you, tons of you sent me that e-mail that said you accept my challenge. Okay, everyone you've been sending all these messages into the question box and now here's what I want you to type into the question box. I want you to say "let's do it." I want you to type in let's do it right into that question box if you have really accepted or you are just ready to go with this challenge.

Type in let's do it. Oh my god, some of you guys make me laugh. We've got people saying let's f'ing do this. Some of you are so excited they curse, and I almost end up saying a curse word on air here. All right, wow. Hundreds and hundreds of viewers are saying let's do this. Well good for you guys, I'm happy, let's go. All right, let's move forward to today's training. In today's session we are going to talk about opt-in pages. I'll give you a ton of examples and I'm going to dissect them. We're going to go through piece-by-piece and I'll show you what is the best thing about each page. Then we're going to talk about thank you pages and I'll give you two methods with examples plus I'm going to give you some really good news.

Some really, really good news, so wait for that. Then of course getting your free gift done. We're going to talk about all kinds of cool places that you can go to to outsource and so again be very ready to write notes. Have a notepad out, pen and paper. I'm going to give you a plethora of great websites to go to. I'll give you as many resources as I possibly can. These are the sources that we use internally to do all of our stuff, so you know they're the best and they will help you, they will truly help you get all your work done. Then of course last but not least I'm going to go over some really cool techniques that you can use to turn yourself from an authority into a celebrity using some of the cool free social media tools like Facebook, YouTube and Twitter.

Let's review some pages. Let's go right into opt-in pages and we don't have any presentation or slides for these. I'm just going to show you a page and we're going to talk our way through it. I want you to take notes. Everyone's notes will look different on this part, so whatever I say to you that's not intuitive to you, whatever I say to you here that's new to you that really rings a bell I want you to write that down on a note pad, so that you can make sure your opt-in page looks like this. The first one we're looking at here is a beautiful page that says free

report. Take Care of Your Diabetes, controversial free report reveals three delicious diets for diabetic eating, starting to control your life right now. To get this free [inaudible 00:06:10], e-mail.

Guys, there's a few things I want you to note here that will make an opt-in page a lot better. Firstly, you've got the word free at the very top. Free always helps your opt-in page. The more times you use the word free, the better it will be for your opt-in page. Now on this page we've only used it twice. I would have said we should be able to use at least four times. For example, I could have used it once in the body, could say giving me these free secrets now. I could have put a free badge at the top left or right corner. Again, we've done tests and data before, the more you use the word free, the better your conversions.

Here's one thing I would have really done. I would have changed the headline of this to be honest with you. Now this page does convert well. The bottom line reason it converts well is why wouldn't it? When someone lands on this page. They have diabetes. You're going to get their attention really quickly. Trust me a diabetic knows what that little device on the left side is. They know what it is. You will get their attention with that device, but taking control of your diabetes may not be a strong enough subject line. What I would have actually used for my headline, excuse me I meant to say is I would have actually used, Free Report Reveals Three Delicious Diets to Control Your Diabetes, or Three Delicious Meals.

I bet you any day that that would convert better, so the headline would actually say Free Report Reveals Three Delicious Meals to Control Your Diabetes. We got more specific. We gave them a number and we gave them a very, very specific promise. Here are the things that this page has done very well. Firstly, the one thing that your eyes really go to, is that button, the submit button. That will always be a good thing. The submit button is red. That has been proven to have higher conversion. Personally, as a personal preference, I don't like using red buttons, but I can't argue with data. I still do it that way, although this is one of those situations where I don't practice what I preach.

Red does prove to be better. This is another great page that Ryan Dykes had released. It has converted excellence. It has a 60% conversion rate. This page is really, really good. How To Sell A Hundred Books A Day. I mean guys, it's got a very promising headline that's put into the image. What better could you ask. It says, read this free report. How To Sell A Hundred Books A Day on Amazon Kindle. Now again a brilliant headline. Obviously it's not going to convert worth a crap if the traffic isn't targeted. This kind of headline would only convert to people who would have an interest in, I can't take a personal development list and send traffic to this page.

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You know that this page was created by Ryan Dykes for a very specific reason. Again, it's a very short and simple page. There's not much you can do on it, except for put your e-mail address in. Let's see how many times he's used the word free. You'll see that he's used it less. He's used it twice, but he's not used it in his headline. I would have tried to use it a little bit more, but this is a great example of another page that converts really well. Let's look at another example of a page here. It's a different style of page, but it converts very well as well.

Here what I want you to notice is I want you to notice the button. The button says get instant access. We've actually found in data of cross testing many times that instead of the words instant access, you'll see it here. You'll see it here. You don't see it here, but the words instant access have been proven to out-convert any other words on your button. In other words instant access will lead to better conversions and bigger lists and more people on your list. From the top to bottom personally I don't understand this page, but as you can tell this is a page that's meant for the survival market.

It says How To Build The Ultimate Bug-Out Bag. It's very, very clear here that in that niche the words bug-out guide must carry some meaning; because, I don't know what it is and I would never put my e-mail address in here; because, I don't get it. This is an example of I bet you this opt-in page has a super high conversion rate with the targeted market; because, it's probably addressing such a specific thing that's very profitable. Here the biggest thing I wanted you to know was the simplicity of the page. There's not even many words on it.

There's literally just a headline and an image of a free report and a place to put your e-mail address in. The simpler your pages get, the better they convert. Look at this one. How removing my opt-in form boosted my landing page conversions by 30%. Click the button to describe the weird two step power Tweet. You know what this is? This is, we're proving also again lately to work really well. As a matter of fact if you go to lead pages, they have changed all their opt-in pages and opt-in forms so now that the e-mail is actually, the e-mail entry form is actually not directly on the page. Do you notice here, there's no place to put the e-mail address in?

Actually what happens is when you click show me, an e-mail entry box will show up. It'll pop up and so what people will do is they just put the word free instant access and someone clicks it and then it says show my your e-mail. The theory behind that is that the person has already committed mentally because they clicked the button. Now they're more likely to give you their e-mail address; because, mentally they committed to getting this free report. If you were paying attention during the Profit Academy Launch we did exactly that. During the Profit Academy Launch we just used a button, a bit button and that was it.

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This is what shows up and so there you go. If you click show me, boom, it says get access to the full tutorial, put in your e-mail address. We do this exactly as well. We tested it. It definitely out convert it. It did not convert by 30%, that's a little bit of a lie. I would say it out converted by 10 or 15% maybe. Yeah, that is something you can do. If you're using any of the technologies that we show you, especially the lead pages or anything. I really do in our [inaudible 00:12:23] builder. This is pretty easy to do. Here is another super, super easy one. This comes right from Lee Brite and they actually say that this is their best converting template.

Look at how simple it is. You can actually go as far as saying it's kind of ugly, but the thing is guys, it just works. This is why sometimes I say ugly works. It says Free Report Reveals the Five Dirt Cheap Tools That I Use To Create All My Videos Including My \$80.00 HD Video Camera. Now again, this kind of page, the headline alone makes it so you have to send it to a very targeted traffic, but there's nothing wrong with that. I want you to notice here again that they're making you click the button and then just like it did here, this little thing would pop up and they would put their e-mail address in.

That has lately been proven to out convert the normal opt-in pages. Let's go to the next one. Thank you pages here. Let's talk about two approached. The promotional method and the non-promotional method. Look, here's the deal. The promotional method basically has you promoting to your new subscriber right off the bat, means as soon as they give you their e-mail address, you take them right to a page where you throw a promotion at them. There's another method which says, you know what, I don't want to promote to them right away. I want to build a relationship first and I'll make my money in the back end, which means I'm not going to start promoting to them right away.

I'm actually going to give them a free report and really build my relationship. I'll tell you right now, in fact both methods work. The non-promotion method will keep your list a little bit more fresh for longer. You will have a better relationship with them, but you have to be real forwarding. The promotion method allows you to recover most if not all of your advertising expenses, pretty much instantly if not within the first 10-15 days. The non-promotion method can make it so that you don't actually recover your advertising expenses for almost 30-60 days. If you have more cash flow and you have more money and more ability to fund it, you are welcome to go the non-promotion method.

This is kind of new. In the past I've always really pushed that you should go the promotion method route only, but I'll tell you right now that you definitely can go the non-promotion method if you choose to do so. All right, so the promotion method like I said it allows you to offset advertising costs that re-directs to affiliate offers literally right away by using the thank you page. We'll go over that

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in a second. Here's an example of what a thank you page looks like when you aren't using the promotion method.

Seeing if someone puts their e-mail address in a page that looks like this. It says thank you. Please check your inbox for important info or information or for the report. Whatever, words you want to use there. Then it say redirecting to your free video now. Again, that text could be a little bit better. It'll have a number below it that counts down. The important thing really here is that you inform them that whatever you offered them for free on your opt-in page is indeed coming to their e-mail. However, in addition to that free thing you are now also going to show them an awesome free video.

What happens is when someone opts-in to your e-mail and they want a free report and then suddenly you can take them to a sales video. They think that they just got scammed and they don't actually ever check their e-mail to see that hey indeed the e-mail did come with the free report. They get angry. This way they know that the free report has been sent to their e-mail and that what you're showing them now is just in addition to that. All of a sudden now it works in your favor rather than working against you and so now how do you create these little transition pages that have the countdown.

Guess what? This is the good news. You ready? We created a thank you page generator for you. It's inside the Profit Academy member's area. It's so cool that all you have to do is enter your headline text, so right here. You see the headline text. It says thank you please check your inbox for important info. That's not really good headline text. You want something better that says your free report, value \$97.00 is on its way, check your e-mail. You just type it in right here. You just type it in under headline. Sub-headline, sub-heading text says right here where it says re-directing to your free video now.

You'd probably want to put something like While You Wait, Watch This Free Video. Watch This Extra Bonus Free Video or something like that to get them even more excited about it. Then it'll have a five second countdown or a three second countdown. The only thing you need to do then is enter your affiliate link which is where it'll re-direct. In this case we used a click bank product. Now within just these three simple steps you can click generate page and before you know it your person is able to use the thank you page strategy very easily. Your person being you.

Now all of your subscribers are happy; because, they know that a free report is coming, but at the same time they're getting immediately re-directed to an offer so that you can recover most of your add expenses. What you'll do when you hit generate page, is you'll get this link and this is the link that you want to put into your auto-responder. Remember when you go into your auto-responder it asks

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you where do you want to set somebody after they opt-in to your list, well this would be the link. You basically type in imconversion.com/thank you/blah, blah, blah. This is one of our partner companies.

We just had them build this and we gave it to our students for free. This is going to be a tool that'll cost money in the future, for us, they gave it to us for free. Again, you would just put imconversion.com/thank you. You put that exact URL into your auto-responder and you're done. This IM conversion tool will then forward all of your traffic through the thank you page and off to whatever affiliate offer you want. Now that was the first method. If you choose to go the second non-promotion method, well that means you don't make any offer immediately and what you're really just going to do to direct them to a static page that says thank you, so it could be something like this.

It says, thanks, I just sent you an e-mail of a report as I promised. It's on it's way. The information you requested is being sent right now and you should receive it in your inbox in the next five minutes. Look for an e-mail from Joe Jones at your e-mail with the subject line, here's the report you requested. Then you add a picture of yourself, is a force that really builds trust. The other thing that you guys can do is put a button there that says download the report now. What I like to do is train people to go to their e-mail.

I like to do that; because, that way in the future when I'm e-mailing them, I'm actually training them to look for e-mails from me, rather than just downloading it right away then forgetting who I am. Now, I don't typically like this method. I feel like you could be wasting money, but I have found in recent case studies that doing this method is extending the life and the relationship of a list, but it's not for everybody. A lot of our students do have money. They've got a lot of money and they say, I don't really care if I'm investing five, ten thousand dollars and I have to wait an extra 30 days to get that money back.

If you're in that situation and you don't feel comfortable using a promotion method, you don't have to. Just know this, from almost every list I've ever built and I ever do build I use the promotion method. Although, I've got millions in the bank, I see no reason not to recover my advertising expenses as soon as I possibly can. I still use that, but I wanted to share this as a second method. I have some friends and some of our coaches even that now choose to go this route. It's a personal preference as long as they have the ability to fund the advertising.

Now, I'm going to go through some really quick stuff here guys, and I think we're making record time. We might be able to finish before an hour is up and with your permission I'd love to do that, so I can make my flight. Also for great stuff, the next few sites I'm going to go over are absolutely essential. You've got to

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write these down. Please, if you've not had a notepad and pen right now, get it out now; because, you're going to need them. Getting your free gift done, the types of freebie content that is out there.

What can you give away for free? How do you drive people to join your list? There's really three major things. You can give away a PDF report. You can give an audio file or you can give a video file. Now guys this is a really, really ironic thing. I have found over and over and over and over and over again that a PDF report or a book gets the highest conversions from everything else. Get it. It's the most common. What I meant to write there is it's the most converted. The second highest converting is an audio file. The third highest converting is a video.

It's really weird. Video has the most perceived value in people's minds when it comes to paying money, but apparently has the least conversion when it comes to getting a freebie. It makes no sense, but I'll tell you that this is data that has been tracked after hundreds of thousands, if not millions of clicks. Now it works in your favor; because, PDF reports are also the cheapest to create. You can literally get a great bang on PDF download for \$50.00 if not less or maybe \$70.00 and it's going to be super quality.

It's easy to change, easy to edit. You can always make it whatever you want. If you get audio or video done, it'll cost you double, triple, quadruple that. It's not easy to change or edit and you're kind of stuck with it. Really if you're just starting and budgets are an issue, I really think you should stick to a PDF report. It'll be easier, quicker, simpler and the whole process can be outsourced and never needs your voice. PDF report, you've got three options really. You've got write it yourself. You've got outsourcing the whole thing, so you've got something brand new written or you can purchase the rights to a book.

Number three is not my forte. I'm not very good at purchasing "rights". We'll really talk mostly about writing it yourself or outsourcing. Now, I'll tell you. Out of 100 students, maybe three or four or five will choose to write it themselves. Most people do not want to write it themselves. I don't blame you. Neither do I. Most choose to outsource it which is absolutely fine if that's what you're doing. Most will choose to outsource their PDF report and I don't see any problem with that. We're going to spend most of our time training you on that; because, 97% of our students really just want to outsource it.

I think that's what you should do too. It's cheap. It's fast and it's one less stress on your head. The quickest method of course is obvious, you're going to be able to get private label rights to it and we are by the way working on something like this for our students. It's going to take us a while, but we're actually going to go out and get a whole bunch of stuff created for you that you can just personalize

and actually take rights to for free. We're working on that and I don't know how many months, two or three months before we have it up.

Don't wait for it to start your business. Let's just do with what we've got and when that comes out it'll make it easier for you to expand into new niches, so you just utilize it then. PLR content can be delivered to you in a Word Document format. It gives your "rights" to use the ready made content as your own. You literally can just change the content up. You can put your name and your title and take full credit for it and that's what it's meant for. You've got rights to do that. Then you can use programs like openoffice.org or anything and just hit save as PDF. You can go to Microsoft Office Word if you've got word which most computers do.

Go hit print and there's an option there to not print it, but to just save it as a PDF and boom your report is done. Most of these free reports will be given to you in a Word Document format. You take it and you simply, sorry. Um, I had something stuck in my teeth there. Sorry about that guys. You'll take it and you'll hit save as PDF and voile you'll have your own PDF to work with. Like I said we're working on a really cool system; hopefully, that'll be done in the next couple months that would allow you to basically do all that on the fly. You'll be able to do it all in our system. Hit go and boom it'll pop out a PDF for you.

Video: If you want to create a video you can actually create an onscreen "how-to" video and what you could do is something like what I'm doing right now. You see what you guys are watching, I'm recording this. When I'm done recording this it'll turn into a video. You've not seen my face even once during this whole presentation. You can do something just like this. You can create a really cool PowerPoint and do a screen capture video using a software that costs about a hundred bucks. Just edit it and poof put it up. You could even pop it up on YouTube and never have to pay for any bandwidth, right? What you can do is you can take written content, put it into a PowerPoint and then record the screen and suddenly you've got a video as well.

You've got more content to get out. You can also record yourself live if you'd like using your iPhone or your iPad. In case, maybe what you're doing is not something that's recordable on the screen, maybe what you're doing is teaching landscaping or flower, what am I trying to say, florist stuff. How to plant roses and all that. It's kind of hard to do that on a computer. You get someone to hold up an iPhone and take that video. Like I said, right here, the tip is to upload it to YouTube or Vimeo and make it private and only give access to your opt-in pages.

That way people can't publicly watch it. They can only watch it when they've opted-in and YouTube or Vimeo don't charge you bandwidth usage, so you don't have any outgoing fees to use it. If you don't make it private by the way you

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might be able to start getting some free traffic to it from the services that they offer; because, they're obviously marketplaces. Camtasia is a great tool offered by TechSmith.com if you want to use it for onscreen recording. If you're going to use onscreen recording you can get a free trial, or there is, actually it doesn't say it here there's a, if you want to write this down there's another great tool called Screenflow if you're a Mac user. I'm a MAC user so when I record things on my screen I use a program called Screenflow.

That's again s-c-r-e-e-n-f-l-o-w, screen flow. It's a superb tool guys. Absolutely an awesome tool. Camtasia is also awesome. I think Screenflow, I don't know they're like a hundred, two hundred dollars. There are also free tools on-line and if you choose to use those, you can use free tools in the Internet. Basically, go to Google and type in Camtasia alternatives or screen capture software. Type in the words free screen capture software. It won't let you make really long videos, but I think if your videos are only like 10, 15 minutes long you can use really cool online free tools. I'll tell you right now, in phase two we're going to talk about creating your own product and all of that.

Sometimes that involves making screen capture videos, so I really, really recommend if you can afford. It cost a couple hundred bucks, but if you can grab Screenflow or Camtasia I'd really recommend it. Trust me, I can't tell you how many millions I've made from that tool and it only cost me a couple hundred bucks. Now if you want to do audio, it carries a very high value, especially if you can interview an expert or even get someone else to interview you, boom within 30 minutes you can have a great freebie product done to attach to your opt-in page to get conversions through the roof. You can even just take a private label rights content and record yourself presenting it on audio.

Right now, let me tell you something. If I removed the videos. Right now we're recording this, so we can put it the members here for replay. If I were to just take this and remove the audio from it. I just pulled out the audio and say I remove the video element, well, you would have a great audio file. It's very easy to do and we'll tell you exactly the tools you'll need to use. It's super cheap, especially if you're going to use your voice. You don't have to have any stage fright or camera fright; because, it's just audio. Microphones nowadays are dirt cheap.

I'm using a microphone right now and I'm in a room full of echo which I'm going to fix soon, but I'm using a microphone right now that's considered to be one of the top of the line mics and it's a hundred bucks. This mic cost me a hundred bucks. You can start with mics even as cheap as \$20.00 and it doesn't make a difference. It'll be all the say. The greatest thing is a lot of you guys, a lot of people do Podcasts. I'm going to actually be getting into doing my own Podcasts soon as well. If you do Podcasts, I'll throw up one of these Podcasts as a gift.

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That's easy, just put in an MP3 format and give it to them as a bribe for signing up for you opt-in list. Include a transcription with the audio for higher value or you can create a whole standalone freebie. Maybe you could create two opt-in pages, one where you give away the audio file. The other one where you giveaway a transcription of the audio file. Transcriptions by the way can be done within about 24 hours and they're not expensive at all. Not at all. I'll show you what, if you want to record yourself doing an interview. If you want to record yourself. If you want to record someone else guys. If you use Skype plus any kind of Skype recorder.

I don't know any specifically myself. The only reason is; because, when I do these now my team will record me. You can go to Google and just type in MP3 Skype recorder or just type in how to record a Skype call. It's very easy to do, or just use this tool called freeconferencecall.com. You can go to this URL. Basically they give you a phone number to dial into. You dial into the number and whatever is spoken on that conference call is recorded and they send you an MP3 file. The quality of that will never be as high as if you record a fresh MP3 using something like Skype or your telephone directly.

A freeconferencecall.com quality will be a lot less, but it doesn't matter. It's not going to affect your conversions at all. If you find that to be easier you can totally do that. Now, if you're recording yourself or if you are recording a live interview, if you can get someone to sit next to you or you're doing Podcasts, I'll tell you right now the best microphone that you can get is the one that I'm using right now. It's call the Blue Yeti. The Blue Yeti. Blue as in the color Blue and Yeti, Y-e-t as in Tom, I as in India. Yeti, it's a quality USB based microphone that connects into any Mac, into any PC and then you just use this free audio recording software, its' completely free. You can go to google.com and type in Audacity download.

It's actually a free program to download called Audacity download. Guys, I've gone over a lot of cool things I need you to write down now. I'm going to review it one last time here. I told you we had a lot of stuff to write. If you're a PC user I want you to write down the word Camtasia and research it. If you're a MAC user I want you to write down the words Screenflow. S-c-r-e-e-n-f-l-o-w, Screenflow. I want you to write down this URL here. Freeconferencecall.com or make sure make a note of Skype; because, you can use Skype to do a lot of audio recordings. I also want you to write down my favorite microphone.

You can go to Amazon.com and purchase this called Blue Yeti. I don't think it's more than a hundred bucks. I can check for you guys right now here. I'm going to use another computer. Oops. Okay, I can't stop it from doing that. Hang on, okay. Hang tight guys, we are going to check. I just want you to know the real cost of what it is and I'm pretty sure it's really cheap. Wow, Amazon made some

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changes to the UI. \$119.00, okay, \$119.00 for the Silver One. It is awesome. It's an awesome investment. If you can make it I'd really, really recommend that you do that. All right free audio recording software called Audacity, so write that down. Go to Google.com type in Audacity download and you'll get it. Then let's keep moving forward.

All right great transcription services, guys right these down. They are lifesavers. You know what, we use them every week right now. All of these webinars we do. All of the videos that are in our entire Profit Academy. Every single thing. All of the transcription for that has been done using rev.com. R-e-v.com. We love this service. Now for a long time I used to use castingwords.com. I love using castingwords.com too. They would turn around and service very quickly. I could get stuff done from them within hours.

I have no idea why we moved to rev.com. It was someone on my team who made the decision. I think they're cheaper. I think they charge less. Just compare the rates. You'll only be paid per minute of audio, I mean charged for a minute of audio, so if you do a 30 minute audio and you upload it. You just have to upload the MP3 file and they know very quickly. They dissect that and they come back and tell you. Oh hey, it's a 30 minute file. It'll cost you x, y, z. That is going to be an excellent, excellent, I guess the word I'm looking for yes, rev.com or castingwords.com, sorry. I'm getting text messages right now from my wife. She's like hurry this up. We've got to go.

That's why I got distracted for a second. I picked up my phone. I'm sorry. All right additional content ideas. You can give away things like checklists. You can give away spreadsheets. You can give away lists, resources. All right all of these will also get conversions. You could do a checklist like ten point checklist of losing weight. You can do a spreadsheet, free spread sheet to conquering profit margins. I don't like spreadsheets as much. I don't think that's going to convert as well. I don't like lists as well either. I really like free reports, PDF reports are the best. If you want to do a checklist, fine. Guys, it costs like 50 bucks to do a free report. You might as well do that. It's better.

Here are some other thing that you can give away. I'm skipping it; because, you and I are just going to make a handshake agreement here that you are going to do a free report, free book. Iwriter. Let's go through some tools. Write these down. These are incredible, incredible. I love this tool. It's by a friend of mine who's created it. I really think it is absolutely excellent, I love it. I absolutely love this tool. Copywriter. I-w-r-i-t-e-r.com. Iwriter.com. Go there. It is one of the best places. They've got thousands and thousands and thousands of people that are willing to write content. I mean like seriously thousands of people willing to write content.

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Go there, sign-up. By the way if you want to make some money, if you're a good writer and you're like okay, I want to make some money to fund my business. You can make a few hundred bucks, a couple thousand dollars on this website really easily. Use that money and buy traffic with it. You can write content or have content written for you. It's super fast turnaround. It's super awesome. It's not expensive. I really recommend iWriter. It's owned by two friends of mine. I definitely recommend iWriter. The other place is this place is called warriorforum.com/warriors-hire. It's a super long URL, so write it down while I'm talking.

You'll see places you can hire webmasters. You can hire content writers. You can hire copy writers. Right here, check this out. This says content \$70.00 plus cheapest and best custom e-book service on warriorforum, American writers step up your game, blah, blah, blah. Seventy bucks, \$70.00 and you can get this guy to write you a free report. That's awesome. Why would you not do that? Right, of course, you would do it. It's awesome. This is a great place to go. Write that URL down. Warriorforum.com/warriors-hire. You're going to get great success there. Check this out even if you're looking for a designer here. Affordable web design and development solutions H channel, SEO and WordPress. A lot of you guys, I don't know how to do that. I don't know how to do that. How do I do this? How do I do that? Here we go, check it out.

These guys are marketers by the way. Everyone at warriorforum is a marketer, so they understand your lingo. They know what an opt-in page is. They know what they're looking for. You look at the column below that and it says a thousand plus served. No other warriorforum SEO service provider has more positive views on it, \$25.00. I don't know about that one. A little suspicious but I don't want to call this guy out. If he has a thousand reviews or whatever. He must be awesome. Sure as hell has a lot of posts there, 3828 posts, so it's got to be something good.

I'm just trying to show you that at warriorforum.com/warriors-hire you can get a lot of great services, might be awesome for you. That other place that's really great is checkout fiverr.com. F-i-v-e-r-r.com and I don't know if you're really going to get a great free report done, this isn't really good for that. Right now I'm showing you places you can go here to transcribe things. You probably will save money if you gone transcription done on fiverr.com versus getting it done on services like Rev, but I've never used it for that. I think the turnaround time might not be that fast. I know on rev.com and casting words if you want it turned around within a day, it's not so expensive and you can get that done.

Let's see moving forward, so how to outsource. Web design, this is great at fiverr.com by the way. This is an excellent thing to go fiverr.com for if you want to get your opt-in pages made. If you go to fiverr.com you might want to use the

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word squeeze page; because, that seems to be the common terminology is exactly the same thing as an opt-in page, so just use the word squeeze page, just say squeeze page. How to outsource, freelancer.com. All right if you have anything technical that you want international people to do for you, the cheapest place you can do if you want something installed, STP or if you want a little quick code written, a little software tweaked. Freelancer.com best place.

You're going to get a lot of people internationally. They'll bid from the Philippines, India, Pakistan, Russia. They're not the highest quality of work. I don't like to go there if I'm doing a very intense and big coding project, but if I'm doing something at the level that you guys will be doing at, you can get people here for \$15.00, \$20.00. It's really awesome. I recommend freelancer.com a lot. Odesk.com, if you're looking for more American services. If you're looking for even things additional to writing and translation, Odesk is excellent. I know my team has used the heck out of it. I personally have not, but you also get access to a lot more western talent.

It's about quality wise, it's about the middle grade. It's not bad. It's not amazing either. Peopleperhour.com, this has got to be a new one. I have never used this but my team told me that I have to put it in the presentation. Other than telling me, hey go check it out, I really don't know what else to tell you. I've never used it. My team seems to love it, so someone on my team must be using it and liking it. Elance.com. I love this service. It's great. Elance is going to get you access to a lot of people that are from the western world, so that means it'll be more expensive, but the quality level will be higher.

Write down elance.com. We actually missed one, and that was guru.com, g-u-r-u.com. Guru.com. I just completely forgot the slide. I think I deleted the slide my mistake. Again g-u-r-u.com. It's of the same level as elance.com. It's about the same. Guru.com is literally about the same as elance.com. Same level of services. Same types of providers. They're all going to be people from the West Coast, more expensive but high quality. I don't think you need that level of quality just yet, but when you get into product creation, web designing, maybe you want to do some more technical things, phase two, I would definitely recommend looking at elance and guru at that time.

All right, now let's talk about turning authority into fanfare. How do you go from being an authority into being a celebrity. These are the go-to places where people connect. You want to look at YouTube, Facebook, and Twitter. These are three places you really, really, really, really, really, really want to do. Here's what you need to do. I'm just going to give you the short of it. We're actually coming up to the end of the presentation. I can't believe it. Usually I'm used to talking for two hours. This is going to be less than hour, woo-hoo. Everyone's happy. My wife's happy. You're happy. I'm happy.

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I'm going to give you a quick little tip and that's really all I need to share with you for the moment; because, most of you are still in the position where you're going to be working on building your opt-in pages and stuff. It's not like you're dealing with a list of 10,000 people yet. When we get into that I'll give you more specific strategies, but for now I want you to go to YouTube and I want you to do Facebook and I want you to go to Twitter. I want you to create a page. It's on Facebook. I know you may already have an account and you have friends and all that.

I actually want you to create a page that's your company's name, your name, your character's name, your pen name; whatever, it is; because, what you're going to do sometimes, is you're going to send out e-mails to your list sometimes that are not content or promotions. They're literally linked to your YouTube page, to your Facebook page or to your Twitter page. It just links them directly to a post. The reason for that is; because, you're beginning to use these really cool social tools to uplift yourself in the social circle community. See what's going to happen guys. Let's say you have a list of 5000 people and you send them a link directly to Facebook page posts you put up, a post on your page.

If you sent an e-mail to 5000 people, you might get 200, 300, 400 clicks, right? 300, 400 clicks, those people go to your Facebook page. You know 90% of the people that are on your list have Facebook accounts. They're already logged in typically too. Well, they can immediately hit like. They can immediately leave a comment and when they do that it shows that they did that on their Facebook page. All of a sudden your brand, your content, your post is becoming viral in a social community and you were able to use your list to help boost your viral presence on places like Facebook, YouTube and Twitter.

This will actually start bringing more traffic into your list, onto your Facebook page. More people liking you; hence, turning you really from an authority into a celebrity. Check out all the big celebrities. Their Facebook pages have millions and million of people following them. Every time they put up a post, they get 30,000 likes and 50,000 comments on those. That's what we're going to do with you over time. If you check me I'm starting to close in on almost 100,000 people on my Facebook page. When I put up a post or when I put up a comment or whatever, I usually get hundreds of people to like it and talk about it. We're about to do a lot more with it.

We're about to really boost that very soon. We're going to really raise the bar and just start going after a lot more relationship building. My goal here before the end of 2015 is to hit 200,000 people on Facebook, but 200,000 really active, strong people that I'm communicating with and building a strong relationship with. I really want you to start using these tools. It's going to really boost your subscriber responsive rate. It's going to be higher open rates, higher click rates.

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It's going to boost your brand. It's going to get you access to new markets and new people.

For example, check this out on YouTube, you'll get a lot of people that'll hit share. They'll hit like. All that makes it more viral on YouTube. YouTube is more likely to show you to more people if they see that it's getting more views, it's getting more likes, it's getting more shares. When you have a list it's really easy to create a viral effect, real easy to create a viral effect using your list. All right, so ask your subscribers to connect with you in your e-mails and on your blog or wherever you do it. You can also directly send them links directly to posts. That's the easiest way to get them connected to you. All right, so a couple of questions here guys. We are at the end of the presentation, but there are some things that I definitely need to talk to you about.

Have you gone in and taken the 30 Day Challenge. Very seriously where are you on the progress meter? All right our 30 Day Challenge, April 17th, we end it. You have to have generated your first dollar by April 17th exactly. Now, there's a bunch of badges that come before it. You should be able to apply for the next badge. You should be able to apply for the, tell you what, let me do something here. I'm going to freeze my screen here for you a second and what I'm going to do is pull out a page. Hold on; because, we're going to log-in real quick.

We're going to go to Profit Academy. We're going to log-in. I want to show you again what you're supposed to do so that nobody has the excuse to not do it. I'm logged-in. Show my screen again. You should be able to see my members area here. What I want you do here is I want you to go to badges, our badges, click on that button right there, our badges. Let me just zoom in here and see if you can see it. Our badges, now if you've already created your first opt-in page, click on that, okay? Click on that page and put picture or put a URL and hit submit, so we can see it. Once you have created your opt-in page, your auto-responder is set up, once you've put in your ten days of auto-responder series.

Once you've connected your free report, your opt-in page, there's a lot of badges you guys can get here. There's a lot of badges that you can get before we work our way up to the dollar one. Once you've got your one first dollar earned, you'll come in here, you'll click on that badge and again you'll put in an image or something that proves that you've generated a dollar of profit and we will approve your badge. There's tons of other badges you can get. Check out all the badges we're going to slowly work you up to. Right here, it's select your niche. Earn this badge by doing market research and selecting your e-mail marketing niche.

You guys also qualified for this. Earn this badge by opening and using your Click Bank account, so once you're inside Click Bank, you get your Click Bank user.

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Earn this badge by locating a forum in your niche and driving traffic to your opt-in page. Guys, we have tons of badges here. Find your give away, earn this badge by finding your first give away to use on your opt-in page. Check out all these cool badges that you guys can get right now. Okay, a lot of you can get these right now. You're way further ahead already, so go in here and go to the badges right here. Okay, so just click our badges and go to this page and start getting and applying to all the badges that you could possibly earn.

Then when you want to really see what our top badge earners are doing, if the page ever decides to load. I know that we're making changes to this page, so it might be having issues. Check out other customers and other students along side. Like Wendy right now who I just spoke to by the way on the phone today, she's already earned her first \$100.00. I know that Chris is getting very close to that. We have a bunch of students here that are earning tons and tones of badges. Look at this. I'm just going to keep going down this list. Check this out guys. Look at how man people have earned so many badges.

Look at how many people. You guys could totally be doing this. All right, and it still goes on and on and on and on and on. Make sure you're on this list. Make sure your name is here. Make sure you're earning the most badges. More people, the more badges we have the higher up the list you'll be, so get in here and start working on it. The next thing I want to show you real quick is, I'm going to freeze my screen real quick so I can bring it up, is profitacademylive.com. Guys there is some news. There is some news. We might be changing the dates of this event. Unfortunately, we may have to; because, of this big fight that's happening in Las Vegas and we don't seem to have a choice.

I don't want the hotels to be too expensive for you. We're working on it. Right now what I want you to do is just go ahead and register your free seat. At the minimum go get your free seat. We are going to have a ton of people there, a ton of people there, a ton, ton, ton, ton, ton of people there. I really want you to go in here and register for the event. It's very, very important. You get one free seat as well for a guest. It's a \$97.00 deposit you have to put down just so that we know you're a 100% serious about being at the event. Go to profitacademylive.com, do this. I will let you know within the next few days if the dates are changing.

We're in the process right now of figuring that out. I will let you know if the dates are changing, but for now I really need you to go in here and reserve your seats so that we know that you are 150% serious. I haven't revealed a list of the speakers yet, I'm going to very soon. Believe me you're going to be blown away. We have got some of the most brilliant people coming from all over the world to come speak at this event. I'm very, very, very, very, very, very excited to be able to bring that to you. All right and then of course last but not least we have been

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getting such a massive demand from people asking to get a persona private coach to work with them hands on every single day for 90 days to really get them through the process.

What I'm going to offer you is if you really want that, let me bring up this site here. I got some seats left. I put together an official page for it and I'm just going to link you to it. It's at vsscoach.com. Let me see if I can just write it here on this page, so that you can see it. vsscoach.com. You should be able to see it in one second, one sec. All right there. You should be able to see that the vsscoach.com. If you go to vsscoach.com you'll see a video of me that starts playing. You can pause it and then simply fill out the short form below guys. Look at this form. Be very honest in this form. Be very, very honest in this form; because, we need to know the honest truth if we can really help you.

Always remember vsscoach.com, yes it's there. Yes, we can get you one of our coaches to work with you hands-on for the next 90 days, but that is an additional cost. That's an initial investment involved. We can't do it at the current rate. Of course, the whole community remains free for you. We'll help you as much as we can through our forums and through our support systems. A lot of people are asking for hands-on help. If that's you, if you really want the hands-on help, then I would ask you to please go to vsscoach.com, fill in this application. We'll see what we can do. Someone will be in touch with you within the next 24-48 hours. Be patient with us. Obviously we're getting a lot of requests.

We don't have a lot of seats. We have only three or four seats left. Actually, I think we have six or seven seats, sorry. We only have six or seven seats left. That's about it. Having said that everybody, congratulations for making it this far. Congratulations on how serious you are. I'm sorry I have to cut today's session a little short. I do need to run, but I'm very proud of you guys. I'll see you again, actually I'll see you this weekend. I want to make sure that you haven't forgotten we have our first virtual weekend and that is the last thing I need to make sure.

Guys, make sure you mark this on your calenders. I need to freeze my screen real quick and I want to show you the URL to go to. Let's see here. I always forget the URL, so I have to test it before I tell you so that you can go to the right one. All right perfect. This is right. I want you to go to, I'll show it to you in a second. I want you to go to profitvirtual.com. Here's it right on your site. Guys 12:00 to 5:00 Saturday and Sunday this weekend. Coming up and starting in two days. Exactly 45 hours or something, 44 hours from now. We got Andrew Lance one of our top coaches. He's been with me for three years. Really knows his stuff.

He's going to be here. I'm going to help kick it off in the morning. We've got the best speakers coming on. They're going to walk you through, all the way through mastering phase one. We're really wrapping up phase one. If you want to

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generate your first dollar, you're really really serious about getting into that special team that we're creating, then you've got to get onto this virtual weekend session, 12:00 to 5:00 on both days. Be there. Go to profitvirtual.com, sign-up, make sure you mark it on your calendars. Guys don't just wait for the replays. Don't do that okay. Make sure you're there. Make sure you're there live; because, you learn the most when you are there live.

Your attention is there and dedicated time to it. You've told your brain that this is that serious to you. You've put a real strong message out to the universe when you're there alive. Be there alive. I'll see you Saturday at 12:00 when we kick off that event and I'll also see you for the third Profit Jumpstart session that takes place on Tuesday at 3:00 p.m. Again, Tuesday at 3:00 p.m. Mark your calendar. You'll get an e-mail again from GoToWebinar about it. I'll see you Tuesday, 3:00 p.m. for the next session. Again, amazing news coming out next week too. Guys we continue to do more and more for you as much as we possibly can.

Thank you guys, keep working hard. Go to [profitvirtual](http://profitvirtual.com), sign up for it. Go to vsscoach.com if you want to apply for the possibility of being able to invest more into your business and having a private coach work with you every single day. Let's make this stuff happen. All right, guys I'll see you Saturday morning and I'll see you next Tuesday. Thank you so much. Now I'm going to run, so I can go make my flight. All right guys see you soon. Thanks.